

Operation Thunder

**How to Operate Your Own
Warehouse Gym, Train
Exactly Who You Want &
Earn 6 Figures Doing It (Part
Time if You Want to)!**

My Story....

- Training in Bodybuilding since age 13
- Always wanted a hardcore bodybuilding gym
- Training people for FREE – TONS of experience, building my reputation
- Start in this Biz: Fired myself before getting hired
- Post College Grew into \$20 K + Debt
- ALMOST bought a gym w/\$\$ for engagement ring
- My back was against the wall
- HAD to start making money!!

Reputation / Known For?

- Created a “Underground” business from scratch, working part time, as a family man, online & offline, both are 6 Figure Businesses
- Wife stays at home with both kids
- No debt
- Vacation Home with another on the way

Your Story?

- Your Story Leads to Leadership
- Your story leads to growing your community b/c they WANT 2 become YOU
- Cultivate your community & it becomes a tribe, or even a cult!
- You MUST be a leader in order to create a Cult / Tribe. NO room for wishy washy, 1/2 ass positioning.

Module 1: Ordinary to Extraordinary

- **Understand:** No Business like YOUR Business – NO Yellow Tape
- **Philosophy:** Live on Nuts & Berries: Allows you to Focus on Profit ASAP
- E Bay Gym Equipment – Same Today
- Made a Trade to get the ball rolling – Same Today
(Internal Network)
- **Do NOT need a physical location to start**
- NEVER underestimate the power of **FREE**

DEFINE Your Who / Niche

- What is a Niche?
- Who do you WANT to train?
- Do they WANT to be trained?
- Are there enough / growing population?
- **What are** their fears, desires, thoughts in the morning, afternoon, evening, opinions, aspirations, where they work, income, cars they drive, media interests, family life, social life, age range, male / female, etc.
- **Define your who as clearly as possible answering above questions**

The Cult Beginnings

- **Grow your Tribe FIRST**, then get the gym (maybe?).
“They” Should follow you ANYWHERE so your location should be irrelevant (parks, bridges, MMA clubs)
- Clients are NOT numbers: Know THEIR story!
- Support them, show you Genuinely Care!
- Surprise Check Up / Call / Letter / Gift

Your “Place”

- Advantages of SMALL (* Nuts & Berries *)
- Easier to outgrow / Tougher to downsize
- Not a “GYM” – Coaching EVERYONE
- Use Economic time to your advantage
- 1 Year Lease
- Negotiate with Power
- Renting Inside Existing, Non-compete Location
- List 10 advantages of Your “Place”

Highly Qualified Prospects

- Where are they? Online & Off line: make a list, contact ALL via phone, e mail & in person to Offer FREE / **Fill Their Void.**
- **Your Story:** relate to them easily, speak their language, understand their fears & desires (VERY clearly defined)
- **The ART of Listening** (2 Ears & 1 Mouth): Ask a Question & LISTEN!
- **Enter** the conversation in their mind.

Carefully Engineered Marketing

- Engineer your marketing to attract your niche profile
- Do NOT market to General population
- RENEGADE RULE: Whatever “Normal” Businesses are doing, Do the Opposite

Knight Yourself & Dominate!

- Begin Local, State, National, International
- Build Your Legend – Think Fiction, Super Hero, “The King of _____”
- Success silences most critics!
- How can YOU **leverage** FREE online, offline?
- Make a **List** of HOW (10 Things Minimum).

Never Ending Plan of Attack

- Identified Who, Where, What they Want & How to Reach them.
- Be SUPER confident in Your Message – Leadership
- Do NOT try to make everyone happy – exclude others to show commitment to your tribe.
- The fallacy of perfection (Waiting for NOTHING!) – **ACTION & HUSTLE!**
- No gym, no web site, no fancy equipment: Use Your Internal Network – FULLY.
- Maximize REAL World more than anything – in person multiplies the experience 10 fold (minimum).

