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LIMITLESS

Own Your Stage: Evolving Sessions into EXPERIENCES

PRESENTED BY

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What's Up I'm Dane!



- BA-Marketing (Univ. at Buffalo) & NASM CPT/PES
- Collegiate & Professional Football Player (AFL)
- 12 Years & Counting in the fitness industry
- From Mopping Floors to Regional Management overseeing over 8 clubs and over 50 coaches
- TV Coach w/ Daily Burn, Total Gym, and QVC
- Creator of the Fit Pro Gameplan Career System & Clubhouse



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Housekeeping & Agreements



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

Bottom Line:

By choosing to be here, it means you're ready to play and dive in. Do what you need to do to be present for yourself and each other.



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

What's Ahead

I. A Good Workout vs. A Memorable Consistent Fitness Experience

II. Your Primary Persona (Revisited)

III. Story Structure

*IV. The **STORY** of Your Sessions*

*V. Wrap and **OVERTIME!***



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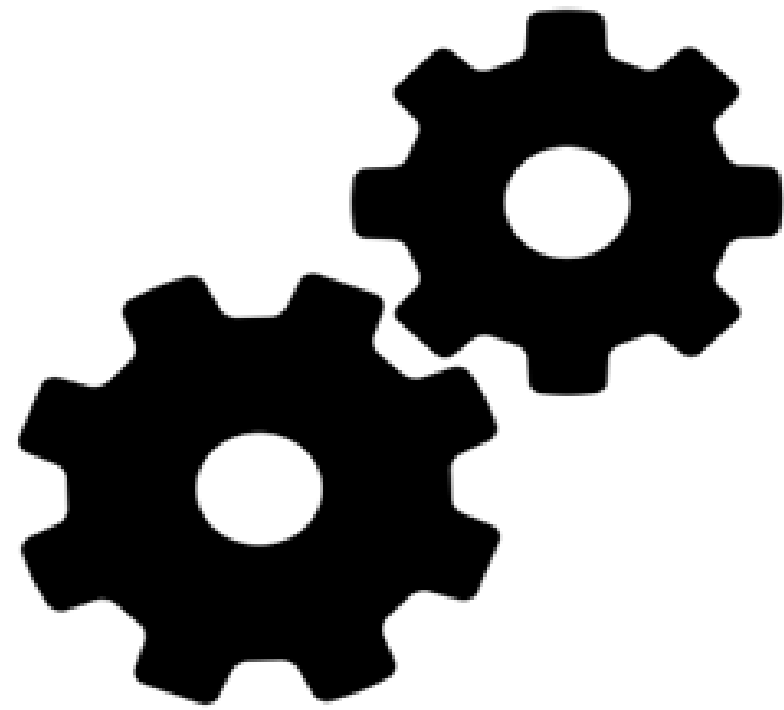
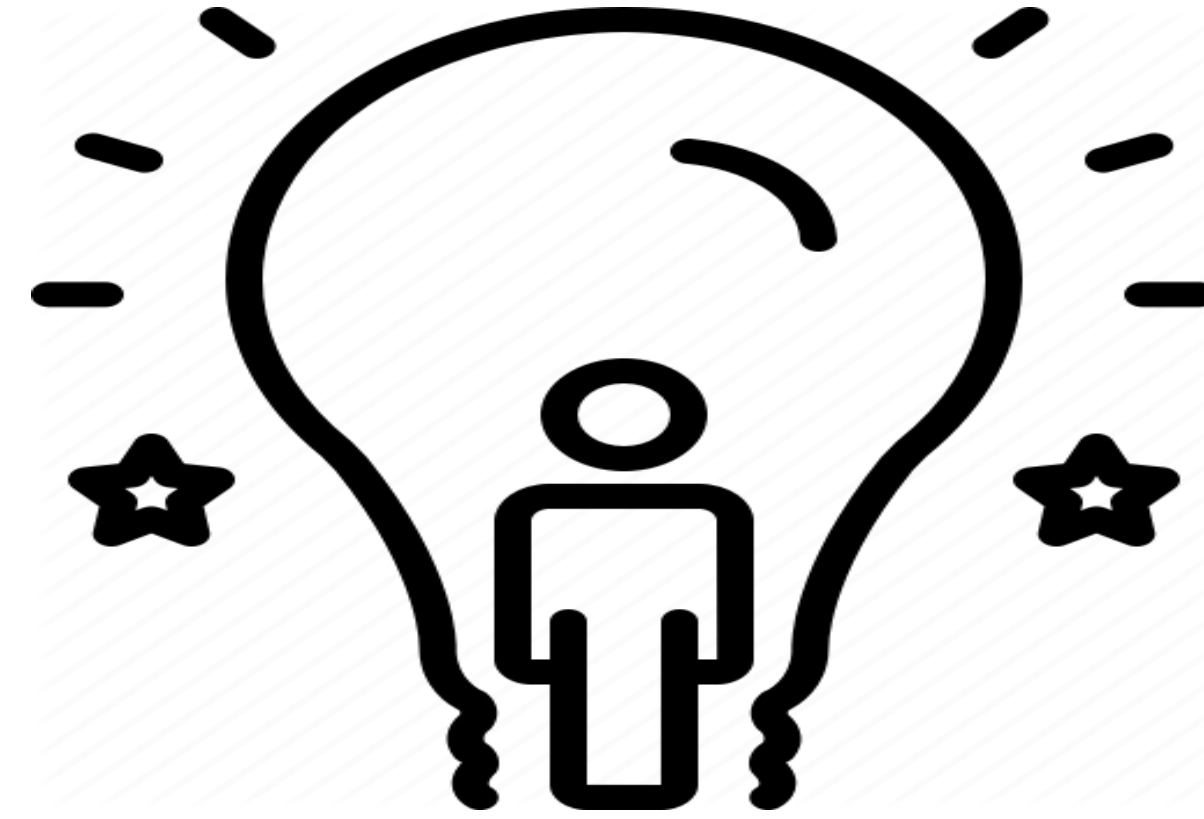
Icebreak: R-P-S Tournament

But first we have to separate into
teams!



