



6 SHIFTS TO A MILLION DOLLAR+ GYM

[MAXOUTYOURGYM.COM](https://maxoutyourgy.com)

You've been lied to.

You've been told that you have a lead generation problem and that you need more leads...

The truth is that just getting more leads might actually hurt your business if you aren't ready for it...

If you don't know how to make them schedule, show up, enroll, have results and STAY... there's no point in adding more leads to a broken system. You will only waste your leads forever and it will hurt your reputation.

Another truth is that 12 months from now, you probably will NOT have a Million Dollar Gym.

It's definitely possible with the mindset, the right team and the right systems (I'll explain how later), but it will probably take you more than a year.

It is going to be a lot of hard work.

Also, just having a gym that generates a 7-figure revenue stream doesn't make you successful. You can generate a million dollar revenue stream with no profit and be hustling 16 hours a day every day...

So, what do you really need?

A SUSTAINABLE, SCALABLE, PREDICTABLE GYM BUSINESS.

Why?

Because a sustainable, scalable, predictable gym allows you to have the three elements that motivate nearly EVERY gym owner I know:

1. Lifestyle
2. Income
3. Impact

If you're feeling stuck in your gym, having to coach too many hours, having to handle it all from cleaning the floor to handling taxes, and you're now ready to focus on growing a real business, and not just a JOB THAT YOU OWN, then this blueprint is for you.

Inside, you'll learn the six shifts required for you to stop spinning the hamster wheel, stop working IN your business, and start working ON your business.

This blueprint is for gym owners that are able to provide great results to their clients, that are ready to learn new skills, that are ready to upgrade their mindset, and that are ready to grow personally to finally break free from the hustle for no profit.



ABOUT REMI MAYER

I HELP MICRO-GYM OWNERS LIKE YOU GROW SUCCESSFUL AND PROFITABLE GYMS.

After 3 years of helping gym owners and personal trainers, I've helped hundreds of them reach profitability WITHOUT having to hustle, but by using systems that work.

My life's purpose is to help 1,000 gym owners achieve a great lifestyle and income while making a strong impact.

I believe that gym owners should have the ability to generate a great income because when it comes to healthcare they are on the PREVENTION side. I believe gym owners should be more RICH than doctors because they provide preventive care BEFORE people's health gets so out of hand that they require multiple doctors and specialists—as well as mounting medical bills, to control it. They are making people healthier by providing REAL body and life transformations. I also believe that gym owners should be wealthy because nobody can pour from an empty cup.

And for the amazing outcomes that gym owners can provide to their clients, I believe that gym owners should be able to impact at least 1,000 people's lives.

When I have had the opportunity to impact 1,000 gym owners, and they, in turn, have each impacted 1,000 clients, then together we will have impacted 1,000,000 people to live a healthier life, and I will have reached my life's purpose.



I would highly suggest taking advantage of the consulting that you get alongside the marketing and lead generation. And I would go as far as to say that the consulting work that Max Out Your Gym does is almost as valuable, if not more valuable than the lead generation itself.

Blaine

The system works. It's upgraded. It's fantastic. You pay less for it.

Chris



We turned on this campaign 3 days before Christmas and I remember sitting there at home with my two little kids, my baby and toddler, getting notifications on my phone saying 'this lead just came in' and 'oh look, they just booked an appointment'. You don't have to do anything!

Carey



It's just awesome. It helped our confidence and reassuring that we are going to stay in business for the long haul. Because now we know how to generate these leads on our own and always get new members whenever we need them. Very thankful for them. It's very much helped our business. And it has given us a bright future. We love them, it's been awesome!

Kaylee



I can tell you that this program has absolutely changed the trajectory of our business! Never in a million years did we think we would outgrow our current location as quickly as we have. This program is legit!

