

## 8 Days of Change

### Day #2

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

#### Introduction (Review from Day #1)

If you're willing, open minded, and committed:

- You can, if you choose, become *better* than you are right now
- You can, if you choose, create a life and a circumstance *better* than the life you're living today,
- You can, if you choose, invite an entirely new mindset that gets you reconnected with the fuel and the passion that once convinced you that being a personal trainer was a great idea, or for some of you, reconnecting with the belief that personal training is your destiny.

**KEY QUESTION:**

Are you willing, open-minded, and committed?

#### About Day #1

Day #1 was preparatory, intended to get you thinking a bit differently.

If you've been through any of my programs aimed at betterment, you've learned to trust in my strategies and methods. If you haven't, you're likely wondering what much of what I discussed has to do with personal training. I'll answer that.

Everything I discussed has to do with one of four things:

1. Self betterment
2. Relationship building
3. Confidence
4. Your personal training profession

One of the challenges we as personal trainers face is we live and learn in a microcosm. When we seek out betterment materials, we'll find topics that appeal to us ranging from *postural assessment* to *agility training*. These are topics tied to our craft, but they, in and of themselves, are limiting. They keep us learning how to be better technicians, but without an understanding of how to influence human thought, how to structure your business so it serves you rather than consumes you, and how to appreciate and utilize your own unique traits to build a magnetic pull attracting select clientele, you can become a frustrated, overworked, underpaid, underappreciated technician, a wonderful personal trainer who lives with an uninvited partner . . . **Money Worry**.



In my Be Better program, I teach personal trainers that Money Worry is one of four monsters that can impede your ability to grow (the others are Procrastination, Distraction, and Negative Talk). Money Worry is not an ally, but an uninvited consumer. It eats financial potential. I'm not suggesting you stop concerning yourself with money, much the opposite. I'm suggesting the worry about money becomes an emotional drain that impacts perspective in forces financial struggle. The media need to spread the word of a declining and struggling economy feeds Money Worry, and if you are a great technician, absent of self betterment skills, mastery and control over relationship building, confidence in your ability to earn and deliver, and a separation between who you are and what you do, you're going to take a hit.

This program, built upon sound principles that underlie my Be Better program, will teach you to grow to a point where you either duck the hit, or, you hit back harder.

Day #1 was intended to expand your awareness, to help you open up to the opportunity that presently exists but may be eluding you, and to begin the destruction of the mental programming that has you victimized. If you're feeling hurt by the economy, if you're not where you want to be, if you feel the effort you're putting out isn't being greeted with just reward, I assure you, that programming is there.

So what does the material I've shared have to do with personal training? If we're referring to YOUR personal training career, the answer is EVERYTHING!

On the following pages we'll address and explore a few key points, and following each key point you'll find a directive. There are 9 directives today. Complete ALL of them. Some will take moments, some will take thought, some will take time to unfold but can be initiated instantly.

Completing four or five of the directives will not serve you. Complete them all. Reading through them and hand-picking those that feel comfortable will not only fail to serve you, but will halt your potential growth in its tracks. The ones that feel uncomfortable are likely the ones that will serve you most. Get excited. Life is changing for the better.

**Key Point:**

Language is revealing and with recognition of some key elements of psychology, mindset, and communication, we realize that internal limitations are exposed by words and phrases that emit from our mouths. If we go through our days robotically, unintentionally programmed, we fall into an ordinary existence where we fail to socially stand out, where we fail to outwardly share those traits that would allow us to excel if we exposed them with greater fervor.

The typical greeting and response, “How are you?” followed by “Good” can be replaced by, “How unique are you going to reveal yourself to be today?” followed by “As ordinary as you.”



*How are you?*

*Good. And you?*

*Not Bad.*

*Good.*

*And How's Everything?*

*Good.*

*Good.*

***Changing internal dialogue changes external communication.*** In other words, changing what you think changes what emerges from your mouth, and if you harbor ordinary thoughts you'll find yourself stuck or at best restrained.