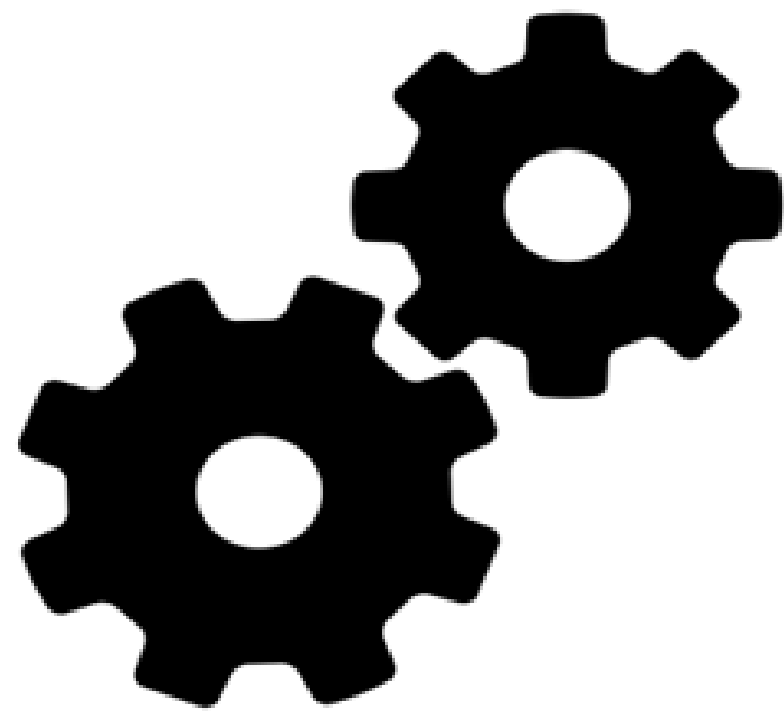
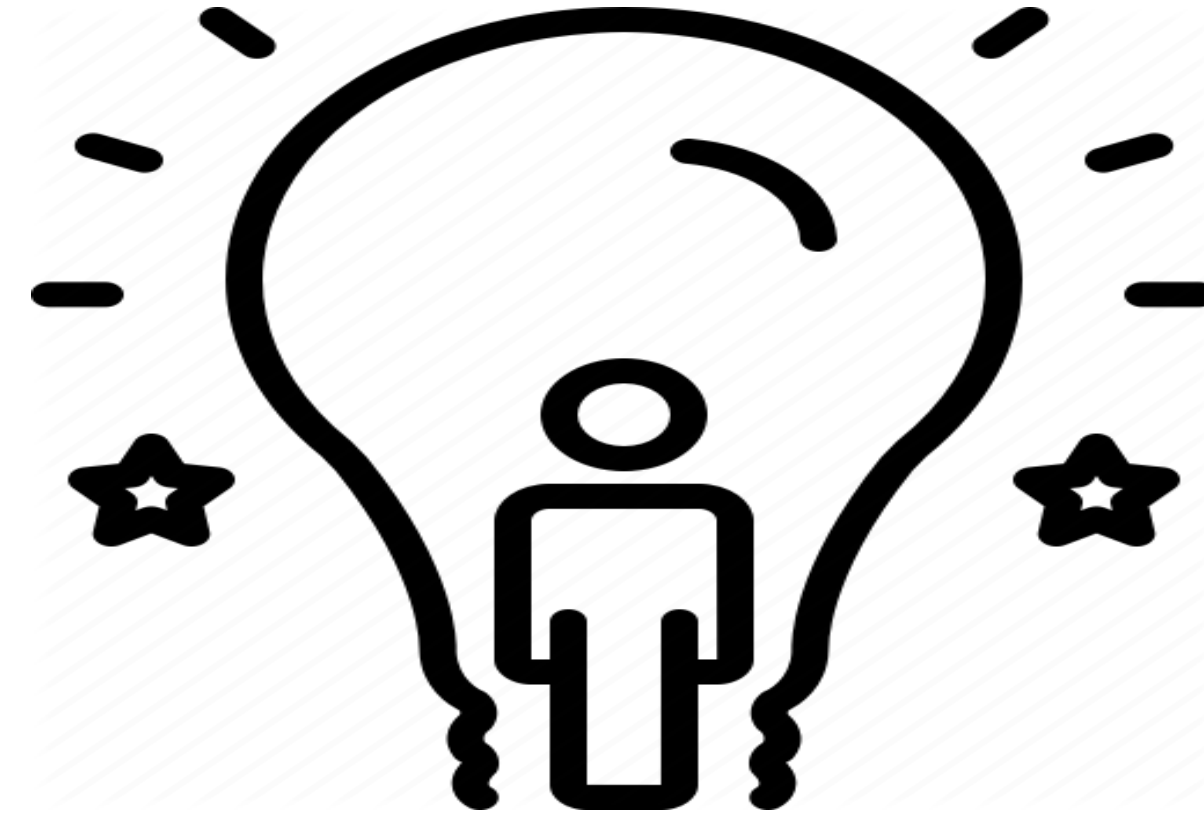
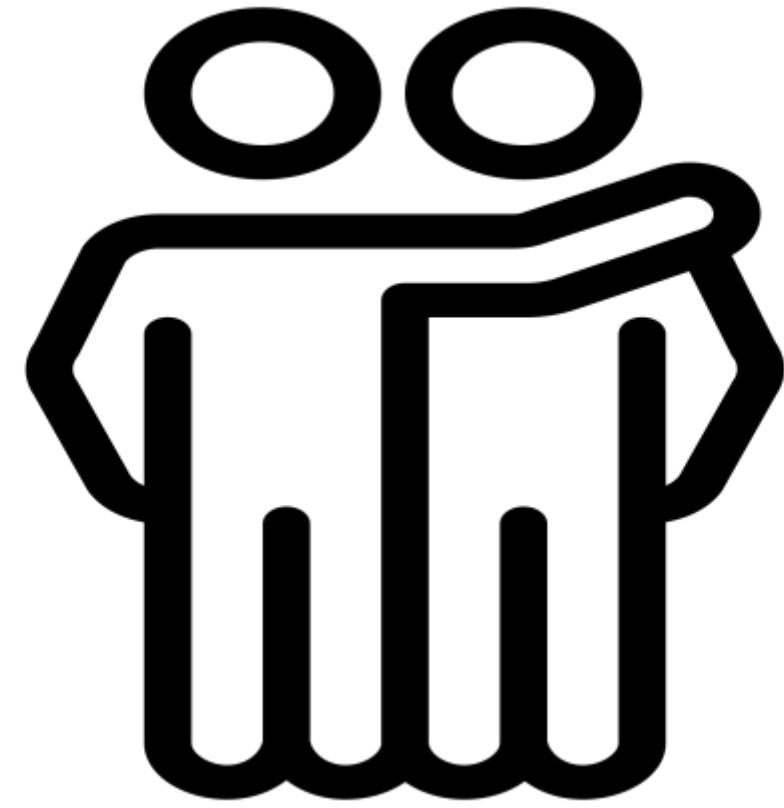
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Your Primary Persona aka “Know Thyself”



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LET'S SEE WHO'S IN THE ROOM!



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Icebreak: R-P-S Tournament



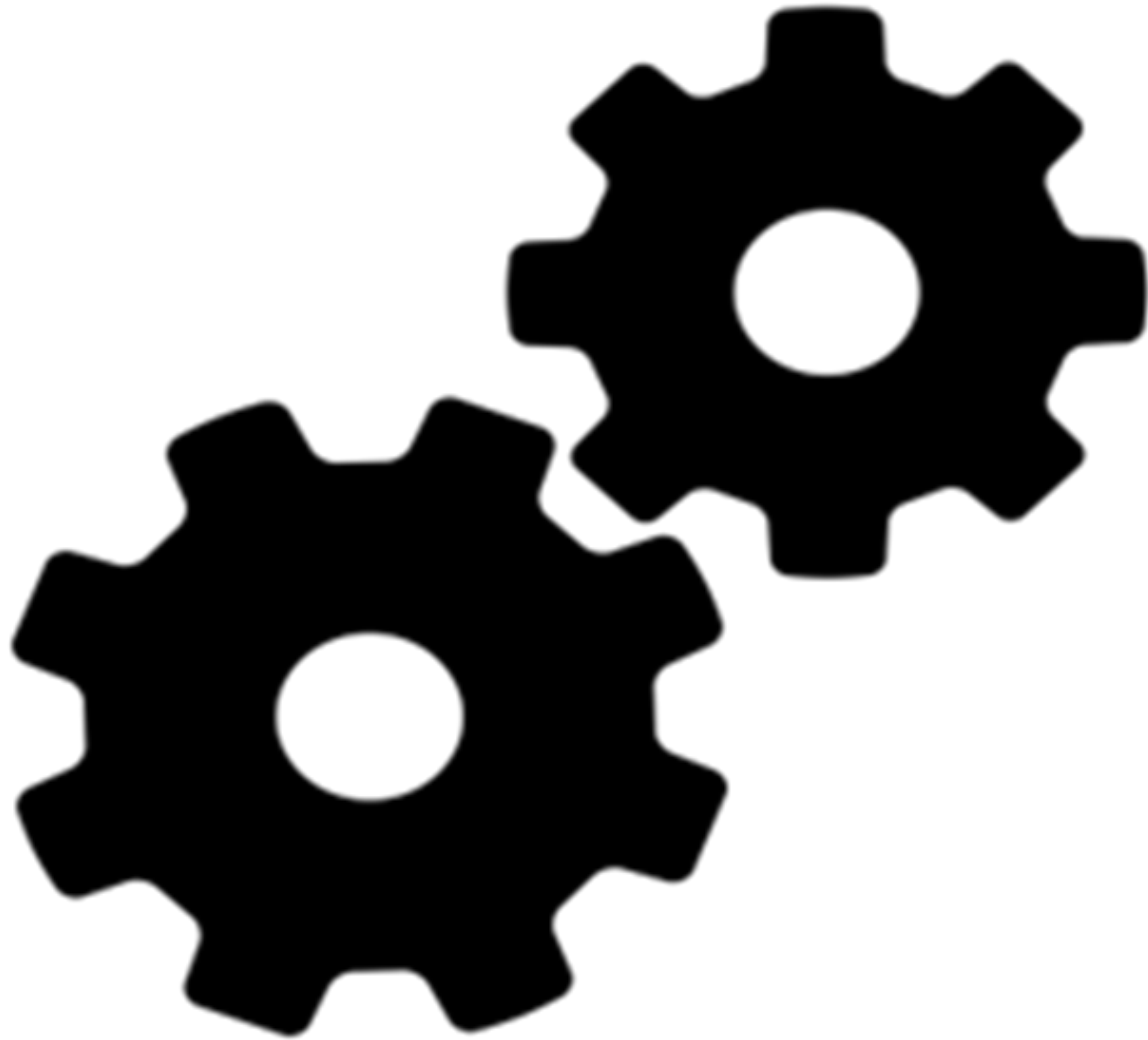
VS.



