

formula 5

The Key Components of a Successful CrossFit Coach

Developing an Excellent CrossFit Coach through Duplication

You work hours and hours, so much so that you cannot maintain your *own* level of fitness. Your affiliate is thriving but something just doesn't feel right. Vacation is out of the question because fourteen hour days are a way of life. You are wondering how you are going to find time to cleverly market your business, once all of the grunt work is done. This is the life of many of us and this model just is not sustainable.

The *Garage Gym Blueprint* is a way of life for us and by following it, we have achieved that next level. Have you ever met a trainer who boasts a six-figure salary? The trainer treats this like the pinnacle of their profession. They act like they've done something truly noteworthy. The *Blueprint* isn't about making *you* a six-figure salary. It is an in-your-face, holistic approach to fortifying each of the five pillars. The affiliate owners that have followed the GGBP have a differing opinion on what makes them successful and they are capitalizing on their knowledge of the business. At that next level, these affiliates' clients and associate coaches are their most effective marketing tools and these business owners don't boast their own income. They boast the six-figure incomes of the associate trainers who drive the revenue of their businesses. The next level is recruiting, forging and building successful coaches and associates. You are the foundation, they are your pillars and your CrossFit affiliate will go as high as your direction and their successes will take it. It is sustainable. It is life-long. CrossFit forges elite fitness. The Garage Gym Blueprint forges elite business.

What does it take to make it to the next level? How does a certified coach become successful trainer? What are the characteristics of a coach that are an asset to your business? How does CrossFit Central generate “big box” revenue from their garage gym?

We’re often asked about the secrets to our business - We’re asked, *“what sets us apart? “what’s the one thing you do in order to be successful?”* It’s never one thing. It’s an amalgam of systems, personnel, passion and habit. It is a synergy of these with a careful vision.

This Manifesto is about how to create that synergy between a founder’s vision and the practical day-to-day operations of an affiliate. The Manifesto, is about developing successful coaches – because more so than any other aspect of the business, coaching is the most important aspect of the garage gym business. Formula 5 presents the key components that make up a successful CrossFit coach.

You are passionate and you care about changing people’s lives. You wouldn’t be in this business if you weren’t. In order to be more successful, you have to channel your passion and talents and apply them toward attracting like-minded associates. You have to duplicate yourself and raise the next generation of your business. This will be pivotal to your long-term success.

There are 5 fundamental components of developing a CrossFit coach:

- Compassion
- Character
- Living the Code
- Professionalism
- Knowledge of Movements

The pursuit of excellence will increase your value in the marketplace. By influencing the most lives possible, your vision will be perpetuated and your coaches will share in that pursuit of excellence. The coaches' development encompasses that pursuit of excellence: *Compassion, Character, Living the Code, Professionalism and Knowledge of Movements.*

1: Compassion and A Servant's Heart:

This begins with selflessness. It's not about *YOU*; it's about the needs of those around you. When you genuinely care about your coaches, associates and clients and seek to serve them, the rewards are endless.

By serving your clients you are forming a unique and fulfilling relationship with them. You have to ask the questions, "*How can I help you?*" "*What can I do for you?*" You have to *care!* Fulfill their needs, with a genuine and compassionate heart, and you will be rewarded with their trust, their business and their word-of-mouth marketing potential.

Compassion is the presence of empathy. It is also the absence of ego. Helping your clients achieve their goals should be your focus. As a CrossFit coach, making six figures, purchasing a new car, or buying a mid-town condominium should not be your motivation. Rather, your focus should hinge upon helping others earn their goals. The six-figure income will follow. Coach Glassman tells us to *know your clients*; your clients are your family.

It's not about YOU, It's about THEM.

Mohandas Gandhi (1869-1948), the great statesman and spiritual leader, is noted for his indelible humanity and selflessness. He was boarding a train one day with a number of companions and followers, when his shoe fell from his foot and disappeared in the gap between the train and platform. Unable to retrieve it, Gandhi took off his other shoe and threw it down by the first. Responding to the puzzlement of his fellow travelers, Gandhi explained that a poor person who finds a single shoe is no better off - what's really helpful is finding a pair.

"It is literally true that you can succeed best and quickest by helping others to succeed." Napoleon Hill

Next Level:

Think & Grow Rich

Crush It: Why NOW is the time to cash in on your passion

2: Character:

"Nature magically suits a man to his fortunes, by making them the fruit of his character" Ralph Waldo Emerson

Character is a set of behavioral traits that determine the way an individual responds to a situation. Character defines you and other's perception of you. *Character Counts* identifies six character traits that define an individual: trustworthiness, respect, responsibility, fairness, caring and citizenship. We have the ability to change these traits and improve ourselves.

A person's character, whether good or bad, determines a consumer's opinion of your business. There's always room for improvement.