The words ***can't*** and ***but*** are easily programmed into the 21<sup>st</sup> century human mindset, and they connect with *beliefs* that become rooted in your thinking. In order to create a better outward representation of who you are and what you have to give, identifying and reducing or limiting “can't” and “but” can be a powerful transitional step toward adopting new empowering beliefs.

**Directive #1:**

Write down at least one (at least means, if you identify more, feel free to keep writing) habitual thought you've noticed that has the word "can't" and/or "but" at its core. If you say you can't find one, realize what you're saying. If you honestly believe you never use either of those words in your thinking, examine whether your ego is doing you a disservice.

For each habitual thought that you've identified, note how that recurring thought that limits you or has the power to keep you tied to your present situation.

For each habitual thought (which we can call an instilled "belief"), how can you modify, restate, or completely change / shift that belief so it serves you?

**Reminder From Day #1 (not a directive, more of a suggestion):**

When asked a general “how are you” or “how’s it going” question, for the next 7 days, answer with a single word, “Better.”

Note your emotions and the unexpected dialogues or outcomes that follow.

Recognize the relationship between uttering the single word and directing your attentional focus toward the question that’s present but need not be asked, “*how is your world, your outlook, or your existence better today than it was 24 hours ago?*”

If asked the meaningless question that serves as an ordinary greeting, “what’s up,” reply with “how are you?” You’ll likely get back, “Good, how are you,” and then you’ll say, “better.”

See what happens.

Let’s, to create the neural link, begin with a practice. I’ll ask, you respond.

How are you?

**Key Point:**

***If you are going to call Personal Training your career or profession, it must serve as your livelihood – a source of self-support or sustenance.*** If you are going to love your personal training career, then it must bring you the support or sustenance of a life that you thoroughly enjoy, perhaps better stated as a life that you love.

Here’s a direct excerpt from the first call:

*“If you’re really passionate about personal training, then revel in the fact that you can do what you love, make people happy, and as a result, if you accept some new emotions and beliefs, you can in the process acquire whatever things and outcomes will make you feel a sense of reward, a sense of significance, and a sense of pleasure.”*

On the call I coined the term, “professional prosperity.” I introduced the concept as follows, *“If you are compensated fairly for being of service to others, if you are justly paid for the good you do, personal training can become your profession and can take you way beyond sustenance into a place of comfort, a place where you work hard, and you love working hard, and you never feel you have to look outside of your career for the power to get the things you want in life.”*

In order for professional prosperity to exist, there must be a clear boundary between who you are and what you do. You should not BE your business, but ***your business must become the source of your prosperity.***



**Directive #2:**

Identify at least one episode that reveals the blurred line between your personal life and your career.

Come up with one factor that might serve as the beginnings of a boundary between you, the person, and your personal training business. This may initially be a hard question to answer. You're looking for a new rule, a simple rule, that fills in the blanks in the following sentence.

"I'm happy to discuss my career or profession socially, and as a giving person I'm happy to assist people using my professional knowledge, but as soon as \_\_\_\_\_, I realize I am being called upon to do what I do for a living and I either create a compensation situation or I \_\_\_\_\_."

You might also create rules that lay out as follows:

*I will not \_\_\_\_\_ unless \_\_\_\_\_.*

Give this some time. Once you identify a rule, and you get comfortable with it (comfort may also take some time since your old habits are going to be rattled), you'll find a list of new rules begins to pour out of you, and through those rules you'll develop an innate sense of boundary.

As a final note related to this directive, you the person, are not changing who you are by committing to rule. You remain just as giving, just as caring, just as warm, and just as likeable. You're simply giving your profession the respect and recognition it deserves and that respect pays off in massive dividends.

**Directive #3:**

Answer the following question.

If your business is, in fact, the source of your prosperity, what will it bring you beyond specific emotions?

Begin a list. There aren't any further qualifications for the list. Simply answer the question.

