



GROW

GROW – THE PT BUSINESS ACCELERATOR

THE HANDBOOK

CONTENTS

The GROW handbook is to used as a workbook to put all your thoughts, ideas and work within. Ensure you save your work as you go along.

Introduction	1
Self-awareness	8
Unique Abilities	17
Principles	27
Core Values	33
Avatar	37
Building Your House	42
Goal Setting	44
Movement Screen Lite	46
Brand Purpose	48
Brand Story	58
Business Models	62
The Sales Call	64
Sales and Pricing	66
Onboarding	70
The Taster Session	74
Programming	77
Your Product	79
Creating Content	81
Social Media	84
Nutrition Basics	86
Final Step	88



WELCOME TO GROW THE PT BUSINESS ACCELERATOR

We are excited to announce the release of our innovative NEW course.

Grow - The PT Business Accelerator powered by the PFCA.

In this course, you'll learn how to run a successful fitness business, become the go-to trainer in your local market and establish a long-term career.

WELCOME CONT

This course can be effectively utilised by watching each lecture and taking the time to digest and absorb the information. What you have learnt should then be applied to your business straight away.

This course is uniquely designed to challenge you and help you establish your own brand identity. This is not a simple plug and play. This is education by The PFCA.

We encourage you to face this as a challenge. At the end of this course, you can expect to feel confident and empowered to act within your values and grow your business.

Welcome to GROW!

CREATING A MARK OF EXCELLENCE

A CAREER IN FITNESS

One mission that lay before the PFCA is how we intend to transform what a career looks like in fitness.

The churn rate for new PTs is out of this world. Most PTs do not make it passed 7 months and the rest rarely stay longer than 3 years.

Being a PT without any clear purpose or career trajectory can be very unfulfilling.

Very few make it to 10 years plus.

However, if you do it right. You have the ability to build something rather extraordinary.

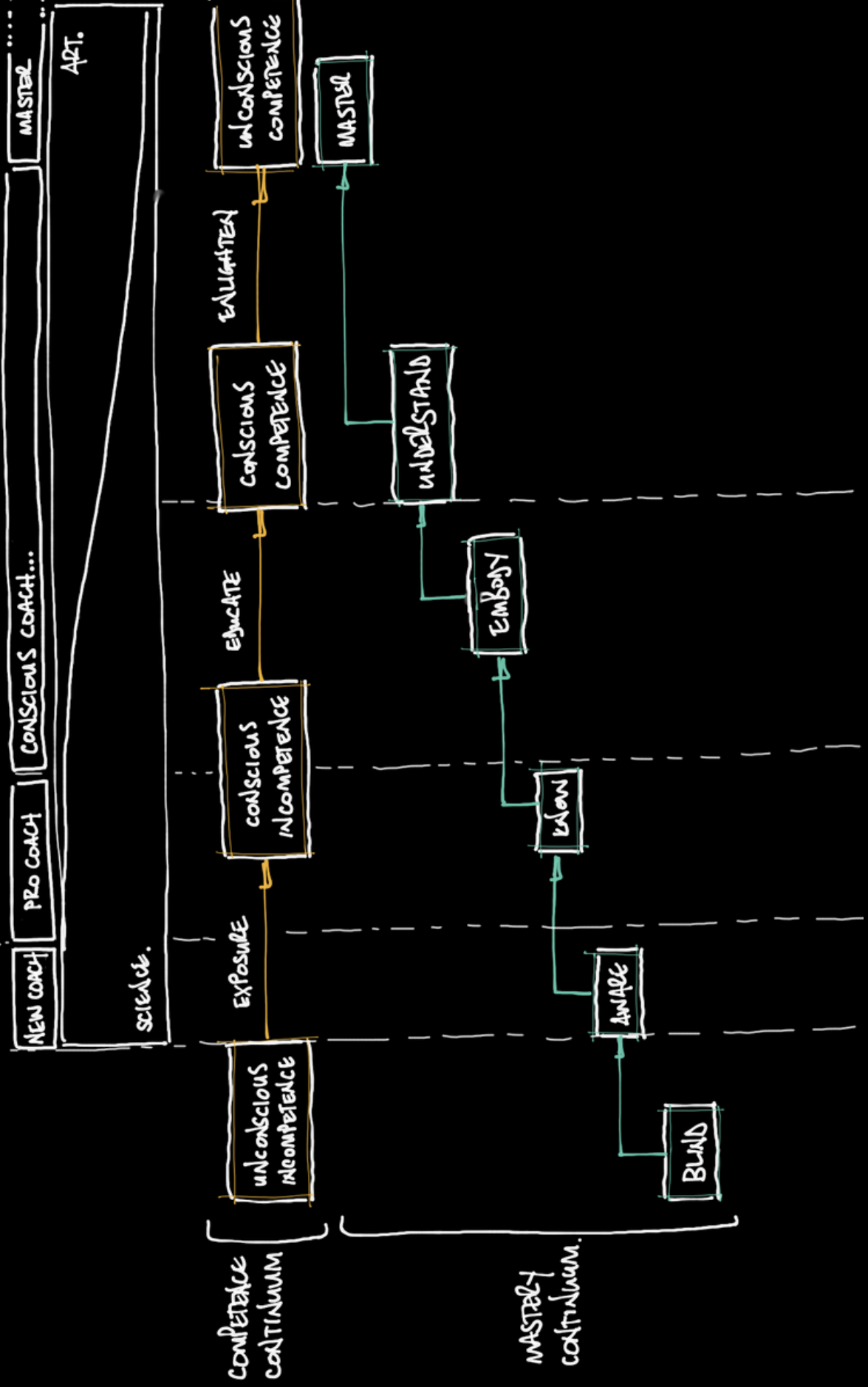
A brand, a reputation built on the highest of standards, which opens doors and opportunities that few are exposed to.

