



BOS PODCAST #2 CREATING A VISION FOR SUCCESS

In this episode Joe and Dan will teach you how they created a clear vision plan that improved productivity and led to a direct increase in revenue. Learn the components of creating your vision/traction organizers and the importance of your advisory board. Start running your business and stop letting it run you!

Topic Include:

- Setting both business & personal objectives.
- Crating Your Vision so other people can see it and understand it.
- Components of a great Vision Plan.
- Identifying your needs.
- Creating Solutions.
- Delegating work.
- Creating your Advisory Board.
- How the Advisory Board has reshaped Varsity House.
- Examples of the effect of VTO and the Advisory Board.

Do you know who you are, what you want to be, and where you want your business to go? Yes/No/Maybe? These are critical questions for any Strength Entrepreneur to ask themselves. If you cannot answer them, it's like running your business blind. This would be like an NFL team going into a game with no game-plan, no objectives, and no strategy. You're simply set up to fail! Having a clearly defined vision for yourself, your employees, and the direction your business, will greatly improve your chances of success. This will give you the freedom to focus on the things that matter and forget the things that don't.

Many gym owners get into the industry because they love to train, they want to help people, or maybe they were a former athlete. They think that if they offer great training, and a fun inspiring atmosphere they will be able to run a successful gym. That might have been true a decade ago, but now the box gym space is full of "real" strength entrepreneurs and the competition is much higher. You can no longer get by on community and great training, you must be a businessman. The first step is creating a clear vision that you, and everyone else in your gym can follow.

But I'm doing great and my business is thriving you say?! That might be true, but is there an end in sight? Are YOU the business? Are YOU coaching the majority of your classes? Are YOU doing all the marketing, finances, billing, programming, and customer service? Do you even have a sales, marketing, and operational system? If you answered no to some of these you're NOT running a business, you're just working your ass off and if you stop, there is no business. Your business is running you! You need vision and organization.

Vision provides the major ideology your business will follow. Vision outlines the important objectives so you can work backwards to reach them. Vision gives your employees goals and the steps to reach them. Vision is what drives your gym to becoming a real business. Vision is freedom.



How do you create vision? Start by thinking long and hard about what you're passionate about. Think long-term. Do you have a family? What do you want your ideal day to be like? In early out early, or in late out late? Business and process focused or fitness and training focused? These are questions only you can answer. Write down what you think would be the "Best Case Scenario" for you and your business future. Remember no dream is too big!

Start with something like this:

Business Objectives

1. We want to be the best gym in the country.
2. We want to be recognized as a world leader in strength and conditioning.
3. We want to train professional athletes from around the world.
4. We want to have a world class operational system so the business runs seamlessly.
5. We want to help youth athletes, their families, and the surrounding community reach a higher level of fitness.
6. We want to offer world class customer service.
7. We want our employees to love their job and feel as though they have real career opportunities.
8. We want our community to center around helping each other and friendly competition for bettering one's self.
9. We want to open 2-3 new gyms by 2020.
10. We want Varsity House HQ to gross over 2-million dollars/year in revenue.

Personal Objectives

1. I want to not work every weekend.
2. I want to be home earlier to spend time with my family.
3. I want to make 250k/year.
4. I want to be able to take 4-weeks' vacation/year.
5. I want to focus my energy on diving operations and training a few "High Priority" Clients.
6. I want to spend more time on creative processes and outlets like our newsletter and podcast.
7. I want to be the facilitator that leads our employees and coaches to be their very best.

As you can see these are more ideological thoughts, some of which may take years to achieve. However, if you never outline what you want, it will be very hard to create a plan to get there. Now that you know who you are, what you want to do, and what you want your business to be, it is time to work backwards step by step.

Creating the Ultimate Vision Plan:

Core Values

This is the ideological backbone of your business. This should be meaningful and truthful to who you are and what you want your company to be. It should also be relevant to your industry.

EX: Hungry, Humble, and Committed to excellence. For us this resonates greatly as we are dealing with fitness, sports performance and self-betterment.



Mission

What is the ETHOS for your company that drives everything you do?

EX: Become Unstoppable. Create the Ultimate You. To give our clients the best hour of their day so they can change the mind, body, and lives through fitness.

10-Year Target

This is the MAIN goal for the next several years. What is it that your company will be known for (and when people say your name will immediately come to mind)?

EX: To be recognized as word leaders in strength & conditioning...

Marketing Strategy

This is the unique aspect of your business that attracts people to your company. This should be the “one thing” that allows you to stand out amongst your competition. What’s your proven process? This should be the “how” of your business, that gets your clients to their specific goals/needs. What’s your guarantee? This should be a statement of fact that explains how your core values, mission, and strategy will deliver results.