Another way to stimulate your mind to provide some answers might be to ask yourself, "if I were to create a checklist that I'll put aside for five years, and on that list I'd put everything I'd like to have in my life, knowing five years from today I'll take out the list and begin checking off items and feeling a sense of joy each time I added a check mark, what items would be on the list?"

Although the list should not include emotions, as they are a given, the list may or may not be made up primarily of material items. It may include situations, relationships, powers, abilities, measures of public recognition, awards, accolades, etc.

Begin by jotting down three things your business will bring you if it truly serves as the source of your prosperity. Keep the list going if you feel a sense of momentum. After you stop, realize this is a list you can come back to as often as a new item or want pops into your head.

- 1.
- 2.
- 3.



**Key Point:**

*There are the three primary challenges trainers face that limit their ability to find professional prosperity.*

1. They get stuck and they believe that present circumstance is necessary, or worse yet, that present circumstance is somehow tied to the future.
2. Secondly, they fail to fully recognize their power to influence
3. Thirdly, they believe something outside of themselves will change their outcome

Before you begin freeing yourself from the three challenges, it's important that you move beyond any delusions your ego may create in an attempt to protect you emotionally. In protecting you emotionally, your ego can limit your ability to propel yourself forward toward a thrilling future. Recognize that all three challenges represent changeable circumstance given a single condition, that condition being that you are able to respond to each challenge. Consider the word "response-able."

**Directive #4:**

In a paragraph or two, explain how, although it may not have been intentional, you are responsible for some of what is limiting you today. Remember, if you are responsible, you are response-able (able to respond). If you are not responsible, it indicates a mindset of victimization. If you feel pressured by this exercise, recognize your well-intentioned ego is resisting. Knock it out of the way with all the force you can muster.

**Key Point:**

During the teleconference on Day #1, you were asked to list and consider some of the things you own that were once wishes or wants. You were also asked to consider something that once challenged you immensely that in hindsight you realize was manageable. With that recognition you'll come to perceive the things that challenge you today as prompts for your to move forward.

*Forward motion is fueled by your ability to respond, and in order to possess response power, you must have a mindset of confidence.*

**Directive #5:**

Write down one life experience and outcome that proves that you have the ability to respond to threatening, uncomfortable, or trying circumstance:

**Key Point:**

There are three ways to increase income:

1. more clients
2. more actions per client
3. more dollars exchanged per client action

Today, in Day #2, you'll begin to initiate some changes that will address these three vehicles for financial growth. They may feel challenging, they may summon up the words, "but" and "can't." It is up to you to respond to the forces that attempt to keep you stuck.

You have the power to change things, provided you're willing, open-minded, and committed. If you are in fact committed, nothing should prevent you from completing all directives. This is only Day #2. There's lots of exponential growth to follow. Skipping any step or any directive puts the brakes on forward progress. Use your power, find your response-ability, know things are changeable, and know you can change them. Follow through without hesitation.

**Directive #6:**

You should have completed this directive on Day #1, so to reinforce it, simply answer the questions again:

Of all of your clients, which client is the most influential (which one has the greatest reach or resource in influencing other people)?

Of all of your clients, which client are you most certain could afford to train more frequently?

What (how much) are you worth for an hour of your time (or whatever time period you designate as a session) and why should you charge that per session from this day forward?

**Directive #7:**

In order to prompt “more clients,” complete the following action. If you are not scheduled for a session with the client you identified as the most influential, call him or her today. Before the end of the day, ask that client the following, and ask it precisely in the wording it’s included here:

*“I presently have openings for two new clients (do this even if you don’t have openings, or even if you have openings for 20 new clients). I love to share the benefit of fitness with people who already have known or seen changes in my clients, so before I begin to consider new clients, who do you know who would benefit from the experience of training with me?”*

**WARNING:** Do NOT make this a yes or no question by asking “do you know anyone?” Practice asking the question precisely as it’s worded. The question may prompt an extended dialogue. As soon as the client reveals a name, or a few names, ask, “how can I get in touch with him (or her)?”