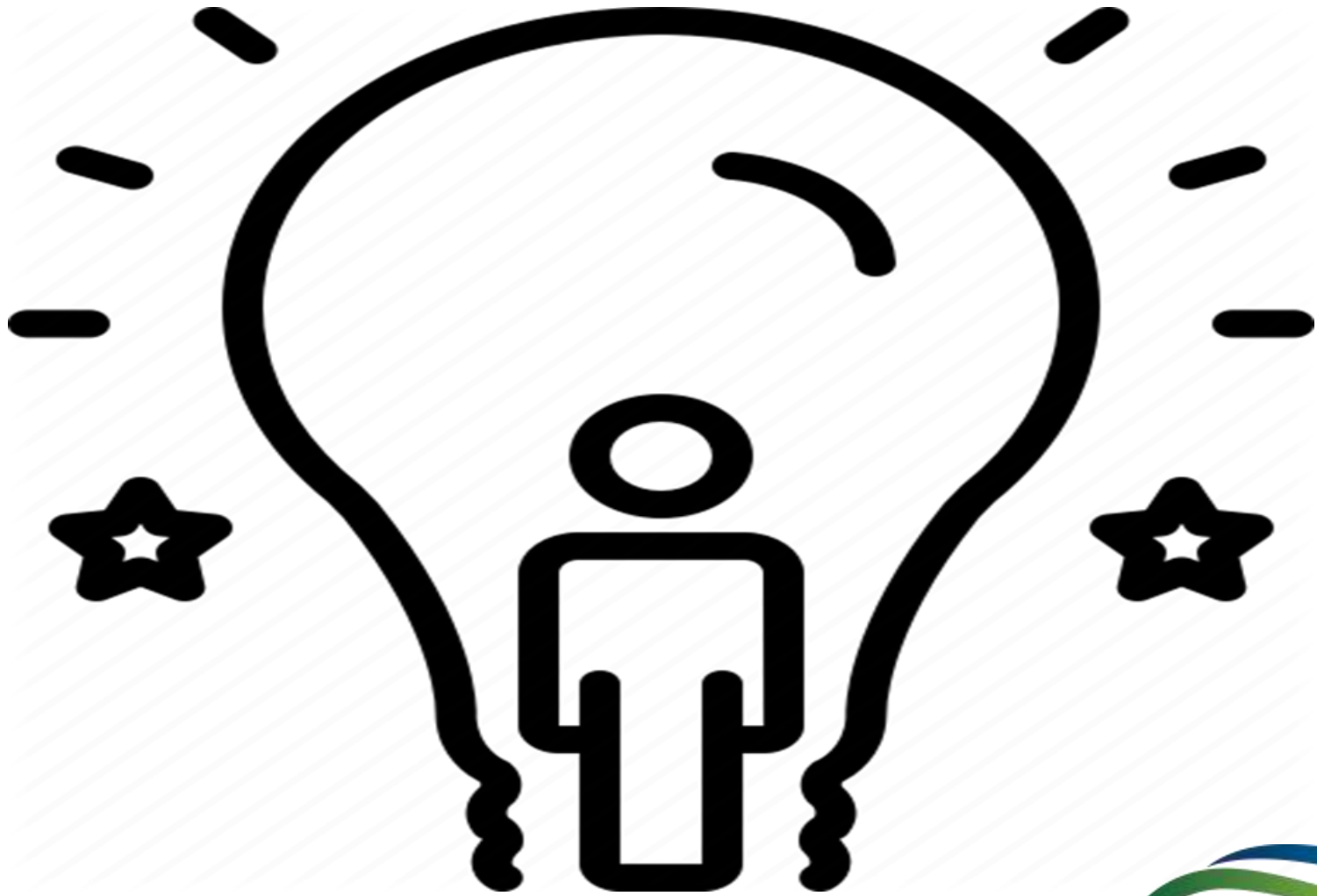
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Icebreak: R-P-S Tournament



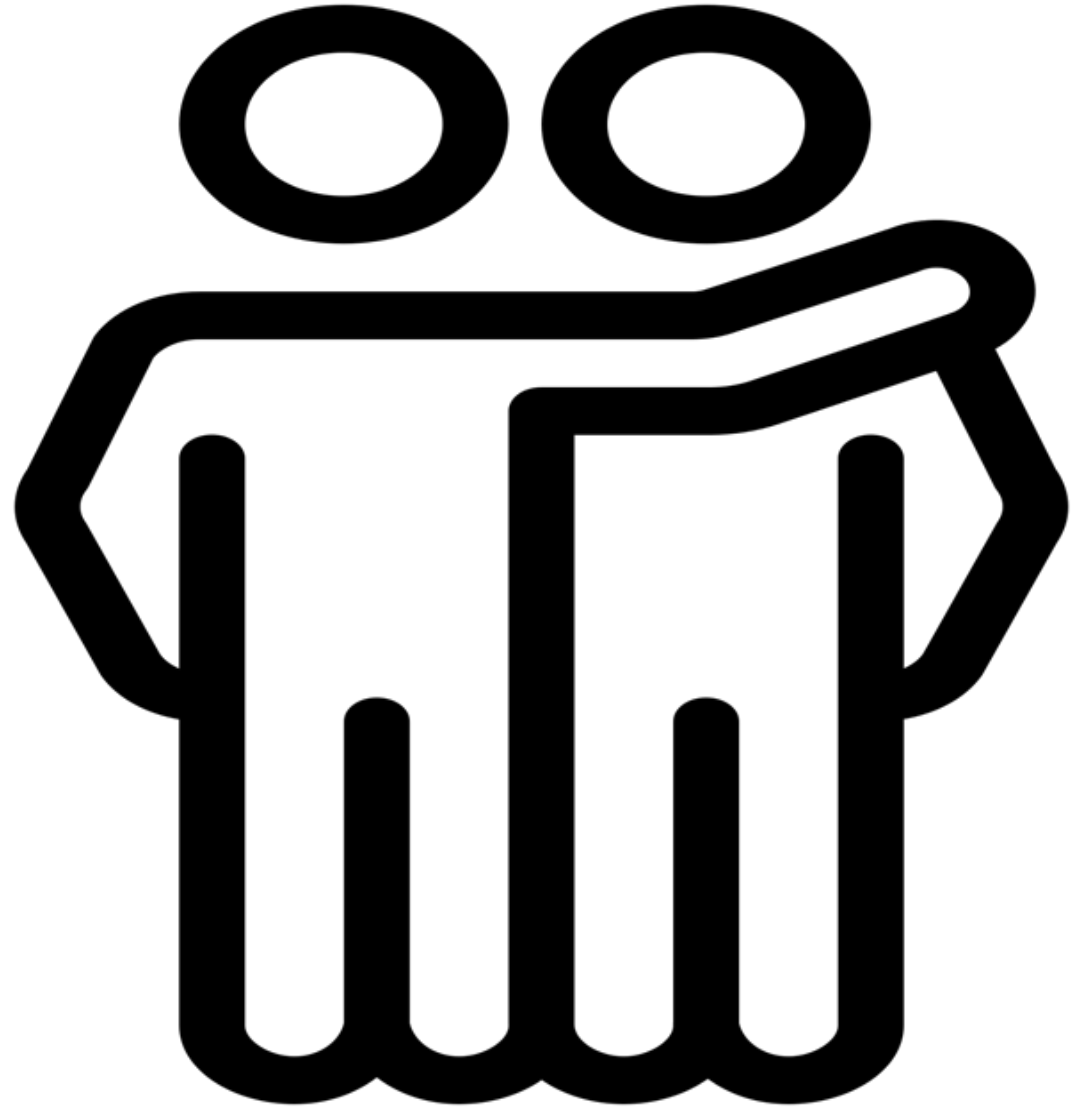
VS.



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

Icebreak: R-P-S Tournament



VS.



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

Icebreak: R-P-S Tournament

SEMIFINALS



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

Icebreak: R-P-S Tournament

FINAL ROUND!



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A Workout vs. Fitness Experience

Being a good instructor/coach is NOT good enough in today's market.

This is what you are SUPPOSED to be already.



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A Workout vs. Fitness Experience

A Workout:

- Can be found anywhere by anyone
- More options now more than ever
- Everyone is there for something to do instead of being there to do something

A Fitness Experience:

- Can be found **unique to the coach** and **environment** created
- Like a restaurant that is a “**best kept secret**”
- Is **memorable** and evokes the loyalist of actions



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A Workout vs. Fitness Experience

Workout:

- Participants will seek a lower cost or something new of interest
- Will not see value in consistency of a program
- Will view as punishment, "torture", or something "they are supposed to do."

Fitness Experience:

- Will **invest time and income** to keep consistent in their lives
- Are a **larger in retention** and stronger aides in client acquisition
- **Will view as part of the success systems of their day, wellness, and life!**



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Own Your Stage: Evolving Your Sessions in EXPERIENCES

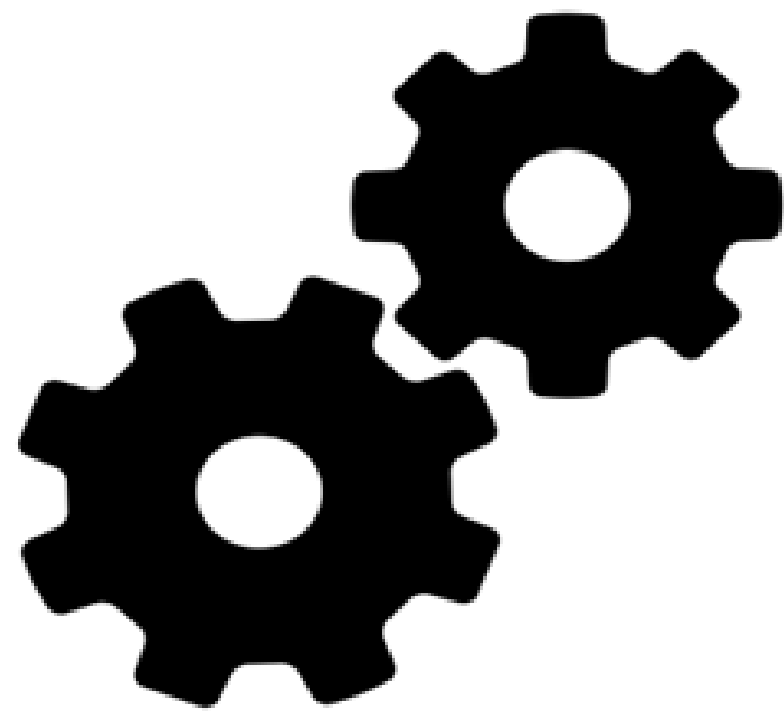
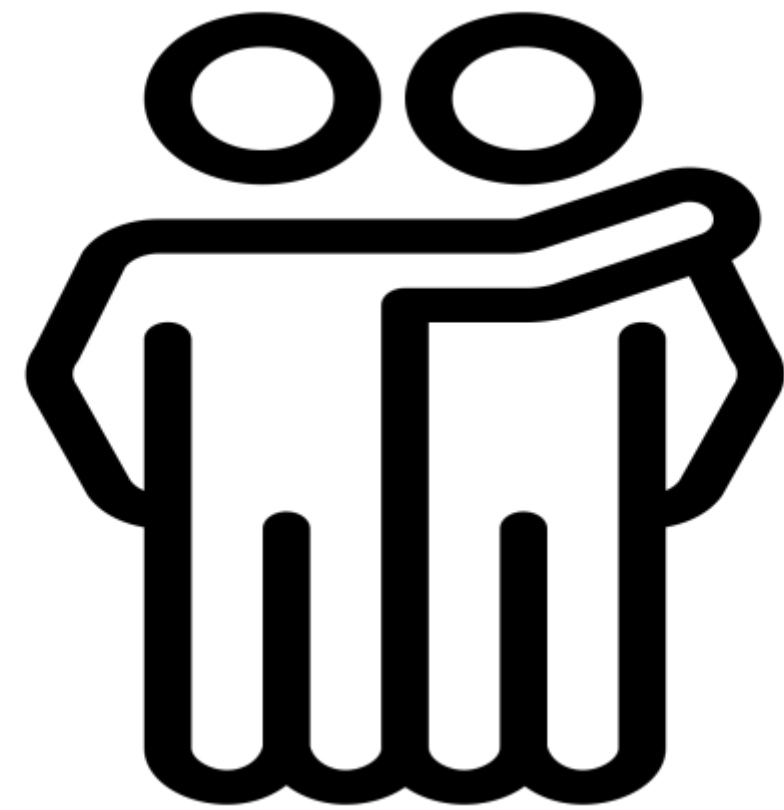
Good news folks...