Cyndi and Nick

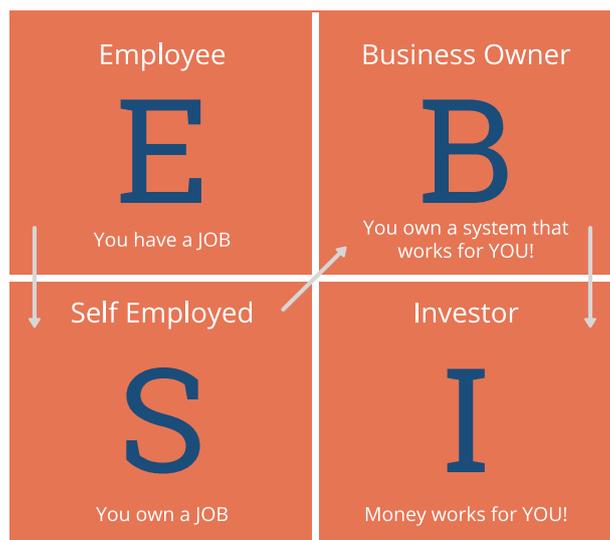
I definitely recommend the Max Out Your Gym program, it has changed my life.

Candice



WHY IS IT SO IMPORTANT TO EXIT THE GYM OWNER HAMSTER WHEEL?

I highly recommend that you read the book "Rich Dad Poor Dad" by Robert Kiyosaki. But let me give you a quick recap of one of the things that you can learn from this book: the cashflow quadrant.



Let's assume this...

You might have started as a new member in a CrossFit gym... then you became an "athlete" competing at the CrossFit Open. And you loved your sport so much that you decided to get your CrossFit Level 1 certification so that you could become a coach. The owner of your box already loves you and hires you right after your certification, and you become a coach at his gym. That's it, you are part of the **Employee Quadrant**.

Then, a few years later, the vibe at the gym is not as it used to be and you want to start your "own thing". A few members are pushing you to do it and promise you that they'll join your gym. You take a personal loan, buy some pieces of equipment, and start renting a facility. Boom, you're part of the **Self-Employed Quadrant**.

You have been able to take with you 30 members from the gym you used to work at, and these 30 clients helped you get 10 other clients because you gave them a month for free if they would bring their friends. You are now at 40 clients, and you are charging \$150 a month. So, total revenue of \$6,000 a month. Your facility rent is \$3,000 a month, and you also have to pay for the utilities, the internet, MindBody, insurance... Once everything is paid, you are only left with \$2,000 a month to pay for your personal bills.

You have a spouse and two kids to provide for, and you are actually going into the red each and every month. You put it on a credit card for now because you still have faith that your gym will be able to generate a salary...

You start to realize that you are now working 16 hours a day, 6 days a week...

And, when you do the math, that's 16 hours X 6 days X 4 weeks = 384 hours a month...

$\$2,000 / 384 \text{ hours} = \5.2

You realize that you're getting paid just 5 bucks an hour... Less than when you used to be a coach at the previous gym... Less than an employee at Mc Donalds...

The worst is that you realize that even though you own a job... It's actually the job that owns you... You aren't really experiencing the freedom of being an entrepreneur.

You also realize that you do not see your spouse, your kids, your family, and your friends anymore...

You start having a love/hate relationship with your business...

Your credit cards get maxed out, and now it is your spouse paying for your unprofitable business.

It is generating tension in your marriage...

So you decide to take on ANOTHER job... You start as an Uber driver.

The problem is that you're more exhausted than ever and you have to cancel the 5 am and 6 am classes so that you can have time for your new job.

You start losing the members that were early birds... but you also lose some members that come in the evening because they feel your lack of energy. It's not as it used to be... The gym is getting dirty because you're too exhausted to clean it... Some members go back to the original gym that wasn't so bad after all.

You are now left with 30 clients at your gym and \$4,500 in revenue...

The situation is getting worse... You start sharing your concerns with your members. One of them is studying marketing at the university and would love to become a social media manager.

