



The Virtual Training Crash Course

PRESENTED BY

Dane Robinson, BS, PES, NASM-CPT



This has been a long time coming...



Dane at IDEA PTI
February 2013



Hey I'm Dane!



**BA-Marketing (Univ. at Buffalo) & NASM CPT/PES
Collegiate & Professional Football Player (AFL)
12 Years & Counting in the fitness industry**

From Mopping Floors to Regional Management overseeing over 8 clubs and over 50 coaches

TV Coach w/ Daily Burn, Total Gym, and QVC

Creator of the Fit Pro Gameplan Career System & Clubhouse

The Virtual Training Crash Course

What's Ahead For Us:

1st Quarter:

- Your Championship Credo
- Trifecta Foundation Setting
- Know Thyself

3rd Quarter:

- SIMPLE & Strategic Pricing
- 6ix Steps to Sales Success

2nd Quarter:

- "Now to Wow" Programming
- Your Training Map
- Marketing Mastery

4th Quarter:

- Creating Your Training Matrix
- Attention to Retention
- S.M.A.R.T Systems

Your Championship Credo

*“All of life is peaks and valleys.
Don’t let the peaks get too high and the
valleys too low.”
-John Wooden*

The Virtual Training Crash Course: 1st Quarter

*My CHAMPIONSHIP Credo:
I am dedicated to fitness as my career because*

My winning moment will be when

I will always

- 1.)

- 2.)

- 3.)

*to create the fitness career I am truly deserved of.
When obstacles get in my way I will*

to ensure I continue to build my DREAM FITNESS CAREER.

This is my Championship credo I will always refer back to when I get stuck, frustrated, or down to pick me back up to get me back to my winning moment.

X

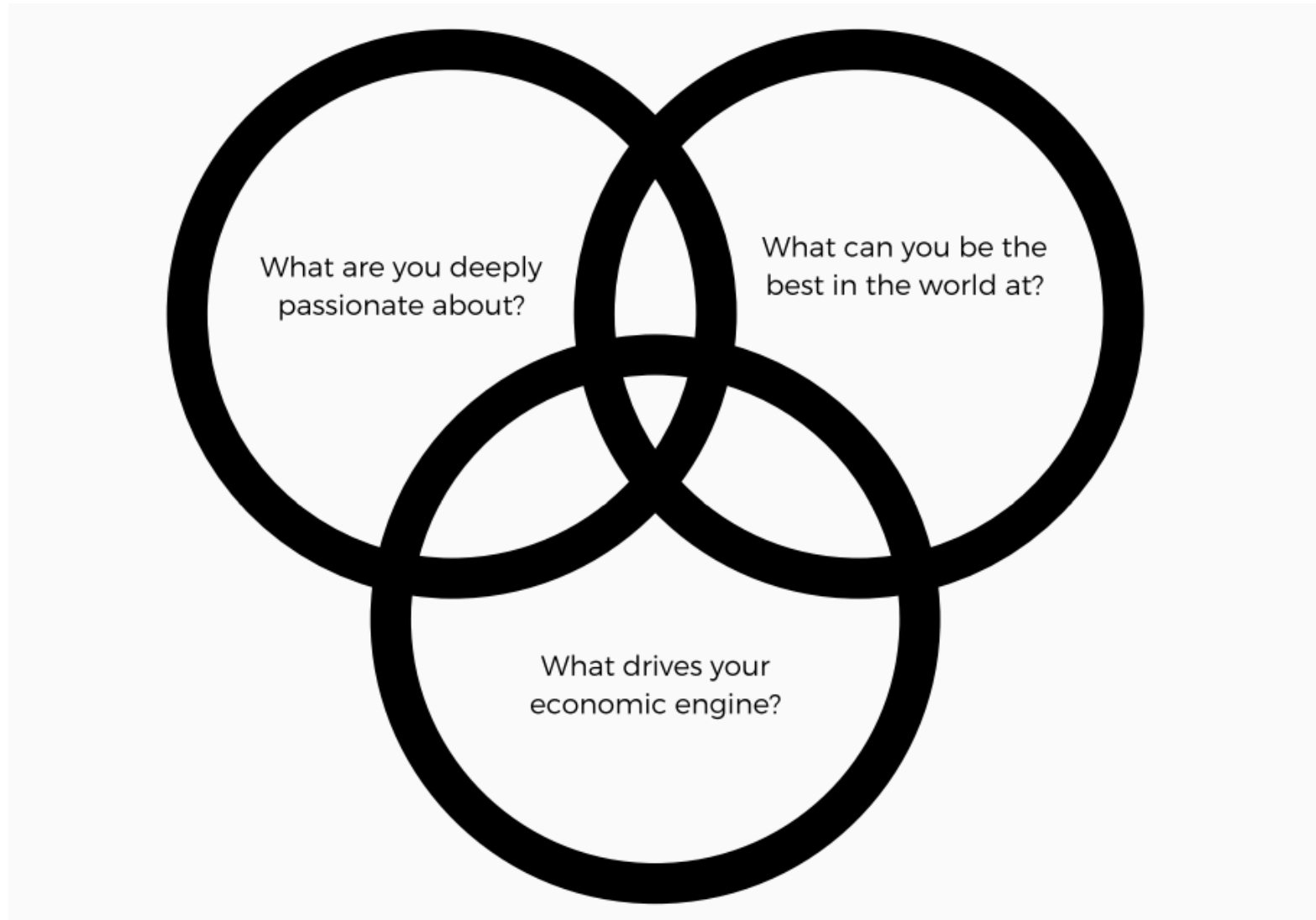


Trifecta Foundation Setting

*“If you do only what you can do.
You will never become more than what
you are.”*

-Master Shifu (Kung Fu Panda III)

Trifecta Foundation Setting

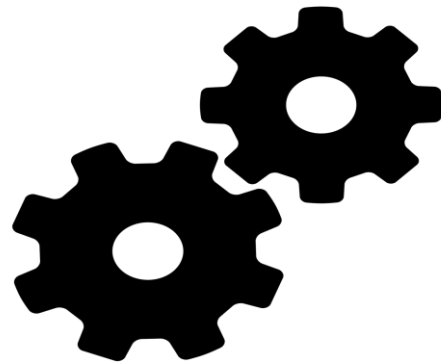
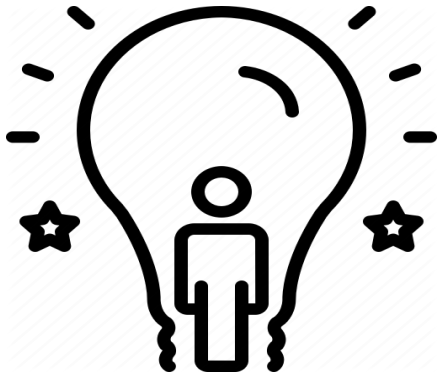


Know Thyself

“Don’t be afraid to be who you are because you are the only person who knows you best.”

