

## **8 Days of Change**

### **Concluding Notes (Day #8)**

#### **Notes and Directives from Phil Kaplan In accordance with the Be Better Principles**

It has been both my pleasure and my privilege to guide you through these 8 Days of Change. Days 7 and 8 featured teleconferences, so extensive notes are not necessary. There were, however, a few key points made in those presentations and there were a few pivotal directives that allow for valuable insight and planning progressing into the future.

Those keys points and directives are outlined in this final piece of the program.

#### **Key Point: Marketing**

Marketing is anything that puts your name, your voice, your image, your likeness, your promise, your message, and / or a representation of your abilities in front of any human being.

There are two foundational keys to effective marketing.

- The first is the delivery of the right message to the right audience in a compelling way that speaks to both rational thought and impulse.
- The second key to marketing is strategic affiliation. People will consider retaining you because of what they believe you can do for them, and because they feel that committing to themselves along with a commitment to your service is the right decision. People do things in the moment because they feel that the decisions they are making are right.

***The Primary Marketing Question:******What makes you the best option?*****Key Point: Three Phases of Growth**

Any business that survives and prospers goes through at least two of three phases, and the better businesses with greater longevity go through all three.

The three phases are, Chaos, organization, excellence (interdependence)

**Chaos** is the wild, thrilling, frenzied period when you start something new, and revel in your ability to handle mistake, error, and disaster. Chaos is healthy, it's necessary, and it has to be temporary. If you stay in chaos the business cannibalizes itself and you.

You have to progress from chaos into **Organization**, a stage where systems and staff are reliable and predictable to a modest degree. The organization phase is a breath of relief, it's where you can create modest to healthy profitability, and although you will be married to many elements of your work, you will also find it possible to create some separation. For a true entrepreneur, the organization phase leads to boredom.

There are two options for growing beyond “organization.”

1. Inject some new chaos with an added profit center
2. Progress to a phase of **Excellence** (interdependence). In an Interdependence phase, your allies, employs, customers, and clients, all help to feed the growth of the business. You create win-win relationships where the outcomes are greater than the sum of what both of you could have done independently.

### **Crystallize the Future**

Consider “the dream” as it relates to your business and answer the following questions:

**What does it look like?**

***What can you promise your customers?***



## A Focus on “One New Client” Can Increase Annual Income by \$60,000.

Per the final of the 8 Days Teleconferences, the following chart should help you make sense out of the claim that a focus on one new client, a strategy that asks you to simply nudge things forward, can result in radical change in annual income.

| Monthly Increase | Cumulative Monthly Increase |
|------------------|-----------------------------|
| \$400            | \$400                       |
| \$400            | \$800                       |
| \$400            | \$1,200                     |
| \$400            | \$1,600                     |
| \$400            | \$2,000                     |
| \$400            | \$2,400                     |
| \$400            | \$2,800                     |
| \$400            | \$3,200                     |
| \$400            | \$3,600                     |
| \$400            | \$4,000                     |
| \$400            | \$4,400                     |
| \$400            | \$4,800                     |
|                  | <b>\$31,200</b>             |

In addition to increasing first year revenues by \$31,200, you’ve established monthly revenues \$4800 above what you would have had without the revised focus. That provides you a new foundation upon which you can continue to build, and even if, in the next year you opt to remain with the existing client load, note the annual increase you’ve created.

$$\mathbf{\$4800 \times 12 \text{ months} = \$57,600}$$

Please share your feedback online by completing the following form:

<http://personaltrainingprosperity.com/8daysurvey.htm>

I conclude with two words that should underlie every step of your future:  
Be Better. I also invite you to continue the journey and enter the Be Better Project.

Find the Be Better invitation on the following page.

## Invitation to Consider “Be Better”

The Be Better Project has been the most powerful and rewarding program I’ve ever initiated as it has allowed me to fulfill two of my own passions.