**BEWARE:** Your present thoughts, mindset, or instilled beliefs will be shaken by this exercise. Know what’s happening when you feel trepidation. Practice the question, and ask it today.

**Directive #8:**

Ask the client you indicated as the one who could afford to train more frequently to increase frequency. Know this. If you fail to ask, you will not benefit from this client paying you more each week or month, and the client will get precisely the benefit he or she is getting now. If you ask and the client prefers to keep things as is, the outcome will be the same. You will not benefit from this client paying you more each week or month, and the client will get precisely the benefit he or she is getting now. If, however, the client opts for one additional session a week, you have changed both your financial condition (more actions per client) and your ability to heighten results or the speed with which your client achieved improvement. Contact this client today. Here’s the way to invite the additional commitment:

*“I presently have openings for two new clients. I love to share the benefit of fitness with people who already have known or seen changes in my clients, so I’m going to invite friends of clients to fill those openings, but before I do, I thought I’d invite you to do one more session per week before my schedule fills up. Would you like to train with me on \_\_\_\_\_ as well?”*

**Regarding Directive #8:**

Move beyond any apprehension. It's a simple question. It'll take 30 seconds. There isn't any downside. Using a random number for the sake of example, if you charge \$50 per session, and the client answers "OK" to the invite to train one additional day per week, in 30 seconds you will have given yourself a \$2500 annual raise.

If "but" or "can't" try to stop you from asking the question, ask yourself whether either of them. Mr. Big Fat But or his overbearing girlfriend, Miss Noyu Can't, are willing to hand you \$2500 this year. If the answer is "no," realize how much carrying these two around with you is costing.

**Key Points in Summary:**

Day #1 was intended to change your thinking, to begin instilling new beliefs, new empowerment, recognition of limitations, and a mindset of ongoing betterment.

Day #2 is a day that continues that process and links it with actions, all actions intended to overcome the three challenges, being stuck, limited influence power, the expectation that something outside of you will change your reality.

You realize at this point how critical follow through is, and you also realize that you will feel challenged only because of old habits and patterns of thought.

**Some Quick Financial Perspective**

Staying with the number used in an earlier example (\$50 per session), in a single day, today, consider this example of the impact a handful of actions can have upon your income (and outcome) this year.

- If you are referred to a new client who opts to train twice per week, staying with the number of \$50 per session, you will have increased your income by \$100 per week, \$5,000 this year.
- Add to that the \$2500 increase initiated by recruiting one client to train more frequently.

Finally, with the next and final directive, you're going to increase the number of dollars that changes hands with each client session. You're going to do this in two ways. You're going to tell (not ask) each existing client that you're raising your rates by \$4 per session. If you have 25 sessions per week, that single action, without any additional time commitment, will instantly give you another \$5,000 annual increase.

You're also, from this point forward, going to charge what you're worth with every new client that you acquire. You've already answered the question "how much" and "why should I" in Directive #6. If, being conservative, you decided that your worth is \$60 and you're presently charging \$50, if you take on 10 new weekly client sessions in the weeks or months to come, that simple increase will result in another \$5,000 this year, beyond what you would have earned working the exact same number of hours. That's an EXTRA \$5G. This would be the case if you replace \$50 sessions with \$60 sessions. If your calendar allows for those 10 sessions to stack upon the sessions you already have, you're then talking about an extra \$600 per week, \$30,000 annually.

**Consider this:**

Today you can increase your income radically with a few simple actions.

Total up the number I laid out and we're talking about anywhere from \$10,000 to \$40,000 +, in a single day!

With that I present the final directive of the day, one you're already prepared for.

**Directive #9:**

Tell every existing client you're raising your rates by \$4 per session immediately. Do not allow "but" or "can't" to limit you.

From this moment forward, with every new client, charge what you've deemed that you're worth in Directive #6.

If you've made it to this point, and have not completed the Directives, go back now and complete them. This is not homework, this is freedom.

I'll talk to you tomorrow. Be Better

- Phil Kaplan