

WHAT PAST ATTENDEES ARE SAYING

"Alwyn and Rachel create a learning environment unparalleled to anything I've ever experienced. The small group environment allowed us to direct the flow of conversation. They were an open book and went above and beyond the call of duty. Best Investment EVER!!!" - *Ryan Patrick*



"If you only get to meet Alwyn and Rachel Cosgrove once, this once in a lifetime experience could change your life, business, program design and so much more. This experience was so valuable. Personally I wouldn't want to miss out! If you don't go, someone else will!" - *Joe Hanney*

"If you're serious about personal development, learning and accelerating your business forward I would highly recommend you attend a Results Fitness mentorship. It's well worth the investment." - *Alexandria*

"If you would like a better life, more money and to be a better coach then you NEED to go to this mentorship. It will completely revolutionize your thought process and thus everything else." - *Josef Brandenburg*

"This was truly a transforming experience! I now see what is possible and how there are no limits! Rachel and Alwyn and their entire Results Fitness staff are simply amazing and their openness and willingness to help others is WONDERFUL! These four days are going to change everything for me. I am inspired, excited, motivated and realize the only limits that exist are the ones I put on myself. Thank you so much!!!" - *Sarah*



"The mentorship has been the best continuing education I've ever attended. I've learned so much that will change my business and training methods and I know that I will become much more successful because of this mentorship." - *Josh Proch*

"The mentorship with Alwyn and Rachel was an awesome experience. They were open with us and gave us any information about their training and business that we were interested in. I would highly recommend this program for any fitness professional." - *Dan Foley*

"I came here to improve my training skills and I am leaving here with so much more. Your skills and knowledge will improve after attending." - *Darren Garland*



To register for the mentorship please email your resume and a brief paragraph about why you should be accepted to info@results-fitness.com

Attention Donna Bent
24420 Walnut Street, Newhall, Ca. 91321
661-799-7900



RESULTS FITNESS

Biz
MENTORSHIP

2009 DATES

LEVEL 1 MENTORSHIP

January 12th-15th • April 13th-16th
June 22nd-25th • September 21st-24th
November 9th-12th

LEVEL 2 MENTORSHIP

(Only open to those who have attended a previous Level 1)
August 10th-13th • LEVEL 2 BOOTCAMP




WHAT TO EXPECT

A non-threatening learning environment to enhance your practical knowledge in training, business and life. This mentorship is not a certification; it is an educational experience. The principles you will learn are what we use at Results Fitness day in and day out. After being open almost 9 years we have figured out what works and what doesn't when it comes to running a successful business and getting results with our clients and our business and we will share everything with you. There are no exams. You will learn at your own pace. While you are learning you will become part of the Results Fitness family, meet our clients and hang out with our staff.

4 hours per day minimum working directly with Alwyn and/or Rachel Cosgrove learning the ins and outs of the business, program design, the systems they have set-up, and anything else you want to know about how they have built such a successful personal training business and how you can too. No question will go unanswered.

4 hours minimum per day shadowing and working with the staff of Results Fitness experiencing what a day in the life of a Results Fitness coach is.

INCLUDED IN THE MENTORSHIP:

-  From Trainer to Business Owner Manual along with a CD which includes all of the documents, spreadsheets, etc. used in our business, exclusively available to those who attend the mentorship.
-  The Program Design Bible, by Alwyn Cosgrove
-  An invitation to join our monthly business coaching group which includes access to our exclusive membership site along with a monthly teleseminar.



"From Counting Reps to Counting Revenue"

AGENDA FOR THE MENTORSHIP

Day One- Monday

- Introductions and breakfast with Alwyn & Rachel Cosgrove
- Goal setting and lifestyle design
- The foundational numbers of a business that you must know, get comfortable with and look at every single day whether you are a trainer in a gym, independent or own your own place.
- Systemizing your training philosophy
- Initial evaluation and assessment
 - how do you systemize this?
- Why semi private?
- Working as a team
- Membership options
- How much should you charge? How should you bill?
- Shadow Results Fitness Team

Day Two- Tuesday

- Program Design- Translating the assessment to a program.
- Program design for specific goals
- How our program design templates, evaluation, and program design all fit together.
- Marketing, branding, getting your name out into the community, and Ideas for building your business.
- Sales - You have a business and must sell something to someone every single day. How to track inquiries. How do you know if you are selling enough? Sales scripts for a new member inquiry, phone call and/or evaluation will be covered. This will depend on the group and what your situation is. We'll do some role playing.
- Shadow Results Fitness Team

Day Three- Wednesday

- Customer Service - What does it mean? Exceeding expectations and keeping your clients.
- Risk Management
- Review Program Design
- Open Q and A on business information
- Exercise technique and loading techniques used at Results Fitness
- Open Q and A on program design, templates, master how to write a program
- Shadow Results Fitness Team

Day Four- Thursday

- Hiring your first employee, Employees vs. Independent Contractors
- Training your staff and building a culture
- Leadership
- Life Stuff- Keeping your money, overcoming adversity, balance in your life
- Open Q and A – no question will go unanswered.
- Group dinner sponsored by Perform Better
- Shadow Results Fitness Team

