



**AUSTRALIAN FITNESS**  
BUSINESS INSTITUTE

BSB40407 Certificate IV in Small Business Management

# The Importance Of **FITNESS BUSINESS** EDUCATION

The 'Australian Fitness  
Business Institute' Brief

Delivered by



**CreatePT**  
WEALTH

# THE IMPORTANCE OF FITNESS BUSINESS EDUCATION

“The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

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This qualification is offered in partnership with Amina Academy Pty Ltd, a registered training organisation (provider number 31532)

**You're already a fitness expert. But to make it in the fitness business, you have to be a business expert, too. *Create PT Wealth* can help make that happen**

# The Importance Of FITNESS BUSINESS EDUCATION

## The 'Australian Fitness Business Institute' Brief

**You could be the greatest personal trainer in the country and still fail in the fitness business!**

Fitness. Business. Those are two words, right? You need to be skilled at both if you want to be successful as a personal trainer.

If you're like most of the personal trainers we meet at Create PT Wealth, you've mastered the technical skills required to be a good PT and to help people change their lives. But, you may be a bit short on the business knowledge and skill set you need to survive and thrive as a successful fitness business.

### Symptoms of a fitness business that's short on business knowledge and principles

- Do you struggle to acquire new clients?
- Does your operation's lack of structure and systems make you reactive instead of proactive?
- Do you find yourself often working 17-hour days?
- Are you afraid to take a day off once in a blue moon because you can't afford to lose that day's income?

If so, you should improve your business qualifications for operating a fitness business. The alternative? You may find yourself in the same situation many talented personal trainers have—having to leave the industry and their dream profession to go back to working at a job they really don't like at all.

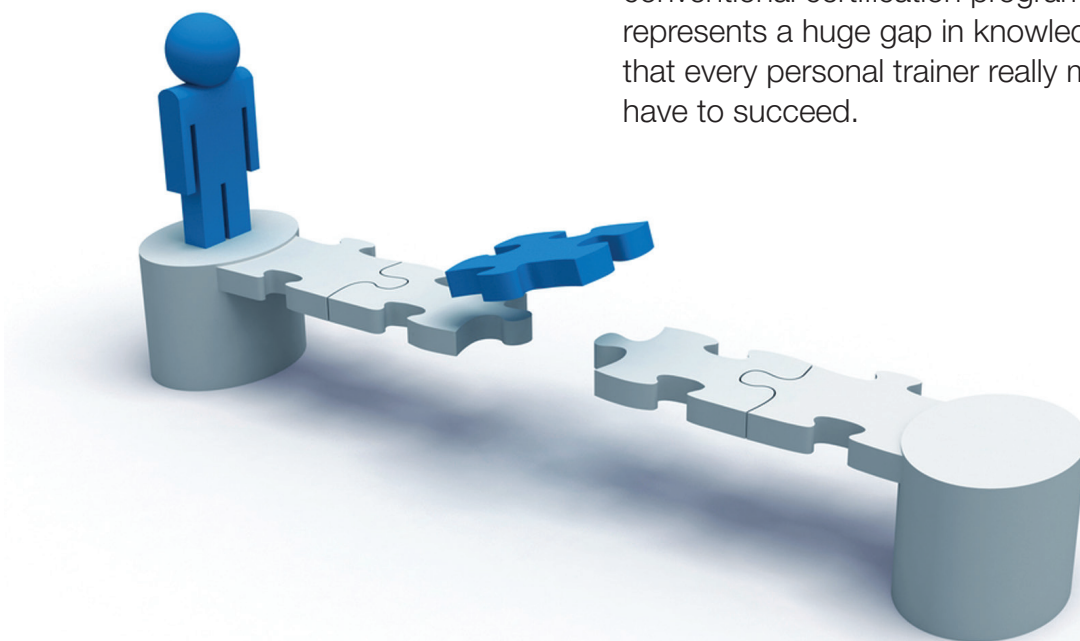
### Why become formally qualified in business?

#### 1. Personal Trainer Certification Involves Limited Or No Business Education

Registered Training Organisations (RTOs) graduate over 15,000 new personal trainers every year in Australia. Unfortunately, most PT certification programs contain limited—and in some cases zero—business education.

These RTOs are simply delivering a training package that is handed down to them and they are in a very competitive marketplace; cheaper courses, shorter courses and online learning all impact their ability to deliver a quality, comprehensive program.

