

*How to* **GROW**  
**YOUR GYM MEMBERS**  
**BY \$30K A MONTH**

**IN LESS THAN 6 MONTHS**

**- A STEP BY STEP GUIDE -**

By: Steve Grant

# ***ABOUT THE AUTHOR***



Steve Grant is the youngest of 3 boys, growing up in the Sutherland Shire of Sydney, and went to Endeavour Sports High School. He was heavily involved in sport and fitness from a young age, setting two Australian records in Athletics for Shot-Putt and Long Jump, and played NSW school boys Rugby League at age 14.

Steve signed with the Cronulla Sharks at 14, where he played semi-professional football for 5 years before playing 2 seasons with the Newtown Jets, and a further season in the south of France. Steve loved the competitive nature of elite sport and now applies a lot of the discipline, work ethic, and teamwork into gym ownership and mentoring other gyms.

While playing football Steve studied a 4 year Bachelor of Education in Physical and Health Education and worked as a PE teacher for 4 years before getting promoted to a three- year lecturing role for the Teaching and Sports Business degrees at the Australia College of Physical Education ACPE, in Olympic Park.

He started his first gym in 2007 in the beach suburb of Mona Vale, NSW, with zero members and grew that to 10 staff and a million dollar annual turnover within 18 months.

In 2015, he sold the business for a strong profit and travelled the US and Canada for 3 months, taking a holiday with his wife and 2 kids. On the trip, he visited over 50 high profile gym models, studying their processes. On his return to Australia, he set up a business Mentoring Program for gym owners, named Gym Hub.

Steve has helped hundreds of gyms create more profit and work less. Brands like *Virgin Active, Plus Fitness, Snap Fitness, F45, 12Round, Vision Personal Training*, and plenty of independent gyms, too! He has presented at Filex and MindBody Bold, and coached Australia's no. 1 ranked Anytime Fitness Gym.

In 2017, Steve started a new fitness brand in Sydney called *Rushcutters Health*, again hitting a \$1 Million dollar a year run rate in under 18 months, a strong achievement considering he only works in the gym 1 day per week.

## **WHAT IS GYM HUB?**

GYM HUB is 'application only' business mentoring with a focus on (a) Increasing your gym sales by \$100,000 a year; and (b) developing the people and systems needed to start taking Fridays off.

GYM HUB Mentoring is unique because it's not a generic online program where you never get real support and it's not based on ideas that only work in some markets. Instead, members get access to and accountability every week from a current million dollar gym owner and industry Expert, Steve Grant, as well as access to proven marketing campaigns and sales training for your team.

**Book a FREE 90-Day Growth Plan with Steve via Zoom [HERE](#)**

<https://bit.ly/GH-90DAYGROWTHPLAN>

## MY OWN GYM

- I sold my first gym in Mona Vale, NSW in 2015 after 8 years averaging over \$1Million per year for all 8 years. We specialised in weight loss and developed a really strong following in the local community, attending fun runs and supporting local schools and sporting teams.
- My second and current gym is based in the eastern suburbs of Sydney, [Rushcutters Health](#), was founded in 2017, we have 12 trainers and were able to again grow from zero dollars and no members to a \$1million dollar annual turnover In the first 18months. At the time of writing this, we have 62 competition gyms in a 2km radius, so we pride ourselves on being 'results based' and delivering a superior service to help **stand out from the competition**. Check out a few images below







Premium facilities and topnotch personal training



Yoga on the rooftop at Rushcutters Health

Owning and running a gym can feel overwhelming at times with so many members, staff and different roles to play, so i created the Gym Hub Signature System to help simplify all the craziness into 3 *easy to manage dials*. So with better clarity, you can start to focus your time, energy and resources on *ONLY the most important stuff* each week. The three dials I use to grow a 'million-dollar gym', working just 1 day per week are **Attract, Maximise, and Deliver**.

Each of the three dials are then divided into three **Gym Profit Accelerators**, and whilst I don't have time to go through each of the those in this free eBook, I will touch on five of them to help you build a strong foundation.

NOTE: If you are looking to access all nine 'gym profit accelerators' and learn what your gym needs to achieve FAST GROWTH in the next 90 days, you can [Book a Free 'no obligation' Zoom Call](#). Due to time restrictions, and my commitment to existing Gym Hub members, there are only four free calls available each week.