EX: We provide world-class coaching and expertise, industry best customer services, and meaningful and impactful training results. Our proven process is to always be the student and empower others with our knowledge. Our guarantee is that if you change your body, you’ll improve your mind, and change your life forever...

3-Year Plan

This is the mid-range plan to get you one step closer to your 10-year target goal. This needs to be clearly defined and include the areas of your business that need the most attention or development in the coming years.

EX: 2-million in revenue. 500k Profit. Second Location Open...

Measurables

This is the list of all the main objectives in order of importance that will help you reach your 3-year plan. Here you should make a list of 10-25 things that you think will take your business to another level. Then circle the FIVE most important and most attainable things and tackle them first.

EX: 250 Adult members, 500 Athletes, 5x Business Seminars, 5x Training Mentorship, fully integrated operational system, develop a marketing calendar, hire a full-time admin...

One-Year Plan

Working from macro to micro you want to keep narrowing down your focus. The one-year plan creates to immediate objectives for this year. These should obviously align with your 3-year/10-year plans and take you one step closer to reaching them.



EX: 10,000 Email subscribers, 10k IG Followers, 50 new adult clients, Recovery/Massage area completed...

Rocks

Rocks are the “big” measurables that you are working on at a given moment. There should always be 1-5 rocks in your traction organizer that have a clearly defined timeline and completion date. Generally, it’s a good idea to review and renew your rocks quarterly.

EX: New sales objectives for front desk, acquire 3-new teams for summer training, sell 50x Online programs, 20k in sales at front desk, 20x New On-Ramps, 20x New Client Memberships, Revamp Gym Tour...

Issues

Issues are ALL the little things that need to get done at some point asap. Issues should be assigned to different staff members for completion. **EX.** Ordering supplies, Change the hand sanitizers, replace broken or worn equipment. Most of these things are menial but important tasks that can easily be outsourced.

EX: Schedule Gym-Wide clean up, summer training schedules done, vacation days for all employees, update marketing calendar...

There you have it! All the tools you need to start creating the vision for your ideal business. Sound simple in theory, but requires a lot of thinking and decision making. In the end, you must start somewhere and if you’re unsure just do you best. Remember you only get paid for what you get done, not what you talk about getting done. Start with something you know you can tackle and make it happen.

To help you we have included our own vision organizers. Use these as a template to create your own.

CREATING YOUR ADVISORY BOARD

Don’t try to tackle everything on your own. Create a team of advisors that will help you sift through the tough decisions. The advisory board is the **MASTERMIND** of your gym business. Build your AB of 2-5 people who will be the influencers and decision makers within the business. **NOTE:** You should not and cannot make every decision on your own! The AB gives you the opportunity to hear other perspectives and gain outside opinions.

1. Advisory board should be composed of owners and top management/advisors who will help in the decision-making processes.
 - Example: Joe & Dan Owners/Visionaries, Trev – GM/IT/Social media, Big Mike – Head Coach/Assistant GM, Adam – Operations.
 - Meet 1x-2x/Week for an hour.
 - Meeting should be process and major ideology (ROCKS) driven.
 - Set up schedule for each meeting with topics and work to be done.
 - Create a book/podcast club and review ideas. Ex Barbell Biz, Bedros, Tim Farris.
2. Level 10 Meeting - Each meeting must be productive. There is no time to waste. Set up a meeting schedule. Set topics. Stick to the plan. **NOTHING STOPS THE AB MEETINGS!**
3. Delegate work. The advisory board is the group of individuals who is driving your company forward. Delegate work amongst them and set deadlines for completion.



How does all this lead to a direct increase in sales?

Area of Improvement	ROCKS	Solution	Outcome
Front Desk Product Sales 3-Year Goal: 25k/Quarter Current Sales: 10k as of July 2016.	<ol style="list-style-type: none"> Inconsistent Product Ordering. Lack of Sales Projections. In Effective Sales Techniques Lack of Upsells Lack of Community Awareness 	<ol style="list-style-type: none"> Develop Ordering process with timelines and schedule for all products. <ul style="list-style-type: none"> Seasonal Clothing Smoothie of Month Sale Specials Inventory Create sales spread sheet with weekly, monthly, quarterly objectives. Weekly team emails to update sales : goal ratio. Develop sales scrips, and hold weekly sales meetings. Create flowchart for upsells to supplements, SNAP, Pre=paid cards...Teach systematic approach to sales processes. Develop series of auto-responders to all new clients with info on SWOLE products, SNAP, Clothing...Create menu boards, specials board, take-home flyers, and increase social media posting. 	Since July 2016 sales have consistently increased each quarter from 10k to nearly 20k. We will hit our 3-year goal of 25k/Q less than two years. One full year ahead of schedule.

This episode is brought to you by Varsity House Gym, a world leader in strength & conditioning. For more information visit www.varsityhousegym.com

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