

# **Are you ready to make the next 6 months of your life the most thrilling, financially rewarding and significantly powerful result-producing time of your entire personal training career so far?**

*If you are then read on because this page has definitely been written for you, but a word of warning...*

**What I'm about to discuss with you, whilst being extremely simple and amazingly effective does not necessarily imply that it'll all be easy.**

**In fact, I guarantee you it won't be!**

**This is definitely not one of those "Listen to this audio program, fill out these worksheets and you'll see your business grow" type of programs**

If you're chosen to join my Financial Fitness Coaching Program, then in the next 6 months you'll be asked to work hard, VERY hard at creating the personal training business of your dreams. But I promise you this...

## **In Six Months Time You Will HAVE The Personal Training Business Of Your Dreams!**

Now, if that last claim just set your 'hype' alarms off, then don't panic, this letter is not going to be one of those sales pages with hundreds of yellow highlights, thousands of testimonials and a gazillion bonus offers worth \$75,000,000 if you sign up today and today only.

In fact, quite the opposite, I'm simply going to explain about the Financial Fitness Coaching Program, what it can do to grow your personal training business and then...

**...Do My Very Best To Put You Off Applying For One Of The Ten Spaces That I'm Reserving For The Next Generation Of Personal Training Elite**

Now, if you've been around internet marketing a while you'll probably now be thinking that I'm using 'reverse psychology' and scarcity to drive up interest.

I'm not!

Whilst those techniques can and do work (I've used 'em myself to great effect) I'm certainly not doing that here. I genuinely want you to think seriously, VERY seriously about whether or not this program is right for before you commit the money, time and effort required to join the program. So, to recap my introduction...

- 1. The Financial Fitness Coaching program will require CONSISTENT work every day for six months.**
- 2. It's not a passive 'drop-in, drop out' setup, it requires commitment on your part to complete the assignments you'll be set.**
- 3. It's not cheap. You'll be asked to contribute US\$10,000 (£5000) toward your future if you want to be invited to join the program.**
- 4. There are no insane guarantees about the program. I'm not promising you 20 times your investment (though you could easily get that) or your money back.**

**In fact, there is no money back!**

(Seasoned direct marketing experts reading this are now saying *"what the hell is this guy doing?... you're supposed to warm 'em up before you tell 'em the price!"* – Remember, I don't want to waste your time (or mine) by trying to sell you something you're not ready for)

So, what do you think?

How's all this sounding so far?

If you're thinking *'I'm too busy already, I'll never find the time'* or *'I'll never be able to come up with that kind of money'* or *'I'm not committing to a program that's that expensive and doesn't have a guarantee!'* then I consider my job well done, and I bid you farewell and wish for you the very best of success for your future, I truly do.

If you're still with me after what is probably the longest and strangest sales letter introduction in history : ) then I'm sure you're wondering...

# ***“Just What IS The Financial Fitness Coaching Program?”***

***Dear Personal-Training-Superstar-Of-The Future,***

The fact that you're still reading this means that you're willing to work harder, invest more in your future and take more risks in order to build yourself both the personal training business and the life of your dreams.

You're in different league to the 97% of personal trainers who're struggling to get by yet stubbornly resisting taking the steps necessary to create success.

But, you know, if working harder, investing more and taking more risks were all it took to become successful then, to be honest, you'd be a lot further along in business and in life than you are wouldn't you?

You'd be earning what you want to earn, living where you want to live, driving the car of your dreams, taking vacations when and wherever you want to and you probably wouldn't be reading a marketing page from me, hoping to find out how you can achieve all this would you?

**It's clear then, that whilst hard work clearly an important ingredient, it's not the main one. In fact, it doesn't even come close.**

## ***“So What Is?”***

Well, before I answer that, let me tell you the about an experience that happened to me a few years ago that literally changed my PT business and my life almost over night.

I call the story....

# ***“How A DEAD FLY Taught Me The Secrets Of Personal Training Success”***

Not that long ago, I was sitting in the reception of one of my personal training studios. It was a nice day so we had the studio door open to let in some ‘real’ air and freshen up the place a little.

As I sat there watching people come in and out for their training sessions I noticed a large, black fly had flown in and after buzzing around for a few minutes and finding nothing of interest, it decided to leave.

It flew right past my head and with a ‘thump’, hit the plate glass window before bouncing off and falling to the floor in a daze.

After a few seconds of circling around on the floor it took off again and took what I can only describe as a ‘run-up’ (fly–up?) at the window in a greater attempt to get through the barrier that was keeping it from its goal of the outside world.