So, before you dive into 'How to grow your gym by \$30k a month in less than 6months' i should explain that this is not theory. Not only have I personally used the tips in this book to grow my own gym by \$30k a month in 6months... **BUT i did 'back to back' 4x in a row over 24months, until I hit the \$120k a month target.**

So thats my goal for you! I want you to **closely read the entire book** 'front to back' to identify the short cuts to growth and go back and plug them straight into your gym and then don't stop growing until you have a \$1 million dollar gym.

### **What does a 1-million-dollar gym actually look like, you ask?**

To be conservative, let's do the calculations based on your gym only trading 50 weeks of the year, to account for any holidays or weeks where members and income is reduced. Yes, in real life the numbers will probably give you a touch over \$1 Million in revenue each year, but I find its best to plan conservative, so let's assume you need to be making \$20K a week or \$80K a month to hit \$1Million a year in turnover.

Let's see what this would be like using examples from the three main fitness models

- A **24Hour Gym** would need 1,333 members paying \$15 a week
- A **Group Training** gym requires 307 members paying \$65 a week.
- A **Personal Training** model requires 181 members paying \$110 a week



# CREATING AN AVALANCHE OF LEADS

## Step 1- Create a Point of difference

The challenge most gyms face in a competitive marketplace is that most gyms offer the **same** service, the **same** types of classes, the **same** types of equipment, the **same** types of pricing, and the same type of trainers as everyone else. So, one of the best things you can do in order to stand out with your marketing is to *create a genuine point of difference.*

Most gym owners will say, "*We have a **great culture**, and that's our point of difference.*" However, if everyone says it, the only way we can have a genuine point of difference is by proving it.

As an example you could say to someone touring your gym that, "*Our members love training with us because of our 'great family culture'. As an example, each Christmas we have a big outdoor barbecue where members can bring their friends, families, and dogs along, and it's a great opportunity to meet some more locals who have a similar interest.*"

Without a point of difference, there's only two things you can do to win business over your competitor – reduce your prices; or spend more marketing dollars.



And, if I'm honest, neither of those two options are satisfactory or sustainable. I think you're better off pausing your ads and first putting some thought into what you are particularly good at already.

What do your members already say that you're good at? What are you known for?

## Step 2: Increase Credibility

So, the best way to increase the number of people who will accept your invitation to trial the gym, or take up some sort of promotion, is to ensure that you have enough **credibility** in the marketplace. The two best ways to increase credibility are:

- Five-star Google reviews
- Video case studies

When a prospect is sifting through promotions of five local gyms and they see that your gym has 100 five-star Google reviews, and your gym has a few video case studies of a member who has achieved the same goal that they want to achieve, they are drawn to make you the priority of the gym they choose.

## Step 3: Make an Irresistible Offer

Whilst many gyms may have the same types of services, don't make the mistake of having the same boring offers, like a *seven day free trial* or *no joining fee*.

**An irresistible offer** *is something that is low risk and high value.* What works best on social media is one that's

- **Less than \$50** in value
- **Less than 14 Days** in length
- **Has genuine high value**, is so good that the prospect would feel silly not to take it

An irresistible offer **needs to be a frontend offer** where a prospect can use the offer and they benefit upfront with no obligation; versus a backend offer (which doesn't work as well online)

## Step 4: Get tonnes of Traffic

Even the very best irresistible offer in the world will still fail to bring in enough quality leads *if no one knows about it*.

Traffic is the process whereby you get the offer in front of as many of your target market as possible. So, you might get traffic on Facebook, on Google, on LinkedIn, on a letterbox drop, or you might get traffic through SMS.

No one form of traffic is the best.

A million-dollar fitness studio requires a variety of different traffic sources to promote your irresistible offer and generate quality leads every single month.

## Step 5: Automate

**As your business scales**, you have more staff, more classes, more members to look after, **so does your time requirements to run the business**. So the more systems you can put in place, to automate the day-to-day processes, the better!

- To schedule seven social media posts for the entire week is **automation**.
- To set up a three-email sequence for new prospects that show case study videos explaining who you are, and why you created the gym, with case studies is **automation**.
- When someone downloads an eBook from your website that triggers an SMS or an email sequence that is **automation**
- Inviting a prospect to follow you on social media and book a trial, that is also **automation**

## CASE STUDY



Meet **Mark Patience**, from **Kingdom Gym**.

Mark had about 550 members for approximately five years, and had plateaued.

With us, he upgraded his marketing knowledge and approach to grow his gym, to add 309 new members in the first twelve weeks working with Gym Hub applying this system.



## SALES LIKE A BOSS

### Step 1: Qualify

Qualification is a series of steps that ensure your sales team are **only spending time with people** who live in the area, who have a strong goal, and who are motivated to get help and to do something about it now.