There is a consistent and replicable formula to creating a memorable Fitness Experience again and again.



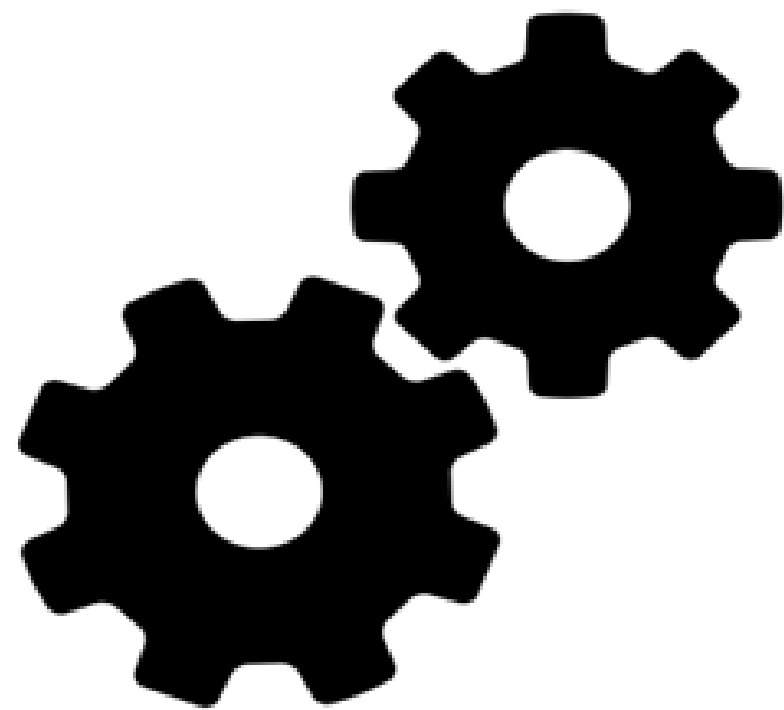
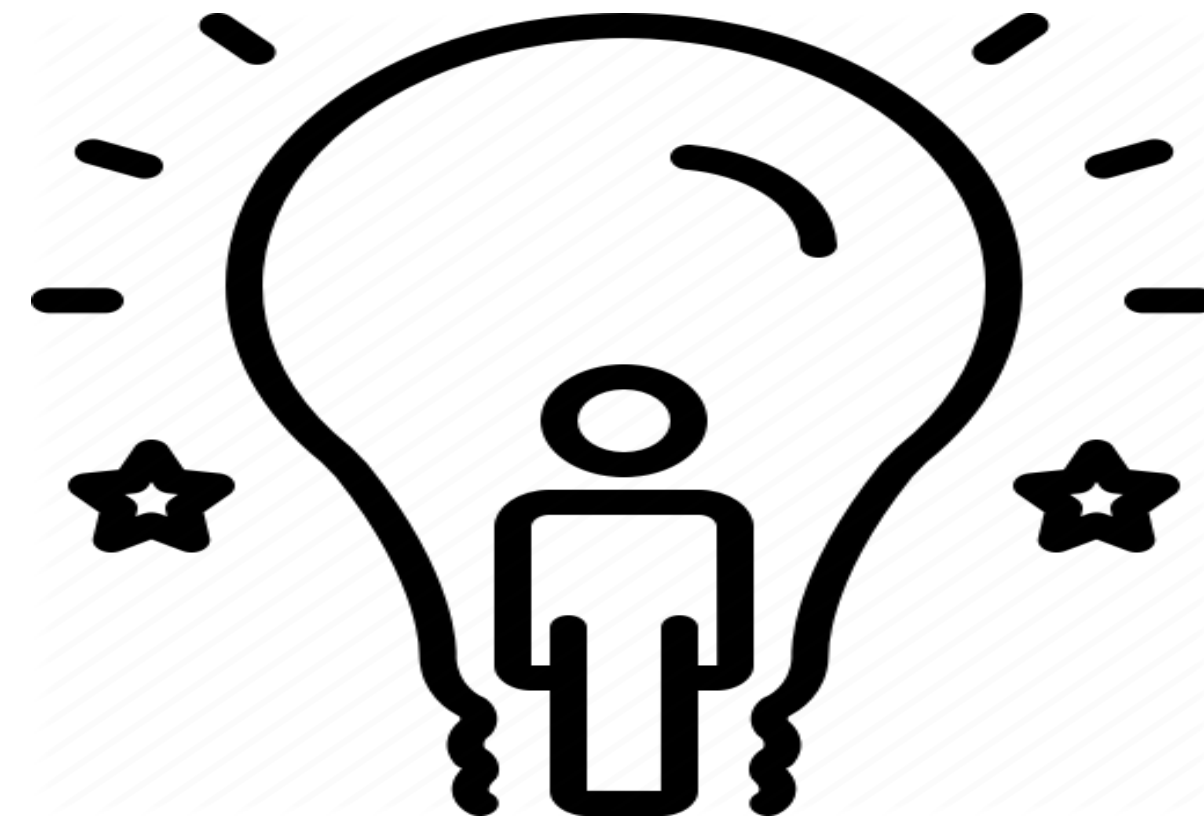
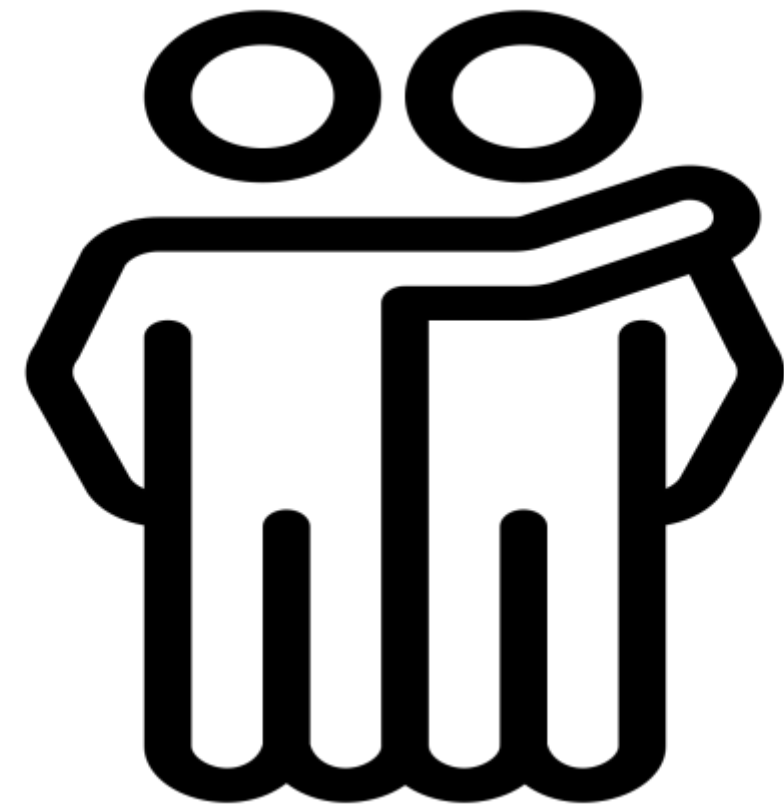
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Your Primary Persona...Revisited



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GO FIND YOUR SECONDARY PERSONA!



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Story Structure Part 1

Let's Play "Guess That Show?"

Hospital in Seattle, WA where cataclysmic bad things happen all the time and the doctors are caught in emotional love stories with one another.



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Story Structure Part 1

Let's Play "Guess That Show?"

New England family, with a talking dog,
and evil toddler gets into whacky
shenanigans with their neighbors and
citizens of the city.



