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PERFORM BETTER!

presents the 2011



RESULTS FITNESS Business Seminar

FROM COUNTING REPS TO
COUNTING REVENUE



with **Alwyn and Rachel Cosgrove**

- Achieve success in the fitness industry by creating the business you want, the life you want and the freedom you want.
- Learn how you can make 6 figures and work less.
- Find out the exact recipe to transition from being a passionate fitness trainer to being a successful fitness business owner.
- Walk away with steps to change your life, your career and your business.

Los Angeles, CA • Mahwah, NJ • Providence, RI

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P.O. Box 8090
Cranston, RI 02920

Call Toll-Free
800-556-7464



**From Counting Reps to
Counting Revenue**

Los Angeles, CA – Feb. 25-26, 2011

Mahwah, NJ – April 15-16, 2011

Providence, RI – July 22-23, 2011

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**RESULTS
FITNESS**
From Counting Reps
to Counting Revenue

REGISTRATION FORM – FROM REPS TO REVENUE 2-DAY SEMINAR

Please check which 2-Day Seminar you wish to attend:

- Los Angeles, CA** - Feb. 25-26, 2011
Los Angeles Convention Center
- Mahwah, NJ** - April 15-16, 2011
Sheraton Mahwah Hotel
- Providence, RI** - July 22-23, 2011
RI Convention Center

For more details, including directions and hotel information call 800-556-7464 or visit our website at performbetter.com/seminars

Make check payable to: **Perform Better Seminars**
Mail to: Perform Better, P.O. Box 8090, Cranston, RI 02920-0090
Cancellation Policy: Full refund if cancellation is received 14 days prior to event.

Name _____

Address _____

City _____ State _____ Zip _____

Occupation _____ Physical Therapist _____ Personal Trainer _____ Coach _____ Athletic Trainer _____

Strength and Conditioning Specialist _____ Other (Specify Occupation) _____

Payment \$399 Pre-Registration \$450 at the door _____ Check _____ Credit Card (circle one) MC VISA AMEX DISCOVER

Credit Card Number _____ Expiration Date _____

Phone (_____) _____ Email _____

Signature _____

*** Special...\$329 if you register 8 weeks prior to event***

FROM COUNTING REPS TO COUNTING REVENUE...

HOW TO IMPROVE YOUR LIFE (AND YOUR PROFITABILITY) IN THE FITNESS INDUSTRY



Meet ALWYN COSGROVE

He has an honors degree in Sports Sciences from the University of Liverpool and is certified as a strength and conditioning specialist with NSCA. He started his career during college in the UK working as an employee, then moved to New York where he was a trainer for a gym in Manhattan and then went on his own to become an independent trainer. From there, he and Rachel opened their facility almost 11 years ago starting with

just him training clients. Currently he remains the owner of Results Fitness, while also running a mentorship and a successful online education business. He is a nationally acclaimed writer and lecturer on business and fitness.

And RACHEL COSGROVE

She earned her Bachelor's degree from the University of California in Physiology and is certified as a strength and conditioning specialist with NSCA. A competitive power lifter and Ironman triathlete, she believes that pushing her own athletic limits helps her to be a better business owner, coach and team leader. She has been in the fitness industry for 16 years moving her way up from an employee working as an aerobics instructor to an independent contractor and now a business owner. She has her own column in Women's Health Magazine along with being featured in numerous other fitness magazines. She also speaks nationally and internationally about her niche which is helping women to reach their potential physically and mentally.

Their FACILITY

Alwyn and Rachel opened their facility in 2000 with nothing more than a bench, a stability ball and some power blocks. When they opened Alwyn was training all of the clients while Rachel kept her job at another gym (just in case). Together they have taken Results Fitness from being a single person operation in 1000 square feet, barely breaking even, to now an extremely profitable facility with 15 employees and the freedom to do what they want, when they want. Results Fitness is now one of the Top Ten Gyms in the United States, Men's Health Magazine 2009 & 2010 and "is one of the most profitable gyms per square foot" as quoted by Thomas Plummer.

- ❑ **LOS ANGELES, CA** – February 25-26, 2011
Los Angeles Convention Center
- ❑ **MAHWAH, NJ** – April 15-16, 2011
Sheraton Mahwah Hotel
- ❑ **PROVIDENCE, RI** – July 22-23, 2011
RI Convention Center

4 EASY WAYS TO REGISTER:

1. Complete attached form and **FAX** to:
800-682-6950
 2. **MAIL** completed form to:
Perform Better
P.O. Box 8090, Cranston, RI 02920-0090
 3. Register by **PHONE** at:
800-556-7464
 4. Register **ON-LINE** at:
performbetter.com/seminars
- Only **\$399** Pre-Register (\$450 at the door)
Special \$329
if you register 8 weeks prior to event

CEU's available



PROGRAM FOR THIS 2-DAY SEMINAR

DAY 1 (9am – 5pm)

➔ **REGISTRATION 8:30 – 9am on Day 1**

- The secrets to have the life you want with a career you are passionate about
- Learn to think like a business owner
- Learn to be seen as a professional by your clients and your peers
- Finding a niche to be the best at one thing
- Learn how to set goals for your business and know exactly what you need to do each day to reach them
- Creating systems in your business to work less and get paid more

DAY 2 (8am – 3pm)

- Early Morning Workout – Show you how we set up our group classes and take you through a workout
- Hiring your first employee
- Marketing – the brand that is YOU
- Sales is not a dirty word! Key tips to better sales skills
- Overcoming adversity
- Having balance and leadership
- Managing your money! It's not what you make, it's what you keep

Each day will include plenty of time for Q and A.

Alwyn and Rachel Cosgrove have been in the fitness industry working in the trenches as trainers for over 15 years and opened their facility over 10 years ago. They have made many mistakes opening and running their facility and want to save you from making the same ones. You will learn the ins and outs of the business including how they run their facility, the systems and how they have created a successful career in an industry they are passionate about. They will give you the exact steps to transition from being a passionate fitness trainer with little or no money and no freedom to a successful fitness business owner giving you both money freedom and time freedom to do what you love and help even more people change their lives.

Note: This is NOT one of those internet marketing "pretend you're in the fitness business" seminars – this comes from an in-the-trenches successful facility – voted one of America's TOP TEN facilities by Mens Health Magazine 2009 and 2010.