You decide to give her \$500 per month so that she can help you create content for Facebook and Instagram. She does a bunch of Facebook and Instagram lives, posts a bunch of pictures and videos all the time... but a month later... still crickets... no new client.

You become really desperate and you see a marketing guru on the internet promising more than 150 clients in 2 weeks for no ad spend.

Sounds ideal to you... You have a call with the guru and he convinces you to invest \$5,000 to save your gym.

You ask your dad for a loan so that you can afford the program...

You now get access to the program and the guru tells you that you just need to use a Low-Barrier Offer: \$21 for a 21-day challenge.

The guru tells you that you just need to ask people to tag their friends so that they can get the offer.

You get 67 new clients in two weeks - you feel relieved.

You made 67 clients X \$21 = \$1,407

Still not enough to pay your loan with your dad but you believe that those new clients will convert into members...

21 days later, only 20% of the challengers decide to continue with you...

The other ones weren't even showing up, and were not committed at all to change their bodies...

So now you have 43 clients at the gym. You run the 21-day challenge offer again, but it doesn't work as well the second time. Just 8 challengers, and 0 new clients 21 days later.

A month later, and because you have a 10% churn rate, you lose 4 clients, and you are now back at 40 clients.

- ▶ **It seems to be a never-ending process... you can't grow your gym. You're getting in debt, your family starts to hate you, and you now owe \$5k to your dad...**

"This too shall pass..." you tell yourself...

You see on some gym owner Facebook groups that many gym owners are using a "FREE 6-week challenge"... and that it is wonderful...

You have a call with another cult guru, and the guy closes you on getting their program for 1k a week for 16 weeks...

You don't even have 1k so you decide to go all in and you sell one of your rowing machines so that you can start with the program.

The guy promises you that you'll be able to afford the payments because the program will pay for itself.

You start the program, and you're getting a bunch of leads and appointments. The program seems to be working really well. It's an awesome magic pill.

Your prospects start coming to the gym for their orientation. You now have to explain that ACTUALLY, the challenge is not free as mentioned online, but that there actually is a \$500 deposit and that it only becomes free if they lose 20lbs...

Even yourself, you didn't like the idea of promoting something for free that actually isn't... You didn't feel comfortable using a bait-and-switch offer...

People also realize that the videos that they saw on Facebook were recorded with a cute female spokesperson and they don't see any cute girl during the orientation... They start asking if you have coaches... You say that you're the only coach...

People also remember that the gym was looking different on the video ads... and they remember that you helped a girl becoming super fit and compete for a bodybuilding competition... That's not what you do... You're a CrossFit gym owner, you don't do bodybuilding. They ask about the girl, and you say that you actually didn't help that girl...

Now people realize that you were using gimmicky and fake marketing... everything is based on a LIE: the marketing, the offer, the social proof...

So, sure, some people don't ask you any questions and you are able to get a bunch of clients. You are able to afford the 1k a week for 16 weeks but you also need to pay \$5,000 a month for Facebook ads...

You are actually getting a lot of new clients, but you are still not generating a better salary for yourself and you are still not hiring new coaches because all the money that you are making HAS to be reinvested into Facebook ads... Otherwise, the system doesn't work anymore.

16 weeks later you start to see that you aren't generating as many leads as the beginning of your campaign...

You have a chat with the guru again and he tells you that this is normal... This is because you have to renew your video ads. He tells you that you should get access to his mastermind for only \$2,500 a month, with a 3-year agreement. So, a \$90,000 investment...

You feel overwhelmed... You hesitate... You consider making the investment...

You also see your Google, Yelp and Facebook reviews going down and down and down... People hate you for promoting a bait-and-switch offer and for using fake marketing... Your reputation is going bad...

You decide to not go for the \$90,000 investment from the guru...

But you feel stuck again...

You're still in the hamster wheel, working crazy hours...

Does that sound familiar?

This is the Self-Employed "Hamster Wheel" Quadrant.

And you HAVE to exit it if you want a bit of sanity.

How do you move to the **Business Owner Quadrant**?