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Story Structure Part 1

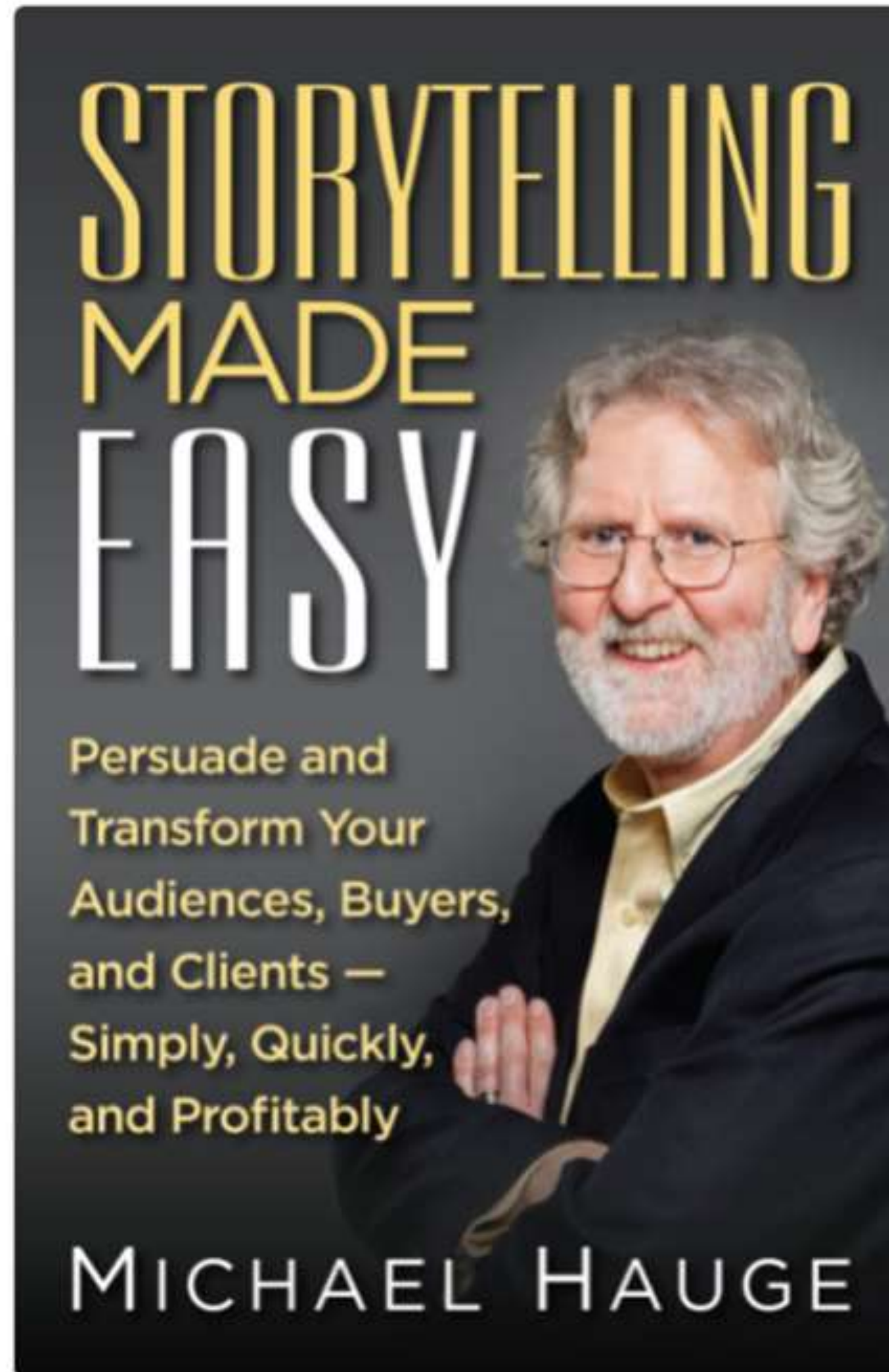
Let's Play "Guess That Show?"

Fitness instructors ride a stationary bike broadcasting their performance to a screen on different bikes to people across the world.



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Story Structure Part 1

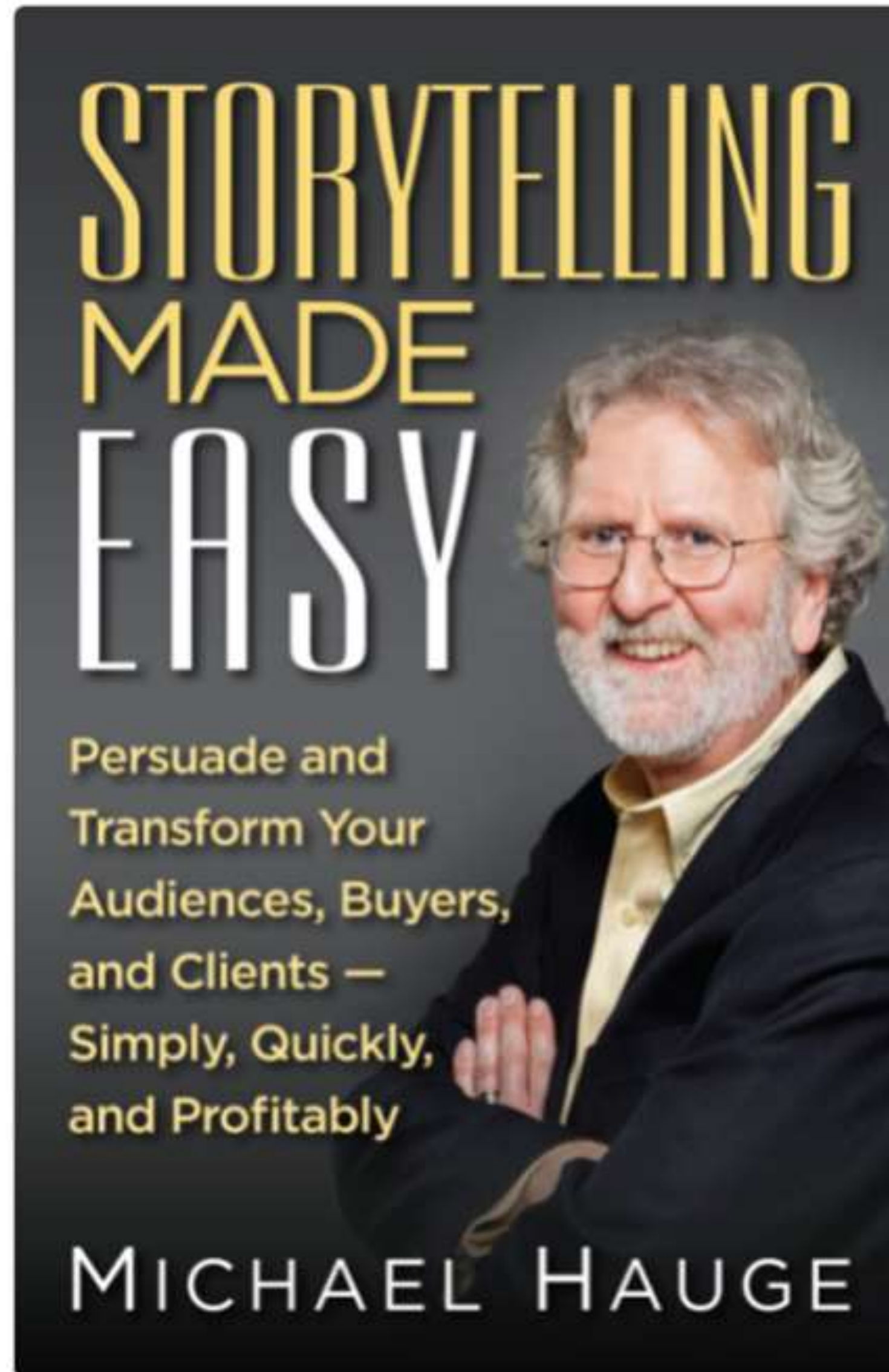


The best TV shows
ALL run on the
SAME basic
episodic formula.