Your First Event

- Everything you do should be THE MAIN EVENT (think WWE)
- **Their First Experience with You is Most Critical**
- Create the most AWESOME, unforgettable experience & lay the foundation for your first “family” – collect their contact info and let the exclusivity begin w/”Godfather Offer” to enter your “club”
- **Remember:** They must “Qualify” to become part of your “Club”
- Private newsletter, special language, private meetings, care 100 X more than “the next guy”

Take Away Selling

- Steps a prospect must have in place to qualify for membership of your exclusive club: **List 5 of them Now**
- **Velvet Rope:** Invitation, referral, higher price (price elasticity), exclude some
- Think “Fight Club”

Module 2: Membership Check List

- Name for Club, Organization, Group
- Language
- Commonality / Theme
- Bundled Goods & Services (nutrition, supplements, flexibility, SAQ)
- Privileges
- Involvement
- **Levels**
- **Ladder of Ascension**
- Recognition / Pride of Belonging / Pride of Ascension
- **Frequency of Communication**
- Official Publication
- Meetings (Actual or Virtual)
- Renewable Income(s)
- Continuity Income(s)

Underground Marketing

- Not sessions, membership only – EFT recurring preferably (Sep. 1st, Jan. 1st)
- Charter membership – locked in for life at the special rate
- Train your clients to refer – regularly allude to the fact that they are in a exclusive club
- Ways to reward the referral: gift cards, personal gifts, discounts, “Shwag”, **Get Personal**

The Marketing Machine

- NEVER shut it off / Waiting list is better than waiting for clients
- Expand your Existing Network & Make REGULAR appearances / contacts
- Offer More FREE services to your Existing Network to Entice your Exclusive Services
- Grow the “list”: phone, e mail, social media sites AND **mail***
- Shake Hands, Hugs, Kissing Babies – **Be There & TRULY give a shit!**

More FREE Sh*t! Getting Them “In” The Door

- Go “there” – LIVE appearances!
- Free trial (1 workout – 2 weeks) w/expiration
- Trial should sell the membership, expose their desires and what they COULD be (model your STARS)
- Discovery Day / Bring a Friend
- Not ALL applicants are accepted, the trial should be like an “interview” – you won’t allow them to damage your “family” – **You have Rules**
- Someone stops by or experiences a trial: Offer Your Unique “Biz Card” – testimonials, articles, testimonials, prices
- Systems in Place for Follow Up

Membership Options

- People LOVE to Buy, NOT be Sold – let their emotions do the buying
- 1 Option...1 is the worst number in business
- Semi Private and / or Boot Camp
- 2, 3 or Unlimited Sessions (Don't accept 1, Turn SOME people away)
- Pricing: don't be the cheapest EVER
- Your pricing will attract accordingly

“Based on What I See...”

- The next logical step is _____ (program you recommend)
- Ask questions to bring about emotions
(**List 10 questions** you can ask your highly qualified prospect that make him/her emotional)

Levels of Membership

- Each Higher level receives MORE / gets MORE
_____ (list 5 things)
- T Shirts through time – similar to Karate / Black Belt System
- Group Outings / Unique Experiences (list 5 things)
- Strongman Contests / Fundraisers
- Being THE Star: YouTube, Blog, etc.

Fear of Disconnect

- Unique Experiences cause “Fear of Disconnect”
- Create the “3rd Place”
- Cause Stories to be told → Leads to Referrals
- Power of Social Media / Sharing

Module 3: Biz Systems

- The E Myth – Think McDonald's
- What happens when someone begins with you on Day 1:
Welcome system & training system
- Begin with Your Core Training System: Write this down
- List your “elementary lifts”
- List your “junior lifts”
- List your “graduation lifts”
- Everything is a system / use bench marks
- What literature do they get on Day 1 (**Wow them with “Gifts”**)

Climbing the Ladder

- How do clients ascend up the fitness / training ladder into your “systematized groups”?
- Creating Exclusivity through these “ladders”
- Phase 1
- Phase 2
- Phase 3

