

Which Session Package is Best for You?

???



SESSION BLOCK

PERSONAL TRAINING PACKAGE OPTION

12 SESSIONS

COST: \$80 PER SESSION

12 X \$80 = \$960 TOTAL

PAYMENT OPTIONS:

- IN FULL

- 50% NOW AND 50% LATER

- IN THIRDS

- SESSION BY SESSION

24 SESSIONS

COST: \$70 PER SESSION

24 X \$70 = \$1680 TOTAL

PAYMENT OPTIONS:

- IN FULL

- 50% NOW AND 50% LATER

- IN THIRDS

- SESSION BY SESSION

36 SESSIONS

COST: \$60 PER SESSION

36 X \$60 = \$2160 TOTAL

PAYMENT OPTIONS:

- IN FULL

- 50% NOW AND 50% LATER

- IN THIRDS

- SESSION BY SESSION

SESSION BLOCK

PROS

- **EASIER TO UNDERSTAND**
- **EASIER TO TRACK**
- **LESS "STICKER SHOCK" MOST OF THE TIME**
- **SOMETIMES VIEWED AS MORE AFFORDABLE**



SESSION BLOCK

CONS

- **LESS CERTAINTY MONEY WISE**
- **A SMALL PERCENTAGE OF CLIENTS WILL TAKE ADVANTAGE OF YOU**



MONTHLY OR WEEKLY

PERSONAL TRAINING PACKAGE OPTION

3 MONTH OPTION

COST: \$80 PER SESSION

4.33 = AVERAGE AMOUNT OF
WEEKS IN A MONTH

TWO SESSIONS PER WEEK

\$160 X 4.33 = \$692.80

MONTHLY OR \$173.20 WEEKLY

THREE SESSIONS PER WEEK

\$240 X 4.33 = \$1039.20

MONTHLY OR \$259.80 WEEKLY

6 MONTH OPTION

COST: \$70 PER SESSION

4.33 = AVERAGE AMOUNT OF
WEEKS IN A MONTH

TWO SESSIONS PER WEEK

\$140 X 4.33 = \$606.20

MONTHLY OR \$151.55 WEEKLY

THREE SESSIONS PER WEEK

\$210 X 4.33 = \$909.30

MONTHLY OR \$227.33 WEEKLY

12 MONTH OPTION

COST: \$60 PER SESSION

4.33 = AVERAGE AMOUNT OF
WEEKS IN A MONTH

TWO SESSIONS PER WEEK

\$120 X 4.33 = \$519.60

MONTHLY OR \$129.90 WEEKLY

THREE SESSIONS PER WEEK

\$180 X 4.33 = \$779.40

MONTHLY OR \$194.85 WEEKLY

MONTHLY/WEEKLY PACKAGE

PROS

- **BETTER CASH FLOW**
- **SOMETIMES SIMPLER ACCOUNTING**
- **EASIER TO PROJECT FUTURE INCOME**



MONTHLY/WEEKLY PACKAGE

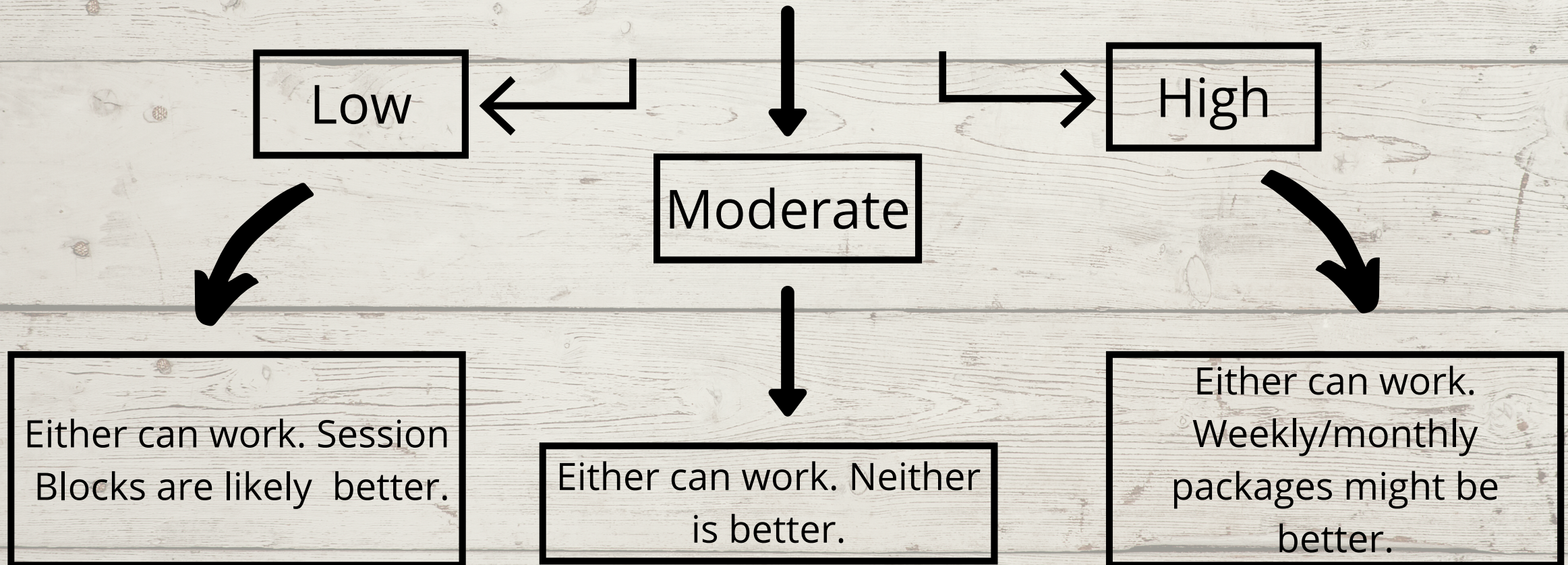
CONS

- **CONFUSING FOR SOME CUSTOMERS AND TRAINERS**
- **HARDER TO TRACK SESSIONS**
- **SOMETIMES VIEWED AS "SKETCHY"**



WHICH OPTION IS BEST FOR YOU?

WHAT IS THE AVERAGE INCOME
IN YOUR AREA?



You can switch package options!

Being more established is helpful for weekly/monthly payments!

WHY YOU HAVE CLIENTS SIGN CONTRACTS AND GET THEIR CREDIT CARD ON FILE

"I did 18 out of the
36 sessions we
agreed upon...
Good enough! Bye!"

"Nope! That's not
how that works!
You signed a
contract!"

Bad Client



Trainer



Don't let this happen to you!

MONTHLY & WEEKLY CASHFLOW EXAMPLE

12 MONTH OPTION

THREE SESSIONS PER WEEK

\$180 X 4.33 = \$779.40 MONTHLY

OR \$194.85 WEEKLY

**10 (CLIENTS) X 779.40 X 12 (MONTHS) = \$93,528 JUST FROM THOSE
10 CLIENTS ALONE!**

**YOU COULD CERTAINLY HAVE MORE THAN 10 CLIENTS AS A FULL
TIME TRAINER!**