We believe in the pursuit of mastery. A long-term approach to become of one the best.

PTL3

grow ffc 1

ffc 2



A CAREER IN FITNESS

WHY STUDY WITH US

Over the last few years we have had the privilege to educate and mentor well over 1000 coaches at varying levels of expertise and experience.

We have seen the impact our education has had on these coaches and the coaches of the future.

So much so that the PFCA badge holds a lot of gravitas amongst the best of the best.

Should you successfully complete the course and practice your coaching at the highest standards, you too can be a part of the elite group of coaches.

GROW is the start of your journey to mastery and an opportunity to separate yourself from what is considered the norm.

SELF-AWARENESS

This is your biggest challenge -
DO NOT RUSH this next module. Take
time to think, brainstorm and
build.

SELF-AWARENESS

Firstly, you need to be clear on who you serve and why you serve them. Take some time to think about the following questions;

What do you love most about coaching?

SELF-AWARENESS

What is the 1 thing you love to do?

SELF-AWARENESS

What gets you excited?

SELF-AWARENESS

What do you read about?

SELF-AWARENESS

What gives you the greatest sense of value?

SELF-AWARENESS

What are your core strengths?

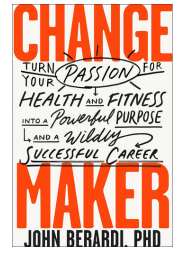
SELF-AWARENESS

What are you most talented at?

**SELF-AWARENESS
IS YOUR GREATEST
WEAPON**

UNIQUE ABILITIES

REF – CHANGE MAKERS BY Dr JOHN BERARDI



Listen to the book and complete the following brainstorming challenges.

What are the talents or abilities or characteristics that describe me?

RESEARCH & DISCOVERY

What makes me tick?

RESEARCH & DISCOVERY

What do people count on me for?

RESEARCH & DISCOVERY

What is “my way” of doing things?

RESEARCH & DISCOVERY

What makes other people impressed with who I am?

RESEARCH & DISCOVERY

What are the things I'm most passionate about?

RESEARCH & DISCOVERY

What's important to me?

RESEARCH & DISCOVERY

What have been my greatest accomplishments so far?

RESEARCH & DISCOVERY

What are my goals - personal, family, career, life?

RESEARCH & DISCOVERY

Who do I admire? Why? What can I learn from them?

PRINCIPLES

Your core principles are a series of simple statements/ words that take your “why” and break it down into action. They’ll give you a clear steer on how to conduct yourself.

DISCOVERY

What is your coaches why?

DISCOVERY

How would I want my clients to describe me?

DISCOVERY

What are my unique characteristics?

DISCOVERY

Where can I grow?

DISCOVERY

What is achievable for me?