-Saredo Ali

Know Thyself



The NOW to WOW

“Don’t fear failure. Fear being in the exact same place next year as you are today.”

-Michael Hyatt

The NOW to WOW

The NOW = What's is the conflict/obstacle/issue/hurdle/excuse/crucible that your clientele is experiencing issue with.

The NOW to WOW

The WOW = How do they FEEL once they've conquered/progressed/resolved/took a step in addressing their NOW.

Hint: Think HIGHER LEVEL BENEFITS

Your Training Map

“A map tells you where you’ve been, where you are, and where you’re going – in a sense it’s three tenses in one.”

-Peter Greenaway

Your Training Map

NOW: _____

Think about the #1 problem/conflict/obstacle someone from your community needs resolution for

DURATION: 7...14...21...30 days?

The time duration that someone will be able to either create their WOW or at least make noticeable forward progress

Your Training Map

Day or Week 1

Goal: _____

What would be the first steps a client would need to do in order to start training for change?

of sessions to complete: _____

How many sessions would they start out with?

Intention of sessions: _____

What should the focus of these sessions be if they are just starting their training transformation with you?

Outcome: _____

What is the milestone a client would hit after 7 days with you?

Your Training Map

Final Day or Final Week

Goal: _____

How does the client wrap up the final phase of your initial program?

of sessions to complete: _____

How many sessions are they at now?

Intention of sessions: _____

What is the intention in the final phases of your training solution?

Outcome: _____

What is the transformation someone should feel at the end of your program?

Your Training Map

WOW/TRANSFORMATION: _____

What is the outcome result someone has achieved by completing this training program?

TITLE: _____

What is the name of your unique training solution? (i.e. 30 Day Sweat & Strength Strategy)

Training Map in Action



The Virtual Training Crash Course: 2nd Quarter

Champion Training with Dane Robinson [Overview](#) [Workout Plan](#) [Schedule](#)

Coach Dane designed Champion Training to get progressively more challenging as you work through the season. He also added mobility workouts at key points to help you focus on stability and joint health, so you can keep working out while feeling great for as long as possible. Follow the schedule for the best results!

Workouts

In this program



30 min

Preseason: Dirty 30

Champion Training with Dane Robinson
Medium



31 min

Tryouts: Hypertrophy 1

Champion Training with Dane Robinson
Medium



31 min

Halftime: Mobilize & Stabilize

Champion Training with Dane Robinson
Medium



31 min

Game Time: Hypertrophy 2

Champion Training with Dane Robinson
Medium



31 min

Playoffs: Hypertrophy 3

Champion Training with Dane Robinson
Medium



32 min

Championship: Four Quarters of Fit...

Champion Training with Dane Robinson
Medium



30 min

Victory Lap: Joint & Mobility Health

Champion Training with Dane Robinson
Medium



31 min

Overtime: Play to the Whistle

Champion Training with Dane Robinson
Medium



The Virtual Training Crash Course: 2nd Quarter

Champion Training with Dane Robinson [Overview](#) [Workout Plan](#) [Schedule](#)

Program Schedule

Week 1

① Tryouts: Hypertrophy 1	② Preseason: Dirty 30	③ Rest Day	④ Game Time: Hypertrophy 2	⑤ Halftime: Mobilize & Stabilize	⑥ Rest Day	⑦ Rest Day
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Week 2

⑧ Playoffs: Hypertrophy 3	⑨ Championship: Four Quarters of Fitness	⑩ Rest Day	⑪ Victory Lap: Joint & Mobility Health	⑫ Overtime: Play to the Whistle	⑬ Rest Day	⑭ Rest Day
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Your Marketing Map

"Build something 100 people love, not something one million people kind of like."

