



report: Jeff Archer

now that summer is coming to an end and things are gearing up for the autumn rush, it's time to take stock of how successful your business has been in recent months and focus on what you want to achieve before the end of the year

KICK-STARTING SUCCESS

With us all so busy enjoying our daily work, time can pass quickly and it's important to make sure you regularly review where you are with your business in relation to where you want to be. This will help you set exciting objectives for the coming period so take a moment to ask yourself, do you want more clients, more classes, more staff, more money? It's up to you to decide, and the best way to make this decision is to take a close look at what's happening right now.

Just as you would regularly review the progress of your clients and those you work with, it's vital that you review your own progress to make sure you are still heading in the right direction, and to check that you are still enjoying what you do. It's also important to make sure that you continue to challenge yourself.

Those of us who work in the fitness industry do so because we enjoy it. It's not a profession that you can simply "end up" in – you have to work hard to be successful and it doesn't happen by accident. Over time, people change, evolve and develop and the reasons for doing what we do can change too. What was a winning formula for us at some point may not be as productive or as much fun at a later date. This can lead to frustration and, in the most extreme situations, people become disillusioned and may even leave the industry they once loved. In many cases, it's not the industry that's the problem; it's the individual not updating their role and position in the industry that leads to difficulty. This is the business equivalent of a training plateau.

why does it matter?

The business review process matters because it will ensure that you are always striving after things that excite you. This prevents you from turning around one day to discover that you've been doing the same thing, week in week out, for years without developing yourself or your skills. The review takes stock of precisely where you are and enables you to plan where you want to be. It prompts you to set yourself some challenges that will act as your motivation to succeed, and regular review will mean that you are always moving forwards and making progress. This continual progress will then act as its own motivation for further success.

To renew your motivation and move your business forward, consider these three key questions and answer them honestly and in as much detail as possible.

is my business where I want it to be right now?

What's your daily routine like; do you do all the things you want to do each day; are you achieving what you want to achieve; do you do anything each day that you wish you didn't have to do; is there anything that holds you back with your business development; are you fulfilling your earning potential; does your business fit into your life as you want it to; are you enjoying everything you do?


what would I like to change?

How would you like your regular day and week to look; what days and times will you work; what will you do during those hours; what would you like to add to the business; how long will this take; what are your priorities?

what do I need to do right now?

When you've established what you'd like to change and what order your priorities come in, make a list of immediate actions that you can take to move your business in the direction you have chosen for it.

This simple process will highlight anything you're not happy with and help you establish what you can do to make things better. Taking immediate action is important, as it will move you instantly towards a way of operating that brings you more pleasure and will make you feel that you are on top of your business and in charge of how it develops. Keep a record of all your proposed immediate actions and precisely how you get on with them. Use this information to modify your approach over time.

When you have completed your first review, keep all your findings close to hand so that you can use them as a working document for success. Update your ideas at least once a week and put a date in your diary for your next full review – taking stock regularly will ensure ongoing success and a happy working life. 



Jeff Archer is a director at The Tonic Personal Training and author of *Teach Yourself Fitness*, which contains everything you need to guarantee clients reach their fitness goals fast. For further details or to order your copy visit www.the-tonic.com, email: info@the-tonic.com or telephone: 020 8995 1302.