1. I steer trainers around the common pitfalls and challenges with a curriculum that positions them on a platform where they’re revered and respected
2. By empowering trainers to excel at integrating psychology, guidance, coaching, and influence, I am in part responsible for working through “the ground army” to help people find extreme change in their personal outcomes

The Be Better curriculum, delivered in two teleconferences per month, is only part of the program’s power. Even with that said, the curriculum is unlike anything you’ve ever experienced. You can get a sense of the magnitude of the information at:

<http://www.personaltrainingprosperity.com/curriculum.htm>

Beyond the curriculum, the interactivity of the Be Better Project creates an awe-inspiring sense of family. I am personally committed to every participant and every participant is equally committed to the group. Because we are so entrenched in helping others, in an interactive non-competitive educational forum where the growth is hands-on, each member becomes a coach to each other member. Whatever your present situation, if you are a personal trainer seeking betterment, the interactive group dynamic provides fuel to push you beyond any obstacles.

The investment is \$325 a month. If that sounds expensive, put it in perspective. You’ll learn to add profit centers, to build streams of revenue that free you from the hours you’ve felt necessary, you’ll increase your personal income, and you’ll master the idea of your business becoming the source of your prosperity. It’s a total investment of \$2600 over 8 months and in that period you’ll learn to increase revenues by thousands of dollars each month.

Not a single person has second-guessed the investment after the 90 day mark. The 90 day mark is critical. It’s the point where it all just “clicks.” In the first 90 days you experience mind-swell. It’s challenging. You’re forced to look inside, to question some of what you believe to be true, and to push yourself beyond what you once thought were your limits, but were really just the walls of your comfort zone. After the 90 day point you begin to really get a sense of the reality behind effortless prosperity. After the 90 day point, the directives really begin to feel like “play.”

I've spoken within the 8 days about the Be Better weekend on Marco Island (the next one is in L.A. in October). What is most striking in seeing these trainers congregate is the relaxed confidence they've come to accept as the cornerstone of their prosperous condition. There's a clear sense of ease, a thrilling sense of power (in an altruistic sense), and a genuine acceptance that we deserve to be professionals. When you see the Be Better trainers now, it's hard to believe they came from struggle, a place where they questioned the potential of their careers. They all did.

If you honestly believe there is potential you have yet to tap into, if the 8 Days gave you a sense of what a little kick and some forward motion can ignite in you, I encourage you to join us for Be Better 5.

There isn't any printed literature about Be Better. Don't ask for a brochure or "more information" beyond the page at my website (<http://philkaplan.com/betterment5.htm>). I've developed the program through personal contact with trainers who have the rare "X-factor." I've never mass marketed this program, nor do I believe I ever will. The program has succeeded for many reasons, one of them being the screening process. I only invite trainers who seek professional status and respect, are willing to take responsibility for their outcomes, and who have enough life experience to realize the value in reaching out to benefit from the experiences of others.

One thing I have done to expand the ability of the curriculum to reach trainers who may be apprehensive or financially unable to participate is . . . I've released The Academy. Be Better Academy is NOT interactive, but it delivers the 8-month curriculum in twice-monthly downloads. For \$67.50 per month, you'll get approximately two hours of audio each month with pdf support materials.

Whether you're 100% ready to act on Be Better 5, or whether you're unsure which option is going to suit you, email me to schedule a 10-minute telephone conversation, one-on-one. We'll work together to ensure that there's a "fit" and to make sure I guide you toward the best option. I'll gladly put you in touch with some of the existing Be Better graduates so you can get some varied perspectives.

The next program will start within 30 days of the completion of the 8 Days, and the Be Better Project groups do fill up. If you're ready to grow, don't hesitate. I await your email. Send it to [phil@philkaplan.com](mailto:phil@philkaplan.com) with the subject "Be Better 5."

Looking forward to your continued growth and betterment, or as I've said it for years in my Health & Wealth Newsletter, STAY FIT AND KEEP GROWING!

*Phil*