

# **Business Success- The Failure Mode**

## **By Robert Raymond**

I have a story that I keep being reminded of every time I talk to fitness professional that is stuck in what I call **“The Failure Mode”**.

The “Failure Mode” is the mode trainers get in where they are working to develop a client base (or) business and they are just able to barely make it on a daily basis. It is the mode a lot of fitness professionals know very well! It is the mode that provides our industry with the horrible statistics that represent our failure rates such as 95% of trainers who are solo are out of business with in a year etc. etc.

Luckily we know how to beat these stats!

**I hear excuse after excuse from trainers on a daily basis such as:**

Things are so up and down and I can not solidify my income or business?

I can't pay my rent?

I am just barely making it?

I am having a hard time developing my client base or business?

I might have to file bankruptcy?

I have so much debt?

I am scared I won't make it?

If you are a trainer or someone in the fitness industry who is going through “Failure Mode” you need to ask yourself some important questions. The questions you need to ask yourself are:

**If you are in this mode why do you continue to do the same thing to keep you in this mode?**

This is a question I ask anyone I provide business coaching for. The answer is usually because its what I know and what I do and I am not willing to step outside my comfort zone to make changes. Guess what- If you don't you will either live a business life of pain or you will go out of business. It's inevitable!

**If it has not worked so far what is going to change to make this work in your future?**

The odds are if you keep doing what you are doing and not willing to learn and make changes you will be in failure mode for years with great heartache and pain along the way. The inevitable will occur where you will quit or go out of business. This is where the 95% failure rate statistic in our industry comes from.

What am I going to do to get out of this mode?

In every situation you will have to make changes and sometimes that is very difficult for people in the fitness industry. You will have to sit back, analysis what you are doing and

figure out what you can do to change it. If it involves investing in a business coach, joining a new facility or developing a relationship with a franchise or licensing program you need to analyze what it will take. In most cases you will need some outstanding coaching but once you receive that coaching you can generally grow yourself to the level you desire.

### **What will it take?**

You must be willing to step out of your comfort zone and make changes in your life personally and professionally in most all situations. If your system is broken and not providing you what you need out of it you must make changes. Start by brainstorming up ideas that you feel will work then contact a fitness business coach to discuss how to develop your business plan to implement and attack your goals.

### **Is money a problem?**

If money is a problem for you personally that is a personal issue and has no bearing on your business. If you are not willing to put the effort forth to be successful money will always be a problem for you. There are 24 hours in a day and that gives you ample time to make sure you are financially ok while growing your business. If you are not a hard or smart worker you will fail. I know trainers who have worked in restaurants at night, have done construction jobs and did what it takes to make it until their business can become their cash cow and make them successful. If you complain about money that's a personal issue and frankly a work ethic problem. Everyone can make it but you need to put your best effort foot forward with a no fail approach.

### **Conclusion and Success story**

I personally have a very strong desire to help people in the fitness industry who are having problems developing clients or growing their business because of lack of business skills or the Know-How to do so. I have been a personal trainer for over 14 years and one of my clients is on the top 5 list for wealthiest persons in Colorado and ranked nationally. Here is his story.

### **Success Story and what it takes to become successful.**

I have a client who I have been with for many years. I train him part time and his wife on a regular basis. This man is a well known figure in the community and nationally. He has his own private jet, is building a new home right now for well over 35 million dollars and has anything he wants in his life.

This client is also a very kind person and a very well liked caring individual who made it to the top through hard work and dedication to what he does. I wanted to make it very well known this is not someone who got lucky or was given the opportunity- He earned it.

My client moved to Denver in the early 1970s and drove from his home town in a VW bug and a very thin wallet. He got to Denver and had an interest in the cable TV industry. He rented a house and was fascinated by how they transmitted cable to the homes. At this time the airwaves were free and you could intercept signals for HBO and the few cable channels that were available at that time.

My client purchased a dish and put it in his back yard and ran the cable for it up the phone pole (which was public property so he can use it) and ran it to his dish. He learned how to set up the dish and all of a sudden he had 22 channels of TV and thought it was the coolest thing he ever did and even better it was FREE.

He then went into his home and a neighbor asked him if they could run a line to his dish and he jokingly said for a fee. The neighbor said how about \$8 a month. He said OK, ran the line up the phone pole and over to his neighbors house and it worked perfect. The cable he had to run ran him \$8 so he was profitable. He then went around the neighborhood and asked everyone and began to offer everyone cable TV for \$12.00 a month for 22 channels. He had a great response but he had no money to buy the cable so he went out and sold his VW Bug for \$700 and began to run cable to every home in his area. It was hard work but he had the goal to wire to 75 houses and make over \$1200 a month and back then that was big money.

My client was very stressed because he had nothing. He sold his bug, he had no job but he had something he believed in and he went for it. He spent 4 years giving this everything he had and he actually wired over 4000 homes in 4 years and made incredible money.

5 years or so into his venture the United States developed a airwaves act so he could no longer transmit the signal without paying the TV companies. He quickly developed a strategic alliance with all these companies and raised his monthly fee to cover the cost he would incur.

2 years after that he owned the largest cable TV company in Colorado and one of the largest ones in the entire world. He sold his cable company about 5 years ago for well over 200 million dollars and he owns the first accredited online college now, he has numerous art galleries and lots of property.

My client has lived the dream and he used the assets he had to obtain it. In the very beginning he gave up everything to go get his dream. He sold his VW Bug which was his only possession in the world. He quit his job and gave his business everything. His belief in the business and as the business evolved his alliances he had developed had allowed him to expand and grow.

Within what we do at Achieve Fitness USA this is not different at all. If you want to go after your dream you have to do it. You have to take calculated risks but they do have to be calculated. My client said something to me years ago that has stayed with me ever

since. He said, “If you run your business to take risks but never take a risk that can close your business you will prosper.” I have lived by this ever since and it is very true.

Now the question is does everyone have it in them to do what my client did? The answer is firm and strong. It is YES! Where people in most all situations in business is they don't take the risk necessary or they don't give the effort necessary to develop the business.

Everyone has this in them. The question you need to ask yourself is how you are going to bring it out and implement it into your life and business within the fitness industry.