



How I Fast Tracked My Training Career



“To adapt an analogy from E. L. Doctorow, writing out a plan for your life “is like driving at night in the fog. You can only see as far as your headlights, but you can make the whole trip that way.”

– Adam M. Grant, *Think Again: The Power of Knowing What You Don't Know*

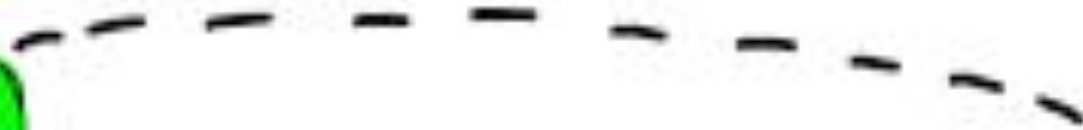
Jenny Gusella

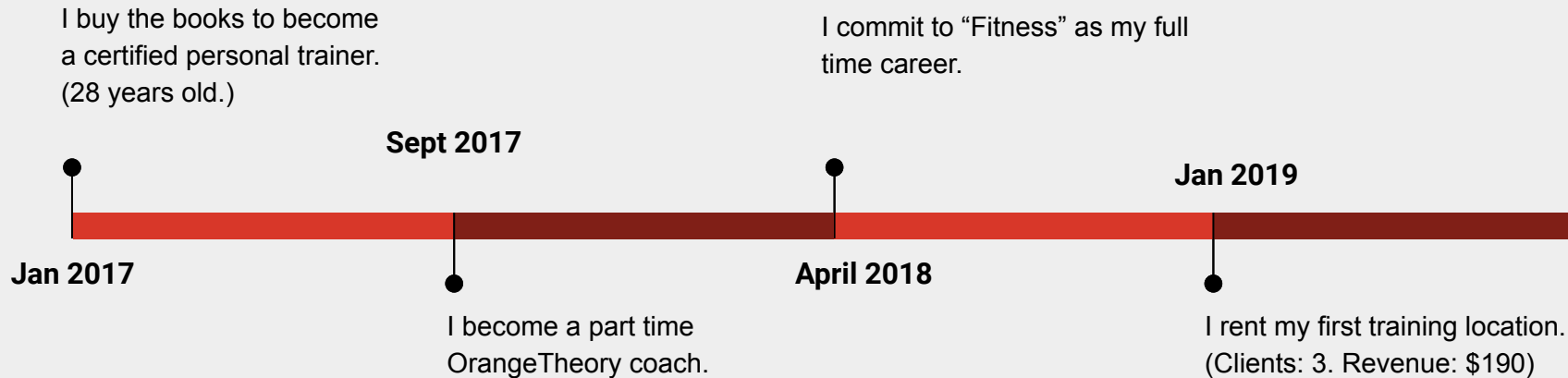
**Instagram: @jennykgoose
@magnitudestrengthandpower**

**Email:
jenny@magnitudestrengthandpower.com**

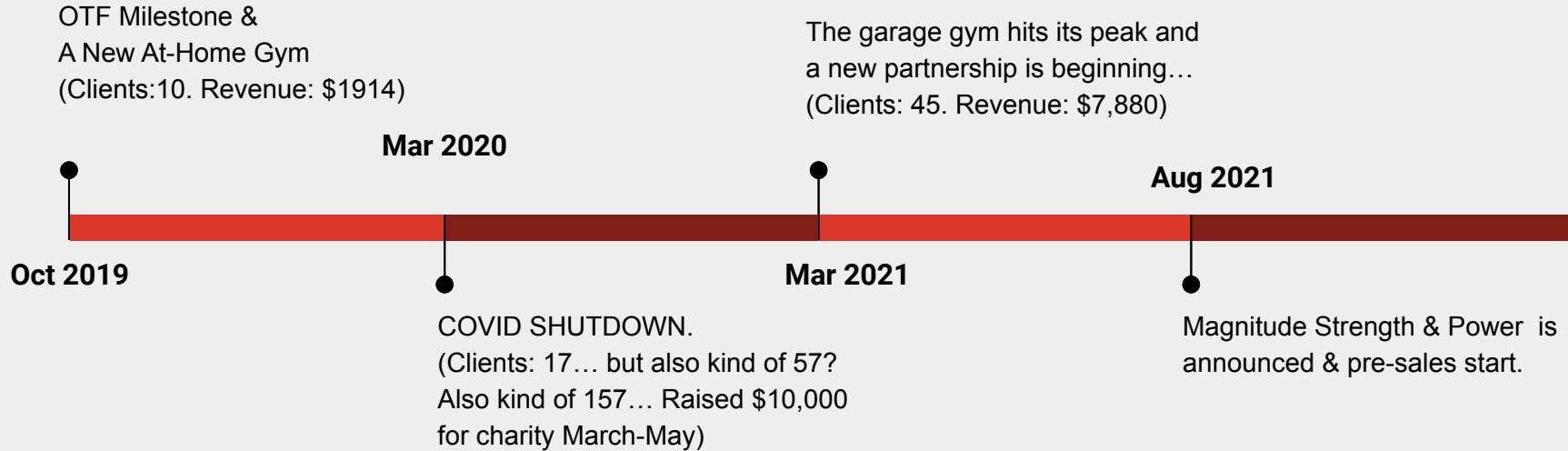








You have to start somewhere.



Put in the reps, but keep it moving.

November 2021 - December 2022

- **2500 Square Feet**
- **Opening Day Stats:**
 - 80 adults
 - 110 athletes
 - **Month 1 Rev: \$55k**

- **2022 Closing Stats:**
 - 110 Adults
 - 180 Athletes
 - **Avg. Monthly Rev: \$59,000**



December 2022- Present

- 5000 Square Feet
- 2023 Stats:
 - 130 Adults
 - 240 Athletes
 - Avg. Monthly Rev: \$74,000
 - Expense Increase: 52%



LESSONS

LEARNED



Meet Everyone You Can

- Gyms with large communities
- Mentorship
- A coaching community
- Local teams (don't forget to connect with their parents!)



Create the Environment You Want, No Matter Your Role

- Recognize your influence
- People are noticing how you show up
- “The Beer Question”
- Parents need to feel comfortable dropping their kid off with you



Get your logo, your business, and your story out there!

- Get your logo everywhere as early as possible
- Get clear on your “brand” and do everything you can to make others clear on it too
- YOU are also part of the brand.



Hire People Who Already Align With Your Philosophy

- Get clear on who you want your coaches to be.
- Get clear on what your training process will look like.
- If they do not align with your training philosophy or gym philosophy, do not hire them.



Be Ready and Open to the Change from Coach to Business Owner

- You aren't just you anymore, you are also the business.
- Sometimes being the business person is **VERY** different than being the fun trainer.
- You have to get good at things that may not come naturally to you (but this is really cool!)



Ready to take it to the next level of your career?

- **You can't rush a career, but keep making consistent progress.**
- **Meet a ton of people.**
- **Take ownership over the environment you create for your clients.**
- **Have a cohesive narrative for who you and your business are and what you stand for.**
- **Be willing to embrace change in your career and in your day-to-day role.**

Questions?

Email: jenny@magnitudestrengthandpower.com

Instagram: @jennykgoose

@magnitudestrengthandpower

Thank you for your time today!