But with over 44,000 personal trainers in Australia (and over 70% of them run their own business), the lack of business education in these conventional certification programs represents a huge gap in knowledge that every personal trainer really must have to succeed.



Create PT Wealth have created two programs to be delivered by the Australian Fitness Business Institute that fill that gap in a truly dynamic manner:

The **BSB40407 Certificate IV in Small Business Management** is designed for personal trainers who are running their own business. This nationally-recognised qualification in business is aligned with the best practices and proven business systems perfected at Create PT Wealth in what it takes to run a successful fitness business.

### **Don't be the next sad personal trainer story**

We've all heard of great personal trainers, who could have made a huge impact on the lives of others, who are now working a job that they are not passionate about because they couldn't make their business a success. Don't let that happen to you!

The fact is, there is a huge dropout rate in the fitness industry, and the average life span for a personal trainer can be less than 18 months. The reason, more often than not, is a lack of business knowledge.

The marketplace for PTs is incredibly competitive. Those PTs who seek certification from Create PT Wealth through the Australian Fitness Business Institute have a real leg up. They've invested in the further education; training and formal qualifications that will help them outperform their competitors.



**“Three years on the program and making more than \$10,000/week.”**

*“In the first 12 months on the Create PT Wealth Internship Program, I went from earning \$60,000 per year to \$120,000 per year. During the second year on the program, my business hit the \$4,000/week mark. Three years down the road, I now have a team of 10 and have removed myself from needing to conduct any personal training. Yet my business turns over in excess of \$10,000/week! Thanks, Create PT Wealth, for giving me the continued support I need as my business grows and grows and grows!”*

- Hayley Beckett  
Abs On Fitness  
Kalamunda, Perth, Western Australia

## 2. Business Skills From The Australian Fitness Business Institute Are Totally Transferable To Any Business.

With a formal business education, exemplified by the **BSB40407 Certificate IV in Small Business Management**, rest assured that if for some reason there is a change in the economy, or if in the future there becomes an oversupply of personal trainers and fitness businesses, you can readily take your newly-learned business skills and transfer them to any business that you may run in the future.

It's a real confidence builder to know that, if your current business goes broke or does not work out the way that you wanted it to, you can start another business of any kind and make it a success in an even shorter space of time. Certification in business makes this possible.



**“Money is no longer an issue.”**

*“When I started with the team at Create PT Wealth, I was making around \$2,000/month and struggling to make ends meet. Now, eight months down the track, I have a group fitness and personal training studio. We have over 200 members and earn over \$18,000/month. Now money is no longer an issue, and because of that, I highly recommend Create PT Wealth to any personal trainer out there.”*

- Janene Mole  
Insync Fitness  
Dalby, Queensland



### 3. The Esteem Of Being Formally Qualified With A Nationally-Recognised Qualification

In today's modern work environment, having formal qualifications is becoming a minimum standard—just having access to content is no longer enough. If you want to attain the highest level in the fitness industry, you need to have continuous and never-ending education.

More importantly, this education needs to be of the highest standard. This is the exact reason why you want to have a nationally recognised formal education—the kind provided by The Australian Fitness Business Institute.

Nationally-recognised formal qualifications are only given to educational providers who prove they can meet the highest standards of compliance and assessment.

To put this quite simply, it's one thing for a personal trainer to acquire the information. However, by completing an assessment you will be guaranteed that you will not only be engaging in, but meeting the highest level of systems and standards.

What you need to understand is... our nationally recognised qualification is totally unique and... it is recognised anywhere around the world. There is no other PT business training program like this anywhere in Australia. We have created a dynamic first!

In addition, you have two of Australia's leading Fitness entrepreneurs, Jason Urbanowicz and Brad Sheppard, who share their closely guarded secrets with you... the Business Systems that are specific to the Australian Personal Training Market that made them a fortune as personal trainers.

These are the same very systems that enabled Brad Sheppard to go from charging \$30 per hour to now being Australia's Highest paid Personal Trainer at \$440 per hour. More about that later...

Imagine how powerful this information is and what it can do for your Personal Training business?

#### **Credibility is everything right?**

Imagine the credibility 'letters' after your name has on your reputation in the fitness industry and the impact on your prospective clients when they first get to know you. How many other personal trainers do you know are seen and valued as a well respected business person and personal trainer?

When you study a nationally recognised formal qualification, you change, yes that's right... you change as a person, your outlook on life and on your business, changes. You become a better rounded thinking person and develop confidence in all areas of your life you didn't think possible.