With an even louder ‘thump’ the fly went down again and spent more time on the floor.

Well, to cut a long story short, that fly got up again and again and again and pounded at that window with all of its might for over 10 minutes before I had to get up and take care of a customer.

About 30 minutes later I sat back down in the same spot having totally forgotten about the fly and went back to my ‘people watching’ when, out of the corner of my eye I saw the fly laying at the base of the window on its back, legs in the air.

It was dead.

Now, usually the death of a fly is not worthy of remembrance but this one I will always remember because its death taught me one of the greatest success lessons I’ve ever learned and I continue to reap the benefits of its teaching to this day.

What was this important lesson?

## **That Working HARDER Simply Doesn't Work!**

You see, in theory, that little fly was doing everything right.

**It had a clearly defined goal – To get out.**

**It had passion – It risked and eventually paid with its life.**

**It was willing to work as hard as necessary to bring about its goal.**

## **In fact, that little bug kind of reminded me of Me!**

Actually, not only did it remind me of me, but of many, great personal trainers that I'd met who knew what they wanted, had passion and were willing to work as hard as necessary to achieve their dreams but who were, over and over again bashing their heads in on the same invisible barrier that did for that fly.

And whilst it may not have ended in physical death for the trainer (at least, I hope not!), nearly always it ends in the death of their passions, their hopes and their dreams which, to me at least, is pretty much the same thing.

No, at that very moment it was clear to me that 'digging deep' and working harder would only ever take me so far but that, if I were willing to do what the fly and so many other people were unwilling to do, I could achieve far more than I was that time.

## **All I Had To Do Was...**

### ***Change My Strategy!***

You see, that's where that little fly had gone wrong and, truth be told, where I had gone wrong so many times over the years, is that it doggedly stuck to the same strategy even once it had failed to work.

Instead of flying 5 feet over to the open door to its freedom and whatever life awaited it beyond that invisible barrier, it continued to bang its head off of the

window and, despite the fact that it was giving it everything it had and despite being so close to reaching its goal... failed miserably.

**Just 5 feet in another direction would have made all the difference.**

## ***“What Has All This Got To Do With The Financial Fitness Coaching Program?”***

**Everything!**

You see, this program has been designed in such a way that you'll be asked to evaluate, adapt or outright change every single strategy that you've been using up to this point to bring about the results you're experiencing in your life and your personal training business.

In effect, I'm going to ask you to take another direction and look at not only your business and your marketing strategies, but also your life in general and work with you to bring about the changes that'll stop you from 'banging your head of the glass' with respect to what you're trying to achieve in life.

## ***“But, I Thought This Was A Marketing Course?”***

**It's not!**

But it *does* contain tons and tons of great marketing and client attraction strategies to help you grow your business real fast.

***“Huh?”***

Look, I've done tons of 'normal' personal trainer marketing coaching and quite frankly, it sucks!

Most personal trainers who seek me out are simply looking for quick-fixes and 'hits' of new clients without ever truly having to change their strategy at all. They learn a bit of copywriting here, a bit of sales there, some website jiggery-pokery and how to get into the press real quick.

Now, there's nothing wrong with any of this as it stands but, well, these are all just 'tricks' that anyone can learn but none of them teach you the strategy of success, the 'big picture' stuff that guarantees you consistent results. Not the results *you're* looking for anyway.

If they did, then all of the ebooks you've already downloaded so far would have given you more than enough information in order to create a multi-million dollar empire wouldn't they?

But that hasn't happened has it?

**THAT'S why The Financial Fitness Coaching Program Needs A Different Strategy and THAT'S Why I'm Sticking To My Guns And Only Working With People Who're Ready To Learn...**

## **'The Big Picture' For Creating Serious Success From The Ground Up**

### **What's 'The Big Picture'?**

The big picture is about understanding yourself, your passions, your motivations and developing a clear and detailed understanding of what drives you then taking that and mixing it into a strategy that shows your uniqueness off to those who are most looking for a person JUST LIKE you.

This is far more than developing the USP that we've all heard about as that tends to be more about your product or service whereas 'Big Picture' success strategies focus on YOU and the development of your Unique Market Identity.

Think about it...

Most of the super-successful personal trainers you know don't *really* have a 'unique' selling proposition at all.

Most of them are saying very similar, often identical things and yet they're perceived in a very different way to the rest of the industry.

Why?

Because they have a unique market identity, and because they do they stand out from the 'grey' masses and attract an endless stream of ever-increasing success their way.

