



**HOW TO MAKE**  
**2022**  
**YOUR BEST**  
**YEAR EVER IN**  
**THE FITNESS**  
**INDUSTRY**

*“What got you here isn’t going to get you there.”  
That’s a truth bomb about business growth.*

**W**hether you’re a newly certified fitness professional who’s just starting out... a career FitPro building your own business... or a studio/gym owner who’s been at this for a while now; you only go so far knowing what you know and doing what you’ve done – and then eventually, everyone gets stuck.

To continue growing your client base and income to the next level, we all have to keep showing up, stepping up and growing outside our comfort zone.

As we head into the end of 2021, it’s time to review where you’ve come from, where you are now, where you want to go in the year ahead. Don’t get overwhelmed by what MAY happen. Keep your planning simple and chart a direct course of action to your goals.

**“** *What do you want your business to look like on New Year’s Eve in 2022?* **”**

**Here are the three powerful questions I recommend spending time with:**

**01 WHERE ARE YOU RIGHT NOW IN YOUR CAREER AND BUSINESS?**

Take stock right now: What services did you offer this year—and how successful were they? What were your biggest successes? Where were your biggest challenges?

Right now, the fitness industry is “feast or famine.” How are you at risk for losing your client base and revenue?

Take a clear-eyed look at the year ahead and decide what you want to build on and what you need to let go of. Write it down and get ready for the next step.

**02 WHERE DO YOU WANT TO GO IN 2022?**

How do you want 2022 to be different from this year in your career and business?

What do you want your career and business to look like when the 2022 New Year’s Eve rolls in and you hear the countdown starting?

Create and write down your goals about your income, your expenses, your team, and whether you are taking on too much risk.

Do you need to up your online game? Do you need to offer hybrid services? Will you ‘double down’ on growing your client base for your core offering?

Do you need to change WHO you serve? Many of our most successful studio/gym owners went hard on personal training and providing high levels of service to attract and sign-up premium clients worth \$500-\$1000+/month last year. There’s no more ‘business as usual’.

**HOW DO YOU GET THERE?**

**03** You need a strategy and plan... not just a business and marketing strategy and plan, but a learning strategy and plan. What do you need to learn? For example, do you need to learn more about leadership, business, or lead generation? Do you need to upgrade your online presence, reviews, and more... so people who are ready to buy can find you when they’re doing their research?

Come up with your business and marketing strategy, then your learning strategy, and you’ll be ready to chart a strong course towards your goals in 2022.



**Sean Greeley**

Sean Greeley, Founder and Chief Executive Officer of NPE, has an unrelenting passion for inspiring fitness professionals and business owners to realise their unlimited potential. Since 2006, NPE has helped over 45,000+ fitness professionals and business owners in 96+ countries to grow their client base and income to the next level.

**IN SUMMARY**

The time to get started on your 2022 business planning is now. Don’t get overwhelmed by the process – keep it simple and focused.

Begin by taking stock of where you are now. What have you succeeded with in the past year that you want to build on? Next, take another look at your goals – where do you want to go in the next year? What do you want your business to look like on New Year’s Eve in 2022?

Finally, ask ‘How do you get there?’ and chart your path. That way, when the fireworks fly at midnight on 31 December 2022, you’ll be able to look back at a year of powerful growth! ♦

**REGISTER NOW**

Register now for the NPE Best-Year-Ever Blueprint™ LIVE training on 7-9 December 2021. In three days, you’ll discover how to: 1) get clear on your 6 or 7-figure growth strategy for 2022; 2) upgrade your client success systems so more people stay, pay, and refer; and 3) learn five marketing strategies to make it rain high-quality leads and prospects. Go to [NPEFitness.com/fitrec-bye-2021](https://NPEFitness.com/fitrec-bye-2021).