



business master class

income strategies to get you beyond the \$10,000 month!

What does it involve?

Join a select group of like minded 'fitnesspreneurs' for a 90 day business intensive focussed on innovation, integration, and implementation. The Business Master Class is for trainers serious about earning 6 figures plus! The format is based on a group mentoring tutorial tapping into the collective experience of your mentor, guest presenters and the combined group experience.

5 reasons to be part of the class ...

1. You've been to one of Andrew May's workshops and want to learn a whole lot more
2. Your business is already successful but you know it has potential to do so much more
3. You are super busy but not necessarily doing what you really want to do all the time
4. You need added accountability and traction to reach your personal and business goals
5. It really is time to get serious about making great money and having a fantastic life!

What you will learn ...

Day 1: The \$10K month

- 6 immediate income strategies to lock in a \$10,000 month, every month
- Focus on dollar productive activity
- Shift focus towards 'non sweat sessions' to create multiple income streams
- Package and market a range of different products and services
- Set a profitable pricing structure and optimise your charge out time
- Fill out the strategy workbook and lock in the 'perfect week'

What you will get ...

- 3 full day workshops with some of Australia's leading fitness and business experts (valued @ \$1,350)
- Comprehensive Business Master Class Workbook (valued @ \$145)
- PT Plus Systems CD ROM with a comprehensive range of forms and templates for marketing, sales, product creation and niche programs (valued @ \$147)
- 6 Figure Trainer DVD (valued @ \$77)

Day 2: Skills day

- International trends in health and wellbeing and how to remain at the cutting edge
- How to talk the right 'language' to appeal to a broad range of niche markets
- How to start or grow a corporate health, sports conditioning or rehab business
- How to negotiate and sell stacks without feeling like a sales person
- How to set up a profitable seminar and public speaking business
- How to turn your bank account around by going way beyond training

Day 3: Collateral and products

- How to create and make money from information products including e-books, CDs, DVDs, CD ROMs, ezines, blogs, online learning, pod casting and more
- The 3 main barriers to creating your own products and how to overcome them
- 7 point template for writing newspaper and magazine articles
- Designing your own web page for under one thousand bucks
- Media packs, communication mediums and leveraging through technology

... all this for a special rate of \$1,100 + GST (total value \$1,719)



Business Master Class is for the person who ...

- believes they are capable of earning a lot more than 6 figures a year
- wants to move from doing mostly one on one fitness training to group programs, consulting and creating an information product empire
- is earning at least \$50,000 per year but wants to consistently earn \$10,000 or more a month
- feels like they've hit a bit of a plateau and needs to break the mould
- wants immediate strategies and templates to create multiple income streams, now!

Program Mentor - Andrew May

Andrew is an international expert in the business of fitness having already built and sold two successful companies (the last one to the Accor International Hotel Group for more than 7 figures!). He is the co founder of Good Health Solutions; Australia's leading Health Promotion consultancy. He is one of Australia's leading corporate speakers and is the former Physical Performance Manager for the Australian Cricket Team. Andrew is the founder of PT Plus and over the past 12 months has worked with more than 25 'fitnesspreneurs' to help them earn 6 figures and above.

Want even more proof?

"PT Plus has added a whole new dimension to my business. I am doing regular corporate presentations and consulting. I am selling heaps of my own products including e-books, DVD's, audio CD's and tailored training programs. I now charge \$440 for a 1 hour PT session. Rock on!"

Brad Sheppard, Brisbane

"This is the kick in the backside I needed. \$10K months are now the norm and the strategies have made me tens of thousands of dollars. I've just finished a marketing promo with Mikey Robbins, Tony Squires and The Sandman. I've also just started running extensive corporate health programs. Put simply you're mad to not do this program!"

Michael Haddin, Sydney

2007 PROGRAM DETAILS

All sessions run from 9:00am to 5:00pm

BRISBANE:	DAY 1: Friday 9 March VENUE: The Regatta Hotel, 543 Coronation Drive, Toowong	DAY 2: Friday 30 March	DAY 3: Friday 27 April
SYDNEY:	DAY 1: Friday 25 May VENUE: The Grace Hotel, Sydney CBD, corner York and King Street.	DAY 2: Friday 22 June	DAY 3: Friday 20 July

ORDER FORM

Fax back to 02 9661 9451

Please register me for the business master class - \$1,100 + \$110 GST (total \$1,210)

Payment details

Brisbane Sydney

Charge my credit card (details listed below) with the total amount OR

I will transfer the total amount to BSB 062-201, Ac No: 10108930 (please use **BMC - Your Name** as the reference)

Name: _____

Card Type: VISA Mastercard American Express

Company: _____

Card Number: **PLEASE PRINT CLEARLY**

Address: _____

Suburb: _____ Postcode: _____

Phone: _____

Name on Card: _____

Fax: _____

Expiry Date: _____ CVN: _____

Email: _____

Signed: _____

Cancellation policy: All cancellations outside of one calendar month of Class will incur a \$25 administration fee. If you cancel your registration within one calendar month of Class 50% of total fee will be withheld. If you cancel your registration within 7 days of Class 100% of total fee will be withheld. All registrations are fully transferable.



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