If you don't believe it, think back to someone you know who went on to complete further formal study. What were they like before and then after they finished studying... bet you'll find they

finished as a different person, a better person, a more respected person.

And hey... how proud were their parents, wives, husbands and close friends when they graduated? Yes that could be you at your own graduation ceremony receiving your formal nationally recognised qualification.

### **What's in a piece of paper anyway, you may ask?**

It's just not a piece of paper... it's a statement of your capabilities, your stick ability; your determination to stand out in your industry... it gives you that competitive edge and it validates who you are in the fitness business world.

And the business knowledge you gain is second to none... take a look, this could be you...



**“Four months later, I have a team of seven personal trainers and am making \$250,000/year!”**

*“I was earning \$250/week when I started the Create PT Wealth Internship Program, and opened a PT Studio. Four months later, I have a team of seven personal trainers and am making \$250,000/year! I can't recommend Create PT Wealth highly enough!”*

- Adam Grono  
Bee Active Personal Training  
Concord, Sydney





## 4. The Power Of Accountability: Working On Your Certification Program Is A Guarantee That The Essential Components Of Your Business Gets Worked On, Too

While being formally qualified in business is not mandatory (like being certified in fitness as a PT), it is an important component in making a fitness business a success.

Developing a workable system for your particular business is the key, and that's what we will teach you how to do at *The Australian Fitness Business Institute*.

When there is no accountability to have this work completed, sometimes these essential and powerful systems can get overlooked, or in the worst case scenario, not completed at all. Participating in a formal qualified program, with specific action tasks that need to be completed, ensures that this important work actually gets done!

That's right, for the very same reasons your clients hire you to be their Personal Trainer and hold them accountable to achieving their goals. You need to have a "Personal Trainer for Your Business!" and this is exactly why we have engineered and designed these qualifications that will make your personal training Business Explode.



**"I just bought two brand new BMWs!"**

*"Just five months ago, I was your typical tired and weary personal trainer working around the clock for not much money. Now, after only five months, I am earning over \$250,000/year and just bought two brand new BMWs!"*

- Trudy Dawson  
*Resultz Personal Training*



## 5. These Aren't Just Any Business Courses: These Are Fitness Industry Specific!

You can find a course on business just about anywhere: TAFE, private colleges, online providers and correspondence courses, to name a few. Unfortunately, most of these programs are generic in their nature. They may be well constructed and successfully completing the qualification could be relatively easy; however, the content of these programs is more than likely **not fitness industry specific**.

On the other hand, *The Australian Fitness Business Institute's* fitness business excellence programs are unique due to the fact that they were created specific to the fitness industry.

We have taken the proven systems, methods and processes and aligned them directly to the nationally recognised formal qualification, so that what you are receiving is not just the best in business education, but the best in fitness business education.

We understand that these courses or qualifications must be aligned with proven intellectual property, business systems and content that can be developed from successful fitness business operations.

This is where the real power lies in a successful fitness business program—and our programs exhibit that power at every turn.

In essence, the **BSB40407 Certificate IV in Small Business Management** combines powerful mindset development with proven fitness business systems, whereas other programs focus wholly and solely on business tools. These online programs have the option to be “stacked” with additional resources including workshops, one-on-one coaching or small group webinars.

What other nationally recognised qualifications include proven real life strategies, such as...

- The exact step-by-step process on how to take the sales out of selling so you can convert more leads into cold hard cash
- 5 ways which run on autopilot that will have your phone running off the hook with people wanting your service, and virtually no other trainers are doing it.
- How one simple strategy can increase your weekly income by over \$500 per week ongoing!

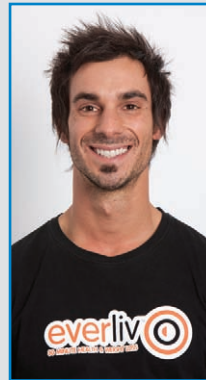
And loads more.

But we know how hard you work and the long hours involved so we made it easy for you to study this program.

## The comforts of online learning

The benefits of doing this program online are many:

- You get to study in the comfort of your own home or workspace
- You get to study at your own pace
- You still have the formal accountability of having to make sure that each unit is complete, therefore ensuring that each new business system for your business is also complete



**“I was in fear of my fitness business going under.”**

*“When I first met Create PT Wealth, I was \$12,000 in debt each month and in fear of my fitness business going under. In less than six months, I was out of debt and my business is now on track to do over \$300,000 this year.”*

- Marc Rovere  
Everliv Fitness  
Yarrambat, Victoria



## 6. Learn What You Need To Know From A Diverse And Experienced Team

If you were seeking to go sky-diving, no doubt you would want to pick an organisation that not only knows the theory on sky-diving (basically, that it involves jumping out of a planes), yet they would have lived and breathed this activity (as in, they are experts with massive amounts of experience in this area, especially the “packing the chutes” part).