Qualifications starts in the marketing process where you ask questions like, "*do you live or work in around Rushcutters Bay*", that way ensuring that you don't receive leads from people from out of the area.

It answers people's most common objections.

- ✓ It has ad-copy that says you have fitness programmes to suit any age.
- ✓ It involves specific questioning in the opt in form, which requires a prospect to identify what they'd like help with.
- ✓ It requires your sales person to have specific questions ready to ensure this person is not a tyre kicker, is not a time waster, and is in fact interested in a solution to their problem.



When you qualify your leads well, you reduce admin and the total length of the sales cycle. You also reduce the frustration and the risk of shattering your new sales persons confidence. **In summary, less phone calls, less time, less wages, and less fuss.**

## Step 2: Simple and Authentic

The sales process I was taught when I came into the fitness industry more than ten years ago, was a complex 12-step system that had "trick questions", and so many steps that only a trained expert could use it. **My staff hated it!**

If you want to grow a business that scales, you need a process that is simple, easy to follow, and allows staff to be authentic.

A good sales process enables you to emphasise the parts of your service that you are genuinely great at. It enables each trainer, and each member of your team, to play a small role themselves, without feeling pushy or salesy at any time.

A simple and authentic sales process requires less training, is easier to get more staff involved, and becomes quickly popular amongst staff because they get to be nice.

An effective sales process is a combination of

- **Clear system**
- **Well-trained staff**

A *sales system* is a consistent series of steps that every inquiry is taken through to get the best possible opinion of your gym, and all their questions answered.

## Step 3: Training

In order to achieve a high sales conversion rate each week, staff require regular training to sharpen their skills and continue to perform at their best.

Effective sales training allows all staff to be involved and feel confident. I always find **enjoyment comes with competency**. Staff who train regularly relax more and have earlier success. Staff should be trained to greet **walk-ins**, they should be trained to *answer the phones*, they should be trained to **tour the gym**, they should be trained to **handle objections**, and they should be trained to **sell premium** products like semi-private personal training and monthly programmes.

## Step 4: Build a team of Tigers

It was once described to me that sales people can be described as puppies, horses, or tigers.

A **puppy** dog in this analogy is someone who doesn't do anything unless it's put in front of them. So, a dog needs to be fed, a dog needs to be prompted, it needs to be given the lead, it needs to be followed up, it needs to be given absolutely everything.

A **horse** is a little bit more competent, however needs to be continually whipped in order to be at its best performance.

Whereas a **tiger** will hunt even when it's not hungry. They won't be put off by a few no's, they won't be put off by other staff doing better than them. Instead a tiger likes the competition and will practice in their own time to ensure that their hunting skills get better and better, until they become the king of the jungle.

In sales **you need Tigers**.

You need people with a thick skin, who have a strong sense of self, who believe in the product, who can continually deliver the product knowing that if someone doesn't start it's not a reflection of their skill or them as a person, but instead it's just not the right fit and they quickly just get in front of another five people that week who are the right fit and helps them get started.

## CASE STUDY



Meet **Steve Henderson**, from **Sunrise Fitness**.

With no marketing experience before joining Gym Hub, Steve added over \$40K to his monthly direct debit billing in the first 9 weeks after re opening from Covid and has now added a NET 255 group training members.

We helped Steve automate email, sms and his video social media posts to attract a steady flow of new faces to trial his gym each month and complimented that with a price rise, staff recruitment and gamification referral system, to accelerate his results even further.



# MEMBER RETENTION

## Step 1: Sell 12-month contracts

Research shows, that people that sign a contract will stay longer than people who join with no commitment. So, the first step in member retention (increase your profitability, and reduce your involvement) is teach your team to sell longer programmes, so that you're not continually replacing existing members.

## Step 2: Onboarding

The onboarding process in the first thirty days for a new member will ultimately determine their level of happiness, their level of success, and how long they stay.

If you can help that member to connect with a staff member, or another member, they will stay longer. If you can help them to get a good result in the first thirty days, they will stay longer.

If you can answer their questions and be supportive in setting them up so they understand how to use the equipment, and what food to eat, you will help them to cement a *regular exercise habit* and statistically ensure that they stay longer.



### Step 3: Connection

You *know* a member who has a connection to other members will stay longer than one that doesn't. So, you look for opportunities where they can meet people with interests similar to themselves.