Without You

- If you are sick, on vacation, have an emergency – can the gym run without you for at least 2 weeks?
- Is there an emergency workout that ALL clients can do if something goes FUBAR?
- Create a system that allows you to step away from the business and not have it depend on you

As You Get Busier

- Do NOT slow down marketing
- Create a NEW group / Entry Level Group for shorter time frame (Kettlebells, SAQ)
- Graduates have opportunity to enter your High Level Programs

If You Slow Down

- **Take advantage of ALL marketing methods (FREE is Huge). List 10 Ways** to Bring in Business ASAP: craigs list, free seminars, health fairs, booster clubs, raffles, speaking at schools, newsletter for law office, write for newspaper – ALL attract media
- Sometimes, you change the WHO but do NOT change your way
- Transfer Proven methods / strategies from outside industries into your Biz

Retention & Indispensability

- Do NOT allow 1 person / 1 thing in your Biz to hold you hostage (employee, marketing method, training tool)
- Make YOUR Biz indispensable to your clients: Create pain / fear of disconnect & high cost of switching
- Cost of leaving can AND should be financial AND emotional

The Edge Principle

- Success breeds more success
- Success stories beat YOUR words
- Success Stories / Comparisons and “That Asshole” Story

Module 4: Must Haves

- Trainer / Facility Insurance: ClubInsurance.com
- Business Name Incorporated
- Township OK
- Finances in Place: Income from clients is at least 2 x monthly rent
- Maximum 1 Biz CC, Minimal Debt, Preferably No Debt

Equipment Needs

- Minimum of NEW Equipment
- You Need MUCH Less than You Think
- Focus on Increasing Net Income Every Month, Increasing Marketing
- Invest back in your business in small increments
- Craigs List: Lots of gyms going out of Biz
- **Best Quality & Price: <http://ZachEven-Esh.com/Rogue>**

Module 5: Web Weapons

- Keep it simple
- Keep it neat
- Keep people coming back
- **Ability to Capture Contact Info, Send E Mails, Accept Payments**
(1ShoppingCart.com, Aweber.com, lcontact.com)

Blogging

- At least 3 posts ea. Week, preferably daily during first 6 months
- Tell them what to do / Action: Call / E Mail Now for your FREE _____
- Don't forget, sign up for you're FREE _____

Spread the Word

- Share to FaceBook, Twitter, LinkedIn & Anywhere Else
YOUR clients / prospects “hang out”
- You Tube Account
- TELL Your Clients to Visit your Blog & Post Comments
- Photos: Use your phone, digital cam, etc.
- Turn your clients into Stars – they will show others

Blog Pages

- Your Story – more reason for visitors to connect and begin trusting you
- About Page → direct visitors here
- Testimonials (EVERYWHERE possible) – various forms: video, photo, before / after
- FAQ: Have an FAQ section to help you bring in highly qualified prospects

Contest Sharing

- Hold contest inside your club
- Blog the journey
- Be Exciting AND Entertaining AND Educational on your Blog
- Boring KILLS
- Remember, Think Hero / Comic Like / Fictional

Training Resources

- <http://ZachEven-Esh.com>
- <http://UndergroundStrengthCoach.com>
- <http://GetWrestlingStrength.com>
- <http://TrainingRoomOnline.com>
- <http://DragonDoor.com>
- <http://Journal.CrossFit.com>
- <http://DeFrancosTraining.com>
- <http://MobilityWOD.com>
- <http://UndergroundStrengthCoachCertification.com>

Business Resources

- <http://GaryVaynerchuk.com>
- <http://UndergroundBizJournal.com>
- <http://SethGodin.com>
- <http://FitBusinessInsider.com>
- <http://zacheven-esh.com/DanGift>

Recommended Reading

- ALL Dan Kennedy Books
- **Dan Kennedy FREE Trial at <http://ZachEven-Esh.com/DanGift>**
- Dr. Gene Landrum
- Donald Trump
- 'Thick Face Black Heart'
- Nightingale.com
- Seth Godin
- The E Myth
- Joe Polish / ILoveMarketing.com
- The Go Giver
- Gary Vaynerchuk