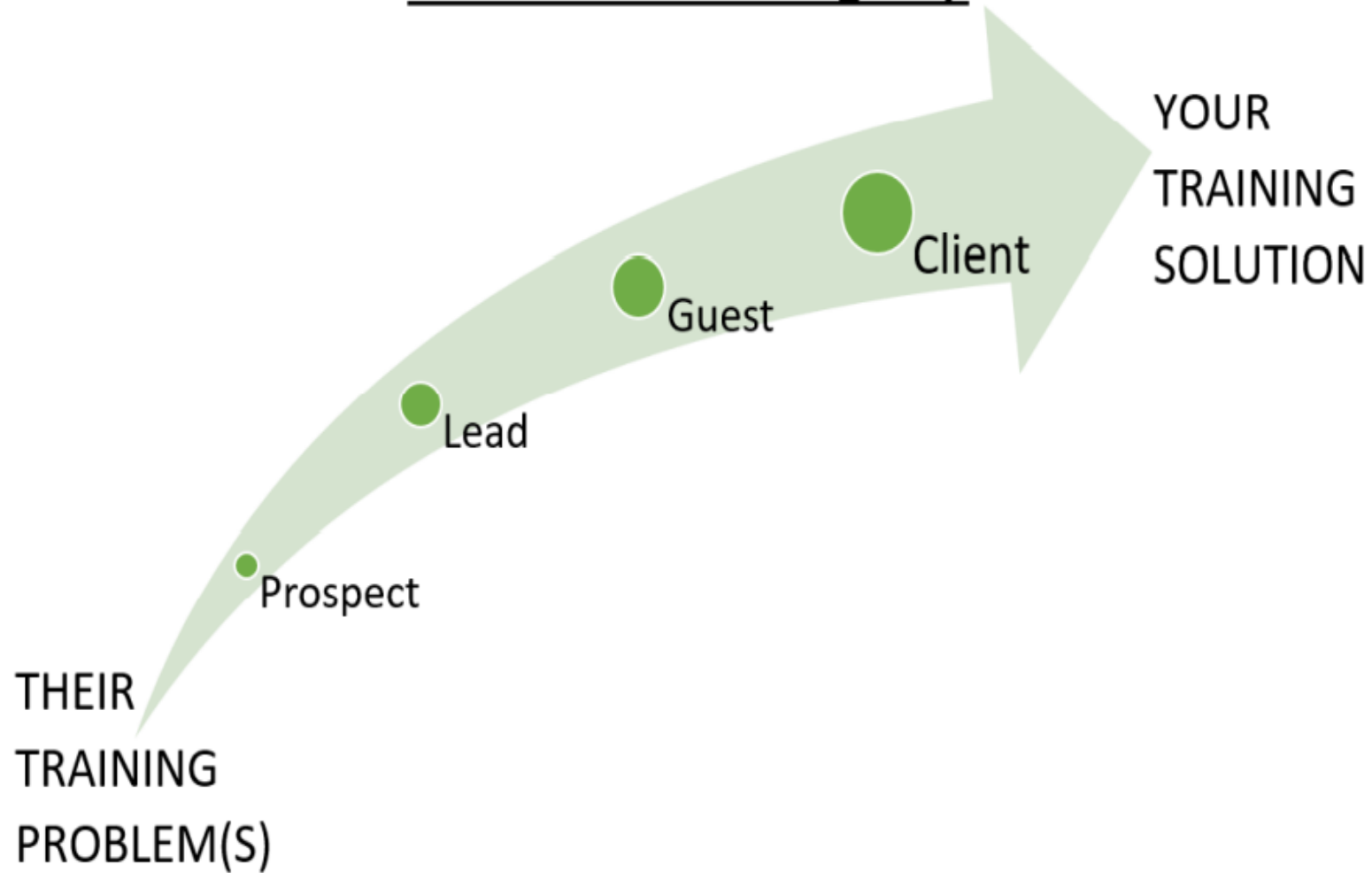
- Brian Chesky

Marketing still comes down to: *Problem vs. Solution*



The Virtual Training Crash Course: 2nd Quarter

The Fit Pro Marketing Map

