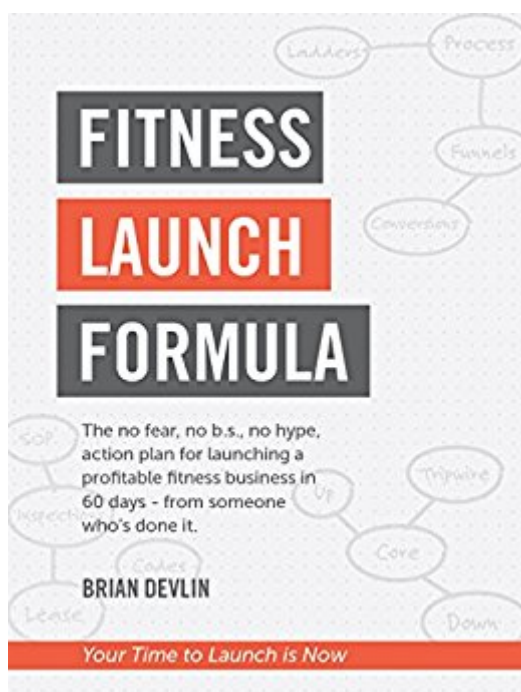


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# Fitness Launch Formula: The No Fear, No B.s., No Hype, Action Plan For Launching A Profitable Fitness Business In 60 Days Or Less – From Someone Who’s Done It



## Synopsis

The fitness industry is undergoing a fundamental change. Big-box gyms and large corporate fitness centers are no longer controlling the market; we are in the midst of a major paradigm shift. The time has never been better for you to step into the spotlight and open your own fitness business. Viral social media, virtual planning tools, and automated sales funnels have made it possible for ordinary people with a passion for fitness to create profitable business ventures almost overnight. When you follow the plan laid out for you in Fitness Launch Formula, you can move forward with confidence, knowing you are following a tested system that has generated millions in revenue across multiple niches. Your time to launch is now! Brian Devlin's formula is not a theoretical notion. Since 2008, his companies have generated more than \$3 million in fitness-related revenue. He has opened four successful fitness locations and co-opened two successful chiropractic offices. His online coaching programs reached members in 48 states and 23 countries, and he has personally coached dozens of struggling and successful fitness pros to use the methods discussed in Fitness Launch Formula. Some of Brian's students have gone on to open successful six- and seven-figure fitness ventures by following this simple blueprint, and now you can take the reins of your business with confidence. What do you have to lose?

The Fitness Launch Formula is an eight-phase process that takes you from the foundational elements of your business identity to your grand opening, with specific, time-tested procedures, systems, and processes spelled out in a roadmap that is easy to follow:

Phase 1: The foundational work, where you work through the process of building a killer brand. This can take up to 11 days and will require a lot of personal quiet time so you can get down to the heart of the matter at hand.

Phase 2: Numbers, projections, and metrics. This is where you work through your processes, validate your business model and determine if your offering is viable enough to seek financing or invest your money.

Phase 3: The groundwork phase, in which you select your site, design your layout, establish your product offerings, and create your online and offline marketing systems.

Phase 4: The build-out phase, when you get your hands dirty and become fully committed to your venture. You will learn what you need to do to get it opened and running smoothly, from building permits, to buying equipment to negotiating a lease.

Phase 5: The polishing phase, in which you tie up loose ends, obtain your certificate of occupancy, wrap up the detail work and get ready to start testing your systems thoroughly.

Phase 6: The dry-run training phase, where you use test subjects to work through the entire customer process, then complete your facility audit. You get feedback needed to make the necessary changes and prepare for your soft launch.

Phase 7: The soft launch where you draw a select number of targeted leads into your funnel and run them through, just like you would for a grand opening. You gather final feedback,

make the needed adjustments to your systems and your facility and prepare for your grand opening. Phase 8: Grand Opening, where you plan and execute your public opening and go through your proprietary post-opening activities. If you read and implement the strategies and game plan laid out for you in Fitness Launch Formula, you will fall in love with the business that you build. You just have to take the first step. Throw away everything inside you that says you can't, and find that one place in the center of your fear that still holds hope. Nurture that. Believe in it. This roadmap will get you there.