Improving character: *How to work on you:*

- *Step One: Leave Your Ego at the Door.* We all have aspects of our character that we need to improve, whether it's your level of enthusiasm for coaching at 5:30am on a Monday morning or it's improving your level of self-responsibility inside the business. You will not get anywhere with your ego standing in the way of your pursuit of excellence. Remove the cloak of defensiveness and allow yourself to be coached.
- *Step Two: Highlight Other People's Success*
Highlight your clients and your trainers' success, every chance you get. Check out your company's blog – is it all about you? Or is it about the success of your people?
- *Step Three: Education and Self-Improvement*
Many of us spend thousands of dollars on our education and certifications, but flinch at the idea of investing money in ourselves. Attending seminars, workshops or books to continue your education can be pivotal steps in improving your character and appeal. Every CrossFit coach should strive to achieve "Level 10" character.

I bet by now you're thinking, "*I do this*" But do your trainers? This is not about you, it's about the next generation of coaches you are training to be successful leaders.

Next Level:

Tony Robbins' Seminars

Dani Johnson's Seminars

7 Habits of Highly Effective People

How to Win and Influence Friends

"Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny." Unknown Author

3: Living the Code:

Do you follow a particular nutrition plan? Do you follow a regimented rotation of CrossFit workouts? Do you represent the brand? What about your coaches & staff? Do they?

Live the words that you speak— be that example-lead from the front. Your clients will never see their best results unless you do so.

I knew a trainer once, let's call him *Coach X*. *Coach X* was a good business man, had a seemingly successful business, a couple of gym locations and a few hundred clients. He seemed to do pretty well for himself, but his client retention was poor. *Coach X's* clients saw results within the first 90 days but would then hit a plateau, their results peaked. Some clients would stick around but more often than not, they left the gym to seek out training elsewhere. I thought to myself, *"His clients are seeing results but leaving the gym...this seemed odd."* I took a closer look at the trainers and what I found was that they were not living up to the code; they didn't practice what they preached. They didn't follow the workout regimen or the nutrition advice they were holding their clients accountable to. They ate fast food on a regular basis and neglected their fitness level. The clients were seeing results that anyone would see once they start moving but they weren't receiving excellence in their teacher's example. They left the gym to seek out excellence.

Respect the Brand of CrossFit:

The CrossFit Mind Pyramid & what it means to your gym



CrossFit, the *sport of fitness*, presents a few unique challenges to the novice coach. It is not necessary that a coach *looks* a certain way or wears certain things but there is an *aura* around a coach who *is* CrossFit. This is a coach that can do whatever it is that they ask of you.

The CrossFit Mind pyramid represents the elements of the CrossFit brand. On the left side of the CrossFit Mind pyramid you've got one extreme of the brand – Intense and Hard Core CrossFit. This side is the *kill your mother, hard core, Rage Against the Machine, Metallica, tattoos, skulls and guns, I'm gonna murder you intense CrossFit people*. This is CrossFit. We're a part of that – and it's why I do CrossFit. But it's only one side of the pyramid and only half of your brand. This style is the manner in which this company began and the brand that carried CrossFit into the latter part of the 2000's with massive success.

The opposite side of the pyramid represents professionalism. If you want to be successful you have to operate like a professional business. This means a professional brand, logo, legit systems, and structure in your box. These two sides of the pyramid represent

two extremes and as a CrossFit affiliate you have to strike a balance between the two. You need the feel of CrossFit, the culture, and the attitude. And at the same time your business should appeal to everyone. It should offer stability, accountability, and high quality world class training.

Create organization and structure within your business model but keep the look, feel, and culture of a garage gym. There are a couple of different ways we strike this balance at Central: Our gym looks and feels like CrossFit. We've got roll up garage doors and a real minimalistic garage gym feel. In the front part of the building where clients walk in is a check in desk and a retail area. The front lobby looks and feels very professional. This is where they fill out their waivers, where we have nutritional meetings, and where their benchmark scores and body assessments are kept. When you walk out into the gym you're going to get the garage gym experience. It's a lot like a mullet – business in the front, party in the back.

Our trainers at CrossFit Central are *CrossFit* and represent the brand. The culture of the CrossFit brand is west coast garage gym. In Texas you see guys CrossFit in board shorts. Think about that – we wear board shorts in Texas....where there are no beaches. The whole reason people who live in California CrossFit in board shorts is because they're going to the beach or they just came from the beach. Nobody is going to the beach in Texas, but we still wear board shorts. *Why?* Because it's a part of the brand. It's part of our culture and we have to maintain that brand in our box.

4: Professionalism:

Professionalism, by definition, means *"...engaging in an activity as means of a livelihood. Extremely competent in a job. A person who conducts his business in a field also pursued by amateurs. A person who engages in an activity with great competence."*

It is the standard you uphold as a *Garage Gym* owner. A good way to gauge whether a person is at *Level 10* professionalism is to look at the classes they coach, *Are their classes full? Are they retaining clients?* A person who operates at a *Level 10* on professionalism will have high client retention. They will consistently follow up with their clients and will most likely maintain a high quality of communication skills.

Think about the way you dress when you are coaching a class, are you dressed like a professional? Do you look like an expert in the industry? Would you go to your Mom's house dressed like that? Think about it, whether you like it or not, potential clients, your staff, and the world will judge your level of professionalism based on how you present yourself.