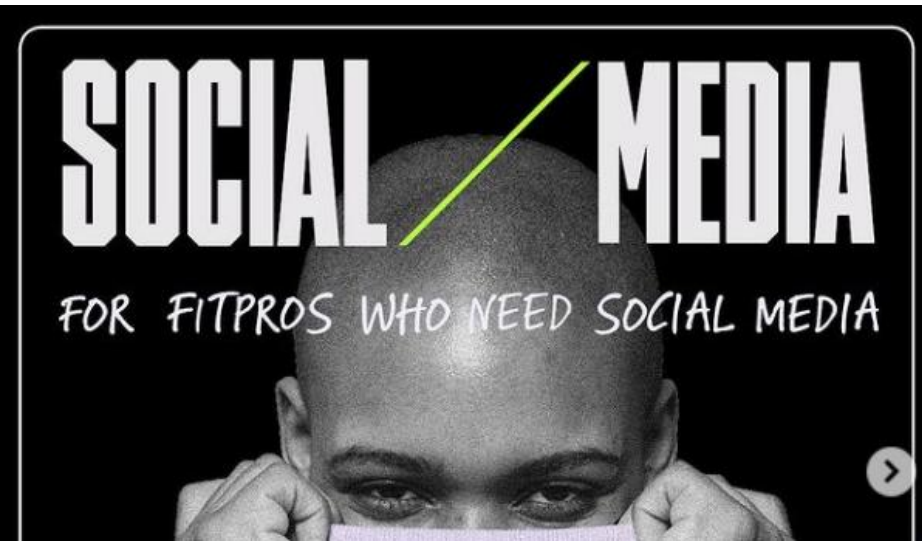


Marketing Map in Action

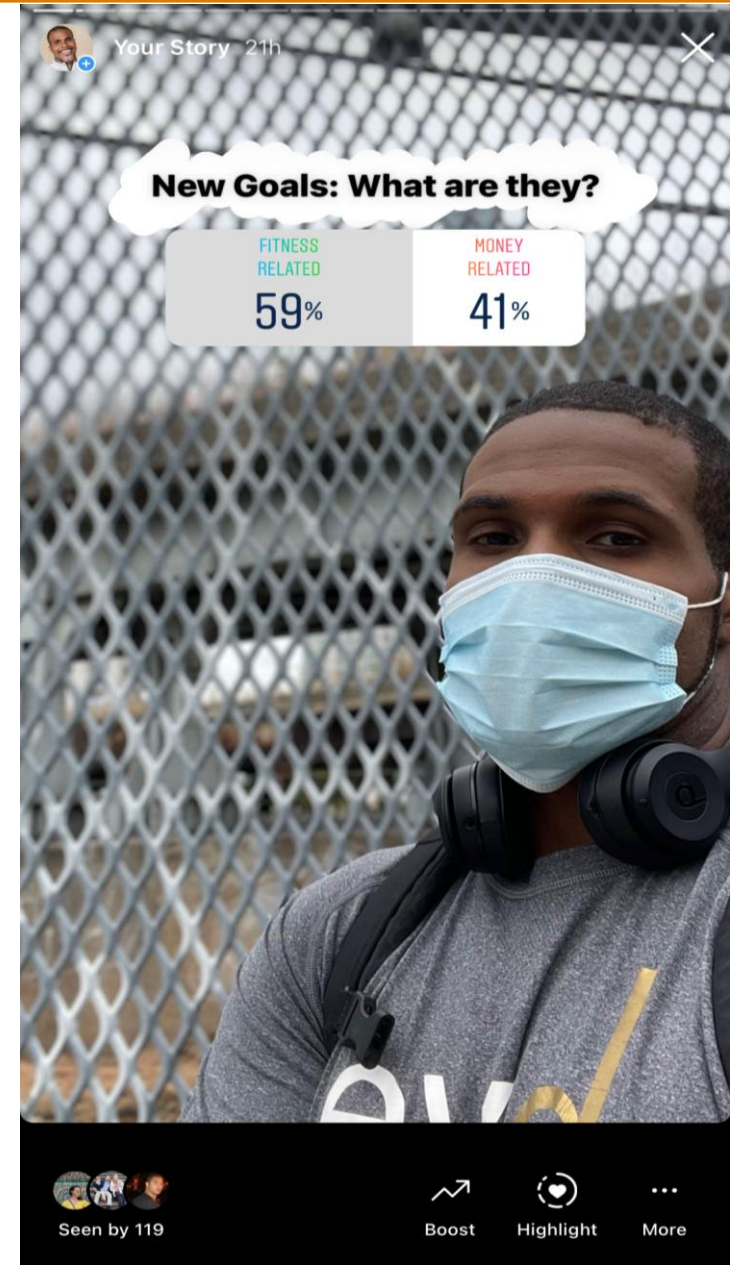
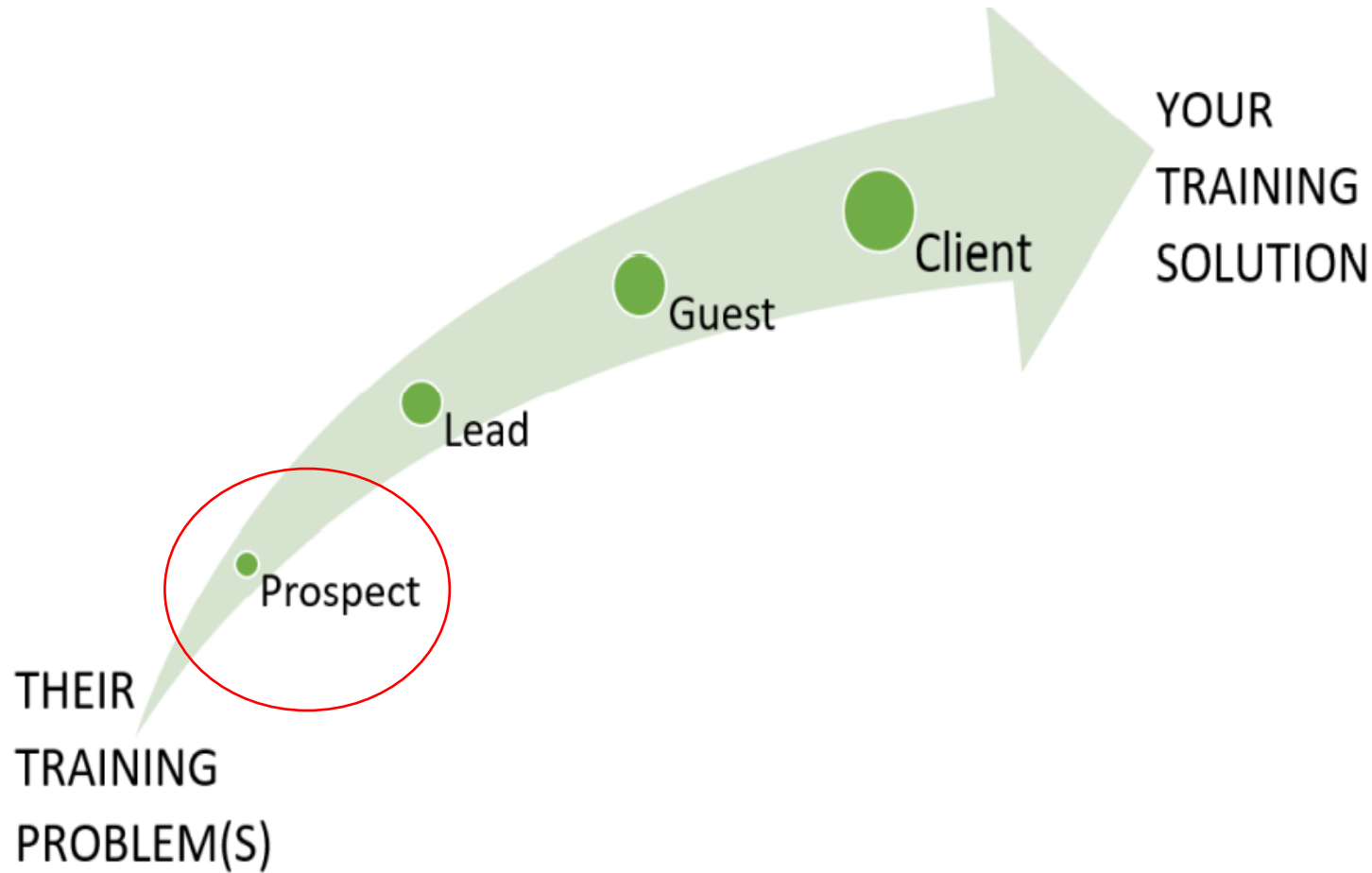
IDEA Presenter Leah Rich