EXAMPLES OF CORE VALUES

Table Resource - Dr Russ Harris

<p>Contribution: to contribute, help, assist, or make a positive difference to myself or others.</p>	<p>Fitness: to maintain or improve my fitness; to look after my physical and mental health and well-being.</p>	<p>Humility: to be humble or modest; let my achievements speak for themselves.</p>
<p>Industry: to be industrious, hard-working, dedicated.</p>	<p>Patience: to wait calmly for what I want.</p>	<p>Self-awareness: to be aware of my own thoughts, feelings and actions.</p>
<p>Independence: to be self-supporting and choose my own way of doing things.</p>	<p>Persistence: to continue resolutely, despite problems or difficulties.</p>	<p>Self-care: to look after my health and well-being and ensure my needs are met.</p>
<p>Intimacy: to open up, reveal and share myself (emotionally or physically) in my close, personal relationships.</p>	<p>Pleasure: to create and give pleasure to myself and others.</p>	<p>Self-development: to keep growing, advancing or improving in knowledge, skills, character or life experience.</p>
<p>Justice: to uphold justice and fairness.</p>	<p>Power: to strongly influence or wield authority over others e.g. taking charge, leading, organising.</p>	<p>Self-control: to act in accordance with my own ideals.</p>
<p>Kindness: to be kind, compassionate, nurturing or caring towards myself or others.</p>	<p>Reciprocity: to build relationships in which there is a fair balance of giving and taking.</p>	<p>Sensuality: to create, explore and enjoy experiences that stimulate the five senses.</p>
<p>Love: to act lovingly or affectionately towards myself or others.</p>	<p>Respect: to be respectful towards myself or others; to be polite, considerate and show positive regard.</p>	<p>Sexuality: to explore or express my sexuality.</p>
<p>Mindfulness: to be conscious of, open to and curious about my here-and-now experience.</p>	<p>Responsibility: to be responsible and accountable for my actions.</p>	<p>Spirituality: to connect with things bigger than myself.</p>

Order: to be orderly and organised.	Romance: to be romantic; to display and express love or strong affection.	Skilfulness: to continually practice and improve my skills and apply myself fully when using them.
Acceptance: to be open to and accepting of myself, others, life etc.	Conformity: to be respectful and obedient of rules and obligations.	Flexibility: to adjust and adapt readily to changing circumstances.
Adventure: to be adventurous; to actively seek, create or explore novel or stimulating experiences.	Cooperation: to be cooperative and collaborative with others.	Freedom: to live freely; to choose how I live and behave, or help others to do likewise.
Assertiveness: to respectfully stand up for my rights and request what I want.	Courage: to be courageous or brave; to persist in the face of fear, threat or difficulty.	Friendliness: to be friendly, companionable or agreeable towards others.
Authenticity: to be authentic, genuine, real; to be true to myself.	Creative: to be creative or innovative.	Forgiveness: to be forgiving towards myself and others.
Beauty: to appreciate, create, nurture or cultivate beauty in myself, others, the environment etc.	Curiosity: to be curious, open- minded and interested; to explore and discover.	Fun: to be fun-loving; to seek, create and engage in fun-filled activities.
Caring: to be caring towards myself, others, the environment etc.	Encouragement: to encourage and reward behaviour that I value in myself and others.	Generosity: to be generous, sharing and giving to myself and others.
Challenge: to keep challenging myself to grow, learn and improve.	Equality: to treat others as equal to myself, and vice-versa.	Gratitude: to be grateful for and appreciative of positive aspects of myself, others and life.

<p>Compassion: to act with kindness towards those who are suffering.</p>	<p>Excitement: to seek, create and engage in activities that are exciting, stimulating or thrilling.</p>	<p>Honesty: to be honest, truthful and sincere with myself and others.</p>
<p>Connection: to engage fully in whatever I am doing and be fully present with others.</p>	<p>Fairness: to be fair to myself or others.</p>	<p>Humour: to see and appreciate the humorous side of life.</p>
<p>Open-mindedness: to think things through, see things from other points of view and weigh evidence fairly.</p>	<p>Safety: to secure, protect or ensure safety of myself and others.</p>	<p>Supportiveness: to be supportive, helpful, encouraging and available to myself and others.</p>
<p>Trust: to be trustworthy; loyal, faithful, sincere and reliable.</p>		

DISCOVERY

List 3-5 core values and elaborate why they have meaning to you.