At CrossFit Central, we have team meetings, coach meetings, and one-on-one meetings to help us touch base with all coaches and staff. We hold group training sessions that are open to everyone wanting to learn more. We go over movements taught in our Elements classes and work on cues.

The basics of professionalism in a Garage Gym:

- *Show Up on Time*
Show up to class 10 minutes early to greet new clients and answer questions
- *Communication with your Client*
You need to have the highest level of professionalism with your clients through emails, phone, and text. You have to implement a follow up system.
- *Take Ownership & Responsibility of your Business*
Carey Kepler, 2009 3rd Place Winner of the CrossFit Games and professional business owner, made a conscious decision to increase her business skills and affect thousands of people. She saw an increase in her overall revenue, her client base, and her overall efficiency, *"You have to start as a coach or a trainer and meet people where they're at and help them see their potential. I recognized that it's much more than coaching proper squat technique. I had to move from being able to coach 1 person at a time to coaching 10 people at a time successfully. If you increase your skills as a professional you increase your value and ability to communicate to the masses."*

Seems simple enough, you probably do these things – but what about your trainers? Do they take ownership of the classes they teach? Do they know how to clearly communicate with clients?

Next Level:

Good to Great

The Tipping Point

The Slight Edge

5: Knowledge of Movements:

As a gym owner, you and all of your trainers must be highly skilled professionals. You should be up to date on the trends in the industry and be an expert in your field. Attend seminars, certifications, and educate yourself on the industry at large.

Continued Education:

The fitness industry is continuously changing for the better. Look at the endurance community, for years, the focus was on long-slow-distance running in thickly supported soles complete with air springs and hydraulics. We now see many endurance athletes logging less miles with little to no support. *Why?* New information and data are being published that is shifting our minds and the way we understand endurance training. You must continue to research, learn, and train yourself and your trainers on the latest developments in the industry. Seek out certifications and experts in the field and learn from them.

Attend CrossFit HQ's Certifications

Look at the list below, how many of these certifications have you attended?

Level I, Level II, Endurance, Kids, Gymnastics, Nutrition, Mobility & Recovery, Football, Kettlebell, Olympic Lifting, Power lifting, Rowing, Running...

You have to educate yourself, attend certifications, keep up with the industry – go back again, rinse, repeat. Take the critiques from a CrossFit Level II certification and use them to improve your skills as a coach. At CrossFit Central, our coaches go through an intense training protocol in which they have to graduate in order to coach a class. This process includes shadowing, observing and assisting.

We hold weekly CrossFit coach meetings, boot camp coach meetings, and elements coach meetings. Every Tuesday there is a think tank brainstorming meeting for the leaders of all CrossFit Central programs and every Friday we have a weekly staff meeting. Some of you might look at this and think this looks corporate – it is the only way to manage a large group of individuals and keep everyone on track and seeking out excellence.

Your knowledge should extend well-beyond that. You and your team of coaches have to know how to program classes and how to introduce and educate your clients on nutrition.

Systems & duplication is the key to financial freedom. Financial freedom is the ability to go wherever you want and do whatever you want without being tied to your box. Formula 5 gives you the blueprint to becoming financially free.

Take a look at your business and your trainers, and ask yourself:

Are they having success? Is your business growing? Where do they fit in this formula?

It boils down to this - it's all about seeding the success of your business and your people. It's about developing the next generation of CrossFit coaches and showing them how strive for excellence, what it takes to be successful, how to grow their business, and ultimately how to spread this revolution.

Jeremy Thiel

Jeremy Thiel built a million dollar garage gym business in less than 3 years. He created a staff of 26 entrepreneurs and has raised up countless leaders in the fitness industry. Jeremy has helped numerous garage gym owners turn their business into a profitable company, increase their client base and client retention, and ultimately live up to their true potential. Jeremy is a Level III CrossFit trainer, and a Level I USA Olympic Weightlifting Club Coach and is the founder of SICFIT.Com. Pursuing the sport of fitness is his greatest passion. Jeremy took 3rd place at the 2008 International CrossFit Games, held in Aromas, California.

Carey Kepler

Carey Kepler is a world-class athlete. She was awarded 1st place in the Hells Half Acre southwest qualifier in May 2009. Recently Carey took the "3rd Fittest Woman in the World" title for her 3rd place overall at the 2009 International CrossFit Games - surpassing over 75 nationally ranked female athletes. Carey is a Level II CrossFit Coach, personal trainer, USAT Level 1 Triathlon Coach, Ironman competitor and co-founder of the CrossFit Central gym in Austin, TX. She is passionate about fitness and is certified in Olympic weightlifting, kettlebells and nutrition. Carey specializes in strength development and functional training, and has a BS in Kinesiology from Angelo State University. An athlete all of her life, Carey Kepler has been training in Austin, TX for 11 years, is the mother of two and was named one of Austin's 10 Top fittest people by Austin Fit Magazine.

[CrossFit Central.Com](http://CrossFitCentral.Com)

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