aka

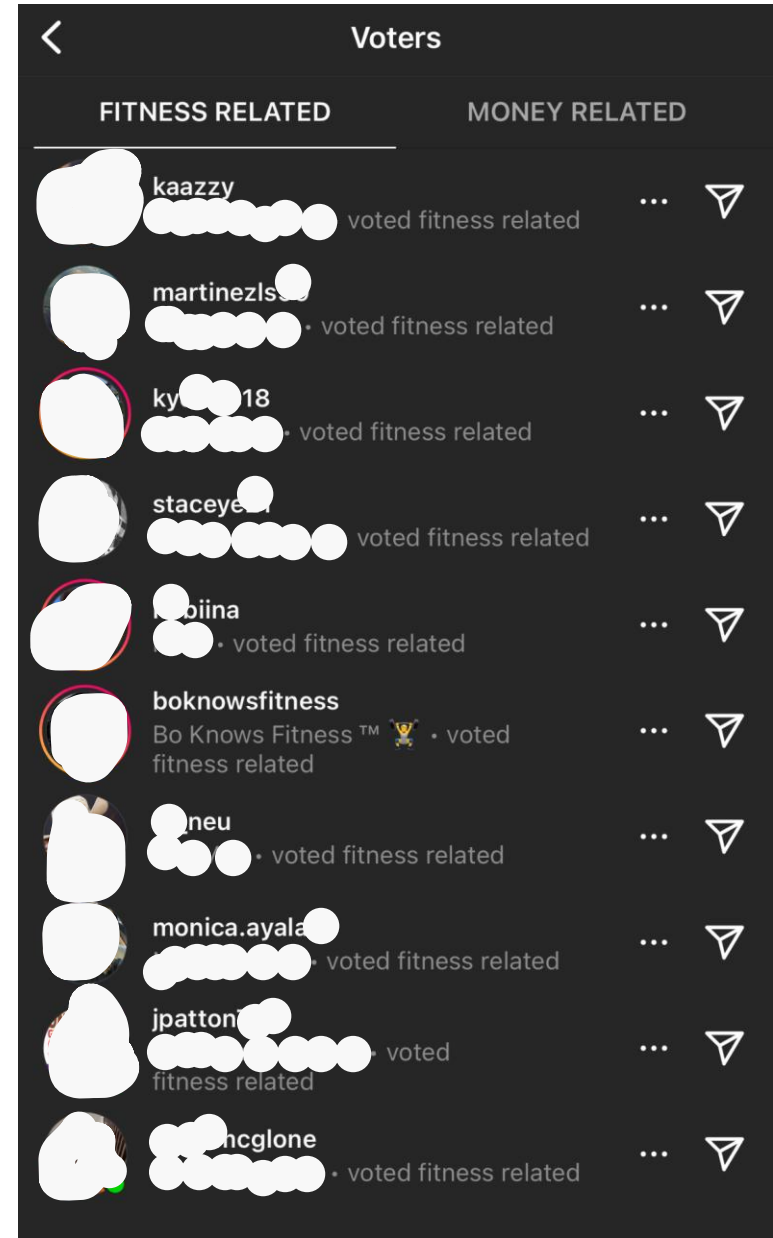
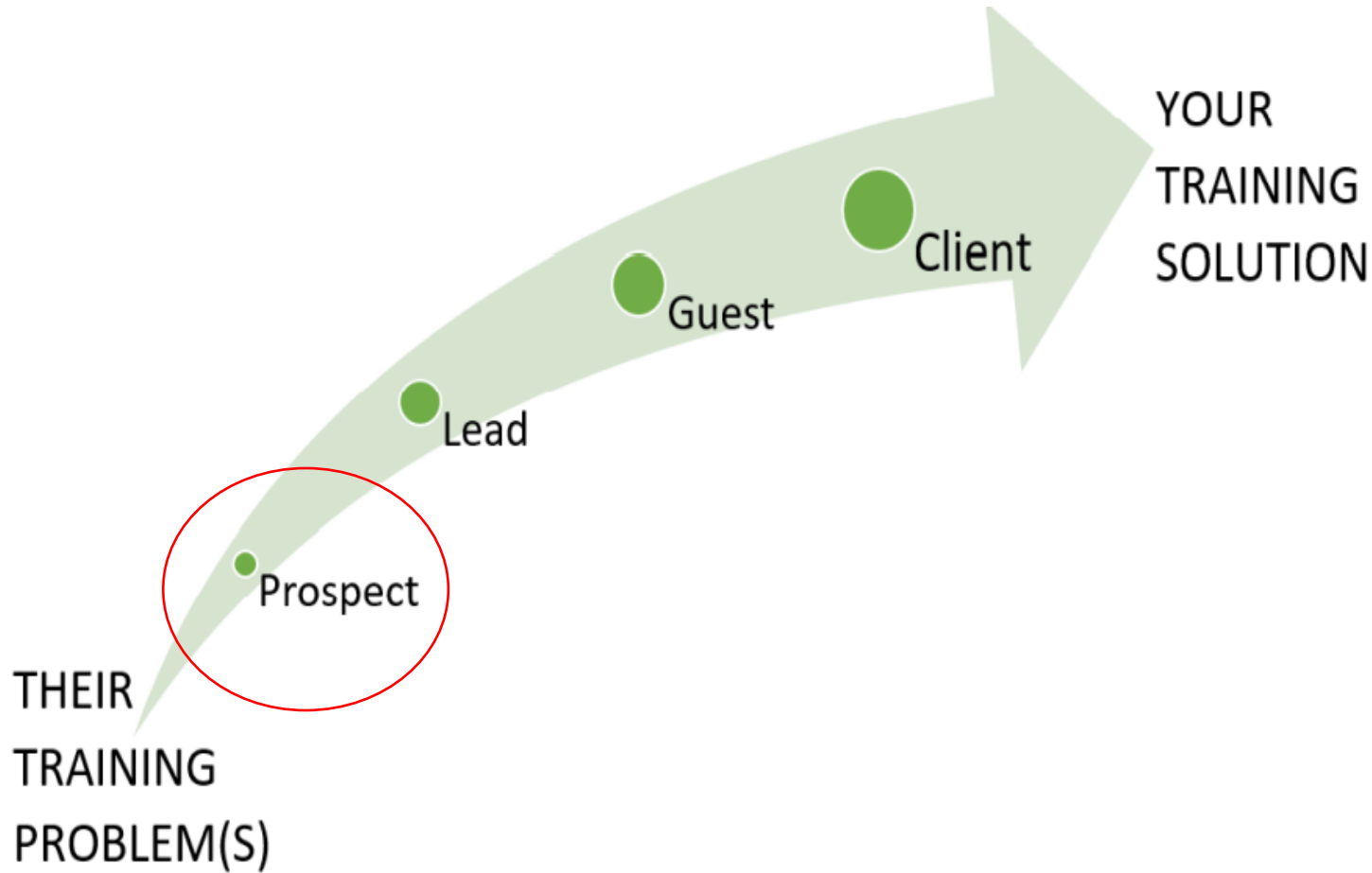
The Fitness Queen
of IG Reels & Polls