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Story Structure Part 1

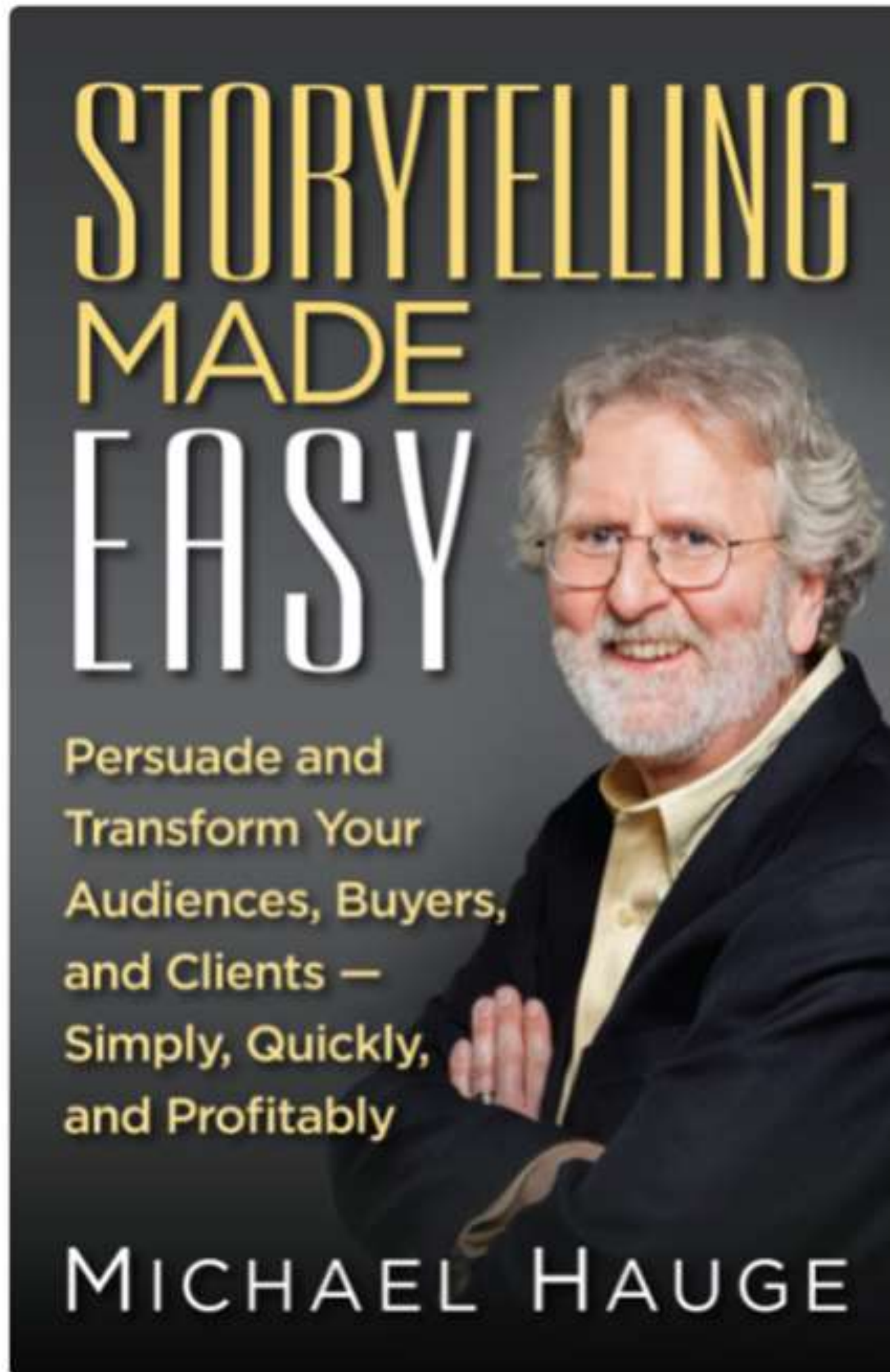


There DOES NOT
need to be
innovation...quite
the contrary



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Story Structure Part 1



CLOSED Episodic Series

Vs.

SERIALIZED Episodic Series



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Story Structure Part 1

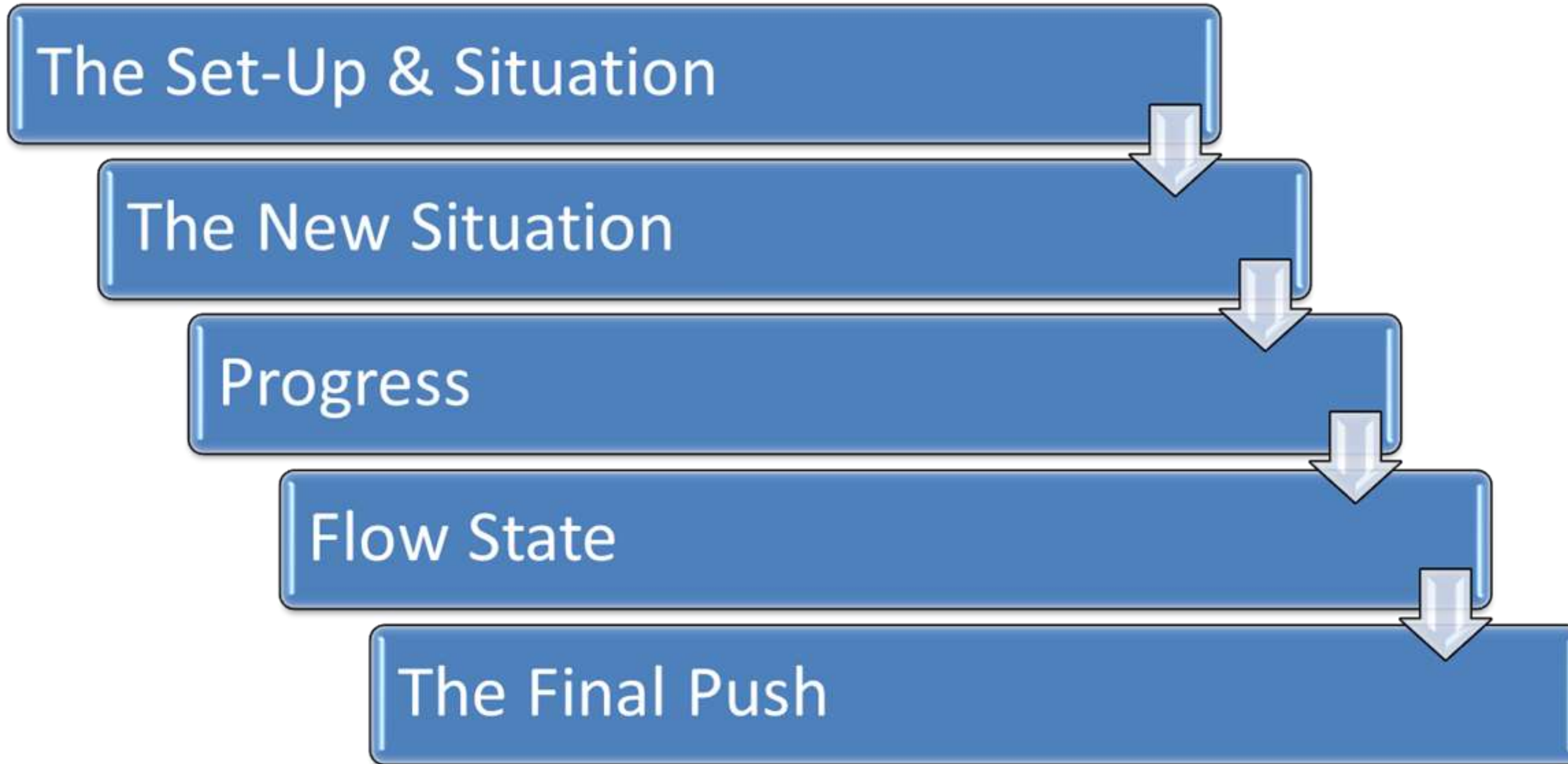
The best TV shows ALL run on the SAME basic episodic formula.

Your sessions are just an closed episodic TV show and can follow the same formula.



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The STORY of Your Sessions



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The STORY of Your Sessions

The Set-Up & Situation

The opening 10% of your screenplay drawing the reader/audience in.

Turning Point #1: The Opportunity

The hero begin pursuing a visible goal that will carry them to the end of the episode.



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The STORY of Your Sessions

The Set-Up & Situation

This is your intro and “buy-in” into class

How do they need to be prepared for success?

Turning Point #1: The Opportunity

PRECISE & CONCISE coaching here

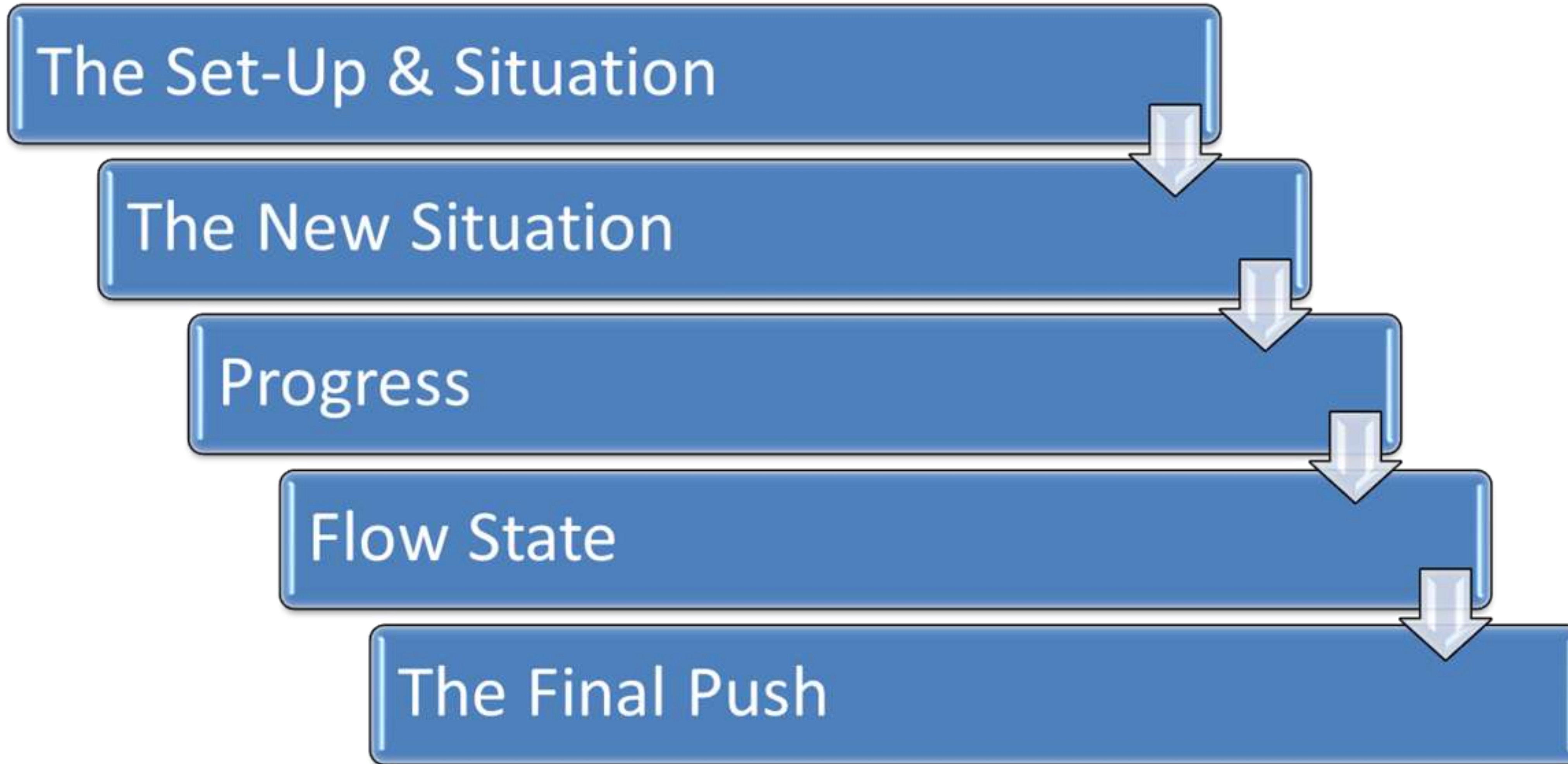
No need for big motivational cues

“This was a good idea.”