By owning a SYSTEM that works for you.

This is what we provide at Max Out Your Gym.

A real system that doesn't rely on Low-Barrier Offers at 21 bucks, or on gimmicky marketing or on bait-and-switch offers...

A RELIABLE, SUSTAINABLE, SCALABLE, PREDICTABLE SYSTEM that speaks the TRUTH.

No BS, just results.

Oh - and why do I want you to become a Million Dollar Gym Owner? So that you can have the resources to start investing your money to generate more money, and be part of the **Investor Quadrant**.

But be careful, money does give you leverage. However, you need to focus on your business until you have a fine-tuned machine. Focus has a compound effect.

Successful gym owners know and understand this. They focus on one thing. They put their time and energy into making their gym run effortlessly. And once they can remove themselves from the gym, and the gym still grows WITHOUT them, then, they can start looking at becoming investors.

WHAT STOPS YOU FROM BECOMING A MILLION DOLLAR GYM OWNER

The truth is that you need to PERSONALLY GROW so that you can then grow your business.

Forget about your old mindset... Forget about the quick-fix tactics you learned from those gurus...

Every gym owner has a different mix of problems that will stop them from growing their gym. That being said, gym owners ALL struggle with similar problems...

You'll struggle with at least one of the 6 shifts that are required in order to create a Million Dollar Gym.

THOSE SIX SHIFTS ARE

- * Mindset
- * Delivery
- * Marketing
- * Sales
- * Systems + Team
- * Financials

Before we go any further, I have an exercise for you.

It's the most important exercise I provide to my clients. I guarantee it will help you identify where you are in your business.

Start by taking a little time away from your gym - take a walk, breathe, do something you enjoy that has nothing to do with work and the gym... then continue with this exercise...

Now, I want you to forget about your ego and start looking at the painful hard truth.

Look at the facts of your business.

It's like holding the mirror and looking at you.

**On a piece of paper, write
the six categories.**

1. Mindset
2. Delivery
3. Marketing
4. Sales
5. Systems + Team
6. Financials

Under each category, write down every single problem and risk that you have in your business.

Done? Nice work... It is a very important exercise.

I hope that it got you motivated.

Now... It's time to cover what it takes to bring your business from where it is now, to a successful, sustainable Million Dollar Gym.

SHIFT 1

The Mindset

The mindset of a Million Dollar Gym Owner, or the mindset of a millionaire, is very different from the majority of society. But the most interesting thing about the million dollar mindset is that you don't need to actually have a million dollars in your bank account to have the mindset.

Here are the main mindset shifts.

Leverage

A 7-figure gym owner understands that there are 3 things they must leverage at all costs:

1. Money
2. Time
3. Energy

7-figure gym owners realize that they must leverage the money they have by investing and spending it wisely. They know it's about balance, and they know they must protect their cash-flow.

7-figure gym owners realize that while you can never buy time or get it back, it's easy to leverage. They are masters at leveraging their time: they automate and delegate.

7-figure gym owners understand the importance of being able to automate or delegate tasks and forget about it. They trust they have the right team and systems in place to get things done.

Without an effective team and effective systems, the responsibility falls back on the business owner. If gym owners need to hustle to get tasks completed, they will never build a profitable gym that is scalable.

If you want to be a 7-figure gym owner, it's essential you reduce the time dedicated to ANY tasks that are outside your zone of genius. By delegating the tasks outside your zone of genius, you now focus on the things you are best at, where you are most impactful.

The last thing that 7-figure gym owners know to protect is their energy.

It takes a lot of energy to execute tasks that you do not like doing. Think about accounting... You're going to procrastinate on it, and it will suck your energy. But if you delegate this task, you can spend your energy more wisely and more effectively. Spend your energy on things you like doing, on your zone of genius.

Each time that you can delegate something that costs you less than your hourly rate, then you should delegate it...