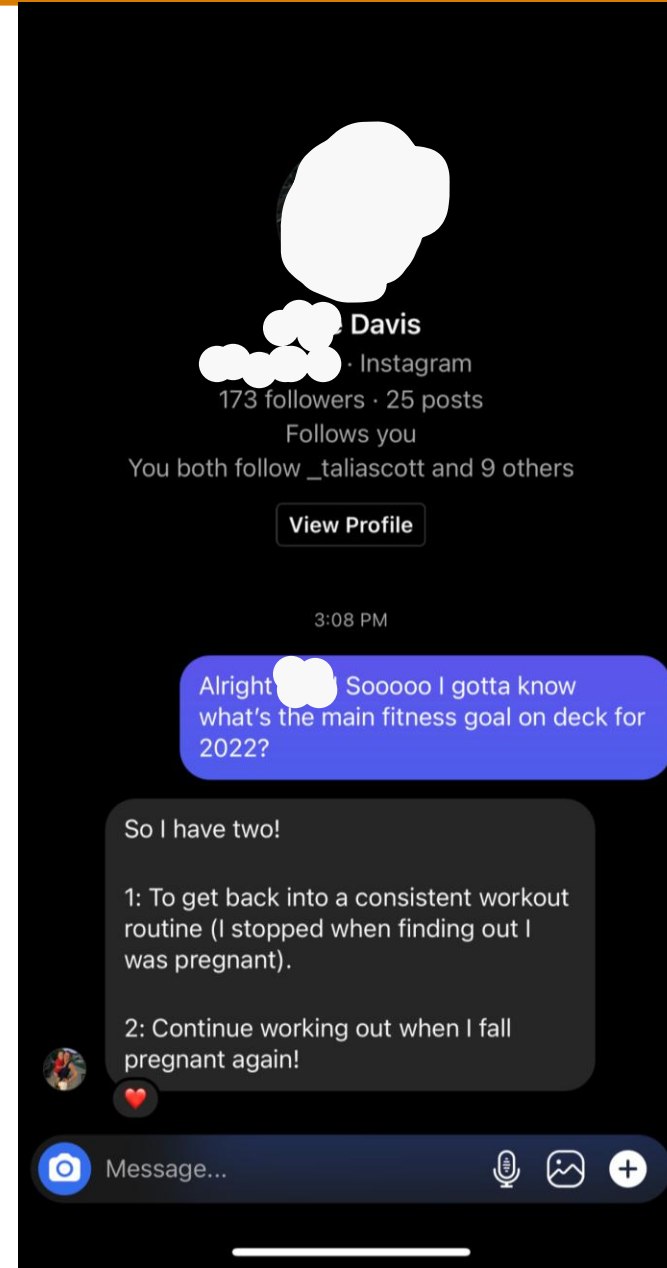
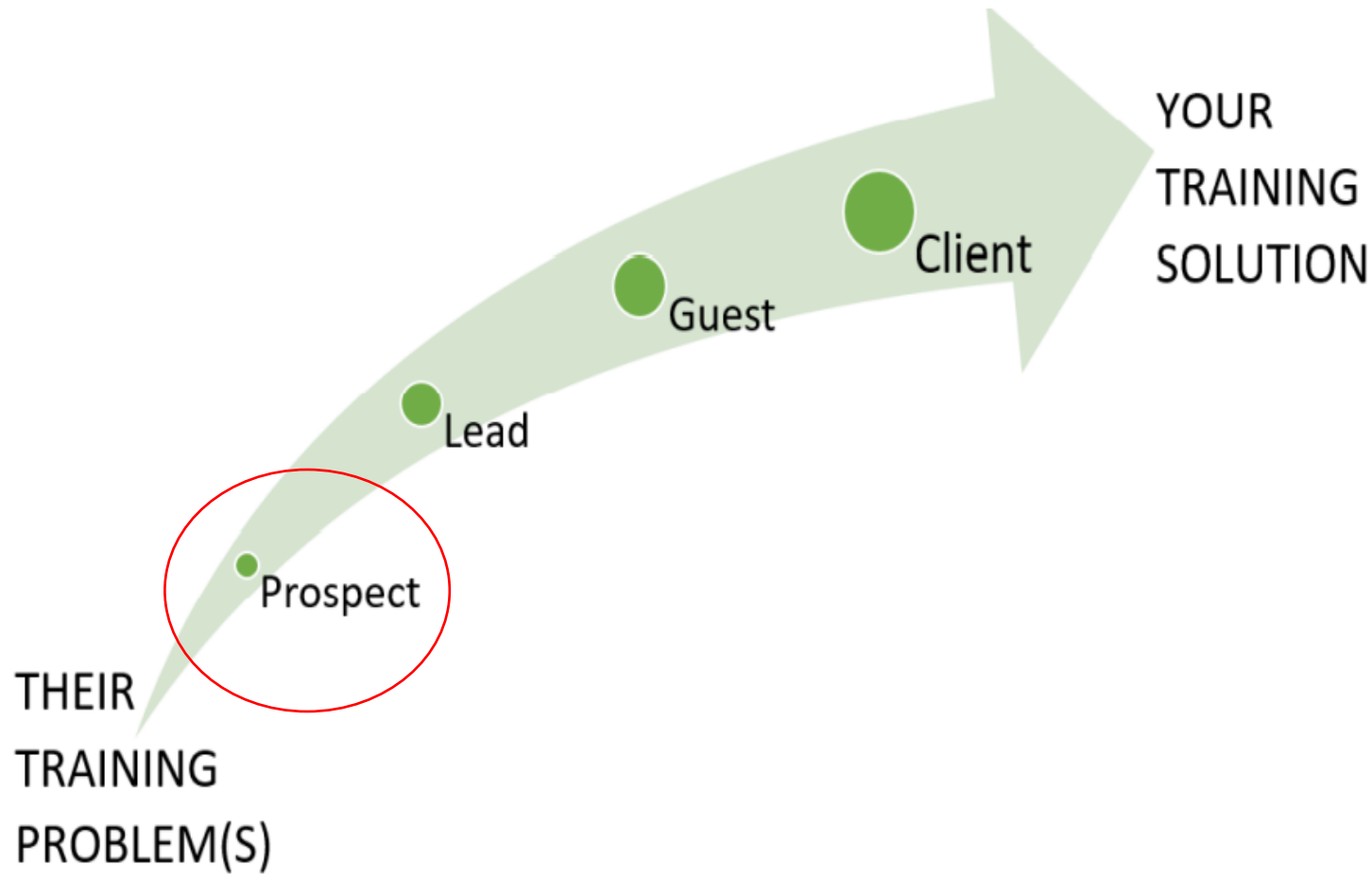
The Virtual Training Crash Course: 2nd Quarter