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The STORY of Your Sessions



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The STORY of Your Sessions

The New Situation

As conflict starts to build, they begin to realize they're up against far greater obstacles than realized.

Turning Point #2: Change of Plans

Something must happen to your hero that will transform the original desire into a specific, visible goal with a clearly defined end point.



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The STORY of Your Sessions

The New Situation

Invite them into a challenge or a brand new effort movement requirement

Getting them out of “1st gear”

Turning Point #2: Change of Plans

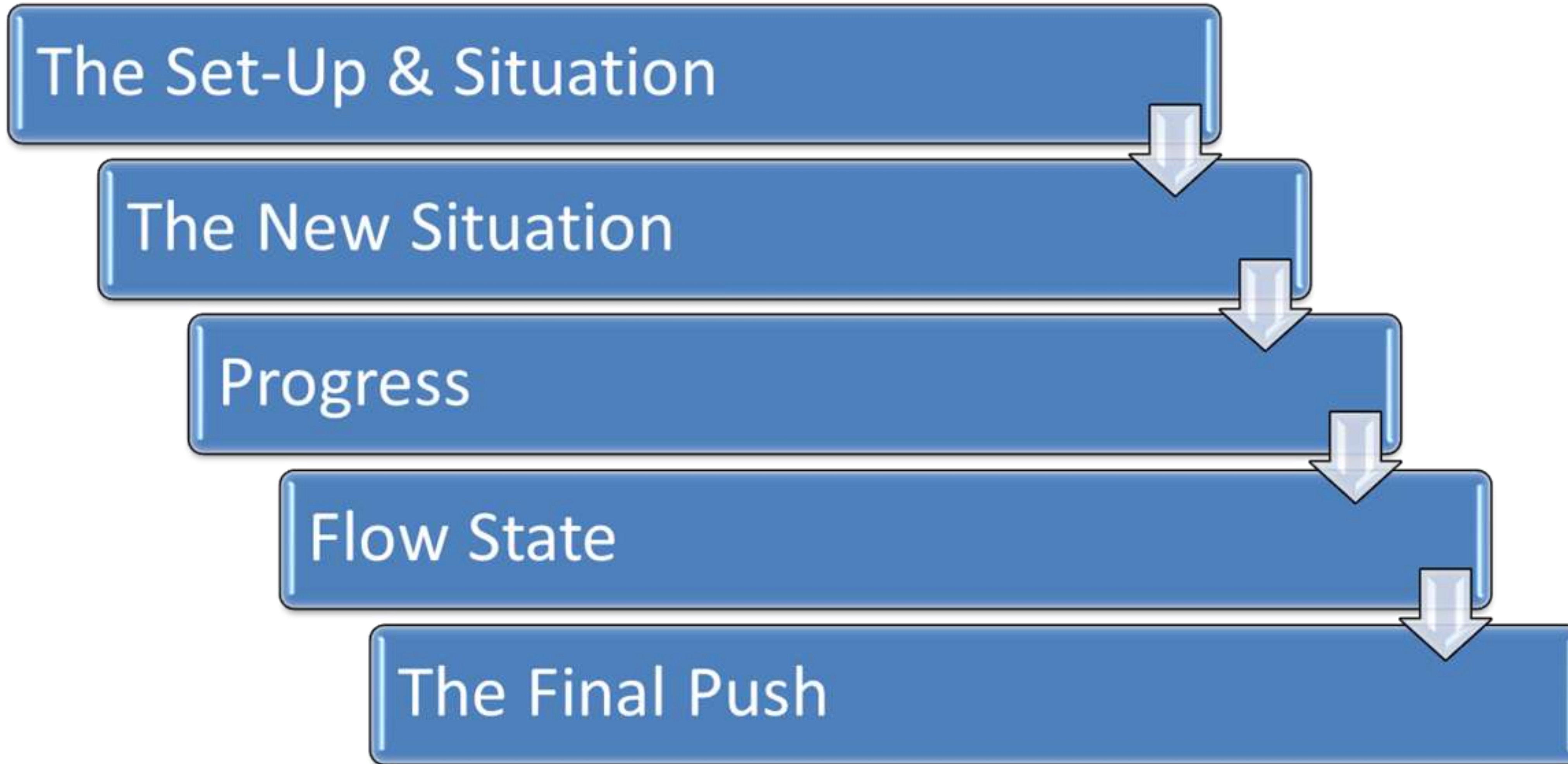
A significant push or challenge that capitalizes on their warm-up

Primary Persona Takeover: Lean into who you are as you dive them deeper into the “sweatier” parts of the workout.



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The STORY of Your Sessions



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The **STORY** of Your Sessions

Progress

For the next 25% of your story, your hero's plan seems to be working as they take action to achieve the goal

Turning Point #3: Point of No Return

At the exact midpoint of your screenplay, your hero must fully commit to the goal.



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The STORY of Your Sessions

Progress

The structure and intent of the class has fully formed.

Expectations forward are mentally and emotionally agreed upon

Turning Point #3: Point of No Return

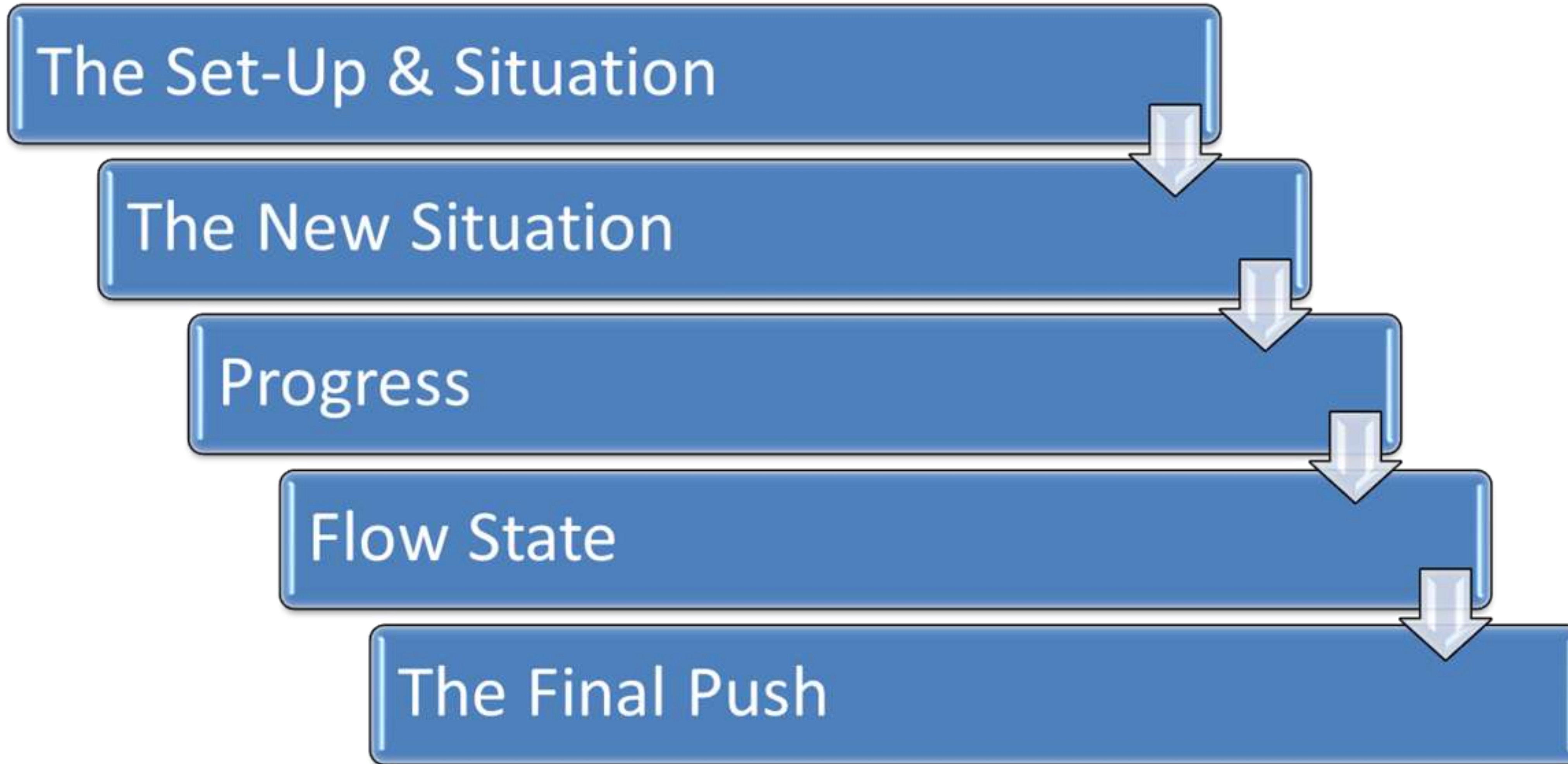
A congratulatory moment of what just happened and what's ahead

“We might as well finish what we started.”