## **Book Information**

File Size: 9179 KB

Print Length: 239 pages

Simultaneous Device Usage: Unlimited

Publisher: Idea Inception Publishing (June 8, 2016)

Publication Date: June 8, 2016

Sold by: Â Digital Services LLC

Language: English

ASIN: B01GU387BE

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #102,850 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #16

inÂ Books > Business & Money > Processes & Infrastructure > Facility Management #36

inÂ Books > Business & Money > Industries > Sports & Entertainment > Park & Recreation #42

inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Production & Operations

## **Customer Reviews**

I have been following Brian Devlin for about 5 years. He has indirectly helped me form a 6 figure business in that time through his products. If you're a trainer just starting out or have been in the game a while you NEED this book. This is how a fitness business is done RIGHT! Thank you Brian for ALWAYS putting the highest quality content out here for us. You are a great mentor! -Chris Barnett, Owner of Dream Body Fitness, Meridian Idaho.

Just finished this book, and it is a must read for all fitness professionals looking to break free and start their own brand. I have always wanted to, I just never felt I was really ready, but this book has given me so many great tools and most importantly the confidence to pursue my passion and dreams. I will be signing my first lease in the next 2 weeks!

Great book for starting any business. I recommend to any entrepreneur.

Brian book came a really amazing time. Originally I got it to beef up a merger of two gyms (boxing & functional strength) and I was using this as a blueprint to make it awesome. Sadly the partnership (disagreements) failed and I ended up going on my own again. I took the book and used it to rebuild my brand from scratch. If I didn't have this book to follow, I wouldn't have been able to do the following things. - Realise that the partnership didn't align with my core values (in the book) - Rebuild my brand in under a month to get income coming in. - Use the system to give a systemised customer service. When you do things on your own, you tend to make s\*\*\* up as you go. This book gave me the system I needed to make sure the customer journey was identical from the start. I recommend this book to everyone. Physio, personal trainers, even people wanting to start a coffee shop. The methods in it are universal. Awesome book.

After going through this I realized that what is offered here is worth thousands and thousands of dollars. The book actually shares more than a lot of what I learned from mentors and coaches. This is actually an a-z walkthrough of how to do everything. And it's in detail. I very rarely got anything like that from anywhere else in the fitness industry. And never from any other book. If I did similar info it was from coaching in which I invested a lot of money in it. I'm honestly surprised he's giving so much away in this book. But I'm actually glad he did. It is more than helpful. Honestly I really couldn't recommend this book highly enough. I could probably go on and on in detail about what you will gain from this, but I wouldn't be able to do it justice. If you are a fitness business owner who is just starting out, or one who is a seasoned veteran this will be a massive help for you.

I can't recommend this book highly enough for all FitPros! An amazing resource for creating the business you've always dreamed of. This is not just a "read me" book.. it's an actual workbook that walks you through a step-by-step blueprint and a proven success formula showing you how to be profitable before the doors even open. Brian is a genius when it comes to automation and

systems and using those systems to grow a fitness business you love. Everything is laid out in an easy to follow format that can instantly be implemented. His years of hands on experience teaches you the fastest way to scale your fitness business all rolled into this one workbook. The value of this book is WAY more than the sticker price. Do something today that your future self will thank you for... buy this book!

Easy to read, follow and execute, the Fitness Launch Formula walks you through the entire process from A to Z, with templates and timelines for making sure everything is done on time and done right and will prevent you from wasting thousands of hours and dollars doing it wrong. Brian takes an emotional, intimidating process and simplifies it. Your confidence will grow with every deadline you meet and every task you check off your list. I literally carry this book with me everywhere so I always have it when something comes up. My only complaint is that not all of the online resources promised in the book are live yet, and that once you gain access to the members' area, it is difficult to navigate back there and log in.

This book is such a breath of fresh air. In an industry full of ego and competition, Brian has saved me years of time and effort with detailed step-by-step process maps to get my wellness facility (and now my second facility) launched in no time. Thanks to this book, I haven't made the mistakes of so many of my peers in the early stages of business. I profited in month one of both businesses and know this will be the case for future locations. Thanks to the thorough nature of this book, I can rest assured my businesses are running like well oiled machines when I'm there and when I'm NOT! Thank you Brian!!!

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