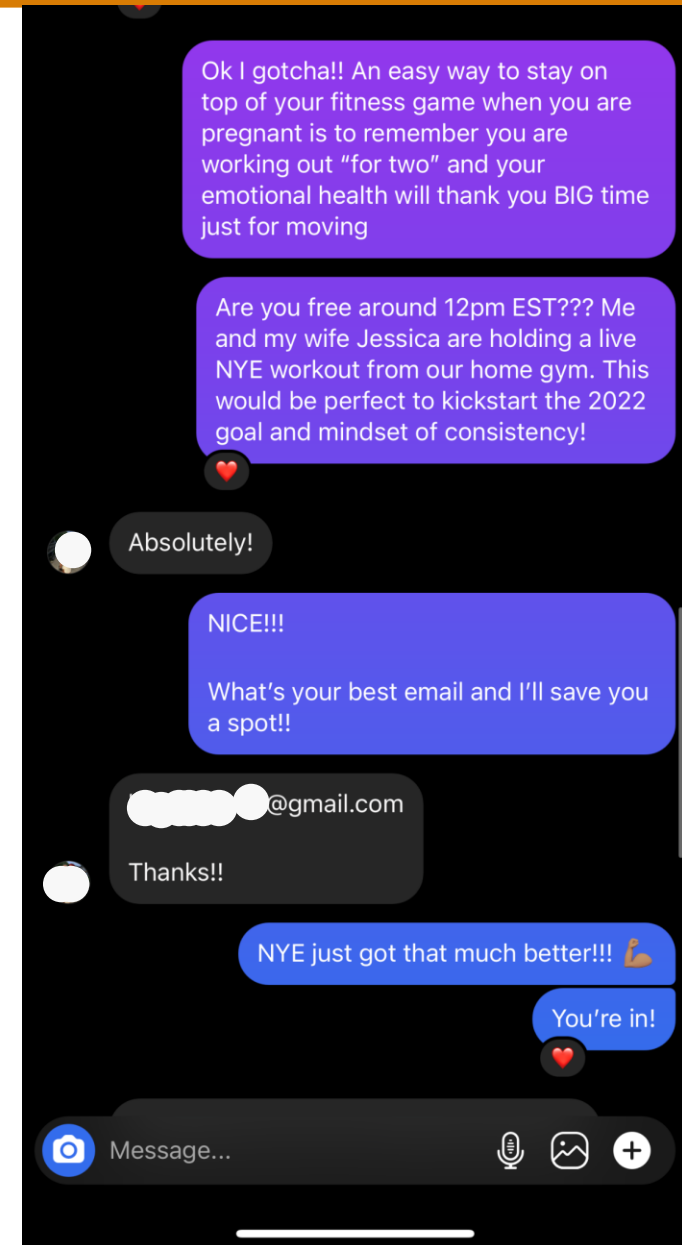
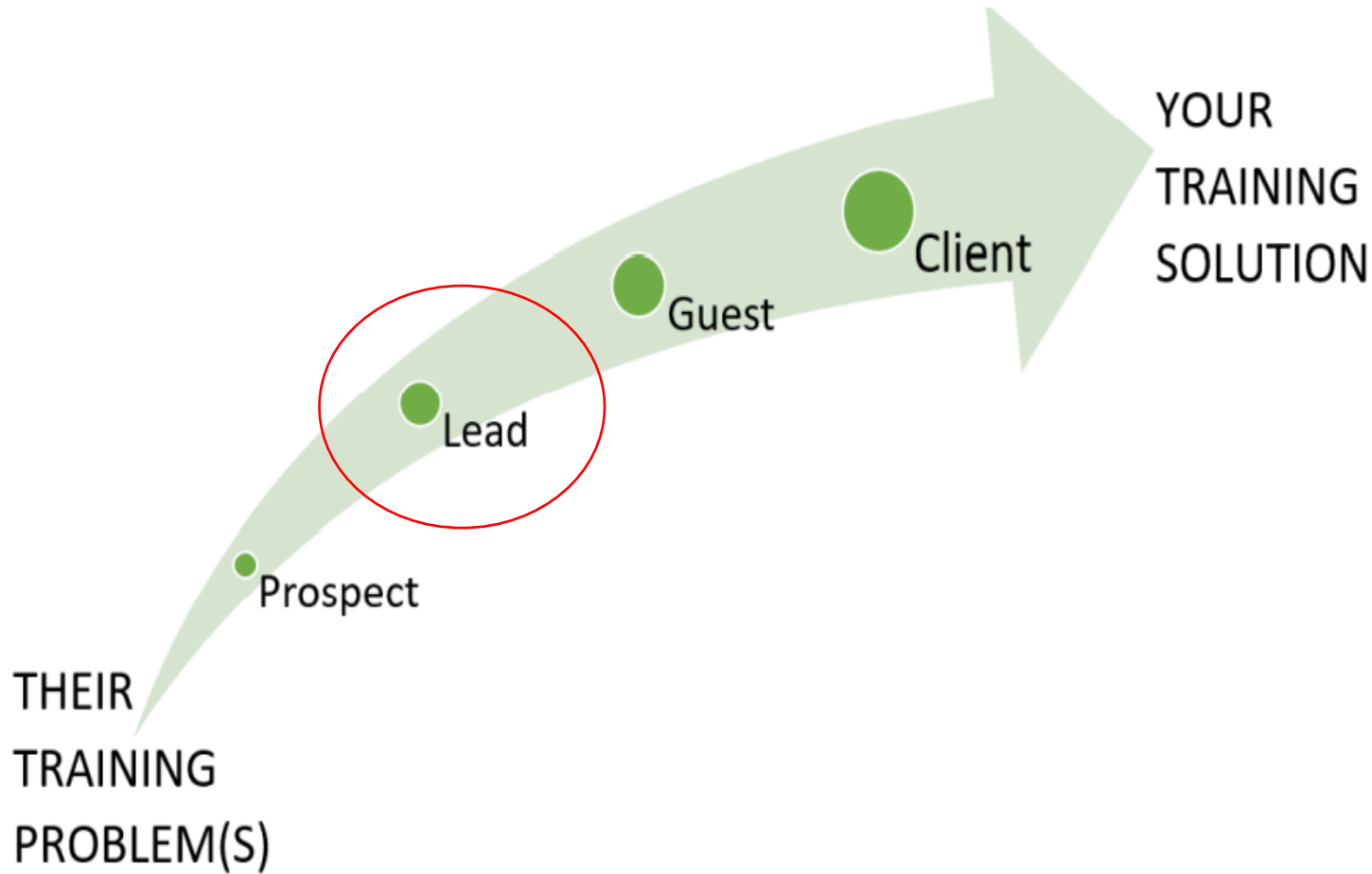
The Virtual Training Crash Course: 2nd Quarter