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The STORY of Your Sessions



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The STORY of Your Sessions

Flow State (aka Collective Efervescence)

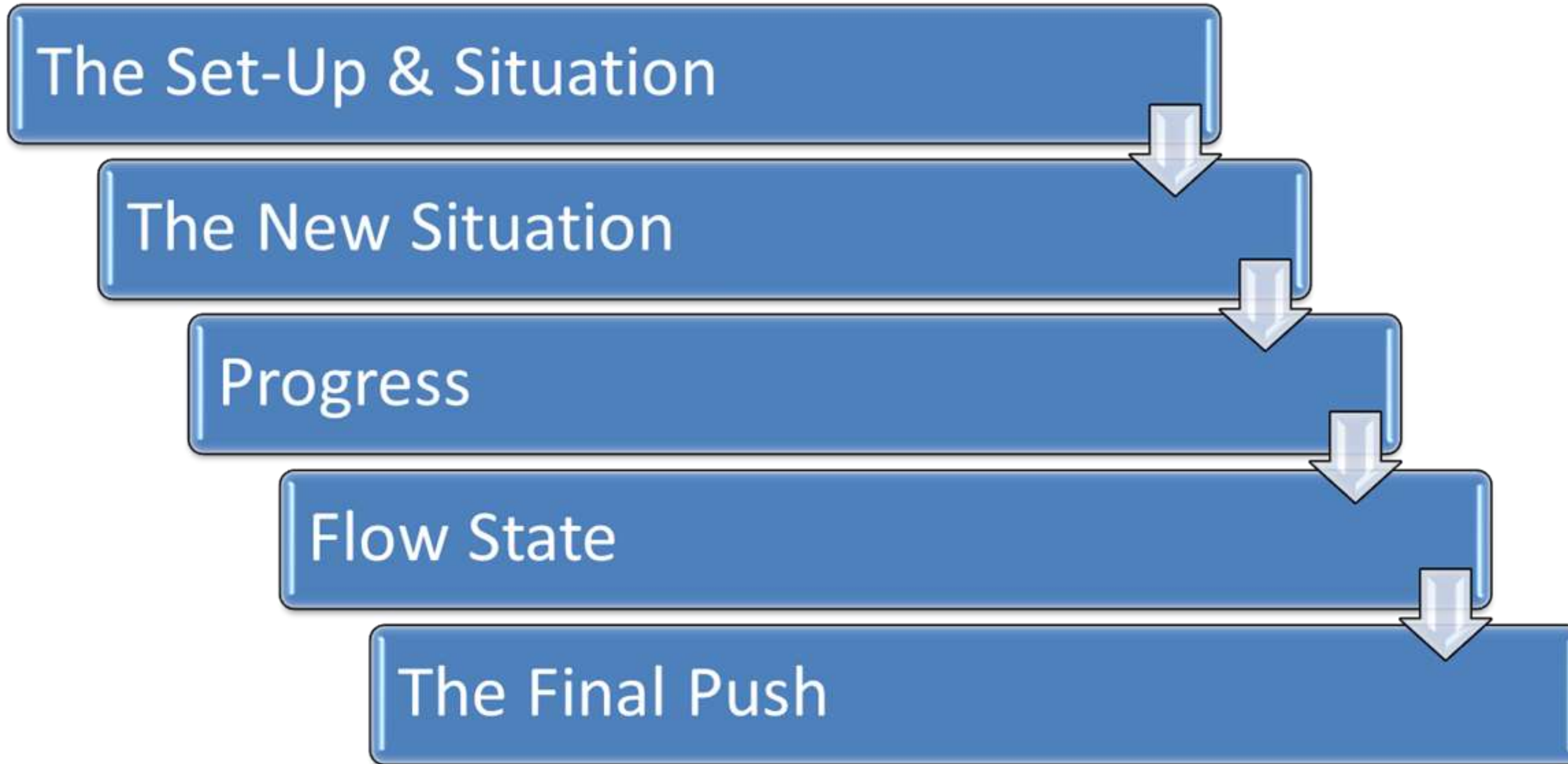
The opportunity to let your participants OWN what they are doing.

- Simple choreography
- Choice of effort
- Limited narration
- Big music leadership
- Let them figure their own sh*t out
- Give them a relatable reality check.



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The STORY of Your Sessions



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The STORY of Your Sessions

The Final Push

Your hero must now risk everything they have, and give every ounce of strength and courage they possesses, to achieve the ultimate goal.

Turning Point #5: The Climax

The hero must face the biggest obstacle of the entire story. The outer motivation must be resolved once and for all.



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The STORY of Your Sessions

The Final Push

The finish line is in sight and this leads to the culmination of all that came before.

Turning Point #5: The Climax

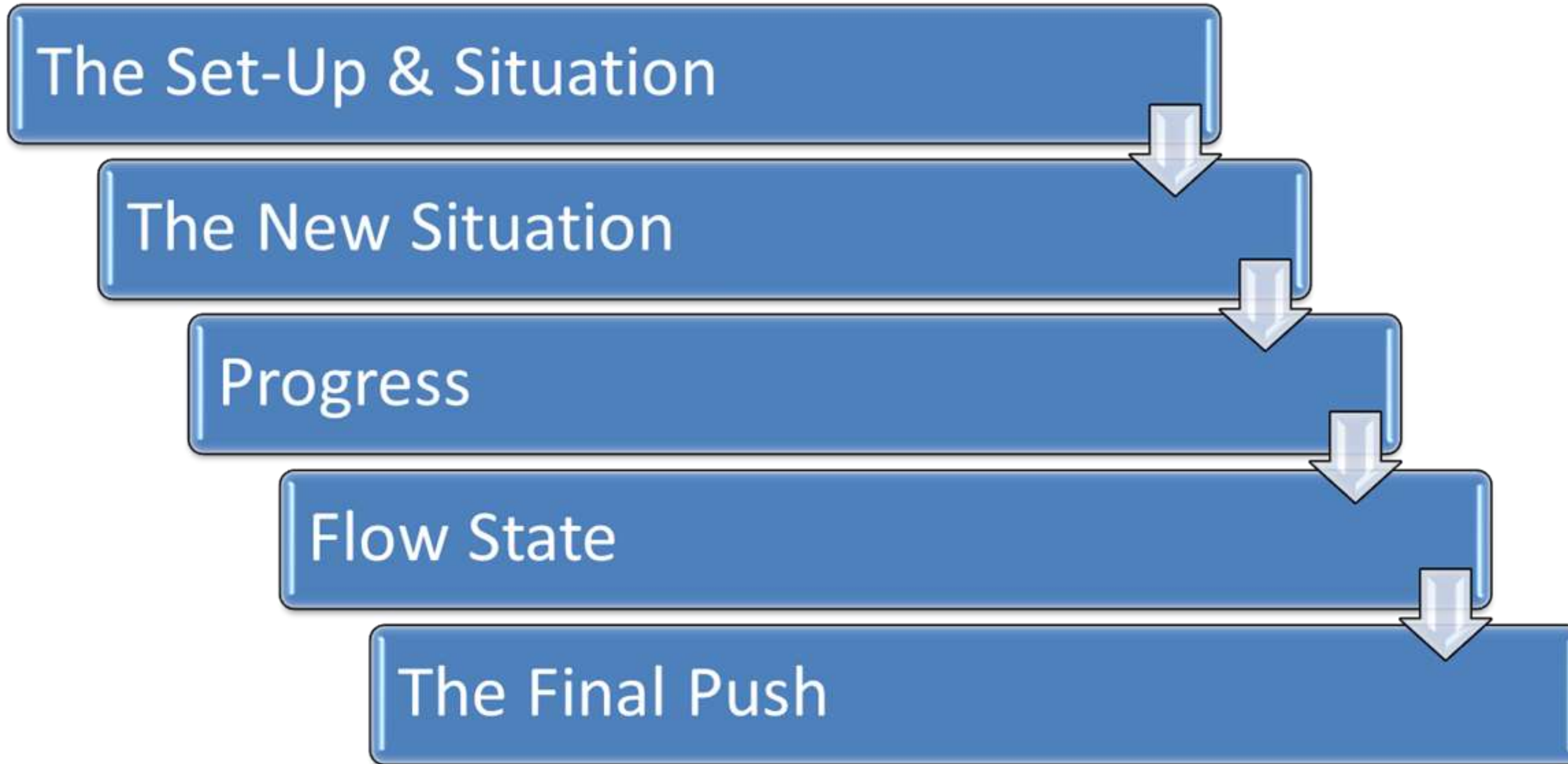
The peak of the workout where they need to give their all out effort to finish being the hero of the story.

Your biggest motivational cues live here



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The STORY of Your Sessions



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The STORY of Your Sessions

#1: The Opportunity

#2: Change of Plans

#3: The Point of No Return

#4: Collective Efervescence

#5: The Climax



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