By the way, do you know your hourly rate? Our best Max Out Your Gym students are making more than \$400/hour. So if they can delegate the coaching for \$25 an hour, they do it without hesitating. They only coach when they want to, as a HOBBY.

If you build a gym that physically requires you being at the gym, on your time and your energy... you won't be able to scale to a Million Dollar Gym.

And if you don't grow and protect your time + energy, you'll end up being disgusted by what you once loved. Hating your passion is a very sad thing...

People buy you

At the end of the day, people aren't going to buy your barbells or kettlebells... They aren't going to buy your showers or the nice and smooth toilet paper...

**They are going to buy
three things:**

1. YOU
2. The fun
3. The results

So you need to develop the people skills and the empathy necessary to connect with people.

You need to magnify your unfair advantage and just be the authentic, raw you.

SHIFT 2

The Delivery

You need a true pain-relieving and transformational service.

If your clients need a radical change, a real transformation, they probably need a radical solution as well, aka “a surgery”.

If they need “a surgery”, you don’t want to provide painkillers, vitamins and band-aids.

They need help now, and they need the best radical solution for it.

As a PREMIUM micro-gym owner, it’s essential to have a service that is “a surgery”.

If you aren’t even convinced about it in your own head, then you need to work on your delivery. Add more value: nutrition coaching, accountability tracking, mindset coaching, personal training,... Until you become CERTAIN that you can TRANSFORM 100% of your clients’ lives.

If you’re already convinced, but it’s not perceived that way, you need to work on your messaging.

SHIFT 3

Generating a high number of inexpensive and very qualified leads

Many gym owners are on the Self-Employed Hamster Wheel because they don’t have an automated way to generate leads and new clients.

If you don’t have an automated lead generation system, it’s very difficult to grow... You can grow with word of mouth but it is going to take you a very long time. And it’s not scalable.

And it’s not predictable...

You cannot grow a Million Dollar Gym by only using word-of-mouth because of the churn. You need to provide a great service to your members so that your word-of-mouth works, and you need to AMPLIFY it with a lead generation system that works.

When it comes to lead generation, most gym owners are doing it wrong...

This is why I created an “Intent-Based Branding” Method for gym owners that has been able to generate very cheap leads that are very qualified.

The leads align with your DNA and convert easily into customers.



Without discounting yourself and using 21 bucks offers...

Without bait-and-switch offers...

Without gimmicky marketing...

Simply put, “Intent-Based Branding” is about MAGNIFYING THE TRUTH of what is actually really happening at your gym!

Remember why people buy?

1. People buy YOU
2. People buy the fun
3. People buy the results

So we just need to display that truth so that we can turn a stranger into a customer.

As long as you are a cool gym owner, with a great community, with great coaches, that your clients are having fun and getting results, then you can display all those things to your audience and generate a flood of new leads.

SHIFT 4

Sales & Certainty in your value

Imagine this...

- * You are on an appointment setting call, but you still have 90 more leads waiting to speak with you...
- * You are having a consultation with a client, but your gym is almost maxed out.

Would you invite people that aren't the right fit for your gym? Would you invite uncommitted people to join your amazing program? Would you feel needy? Would you be afraid to charge a high-ticket price?

Gym owners that struggle with charging what they're really worth usually are stuck in their old personal trainer mindset where they think that they need to trade time for money.

Now, let me ask you this:

If you have a leak in your roof, and it's leaking inside your bedroom... Would you prefer?

- A.** A roofer that charges \$20/hour and takes 10 hours to fix your roof (\$200 total)
- B.** A roofer that charges \$1,000 and takes 20 minutes to stop the leak and saves your bed, your furniture, and your carpet

Of course, the Return On Investment of option B is much better.

Once you realize that value is based on the ROI of your service and you charge based on that, the game changes.