In other words, they are clear about their 'Big Picture'!

And I promise you, as soon as you follow their example and develop your own 'Big Picture' strategy for yourself, you'll start to notice exactly the same and that, as unlikely as it sounds right now, success will find YOU rather than you having to hunt for it as you have been.

**That's The Power Of The 'Big Picture' Philosophy And That's Why The Financial Fitness Coaching Program Will Skyrocket The Success Of The 12 Trainers Chosen To Take Part!**

## **Want To Know How The Program Works?**

Well, as you've probably already gathered, this isn't going to be your average coaching program. In fact, nothing about the program could ever be described as 'average', including the format!

To begin with, this isn't one of those once-a-month teleseminar thingy's that pump a ton of information into you so fast that you don't really get it and then leaves you to your own devices to figure out how to do it.

Oh no, this is TOTALLY different!

For a full 22 weeks you'll be given a complete and thorough education on how to implement 'The Big Picture' strategies you'll be learning.

You'll get:

**2 'Big Picture' Coaching Calls Each Week** – The first session of the week will deliver the lesson portion and practical advice about how to apply what you've learned whilst the second will be a Q & A call-in where you'll be able to address specific issues related to your own unique 'Big Picture' concept.

Why, even in the first month alone you'll cover so much great information that, like every trainer who's taken part in the program to date, you'll find that you're attracting new clients and new opportunities into your life even without changing your actual marketing!

**1 Mastermind Session A Week** – As part of the program you'll be put into a unique mastermind group of equally motivated and highly driven individuals from all around the world who're looking to achieve phenomenal success this year.

Each group of 6 will provide accountability and support as you work toward your goals and will inevitably become your greatest assets and allies as you seek to grow your business.

**Weekly 'Big Picture' Assignments** – There's a lot to learn and a ton to do in this program and I'm not about to let you off the hook by not action on what you learn.

Each week, you'll complete a task related to your Big Picture. It might be to write a downloadable report, add a webpage to your site, create a press release or something else that's related to achieving your goals.

In addition, you'll be asked to completely systematise every aspect of your business from how you answer the phones and perform consultations, to how you design and deliver your programs. This action alone will take your business from a haphazard collection of practices to a process and results driven money making machine that operates equally well both with and without your actual presence.

Just imagine, 22 weeks of *actually* following through on every single strategy... wow!

**24/7 Email Access** – As you progress through the course you'll be developing new skills and new materials that you'll often want me to assess or critique, or maybe you'll just have a few questions that you need answered about a particular subject we're working on.

Not a problem, email me and you'll get a response within 24 hours that'll help you on your way.

**MP3 Playback** – As a member of the Financial Fitness Coaching Program you'll have access to each of the lessons, Q & A's and mastermind calls via MP3 so that you can listen to it as many times as necessary in order to truly understand and implement the principles.

**Bonus Audios, Reports and books** – As we progress through the course there will be a need to read and study material other than mine (I don't profess to be an expert on the finer points of *everything* we'll cover!).

To help you I've been creating reports and audios as well as compiling a whole library of ebooks that I have permission to distribute to you at the appropriate stage of the course.

(In addition, I'll be recommending other books and materials as the course progresses)

And you can rest assured, each one of the 66 telephone calls you'll take part in during the course of this program have all been designed to propel you and your personal training business onward and upward to greater and greater things as you progress through the six months.

You'll learn everything you need to know about how to grow a truly great personal training business and not only that, you'll actually HAVE a great personal training business with the clients and the cash to prove it.

## **But let me set you straight right now....**

You'll still have to work hard. Just not the kind of hard that you've been working up until now. (Slaving your guts out with little to show for it)

But it *will* take effort. Daily effort for six months in order to get what you want.

There'll be work on building and optimising your websites, writing your reports, your newsletters, growing your lists, developing your brand, building systems, creating audios, writing press releases, appearing on TV (I'm serious!) and maybe even writing your book or DVD series to name just a few things.

And six month isn't really that long!

If this is all starting to sound like it'll be too much for you and your '*I don't have time for this*' alarm bells are going off then this probably isn't the right program for you and you'd probably be better served getting a marketing book and working your way through it slowly and at your own pace. Just be aware that it's your own pace that's got you to this point right now.....

That said, if you've read this far into this epic : ) then I'm pretty sure that you're more than a little interested in getting onto the program and starting the process of skyrocketing your personal training business success.

You probably just want to know...