AVATAR

Identify who you serve so you can move
away from overwhelm and uncertainty.
Let us be targeted and precise with our
efforts

AVATAR DISCOVERY

NAME

AGE

OCCUPATION

ASSUMPTIONS OF INCOME BRACKET

ASSUMPTIONS OF THE STRESSORS OF THE JOB ROLE

AVATAR DISCOVERY

HOBBIES

WHERE THEY EAT, DRINK COFFEE ETC

WHERE THEY HANGOUT

WHAT DOES A TYPICAL WEEK LOOK LIKE (MON - FRI)

WHAT DOES A TYPICAL WEEKEND LOOK LIKE?

WHAT DO THEY WANT IN THEIR LIFE?

AVATAR DISCOVERY

WHAT DO THEY NEED?

WHAT DO THEY VALUE?

WHAT TRAINING DO THEY DISLIKE?

WHAT TRAINING DO THEY ENJOY?

WHAT ARE THEIR FRUSTRATIONS?

WHAT IS THEIR MOTIVATIONS?

AVATAR DISCOVERY

WHAT IS THEIR REAL STORY?

BUILDING YOUR HOUSE

The foundations have been laid, now time to build your house. Your branding will serve as an extension of your values.

BRANDING

Notes on branding

GOAL SETTING

The art of consulting lies in the your ability to ask better questions that help formulate your understanding of the client and their goals.

GOAL SETTING

Notes on goal setting

MOVEMENT SCREEN LITE

This will serve as phase 1 of looking to better understand your clients ability to move.

Within FFC Education we take this down an entire rabbit hole

MOVEMENT SCREEN

Notes on movement screen

BRAND PURPOSE

This builds on self-awareness and adds another superpower to your list.

BRAND PURPOSE

What do you coach?

What is the problem in their world?

How can you help solve the problem?

What makes you different?

BRAND PURPOSE

What are the key characteristics that make you different?

How is the environment/service you create differently?

What is your ideal client?

What are their biggest pain points/needs?

BRAND PURPOSE

What are the biggest cultural shifts/trends happening in your world?

Who is 'best in class'?

Who are your peers and why?

Who are your competitors?

BRAND PURPOSE

What are they doing well?

What are they doing poorly?

What about their brands can you adopt?

What gets you up in the morning?

BRAND PURPOSE

How are you going to change the world?

How will your brand/service be special and different from others?

What are your unique skills, experiences, connections, resources, and capabilities?

4 KEY ASPECTS

PRESENCE

What will your message be?

What will your brand look and feel like?

How will it inspire your potential clients?

4 KEY ASPECTS

OFFER

What do you do?

What problems do you solve for people?

How is it relatable to your client avatar?

Is it game-changing?

4 KEY ASPECTS

CULTURE

Who are you?

How do you behave and conduct yourself?

What are your core values?

4 KEY ASPECTS

CAPABILITY

What unique skills and strengths do you have?

How are you different from anyone else?

How would your clients describe you?

BRAND STORY

Speaking in your clients' language will be your greatest asset. Do not overthink it. Short, digestible and concise.

BRAND STORY

REF – BUILDING A STORYBRAND BY DONALD MILLER

New York Times Bestselling Author
DONALD MILLER
**BUILDING
A STORY
BRAND**



CONTEXT - Why now?

PURPOSE - Why we exist?

PROPOSITION - How will it change your clients lives?

PRINCIPLES - What makes us different?

BRAND STORY

Describe your character?

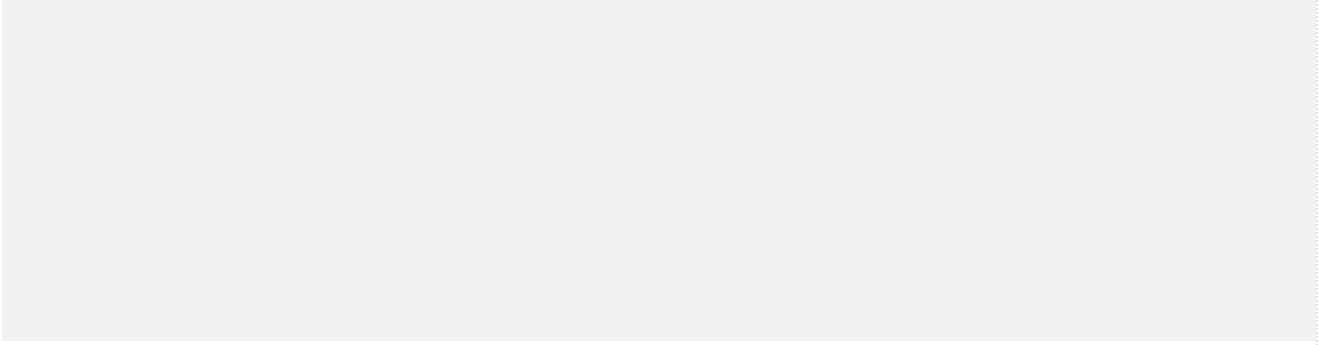
What is their problem?