Let's do another exercise... Is it better to:

- A.** Be a member at 24h Fitness and have a \$49/month membership and not get any results, even a year later
- B.** Spend \$500 for a customized 8-week program that assures fat loss, muscle growth, and awesome energy levels

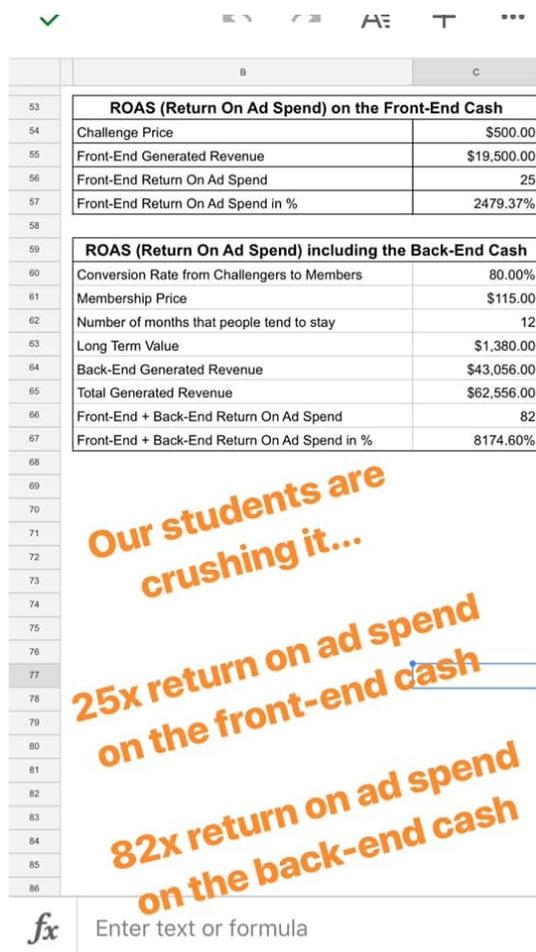
Option A: \$49 X 12 months = \$588 in 12 months for no results

Option B: \$500 in 2 months for incredible results

Of course, option B has the best ROI.

For me personally, when I have a call with a potential new client about mentorship and I tell my price, I don't hesitate. If the gym owner balks at the price, I will take more calls and find a gym owner that better understands my incredible value.

I can provide crazy Return On Investments... Here's an example of a very recent student.



The image shows a screenshot of a spreadsheet with two tables. The first table is titled "ROAS (Return On Ad Spend) on the Front-End Cash" and the second is titled "ROAS (Return On Ad Spend) including the Back-End Cash".

	B	C
53	ROAS (Return On Ad Spend) on the Front-End Cash	
54	Challenge Price	\$500.00
55	Front-End Generated Revenue	\$19,500.00
56	Front-End Return On Ad Spend	25
57	Front-End Return On Ad Spend in %	2479.37%
58		
59	ROAS (Return On Ad Spend) including the Back-End Cash	
60	Conversion Rate from Challengers to Members	80.00%
61	Membership Price	\$115.00
62	Number of months that people tend to stay	12
63	Long Term Value	\$1,380.00
64	Back-End Generated Revenue	\$43,056.00
65	Total Generated Revenue	\$62,556.00
66	Front-End + Back-End Return On Ad Spend	82
67	Front-End + Back-End Return On Ad Spend in %	8174.60%
68		
69		
70		
71		
72		
73		
74		
75		
76		
77		
78		
79		
80		
81		
82		
83		
84		
85		
86		

Our students are crushing it...
25x return on ad spend on the front-end cash
82x return on ad spend on the back-end cash

fx Enter text or formula

25x return on the front-end cash... and **82x** return on the back-end cash...

The front-end cash being a transformational offer, and the back-end cash being a membership at the gym.

These returns are better than real estate investing, better than a 401k, better than stocks and options, better than investing in start-ups, better than Bitcoin... Better than anything else.

I equip my gym owner clients with systems and skills that they keep FOR LIFE and that will allow them to generate between 25x and 82x ROI...

My service is such A BARGAIN compared to the value and returns that I can provide...

