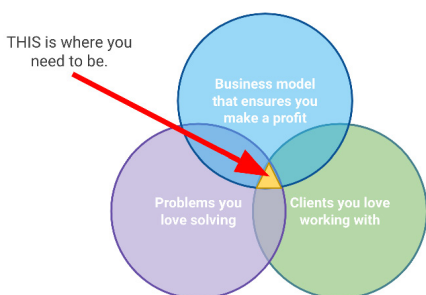


# Rebuild Your Business Stronger Than Ever (1-Page Cheat Sheet)

How to re-open RE-ENGINEER your fitness business to deliver more VALUE to clients, increase PROFITS & CASH FLOW, and create more SUCCESS long-term. [Watch the video](#) on how to rebuild your fitness business better than ever, then [complete the exercises below](#).

Get a FREE 'Get Clarity' Strategy Session: A private 60-min call with your individual questions answered [no charge] at [www.NPEstimulus.com](http://www.NPEstimulus.com)



## 1. Clarify your best client and HOW to better serve them

**Problem:** Clients have dropped off or ghosted you, and your model is no longer profitable

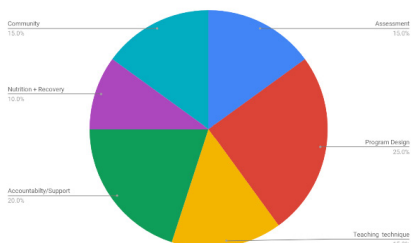
**Solution:** Find your new 'Thrive Zone'

**Theory:** Your type of clients may have changed

**Practice:** Re-define your new ideal client

**Proof:** [Wayne & Stephen Paid Off \\$120K and Got Debt-Free in 12 Months](#)

## 2. Re-engineer to deliver more VALUE & upgrade your business model



**Problem:** Owners don't deliver great value or understand money math that drives profitability and cash flow

**Solution:** Provide greater value through community; assessment; nutrition and recovery; accountability and support; teaching technique; and program design

**Theory:** Model the client journey

**Practice:** Fitness Business Modeling Tool (7 steps)

**Proof:** [Brit & Shell Went from 'Feeling Like Volunteers' to \\$33k/m With 150 Clients](#)

## 3. Strengthen yourself as a sales leader and marketing strategist



**Problem:** More marketing doesn't mean more clients

**Solution:** New strategy for your ideal client, offer, messaging, sales system and lead generation

**Theory:** The only way to make your business build-to-last is to aggressively upgrade your sales and marketing with new messaging, positioning, tactics, and more to attract awesome, high lifetime value clients

**Practice:** Position as an expert, make a great offer, inspire and lead commitment to goals

**Proof:** [How Kate Laird Pivoted & Got 25% Higher Revenues During COVID-19](#)