- You encourage a **coffee** catch up after boxing on a Saturday.
- You put on opportunities for members to meet like a Christmas **party** where they can put on their fancy dress and mingle.
- You hold live **seminars** where people can ask questions and share their challenges and share their wins.
- You enter running **events** and charity fundraisers where it enables people to feel like they're part of a team wearing your uniform.

A connection from member to member will outlast any staff member or owner of a business.

### Step 4: Results

A client that gets a good result will stay longer. Why? Because the client that hits a good result is far more likely to refer a friend. And someone who refers a friend is more likely to stay after they've made that referral.

Things you can do to ensure a client gets good results is:

- You set them up with the right **trainer**, and the right **program**
- You do regular **6 or 12-week check-ins** to ensure that you adjust their programming to continue making progress.
- You include have things like weight loss **challenges** and internal competitions, which encourage them to perform at their best and make exercising a regular habit.
- You can provide **guest speakers and education**
- You can provide content through **blogs**.
- And you share case studies to motivate and inspire

## Step 5: Feedback

Member **feedback** and open communication is a tremendous way to ensure members stay longer.

The best way to get member feedback is using an **SMS** with a small link to a Google form. SMS has a 99% open rate, Google forms are free software and, with ten or less questions, that only takes two minutes to provide some short feedback. Or any incentive like *go in the draw to win a one \$100 Westfield voucher*. It's never been easier to get member feedback.

It's what you do with this feedback that matters most. Take note of those people that gave feedback to share with your staff.

Similarly, make sure that you actually do something with the negative feedback. Pass it on to staff so they can learn from it and responded to the member.

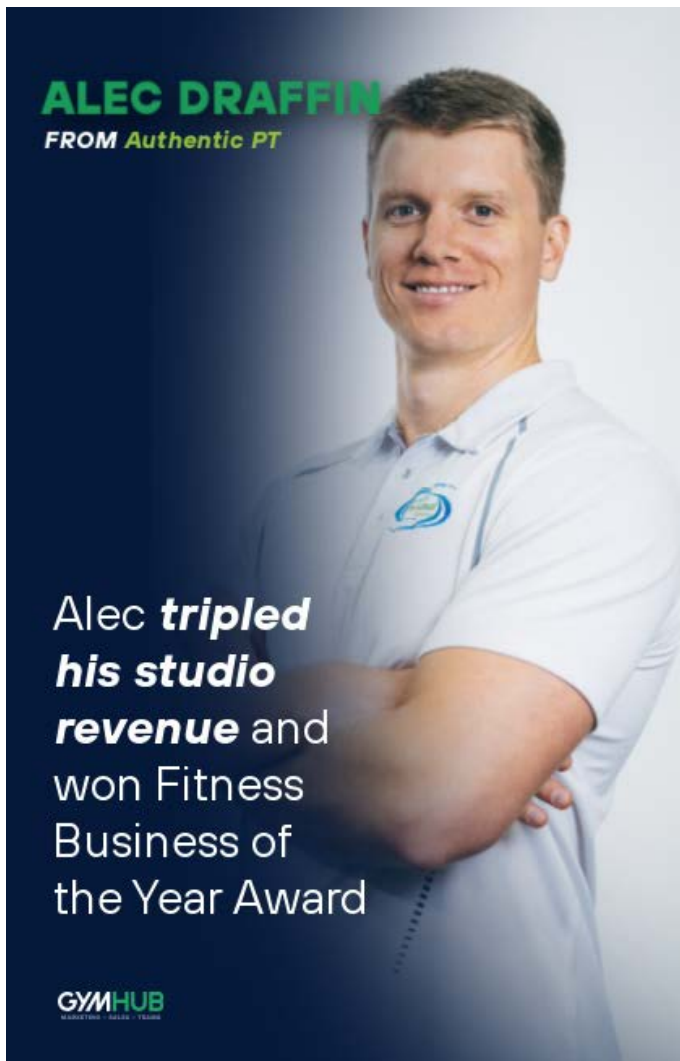
You can also grab great feedback by walking the gym floor and speaking to your clients. You can grab feedback using polls on social media.

## Step 6: Keep your best Staff

**One of the most overlooked methods for increasing member retention is keeping your best staff.** In my experience, your best staff have a great relationship with members, so when they choose to leave, you can lose a bunch of members shortly afterwards.

So, any steps you can take to ensure that your staff feel like they have a **career path**, that they feel appreciated, that they are still learning, that they are **part of a team**, is one way to ensure that staff stay longer and then the members stay longer, too allows all staff to be involved.