It's important for you to realize your value. You must be in a place of abundance - this allows for potential clients to truly understand how impactful you will be for their body transformation, but also for their LIFE transformation.

You'll always do your best work when your members see you as someone that CARES. You need to come from a place of CARE, CONCERN, and LOVE.

At the end of the day, the enrollment process is very simple. It's about getting to the truth... and the consequences of this truth if they do not take action.

If you combine the abundance mindset with truly believing in your value, truly CARING and LOVING, you will enroll far more members at prices that allow you to have true profitability and impact.

SHIFT 5

Systems and team

It will be impossible to get where you want to go without systems and a team.

The first people you need to hire are:

1. Coaches
2. A general manager

The coaches will handle the classes and the general manager will handle the operations and the coaches. You're likely the visionary in your business, most entrepreneurs are. You will be the visionary working ON your business, to make it grow.

Because if you don't grow your business, then it's a dying business. Because of the inevitable churn...

Your goal is to stay focused on implementing the culture, values, mission, and strategy for growing the gym.

Your goal is to be a LEADER for your team and to build SYSTEMS. Your team is here to execute on the systems that you build.

At Max Out Your Gym, we encourage you to create these systems WITH your team.

It allows your gym to have a repeatable process that is developed internally by those who do the work on a day-to-day basis. Because your team will be more invested in the processes

they helped to create. They will understand the reasons behind the processes and believe that completing them correctly will benefit both themselves and the growth of the gym.

If you want to learn more about systems, another great book that I highly recommend is "The E-myth, why most businesses don't work and what to do about it" by Michael E. Gerber.

SHIFT 6

Financial visibility

Quick exercise...

- * Do you know your overheads, your generated revenue, and your net profit?
- * Do you know how much you'll owe in taxes?
- * Have you optimized your taxes?

It's important that you track your profit and loss (P&L) statement.

From this, you can know your net profit. And this is what matter. Having a profitable business.

Now, when you spend money, you know what is actually available and what isn't.

I see so many gym owners struggling with this and needing guidance...

No accountant... No QuickBooks account... Paying way too much in taxes... Heck, some aren't even set up with a Legal Structure (LLC)...

Please, don't fall into the same trap. It's a huge liability to you and your family.

RECAP

HOW TO GROW A 7-FIGURE GYM

You must focus on the 6 shifts. Remember this list?

1. Mindset
2. Delivery
3. Marketing
4. Sales
5. Systems + Team
6. Financials

You do this by:

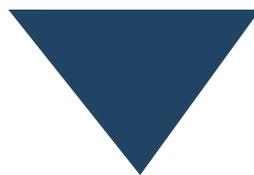
- * Having effective systems for the 6 shifts
- * Having a team executing on these systems
- * Working ON the growth of your gym, not IN it
- * Mastering and optimizing the three things above over and over and over again

Once you do this, it's a game-changer.

You gain the freedom to move from being a Self-Employed into a true Business-Owner role.

If you wish to grow as a Million Dollar Gym Owner, you need a SYSTEM that helps you with the six-pillars of your business.

**Keep scrolling to get access to
my free video training**



WHAT TO DO NEXT?

Make sure that you do the exercise I gave earlier in this guide.

Building a Million Dollar Gym is SIMPLE with the right system, but it won't be EASY.

It will require that you grow personally so that you can grow your business...

It will require that you do the things that scare you...

It will require to get OUT of your comfort zone...

And it will require a lot of hard work.

But oh, boy... If you do push through your fears, if you master the 6 Shifts of the Million Dollar Gym Owner, if you stay focused, if you go after your dreams and keep moving toward your goals, I can guarantee that the universe will reward you...

I truly wish you to get the Income, the Lifestyle and the Contribution that you deserve.

Let's make this place a healthier and fitter place.

And if you want to take the next step, I've got a free video training that shows you exactly how to grow a Million Dollar Gym.

I delve into the numbers and will show you a case study from one of our students.

[Click here to check it out...](#)