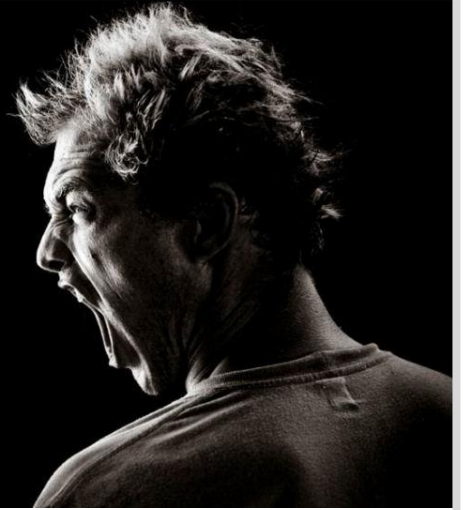


ISH-U



REBOOT 2011

Hopefully you are now all back into the swing of PT business. No doubt clients have returned from holidays with New Year's resolutions of never drinking or eating anything fattening again, and no doubt you said to yourself in your head (to quote a Tui's add) Yeah Right!

However, the start of a new year is a great time to setup new goals and put plans in place.

But it's not just clients that we should be doing this for. Your business needs plans as well. What I want you to start thinking about is "what are your systems"? "Do you have any"? "Do you have systems in place around, client tracking, programming, payments, invoicing and training"?

I meet with a lot of PT's and every time it's a mix bag of business structures. I have trainers that can't produce a client list in any other way than out of their head and trainers that are owed 100's of dollars in outstanding sessions. Some of these trainers are even very successful and are making a great income, however they work in chaos.

If you want to grow your business you need to plan and you need systems in place to keep you from endless hours of repetitive tasks. Start by making a list of all the things you do every week. Those tasks that repeat over and over or things that you put off to the last minute because you don't have a way of doing them quickly. Once you have the list look at it and first think could it be possible to get someone else to do a particular job for me or what system could I put in place that would reduce the time I have to spend doing it. Sometimes a trainer will spend 5 hours trying to design up a poster that someone in marketing could have done in 20 minutes. Don't over complicate what needs to be done. You don't see the CEO of a company working out the GST for the business; they work in areas where they are most dollar productive. The biggest bang for your buck is where you should be as well, so where is that for you? Where are you most dollar productive in your business? I bet it's not inputting files into a computer or sorting out receipts and invoices.

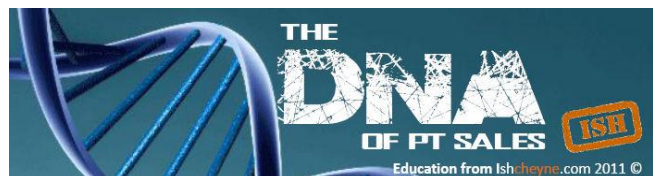
Over the next few days take time out to do a Reboot on your business. The Ishcheyne.com website is a great way to get you started. It is full of ideas, interviews and inspiration to grow your business. I hear all the time PT's saying "I wish I'd joined your website ages ago"!

WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM

PROGRAMME: GYM GOLF



EDUCATION: SALES DNA



INTERVIEW: REECE ZONDAG

This month Ish interviews Reece Zondag the CEO of Les Mills New Zealand. They discuss current fitness trends and the reality of where the industry is going.

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