



6 figure interview: Danny McAllister, McAllister's Fitness

Danny McAllister owns and runs McAllister's Fitness in Blackburn. He has seen a huge transformation in the industry since commencing in 1996. He believes working in the fitness industry is an excellent opportunity to support people in creating change in their fitness, mind-set and behaviour. Danny's passion is helping ordinary people achieve the extraordinary through developing self-confidence to believe anything is possible. In less than 12 months he has totally transformed his business and is turning over double of what he was this time last year!

1. Can you please tell us about what you do and where you do it:

I run a personal training business in Blackburn in Melbourne's eastern suburbs, we have 5 trainers and conduct approximately 180 appointments per week. Most of our sessions are 1-on-1 to 4-on-1 PT sessions (our bread and butter). We also conduct group sessions, which is booming and has become a bigger focus. Lately we have branched into doing workshops/seminars as another income stream, these are quickly gaining momentum. I mentor my trainers and use that program for other trainers.

2. How have you applied the PT Plus process to your business?

Like your add/delete/multiply and divide philosophy, we too have a philosophy - **"It's all about the heart"** meaning the heart is about our passion, health and emotion to help ordinary people achieve amazing things. Using this philosophy we have implemented systems to work by in all aspects of the business from the way you train a client to office administration. This helps everyone know what their role is and what is expected of them in that role.

1. Everyone works to the system and that keeps the business professional and structured.
2. I share my thoughts and ideas with my trainers, not only to help them think business and grow but also to change my scarcity thinking and help me grow.
3. I had to removed distractions, time wasters, and non-productive people from our team.
4. I had to toughen up.

3. What changes/mind shifts did you need to make?

- I had to let go of my insecurities of money and the scarcity mind-set. There is abundance once you open up to it. I also believed that 1-on-1 PT was the "be all end all".
- I was too afraid to share my knowledge with other trainers because I thought they would steal my ideas, become competition and I would lose out.
- I had to stop being Mr Fitness and become a business owner.
- I invested money in mentors, coaches and information resources to improve my knowledge, skills and thinking so I could build a successful business.



4. What is the biggest business mistake you've ever made? And most importantly, what did this teach you?

Having an inappropriate business model that was based on someone else's model - it didn't work. It taught me to have systems that relate directly to your business. I was running a model that was inappropriate to my business, which led to huge financial trouble. You must find the right fit to suit your business model.

5. What new services or products have you implemented over the past 12 months?

- **Group training** - Pedal "N" Punch, 8-week body blitz and boxing sessions.
- **Seminars** - Taking control, Process of change, Healthy lifestyles for busy people, plus more.
- **Workshops** - Stretching, Super sessions, nutrition and injury prevention.
- **Corporate** - We are now branching into the corporate sector - this is exciting.

6. Talk to me about your latest branding 'the boiling point' and how this has evolved?

It evolved from what was my weakness (procrastination) and turning it into a positive. I tolerated so much frustration and insecurity for years, I was unhappy with what I did (as a job) and who I was, yet I wasn't brave enough to get myself out of it.

In short "The boiling point" is the point where you say "enough is enough" when you are sick and tired of being frustrated, unhappy, whatever. It's the time to change things but what most people do is get to that stage and never act on it, therefore go back to the same old, same old. This was something I stuffed up for years and now realising that I look for it in others, put a process around it and keep the heat on them so they do act on it. Everything is now branded around the boiling point.

7. How much has your business grown in the past 12 months?

We were doing \$11 - \$12K months and now we generate \$20K but I know \$30K isn't far away and are looking forward to that day.

8. What are the 3 key areas you believe determine business success?

1. Having a great team who are all aligned to the same purpose.
2. Doing something I'm passionate about that supports my lifestyle financially, emotionally and spiritually.
3. Being honest.

9. What strategy do you follow when you are increasing your prices?

1. If I'm taken away from building my business, I must be compensated for it.
2. My experience.
3. My knowledge and the value of what I deliver.

10. What do you do outside work to relax and recharge?

- I plan regular breaks throughout the year - (quarterly long break and mini breaks).
- We go out for dinner weekly.
- I love visiting my dad (he has dementia). His life has become extremely simple. When I'm with him he is the only person/thing I am interested in, this in a strange way is very soothing because it grounds me.
- I love reading and just taking time out for me.



11. How do you balance between working and having a life?

- My wife has a rule to “shut shop” when at home. (I find this hard but it’s a good one.)
- I have taken soccer up after a 16-year lay off and I find it takes my mind off work and when I’m playing I totally focus on the game, it’s great fun.

12. You’ve made a massive shift in the way you think and implement new ideas. Initially you found this very difficult. How did you change this process and what do you recommend to other people in the same situation you were in?

- My background was quite negative I didn’t believe I was good enough, smart enough (you know the story) this lead to stinking thinking. I got to a point (The boiling point) where enough was enough. I did a lot of self-development and mentor work, which wore away the “law of distraction” (poor me) syndrome. I had to let go of the past, this is hard because you have created so many stories of who you are, etc.
- I recommend that you get a mentor/coach this is a great feedback and check in system, it also gives you accountability and a structured path to follow. The thing is everyone needs guidance and to be told if they are doing well, (no matter who you are) and doing it on your own you do don’t get that?
- Never stop learning, be open to opportunity and believe in yourself.

13. Now’s the time for what we call the Turbo 10. Ten quick questions...

1. **What is your favourite song?** Shine on You Crazy Diamond - Pink Floyd
2. **Band?** (Early) Bruce Springsteen - Because he was so passionate and energetic.
3. **Movie?** Dumb and Dumber
4. **Food?** Hot chips
5. **Holiday destination?** Noosa
6. **Most recently read book?** I read a few at a time - The Dip, You Inc (again), Emotional intelligence, Good to Great and How to Grow Your Business by Taking 3 Months Off.
7. **What really annoys you?** Selfish and deceitful people.
8. **If you could do anything you wanted; what would it be?** A (famous) rock star - to have the crowd in the palm of your hands loving everything you do, say and are, would be awesome.
9. **The one thing you’d like to change in the world right now?** Make the world a more honest place. I think we are becoming too precious about ourselves and we mask things instead of facing the truth.
10. **Where would you like to be in 5 years time?** Managing the best PT business in Melbourne that supports my lifestyle, keeps me enthused, passionate and excited. To be known as a leader in PT business creations.

14. Any final thoughts or advice you’d like to give our members?

Find a purpose for the things you do, pursue them with passion, integrity and honesty, but never forget to enjoy the process.

Thanks Danny. You can find out more about Danny at www.mcallistersfitness.com.au