What does the “plan” look like from you?

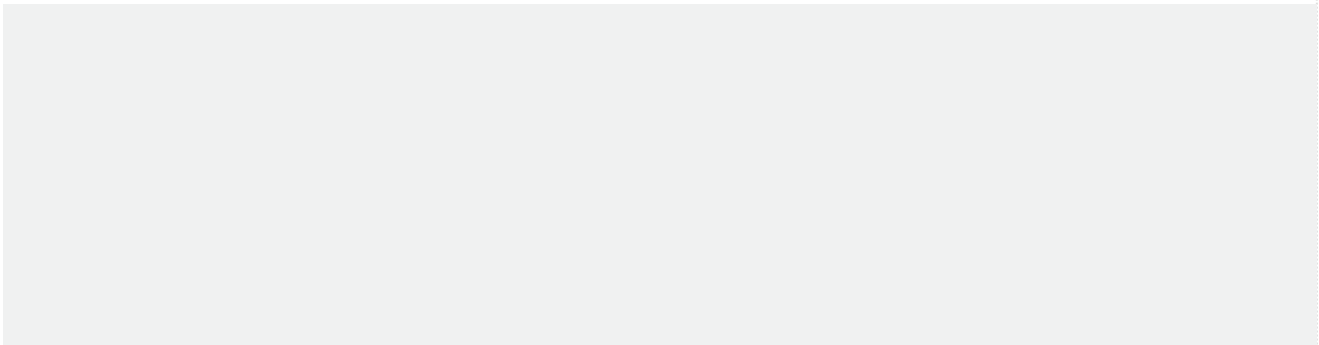
What is the call to action?

BRAND STORY

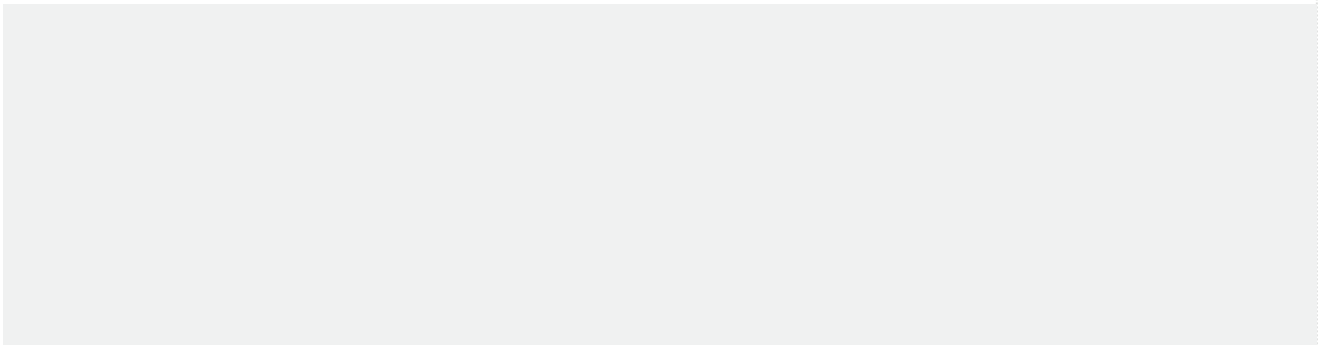
That results in?



Describe success for the client



What would failure look like?



BRAND STORY EXAMPLE

Describe your character

Katie, the 39 yr old advertising exec dying to take control of her life.

What is their problem?

She feels as if she has “let herself go for too long”

What does the “plan” look like from you?

My trial month will give her the confidence that she can take control of her life again.

What is the call to action?

