



studio overhaul

go from having a job to owning a profitable business

Beware! Your business will never under perform again once you sign up to this program!

A well run studio is a great leverage tool for income and time. Set up correctly, a studio will generate great cash flow and support your lifestyle and future investments. It can also be an arduous job that provides long hours and eventual burnout. Turn your 'studio job' into a 'studio business' that gives you more time, more money and the freedom to do what you want through our Studio Overhaul.

- Is your current studio providing multiple income streams deposited into your account at the start of every month?
- Do you live a quality lifestyle where you decide the hours you want to work?
- Have you positioned yourself as the 'information expert' in your studio?
- Do you continually pay yourself first?
- Are you still as passionate today as you were the first day you opened your studio?

If you answered NO to any of the above questions, you need Studio Overhaul, now!

who needs an overhaul?

- If you have lost the enthusiasm and passion you once had
- If you have not had a 4 week holiday sometime during the past 12 months
- If you're not attracting new clients and business to your studio every week
- If your studio is looking tired, weary and fatigued
- If you are a proactive entrepreneur ready to boost your business to an entirely new level

you can expect to develop ...

- A business that has a structured plan, time-saving systems and loads of income generating ideas
- Heaps of new customers attracted to you without spending a cent on advertising
- A process to make a lot more money per hour, every hour
- Creative marketing strategies to attract the high end client
- Multiple income streams deposited into your bank account at the start of every month

overhaul package includes ...

consulting

- **Initial consultation** - 2 or 4 hour overhaul specific to your business, including a 100 point external audit (scoring system for your business). Think of this like Gordon Ramsay coming into your business for a day and performing an external review, but without all the swearing! (\$450 per hour)
- **Tailored Business Plan** - including revenue targets, creative marketing strategies, customer care profiles, and a business scorecard to provide constant accountability
- **Follow up session** - one month after the initial session including back up and support (\$450)

choose from two different consulting packages

2 hour consulting package \$1,350 + GST

4 hour consulting package \$2,250 + GST

business tools

- **Overhaul Workbook** - your 12 Month guideline/lifeline to keep you on track (\$70)
- **Success Books** - Secrets of Australia's Most Successful Business Builders, Flip the Switch, Switched On Health Professionals (combined value of \$94.95)
- **PT Plus Podcast** - MP3 recording every month for 12 months featuring interviews of successful fitnesspreneurs, marketing ideas, productivity tips and monthly motivation to stay on track (\$250)
- **Business in a Box DVD set x 3** - choose from Information Product Empire, Highly Paid Corporate Speaker, Building a Corporate Health Business, Media Profile and Starting a Wellness Coaching Business (valued @ \$750)
- **Business BootCamp DVD** - including interviews with 3 of Australia's most successful studio owners (valued @ \$330)

total products package valued at \$1,494.95

... you get all this for only \$500 + GST



5 reasons to get a studio overhaul

1. You want to have your best year ever
2. You're serious about adding multiple income streams
3. You know there has to be an easier way to run your business
4. Added accountability to fast track your results
5. Save stacks of time by learning from someone who has run one of Australia's most profitable studios

5 reasons to NOT get a studio overhaul

1. You don't want to make any extra money
2. You already know it all
3. You struggle with accountability and timelines
4. You're not prepared to work hard and turn things around
5. You are content with your existing business position

overhaul expert - Scott Krywulycz

Scott is one of Australia's leading fitnesspreneurs and a successful studio owner. He regularly bills out \$25K+ a month and his clientele includes Australia's top performers in business and sport. Only 2 years ago he was earning \$5k per month. For a number of years Scott ran Australia's biggest gym with 10,000 members and more than 50 personal trainers. This experience taught him the skills needed to run a profitable business and the importance of systems, structure and clear communication. Scott will provide you with instant strategies and tips to dramatically boost your revenue.

Scott has mentored and coached over 100 trainers on the principles of running a highly profitable fitness business. His philosophy is simple, "work less and earn more". With a wife, 3 kids and a big bull mastiff dog, Scott has mastered the art of work/life balance. After implementing the PT Plus model himself and discovering how to earn more and work less, he then went on to buy 50% of the business. He now consults to leading PTs, studios, gym chains and travels the world speaking about Business Mastery. <http://ptplusscott.blogspot.com/>

testimonials

"I always had so many ideas and services I wanted to put in place, but never knew where to start. The systems and processes PT Plus has taught me so far have helped me double my income in just two months, and I've only just begun using the IP! I can't wait to learn more and I love the accountability you provide, it's exactly what I need."
Amy Kozlowski, Push It Fitness and Health, Melbourne

"I used to work 75 hour plus weeks, I was quickly burning out, losing my passion and the enjoyment factor was zero. Since working with PT Plus I have built a world-class team, regained my passion and have a business that allows me to travel. I just spent 6 weeks in Europe whilst my business continued to earn money. I never thought this was possible. Studio Overhaul taught me about business not busy-ness."
Danny McAllister, McAllister's Fitness, Melbourne

"Since working with PT Plus I have been able to fast track my business by 2 years. We have money in the bank at the start of every month, we have an ever increasing membership and we now offer Gold Class service and are attracting an amazing clientele. This has happened in 4 short months! My business has had a complete Overhaul without any headaches. In fact my headaches are now gone and I am excited at the future of this great business. Studio Overhaul is absolutely awesome!"
Paul Ryan, BodyGo, Balmain

Go to www.ptplus.com.au/membership/bronze.html to listen to a great interview with Amy Kozlowski

ORDER FORM Fax to +61 2 9690 0506

or enrol online www.ptplus.com.au/studio

I wish to register for Studio Overhaul: 2 hour package + business tools \$1850 + \$185 GST (total \$2035)
 4 hour package + business tools \$2750 + \$275 GST (total \$3025)

Payment details

- Please charge my credit card (details listed below) with the total amount OR
 I will transfer the total amount to BSB 062-201, Ac No: 1010 8930 (please use **Studio - Your Name** as the reference)

Name: _____

Company: _____

Address: _____

Suburb: _____ Postcode: _____

Phone: _____

Fax: _____

Email: _____

Card Type: VISA Mastercard American Express

Card Number: **PLEASE PRINT CLEARLY**

Name on Card: _____

Expiry Date: _____ CVN: _____

Signed: _____