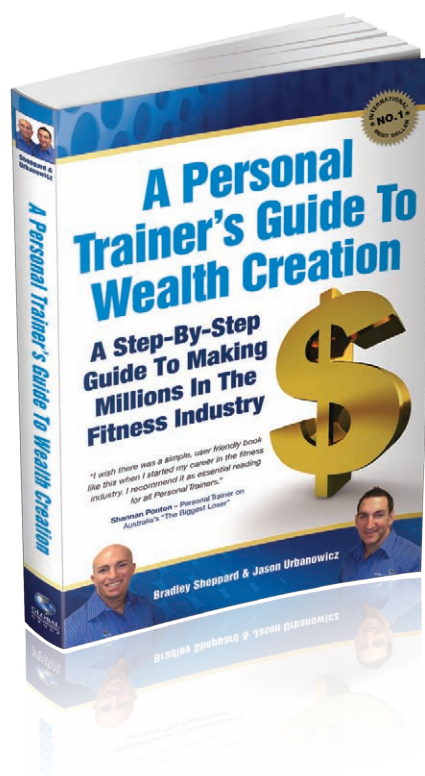
Rest assured the Create PT Wealth team has both the theoretical knowledge and real-world experience to practically ensure your fitness business doesn’t experience a “hard landing.”

Our widely-skilled team of over 16 has a proven track record with our seminars and programs and can cite hundreds of testimonials and success stories. In addition, we have a HUGE intellectual property database with everything someone needs to run a fitness business.

*Create PT Wealth* formed in 2008 and is now Australia’s largest and most successful business coaching organization for personal trainers and fitness businesses.

Both of our company owners have over 20 years experience in the fitness industry, having run successful fitness businesses and gyms themselves, and are best-selling authors to boot.

**We wrote the best-selling book on how to engineer a successful business in the fitness industry, doing what you love and changing people’s lives in the process.**





## Jason Urbanowicz

Jason was a struggling personal trainer getting frustrated with earning a measly \$17,000-\$20,000 per year. Then he was introduced to some strategies and methods that helped him break free of his limitations, which turned his business and life around.

In less than 12 months, he had earned over \$120,000 AND was only working 20 hours per week. The following year he had more than doubled that again and it hasn't stopped.

Witnessing other trainers' frustration and limitations with the business side of things, he decided to take action and provide them with his system for success.

It was around this time that Jason joined forces with good friend and Australia's highest paid personal trainer, Brad Sheppard. In the years since, they have educated thousands of trainers in how to boost the profitability of their business, whilst living the lifestyle of their dreams.

Before *Create PT Wealth*, Jason was a partner in a multi-million dollar personal development company, so he knows firsthand what it takes mentally, emotionally and intellectually to go from struggling to running a multi-million dollar business.

Today, Jason is one of the Directors and presenters at *Create PT Wealth* and continues to teach workshops to thousands of trainers around the world. He is also the co-author of two best-selling books and an international speaker.

You  
d Or Are  
mitted?



## Brad Sheppard, B.Ed (Phys.Ed)

Queensland Fitness Professional of the year title holder, Brad is the co-director of Create PT Wealth. Previously, he ran Peak Physique Personal Training in Brisbane for 20 years, building that business to a team of 13 personal trainers and over 200 hours of personal training per week.

Brad is well recognised as one of Australia's best and highest paid personal trainers, commanding \$440 per session.

Brad is also a highly sought after corporate health, business and motivational speaker and has delivered over 100 live presentations at events including Filex, Network, PT Pro and the Create PT Wealth Summit, to name a few. Brad has taught thousands of personal trainers around the world the methods on how to become a multi six-figure personal trainer. In addition, he is passionate about creating a more professional fitness industry by volunteering his time on the REPS council of Fitness Australia.