Book a FREE consultation with me to help her clarify how I can help you actualise her goals.

BRAND STORY EXAMPLE

That results in?

Regaining her life, finding her confidence again and having energy

Describe success for the client

happy, sexy and healthy

What would failure look like?

More frustration of constant feeling of failure and inaction.

BUSINESS MODELS

Choose the business model that inspires you, serves you and allows you to create something you are proud of.

BUSINESS MODELS

NOTES

THE SALES CALL

Scripting is remedial and elementary, the aim is to empower you with a framework to lead the conversation and make more sales. Stay mighty!

THE SALES CALL

NOTES

SALES & PRICING

Choose your pricing model that allows you to live your life, invest in your growth and support the people you love. Think big.

SALES & PRICING

NOTES

LOW BARRIER OFFER

WHAT IS YOUR LBO AND WHAT IS INCLUDED?

YOUR PRICING MODEL

DETAIL BELOW

ONBOARDING

The more clarity at this stage for coach and client, the better the relationship will be in the long term. Be strong, be clear.

ONBOARDING

NOTES

YOUR ONBOARDING MODEL

DETAIL BELOW

LIST ANY ACTION POINTS

WHAT SOFTWARE, EMAILS, TEXTS. DETAIL BELOW

THE TASTER SESSION

Use this opportunity to create an experience that is fluid. Meets the client where they are at and provides the client with an insight into working with you.

TASTER SESSION

NOTES

YOUR TASTER SESSION

DESCRIBE YOUR PERFECT TASTER SESSION FOR YOUR AVATAR

PROGRAMMING

Our aim is to give you a starting point with programming. However, there is a lot of opportunity for personal growth here. FFC Education awaits.

PROGRAMMING

NOTES

YOUR PRODUCT

Your coaching product will be the most essential piece of the puzzle. A never-ending pursuit of mastery.