## CASE STUDY



### Meet **Alec Draffin**, from **Authentic Personal Training**.

Alex runs a premium personal training service and saw the value in having top quality trainers to add value to his members, and implementing key retention strategies to keep his members for longer!

As a result, he has tripled his studio revenue and recently won the North Shore Fitness Business of the Year award.



## HIGH PERFORMANCE TEAMS

### Step 1: Know what YOU want!

This is the process of getting very clear around what your own core values are, and how you like to go about business. It's what you want to be known for by your members, and the way the things that you will focus on in recruitment but also in day to day delivery of your service or product. When you become super clear on what's important around cleanliness, around service, around communication, your staff for rise their standards to meet yours.

### Step 2: Cast a big net

In order to create a **high-performance team**, you need to find people with potential to be great.

**"You can't turn a donkey into a race horse"**. What that means is that some people **do not** have the ability, or work ethic to be excellent and the sooner you realise that, and only **focus your energy on developing the right people**, the faster your business will grow.



## CONCLUSION

In writing this book, I set out to ONLY provide **proven strategies** that you can use in your own gym and I'm confident I managed to do that,

but this book is of no value at all... if you don't go now and apply it yourself.

If you do want to reach out to **get further customised help** I'll leave my details below for your convenience. But as I said in the beginning, this book is not a sales pitch, and in any event, if you don't end up working with us, still go ahead and apply what you've learned from this book.

**Book a FREE '\$100k game plan' call with Steve via zoom HERE**

<https://bit.ly/GH-90DAYGROWTHPLAN>



### **CHRIS JESSOP**

**Vision Personal Training in Lindfield, Lanecove & Caringbah**

**CHRIS ADDED \$5K TO HIS WEEKLY BILLING TO 2 STUDIOS**

After losing his gym manager and 3 of his senior trainers, Chris had lost a huge chunk of his members and was down a lot in revenue. With Gym Hub Mentoring, you did a Team Alignment session and created a 12-month staff development plan to create a stronger team culture and start developing a new set of leaders. Once staff were clear on their key roles, you pumped up the lead generation and grew BOTH studios by over \$5000 in weekly billing, which equals an extra \$520k in annual revenue



### **NICK AND BETSY KIRK**

**Team Elwood VIC**

**50 NEW PT CLIENTS IN 6 MONTHS**

Betsy and Nick were exceptional when it comes to customer service and getting client results. However they struggled to get enough new PT leads trialling each month to reach their true potential. By switching from monthly discount offers to INSTEAD setting up an evergreen customer acquisition system they now achieve a consistent flow of qualified PT leads every month, filling more trainers and hitting record profits!



### **JONATHAN QUIEROS**

**Duke's 24hr Gym Richmond, VIC**

**150% INCREASE IN SALES IN 1 MONTH**

Before Gym Hub, Jono was having difficulty positioning 'what was unique' about his 24hour gym and wasting over \$3000 a month on ineffective Facebook and Google ads with little to no return. He also shared feeling isolated as a gym owner with no where to go 'to ask for help' and felt frustrated with lack of progress. With Steve's help, Jonno had a 150% increase in sales in just 1 MONTH.



### **SIMON MCDONALD**

**Vision PT Five Dock, NSW**

**INCREASED PROFIT BY 70% IN 12 MONTHS**

After being open for more than 8 years, Simon's PT studio in NSW was shrinking in profit and needed a change. Working with Gym Hub, you did a series of team alignment sessions bringing the team together so every staff member felt inspired to play a role like a high performance sporting team. You also introduced some fresh lead generation ideas to bring in consistent lead flow and doubled the targeting in all ads to attract a specific clientele.

The results were incredible! Simon didn't lose a staff member in 12 months and grew session numbers and profit month on month WINNING Comeback of the Year in the National Franchise Awards.



### **ALY DAL SANTO**

#### ***Miss Temple Fitness***

#### **GENERATED 173 NEW LEADS IN A MONTH**

Ali joined gym hub wanting more low cost and FREE marketing strategies to grow her gyms. She wanted more leads and sales each month, WITHOUT increasing her monthly advertising budget. So you plugged in 'the BIGGEST EVER refer a friend competition' to help gamify the lead generation process for staff and members and made it FUN. Not only did Aly get 173 leads in 4 weeks without spending \$1 on Facebook ads, but her Sales Conversion rate also skyrocketed because the lead quality was so much better and her Retention went up, because members who refer friends don't want to leave.