## **“How Do I Qualify To Join The Financial Fitness Coaching Program?”**

Well, I'd love to tell you that it's as simple as popping to my paypal link at the bottom of the page, but you see, it's not as simple as that.

**Joining the program is by invitation only and I am only accepting 12 people to join the program starting 12 Feb 2008**

If you wish to join the program then you'll need to download the application form I've provided for you at [www.personaltrainersuccessacademy.com/application.rtf](http://www.personaltrainersuccessacademy.com/application.rtf)

(It's a word document so that you can fill it in easily) and get it back to me so that I can read it and even call you if necessary.

But seriously, you'll need to be quick as I expect an avalanche of applications to this program and as soon as I've chosen my 12 I'm closing the doors and getting to work on making these guys seriously successful.

Do yourself a favour and make sure that your application really stands out by putting lots of you into it and making a case for why you should get one of these Willy Wonka Golden tickets to personal training success.

If you're truly ready for an amazing 2008 then I wholeheartedly encourage you to apply and bring your goals to life.

Truth, Joy and Love

*Dax*

P.S – I almost forgot, some of you might be thinking “who is this guy with the funny name and why should I even listen to him?”

And you know what, you're right, you simply cannot afford the time, the effort and the money you've worked hard for on someone who can't deliver the goods.

## So, why *should* you trust me?

Well, in just over six years I've gone from being a £5 an hour gym instructor with debts up to my eyeballs and no obvious way to reverse things to the highest paid trainer in the UK with two successful personal training studios, a personal training academy and mentoring program.

I've also appeared regularly on every terrestrial UK TV and radio station, written for over 15 publications worldwide, published numerous reports and 3 books and audio programs, with had major success with my program THE MAGIC HUNDRED selling over \$100,000 in the first 7 DAYS.

So yes, I know what I'm doing : )

But don't just take my word for it

**Here's what success guru Bob Proctor from 'The Secret' has to say about my systems...**

***"Dax Moy has truly impressed me - he did something which is pure genius. Dax has approached Financial Success much like a professional Astronomer. He charted every move he made while he was multiplying his own income, which has enabled him to transfer this valuable information to you and others.***

***The investment in this program is less than everything else I have come across, yet it is extremely effective. Make certain you apply his material exactly as he has laid it out. Get the Law of Attraction working for you."***

**Bob Proctor**

**[www.bobproctor.com](http://www.bobproctor.com)**

**And my current students who are now 6 weeks into the program...**

"1 month in and all I have to say is Wow!

At first I was sceptical about paying what seemed like a large sum of money, however knowing Dax's reputation and passion for helping others succeed I had to take a chance.

It's already paid off big time.

My monthly income has increased by £2000 and that's set to triple in the next month. But the most beneficial changes I have made and continue to make is that day by day I know I am creating a business that I thoroughly enjoy working

on every minute of every day. It just keeps getting better and that is truly down to Dax's guidance, advice and experience.

Thanks Dax, Keep it coming!

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**John O'Connell,**  
**Fat Loss & Rehabilitation Specialist**  
**IINLP Life & Success Coach**  
[www.newenergy.ie](http://www.newenergy.ie)  
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"I'm a month into the financial fitness mentoring program and I'm amazed by how much I have learned. Coming onto the course I thought I may pick up a few useful pieces of information that would help me stand out a bit more and gain a few extra clients.

I didn't think I would be redefining my business, completely changing my marketing, rewriting my website and even sacking clients! This course has completely opened my eyes as to how a business HAS to be run. It is delivered in a way that is so simple to understand you wonder why no one has ever told you this before!

I look forward to the calls, and really enjoy working on the assignments however sad that may sound! I can see my business benefiting already as a result of this and can't wait to make it happen."

Good work Dax!

**Cheers,**  
**David Osgathorp**  
**UK**

"...the course is exactly what I was looking for and is going at a nice speed. The excellence module has had such a positive impact on my life in general that even if I don't achieve any thing else from this course I feel it would have been worth the £2500 I will have invested. Great module!

My work output and organization have improved 100%, its amazing what happens when you have focus!

**Nicky Seghal**

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“These first few weeks of the course have helped me already shape my business vision **more than the whole of the last two years**. I am already starting to find a real positive shift towards attracting exactly the clients I want to train, rather than simply accepting all clients.

In the past three days I have gained three new prospects that fit exactly my ‘ideal’ target market, and that is without even starting any advertising!”

**Tim Goodwin**

**Luxembourg**

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“...the first month of this mentoring course has led to more development in our business than the last 12 months put together.

