

SELL More Vision and Be a Rainmaker in Your Business

With:

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Sell Your Vision

Travis Barnes

- _____ businesses have no vision.
- _____ businesses follow other people's vision.
- _____ businesses with Raving Fans create their own vision and then aggressively go after it.
- The vision must be _____ and _____ meaning everyone in your company can get behind the vision and work to make it happen.

Ashley Selman

- Connect with the Why behind your vision
 - How does it serve you?
 - How does it serve others?
- A clear and specific vision will help you:
 - Stay focused on your core competencies
 - Save valuable time by saying No
 - Attract your ideal team members and clients

Mark Fisher

- Get clear on your long term vision.
 - *Ex. Mark Fisher Fitness 2030 Vision*
 - If you have one, involve your team in the creation
- Use it as part of your onboarding for new team members.
- Keep it top of mind for your team and engage with it regularly.

Sell Your Brand

Ashley Selman

- What makes up your unique brand?
- Are all aspects of your brand in alignment?
- Consistency creates retention by:
 - Attracting the right people to your business
 - Building trust over time
 - Creating long-term relationships

Mark Fisher

- Get in the minds of your dream clients and consider every element of your brand from their perspective.
- How do the following represent your values? How do they appeal to your dream client?
 - Business Name
 - Website Design
 - Brand Colors
 - Style Guide
 - Facility Design

Travis Barnes

- List Your 3 Customers:
- What 3 words do you own in the minds of your customers?
- What 3 promises can you make to support these words?

Sell Your Services

Mark Fisher

- Become a “trusted advisor” with great questions:
 - *What’s the NUMBER ONE THING that brought you in here today?*
 - *What’s the ONE CHANGE you would make to your health and fitness behaviors?*
 - *What’s gotten in the way of success in the past?*
 - *On a scale of 1-10, how ready are you to get started today?*
- Don’t forget to pre-qualify logistics
 - *How many times a week are you planning to workout?*
 - *What’s your budget?*

Travis Barnes

- What is the vision of your business?
- What is your BHAG?
- What is your goal for this year?
- What would be an appropriate quarterly goal?

- _____ determines each person's level of accountability for
- making these goals happen.

Ashley Selman

- Make it simple to get started!
 - Remove barriers
 - Keep pricing simple
 - Personalize the consultation process
 - Offer solutions that are the best fit for *them!*
- Then repeatedly deliver outstanding services and experiences!

Now TAKE ACTION

What's ONE action you will take on Monday morning to become a rainmaker in your business?