### **JOSH AND RACHAEL POLE**

#### ***Infuse Health***

#### **GENERATED 202 QUALIFIED LEADS IN 14 DAYS WITH \$0**

Before Gym Hub, Rach and Josh were feeling frustrated they couldn't grow their studio and were feeling burnt-out juggling both work and family commitments. You started by simplifying their SALES process, so it was easy for staff to take over and moved their focus 'as owners' to attracting a consistent flow of qualified leads every month. You added some low cost and free marketing campaigns that immediately hit a Membership RECORD and increasing cashflow so they felt confident to hire a new manager and reduce their work load



### **SCOTT TOZER**

#### ***Challenge Fitness***

#### **SOLD 90 NEW MEMBERS 'IN 30 DAYS' OVER WINTER**

While Scott and his team are well known in their local area for helping people get strong, fit and lose weight, they have always struggled to ATTRACT enough quality prospects each month to see growth. With the introduction of video tips for social media and low-cost marketing strategies like email and SMS they not only attract a consistent flow of steady leads, but they have also reduced their lead cost by 50% boosting membership numbers and overall profits



### **DEV AND JODY KRISHNA**

#### ***Empowa Women's Fitness Centre NSW***

#### ***DOUBLED PT & GROUP TRAINING PROFIT IN 1 MONTH***

Before joining Gym Hub Mentoring, they were both very frustrated with the number of sales they were averaging per month, and they had trouble keeping the momentum going. After years of operating the gym, they felt they needed to do make a change and wanted a fresh perspective on things. Steve helped them capitalise on a strength of 'being genuine' and asking better questions in their sales process. In just a month into the program, their Personal Training and Group Training profits doubled! Direct access to Steve and the network of other Gym Hub Members helped in terms of accountability and keeping momentum.



### **BRETT GORMAN**

#### ***Prestige PT***

#### ***SOLD 53 MEMBERSHIPS IN 5 WEEKS WITH \$0 AD SPEND***

MASSIVE SHOUT OUT to Brett Gorman in Victoria who has only been with GYMHUB for 5 weeks and some of that in lock-down. He has sold 53 NEW memberships by just targeting his prospect list and with \$0 marketing spend. Brett has also increased his prices and simplified his program options so his staff can start making sales & hired a Virtual Assistant to offload admin, emails, landing pages and social media posts.



### **MICHELLE MANION**

#### ***FitMiss***

#### ***ADDED 100HRS OF PERSONAL TRAINING REVENUE IN 4 MTHS***

Michelle's women's only gym in Victoria delivered a good product, but membership sales had plateaued and she felt exhausted trying to manage every role from lead generation to sales and admin by herself.

So you helped Michelle hire a new manager and set clear staff roles, KPI's and systems, so she is no longer required to work every day in her gym. You then changed Michelle's marketing message to better reflect her core values, so she now gets far better cut-through with paid ads and STANDS OUT from the competition. Lastly you introduced low-cost marketing channels to reduce her cost of member acquisition and added over 100 hours of personal training revenue per week sending profit through the roof.





## **DAVID FLETCHER**

### ***Flite Fit Queensland***

#### ***SMASHED 3 MTH GROWTH TARGET IN FIRST 30 DAYS***

When David and Nicki took over an existing fitness studio on the Sunshine Coast they were kind of treating it like a hobby. They quickly found themselves in the deep end working crazy hours, under a lot of financial stress and struggling to find any real work life balance. With some strategic changes to 'how they use their time' and after injecting some 'fresh marketing ideas' they have since doubled their Personal Training and Group Training revenue, and also taken a much overdue 3-week holiday to India, to rejuvenate along the way!



## **MATTHEW MAZZAFERRO**

### ***Live Well Health and Fitness Sydney***

#### ***100% INCREASE IN REVENUE & ZERO DROPOUTS IN 12 WKS***

Before Gym Hub, Matt felt that he has reached a glass ceiling in the gym's marketing – trying so many strategies, but not getting the results that he wanted. Gym Hub helped Matt achieve a 75% increase in Personal Training hours per week, without losing a single member in 12 weeks. His gym's revenue doubled and he is now opening a 2nd studio – all of this during the Covid-19.



## **MATT GRANT**

### ***MG Fitness***

#### ***TRIPLED HIS GROUP TRAINING BUSINESS & STARTED A PODCAST***

Before Gym Hub, Matt was feeling stressed and overworked in his group training business and was unable to increase his revenue for more than 18 months. With a small price increase, some strategic staff recruitment and automating a bunch of his day to day Marketing and Admin hours, Matt not only tripled the size of his business over WINTER, but also freed up enough time to start a podcast and open a brand new studio.