COACHING PRODUCT

NOTES

CREATING CONTENT

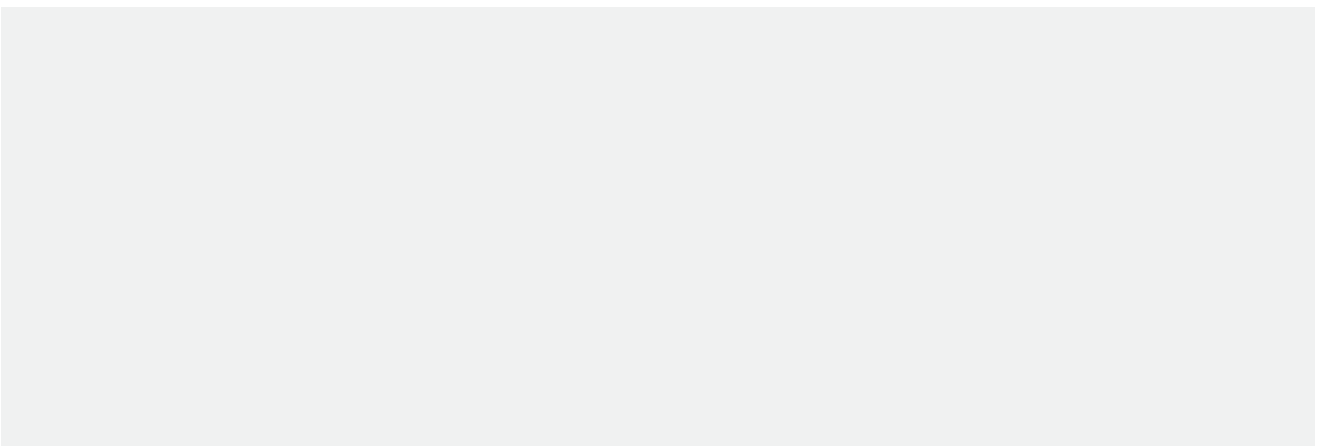
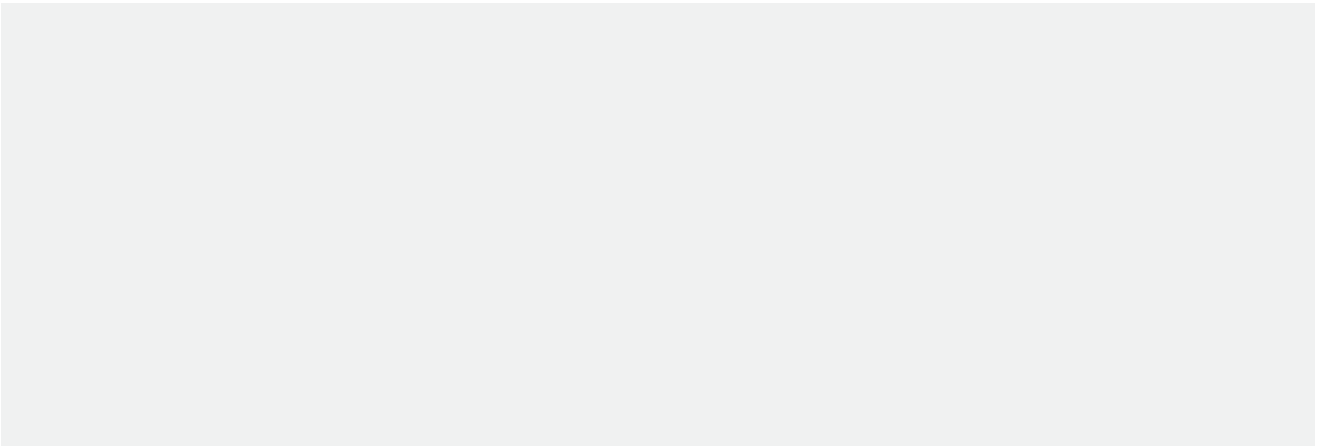
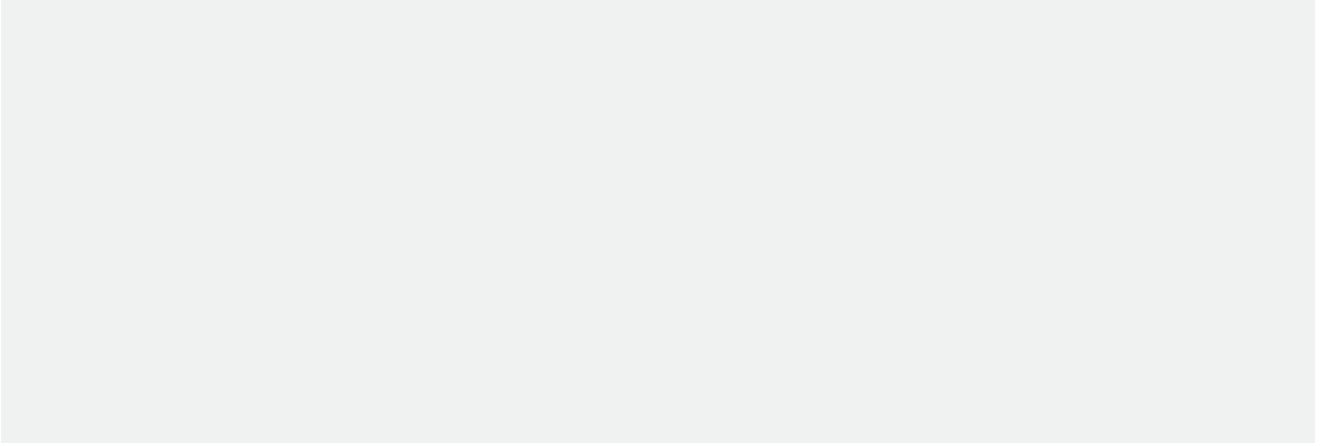
Move away from anxiety and enter the realm of confident contribution. Creating Content is a low-hanging fruit of business success.

CREATING CONTENT

NOTES

CREATING CONTENT

TASK - detail 3 key topics for content



SOCIAL MEDIA

Sometimes done is better than perfect. For many, aim for consistency. Through exposure and a willingness to improve the outcome will become better.

SOCIAL MEDIA

NOTES

NUTRITION BASICS

A few simple elements of nutrition to assist your coaching journey.

NUTRITION

NOTES

FINAL STEP

DETAIL 3 KEY ACTION STEPS FOR YOU AND YOUR BUSINESS. LIST OUT WHAT TO DO AND WHEN FOR.

TAKE ACTION

ACTION STEPS

ACTION PIECE 1

ACTION PIECE 2

ACTION PIECE 3

GROW

THE BUSINESS ACCELERATOR
POWERED BY THE PFCA