Dax expects a lot a lot of commitment and that means that we have naturally raised our own standards. We are really excited about the rest of the course and are beginning to see just how amazing our business is going to be”

**Graham Webb and Steve Butters - easyfit personal training**

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“This course has given me the hope that all my efforts and visions that I have had for a long time will actually work.

I have started running a fitness business just over a year ago and have built it to the point where I almost wished that phone would not ring! Sad, but true. Lack of organisation and having no systematic approach is a quickest way to failure. It probably would have been a matter of time, when I literally would not be able to cope and drift off...

I am now excited every day about new things I learn and discover – about myself and my business. I love working on my business almost more than actually being in it. I adore organisation and structure that is slowly materialising.

From the very first lesson on defining the life values and excellence I feel changed and positively different.

Writing things down and being coached, getting feedback from Dax’s expertise is invaluable – for life. I have just booked a weekend trip to the exact place that was on my list of master values and still can’t believe it is actually happening. I have not had a day off since August. Now, that is something! My life is definitely improving – fast!

A client has recently commented after hearing that I would not train a friend of hers at a time that suited her (a matter of 15 minutes difference) – that I should build my life around my clients. Well, no more, I say. As Dax says, your business is an extension of your life, and surely there is more to life than getting up at 6am and finishing at 10pm.

One of the best parts of the course has got to be the masterminding sessions. You get to communicate with fitness professionals around the world and I just felt so uplifted and driven after the very first call. We are all thrown in the same pot and some are more experienced, wiser, some less and it is amazing to be given all this advice by your fellow students and to share your views. There is a lot of humour and guys are so chilled out, I almost can't wait for the next call!!

**Sonia Palecek**

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**And others!.....**

*Dax Moy has provided what is undoubtedly one of the best systems for accelerating the business growth of any personal trainer seeking success in this highly competitive industry. The systems are sound, simple and scientific.*

*I encourage anyone determined to get ahead in this industry to read, and more importantly FOLLOW the advice given in Dax's fantastic Financial Fitness Programme."*

**Stephen Holt**

**U.S Personal Trainer of the Year**

**Author: Training The Female Athlete**

**Director: [www.Personaltrainermentor.com](http://www.Personaltrainermentor.com)**

*"...It is hard to believe that was less than one year ago!!*

*Since that time, I have doubled (possibly even more than doubled) my income, I have doubled my clients, I have opened a kick-arse studio and now have a part time PA working for me attending to my administrative tasks because I am **BUSY!***

*I have just won the Hertfordshire Best Business Award for 2005 and have a full time Masseuse and Nutritionist of the highest quality using my consultation room as their preferred place of professional residence. I also charge more and push my clients further and have less 'uncommitted' clients.*

*"I think you are amazing as a person, trainer and mentor. It was wonderful to get to work with you".*

**Tonya Williams**

[Innergym.co.uk](http://www.Innergym.co.uk)

I met Dax Moy approximately 18 months ago, long before I met him I was convinced he knew his stuff, after all, I had seen him on TV and read his articles. When I finally met him I was overawed by his enthusiasm. His knowledge of the human body and its capabilities is incredible, if you put him in a room full of chiropractors, doctors, physiotherapists and nutritionists- Dax would no more than them all—PUT TOGETHER.

On a sheer business front, since I met Dax I have increased my prices by double AND doubled my client base! I have set up a 6 week weight management course from scratch, have just completed my first audio product and am in the process of writing my first ebook. If you're serious about making REAL money in the fitness industry, Dax is a genius and will at least DOUBLE my income this year

Paul Mort(Dip.PT,Dip.ST,KCA) Fat Loss Expert

Portfolio Awards Young Business Person of the Year 2005

[www.precisionfitness.co.uk](http://www.precisionfitness.co.uk)

*"Dax Moy has succeeded in raising the standard, which all wellness professionals MUST now apply to themselves, their business and their clients. He will undoubtedly take this industry, perhaps kicking and screaming, into a more professional, respected and sought after sphere on a huge scale.*

*As a marketing professional, with global experience in some of the toughest, most rapidly evolving markets that exist, I must say that I am impressed by the way Dax brought the core principles of marketing clearly into focus for me, with relation to the wellness industry. He also created a clear, attainable, path for wellness professionals to follow incorporating and utilising each element of the marketing mix to their fullest potential."*

**Sylvia Gould**

**Premier Personal Trainer**

[www.450degrees.com](http://www.450degrees.com)