**“I earn more in one month than most PTs earn in one year!”**

*“Only three years ago, I was literally burnt out when I was hitting over 55 personal training sessions per week. In just three short years, I have been able to remove myself from the grunt work in my PT business. I invested in the best coaches and mentors at Create PT Wealth to show me how it was possible to build a successful business, grow a team of PTs and sales and support staff. I have learned to negotiate business deals to set up my financial future, and I can honestly say that the team at Create PT Wealth showed me the way to make this a reality.”*

- Kris Cochrane  
Rapid Personal Training  
Sydney

## You’re Already A Fitness Expert. But To Make It In The Fitness Business, You Have To Be A Business Expert, Too. *Create PT Wealth* Can Help Make That Happen

Our **BSB40407 Certificate IV in Small Business Management**, when completed, allow personal trainers to create all the main business systems they need to succeed: sales, marketing, lead generation, time management, etc. It also creates a scenario whereby PTs hold themselves accountable for developing and implementing these systems.

*The Australian Fitness Business* certification programs empower fitness business owners to become educated in business, so they can run their businesses with complete confidence.

PTs who have successfully completed one of our programs are now masters of their businesses, and they have control, rather than feeling like their businesses are controlling them.

And that’s the greatest feeling in the world for a fitness industry pro.

## Option1: BSB40407 Certificate IV in Small Business Management

Code	Actual “Official Program” Title	What Are The Benefits Of Doing This For You And Your Business?
BSBSMB404A	Undertake small business planning	<ul style="list-style-type: none"> <li>✓ Learn how to effectively plan every detail of your business</li> <li>✓ Understand the process of effective planning so it becomes easy now and in the future</li> <li>✓ Set realistic and attainable revenue, net profit and personal income targets for many years to come.</li> </ul>
BSBWOR404B	Develop work priorities	<ul style="list-style-type: none"> <li>✓ Learn exactly what you need to do, when it comes time to work ON your business</li> <li>✓ Develop a system to know what tasks you need to do and which ones are most essential to your success</li> </ul>
BSBSMB402A	Plan small business finances	<ul style="list-style-type: none"> <li>✓ Understand exactly what the figures mean in your business</li> <li>✓ Learn how to calculate GST, Tax, Expenses, Profits and Wages with easy-to-understand formulas</li> <li>✓ Look at your business from an entirely different perspective, so the accounting side is stress free</li> </ul>
BSBSMB401A	Establish legal and risk management requirements of small business	<ul style="list-style-type: none"> <li>✓ Understand your obligations when it comes to the formal requirements and documentation that is required</li> <li>✓ Make sure that you aren't exposed in your business for any nasty surprises</li> </ul>
BSBSMB403A	Market the small business	<ul style="list-style-type: none"> <li>✓ You are in the business of “Marketing your Fitness Business” and the best marketers have the most success in business</li> <li>✓ Understand the theory and principles of effective marketing and then put that new learning into place</li> <li>✓ Learn the methods on how to position yourself as the obvious best choice in your gym or local area</li> </ul>



BSBREL401A	Establish networks	<ul style="list-style-type: none"> <li>✓ Learn the most effective methods on how you can create a strong network of joint alliances with like-minded business owners</li> <li>✓ Turn more prospects into clients using a powerful system and ongoing process</li> </ul>
BSBSLS403A	Present a sales solution	<ul style="list-style-type: none"> <li>✓ Uncover the system that enables you to convert 9 out of every 10 prospects into paying clients</li> <li>✓ Take the sales out of selling so you don't feel like a sales person</li> <li>✓ Have a system for selling programs and an end benefit as opposed to selling single sessions</li> </ul>
BSBCMM401A	Make a presentation	<ul style="list-style-type: none"> <li>✓ Deliver any of your programs, packages or special offers convincingly and with confidence</li> <li>✓ Learn the strategies on how to structure an effective presentation and position yourself as the obvious best choice</li> </ul>
BSBCUS402B	Address customer needs	<ul style="list-style-type: none"> <li>✓ Design your complete customer care system and have your clients super impressed</li> <li>✓ Increase your client retention</li> </ul>
BSBSMB407A	Manage a small team	<ul style="list-style-type: none"> <li>✓ Discover what it takes to hire your first team member, then build a team of PT's that helps deliver passive income</li> <li>✓ Learn the step-by-step process and proven system on how to hire great staff and also how to outsource saving you both time and money</li> <li>✓ Get your hands on the procedures, systems and processes to run a successful company</li> </ul>

This is a nationally recognised qualification where you will earn a BSB40407 Certificate IV in Small Business Management. This qualification is offered in partnership with Amina Academy Pty Ltd, a registered training organisation (provider number 31532). We have aligned our Intellectual Property to this program to make it a qualification specific to running a successful fitness business.

Along the way you are completing the units and actually doing the systems that need to be placed in your business. It's an online program with self-guided learning.

Plus, when you enroll in the course these 6 Massive Bonuses are included to help you get the most from the program.

**Bonus #1:** You will receive a VIP ticket to our 2-Day Business Building Bootcamp (valued at \$597) where Create PT Wealth unpack our success methods on how to earn \$100,000 / year or greater whilst working 20hrs or less per week.

**Bonus #2:** You will receive our Personal Trainers Guide To Wealth Creation Success Pack (valued at \$997) which includes our 10 DVD presentations, 6 Audio Presentations, MP3's of all 16 Unique Presentations plus our patented Create PT Wealth sales system, on how to convert 9 out of every 10 sales appointments.

**Bonus #3:** Special access to our Create PT Wealth VIP Members closed group – this is a powerful page that has all of our leading Fitness Entrepreneurs from around Australia interacting and sharing their ideas.

**Bonus #4:** Special discount offers to our ongoing Business Building Days that are run specifically for our Create PT Wealth Internship students

**Bonus #5:** The ability to earn up to 19 CEC points through Fitness Australia

**Bonus #6:** Your very own copy of our number 1 Best Selling Book "A Personal Trainers Guide To Wealth Creation"

**Alternatively, for those of you who prefer to have access to a business coach for additional support, throughout your participation in the BSB40407 Certificate IV in Small Business Management, there is another option...**

## Option 2: BSB40407 Certificate IV in Small Business Management with a Business Coach

This program is the same as option 1, however there are these additional bonuses:

- Bonus #1:** 6 X Bonus Business Coaching sessions to align your goals and outcomes of the program and check in on completed systems
- Bonus #2:** You will receive a VIP ticket to our 2-Day Business Building Bootcamp (valued at \$597) where Create PT Wealth unpack our success methods on how to earn \$100,000 / year or greater whilst working 20hrs or less per week.
- Bonus #3:** You will receive our Personal Trainers Guide To Wealth Creation Success Pack (valued at \$997) which includes our 10 DVD presentations, 6 Audio Presentations, MP3's of all 16 Unique Presentations plus our patented Create PT Wealth sales system, on how to convert 9 out of every 10 sales appointments.
- Bonus #4:** Special access to our Create PT Wealth VIP Members closed group – this is a powerful page that has all of our leading Fitness Entrepreneurs from around Australia interacting and sharing their ideas.
- Bonus #5:** Special discount offers to our ongoing Business Building Days that are run specifically for our Create PT Wealth Internship students
- Bonus #6:** The ability to earn up to 19 CEC points through Fitness Australia
- Bonus #7:** Your very own copy of our number 1 Best Selling Book “A Personal Trainers Guide To Wealth Creation”.

## 7. The Australian Fitness Business Institute Guarantee To You.

At The Australian Fitness Business Institute, we pride ourselves on providing the best level of service, education and ability to impact your business, every single time you are with us.

The BSB40407 Certificate IV in Small Business Management from the leaders in Fitness Business Education is delivered by the Australian Fitness Business Institute will be the most specific business course that you will undertake for running a successful personal training or fitness business.


Why do we know this?

We have seen the results of these systems and processes being applied and we guarantee that you will receive the following from us:

- ✓ The latest and greatest content on how to effectively run a successful fitness business
- ✓ Effective accountability to inspires you to create your business systems in a time that suits you
- ✓ All the templates, documents and resources that you need to complete your certification whilst strengthening your business muscle
- ✓ Access to real life experts and real life success stories that are implementing these processes on a daily basis

- ✓ A nationally recognised qualification that now acknowledges your achievements in business and set's you apart from your competition.

### So how do you take it further?

 Yes I'm interested in participating in the nationally recognised BSB40407 Certificate IV in Small Business Management program and supercharging my business. I understand that by registering now, I will be given the opportunity to discuss in-depth with one of the Australian Fitness Business Institute educational consultants on how I can grow my business and complete the nationally accredited training certificate program.

Click the orange button below



**Here's to a lifetime of your profitable PT business!**

**Or Simply Contact**

**Office Manager – Australian Fitness Business Institute**

**1300 755 540**

[info@afbi.com.au](mailto:info@afbi.com.au)

[www.afbi.com.au](http://www.afbi.com.au)

P.S. Act now and prosper tomorrow. Don't wait until it is too late to get you and your business up to speed and profit in today's economy.