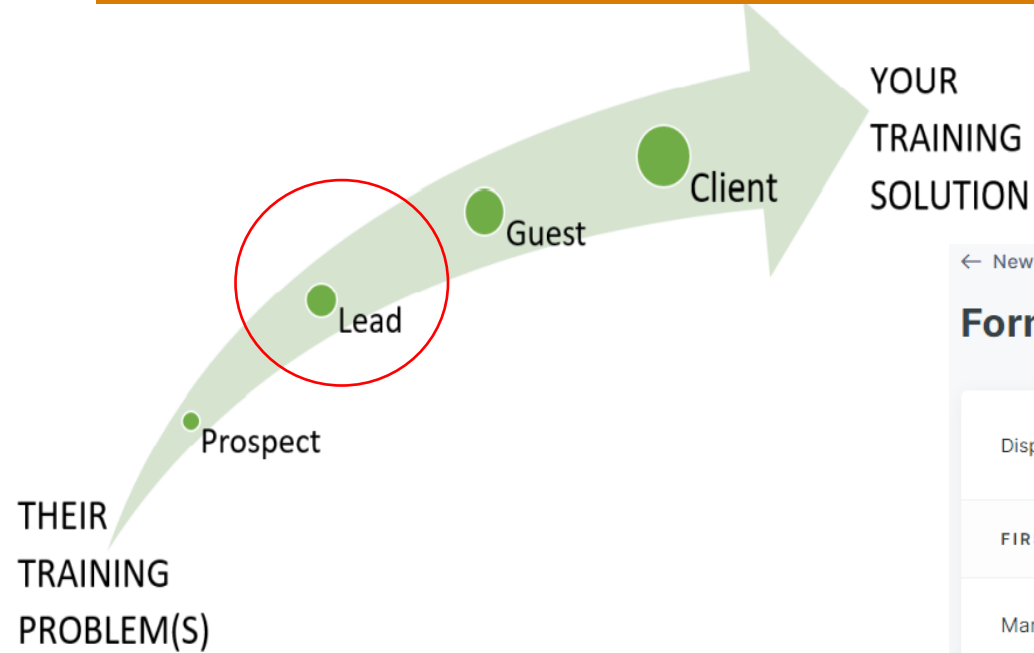
The Virtual Training Crash Course: 2nd Quarter



The Virtual Training Crash Course: 2nd Quarter



The Virtual Training Crash Course: 2nd Quarter



← New Years Eve Free Friday Sweat

Form Submissions

Export

Displaying form submissions 1 - 25 of 28 in total

FIRST NAME	BEST EMAIL	RECEIVED	
Mara	[redacted]@gmail.com	Dec 31, 2021 10:56AM	Remove
Madison	[redacted]@gmail.com	Dec 30, 2021 10:46PM	Remove
Erika	[redacted]@yahoo.com	Dec 30, 2021 7:25PM	Remove
Angela	[redacted]@comcast.net	Dec 30, 2021 4:03PM	Remove
Elissa	[redacted]@gmail.com	Dec 30, 2021 1:28PM	Remove
Robin	[redacted]@gmail.com	Dec 30, 2021 10:23AM	Remove
Adrian	[redacted]@gmail.com	Dec 30, 2021 8:13AM	Remove

The Virtual Training Crash Course: 2nd Quarter



New Years Eve Free Friday Sweat 🍷🍺

Have you registered for my Free Friday Sweat this month?? We'll close out 2021 with my famous "Dirty 30" strength and cardio format getting you all the ready for 2022 💪

[Sign-Up For My NYE Free Friday Sweat](#)

The Virtual Training Crash Course: 2nd Quarter



Kajabi Support <support@m.kajabimail.net>
to me ▾

Fri, Dec 31, 2021, 10:41 AM

You've got a new student in your Kajabi course, 'Dose of Dane Premium Access'.
Congratulations on getting the enrollment!

Details:

Name: [redacted] Davis

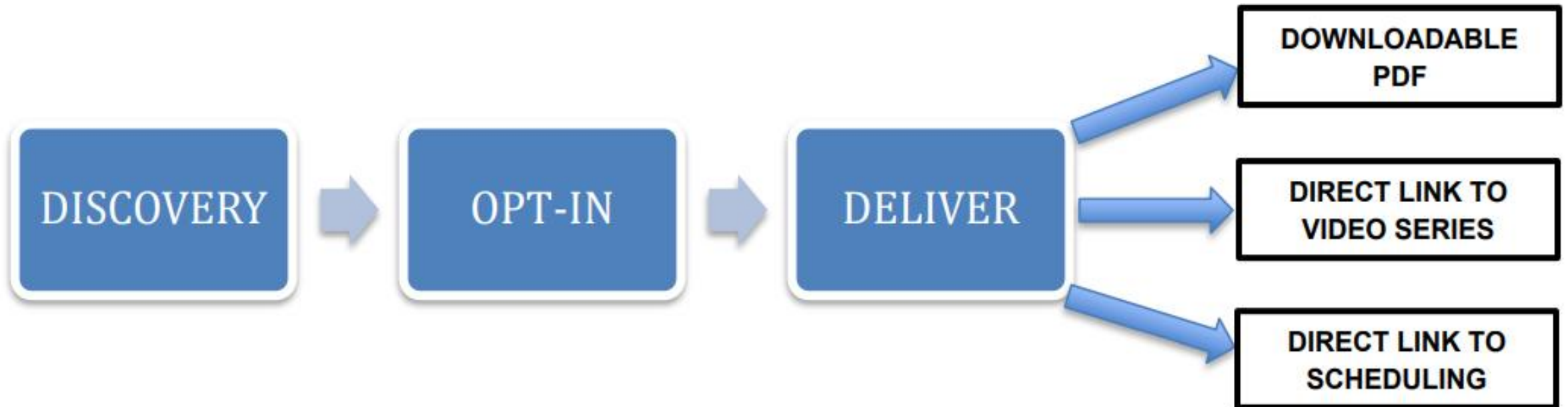
Email: [redacted]@gmail.com

Purchase ID: 2156999151

You can see the new student by clicking below:

[View Student](#)

Marketing Mastery



HALFTIME

SIMPLE & Strategic Sales

“You don’t close a sale. You open a relationship if you want to build a long-term, successful enterprise.”

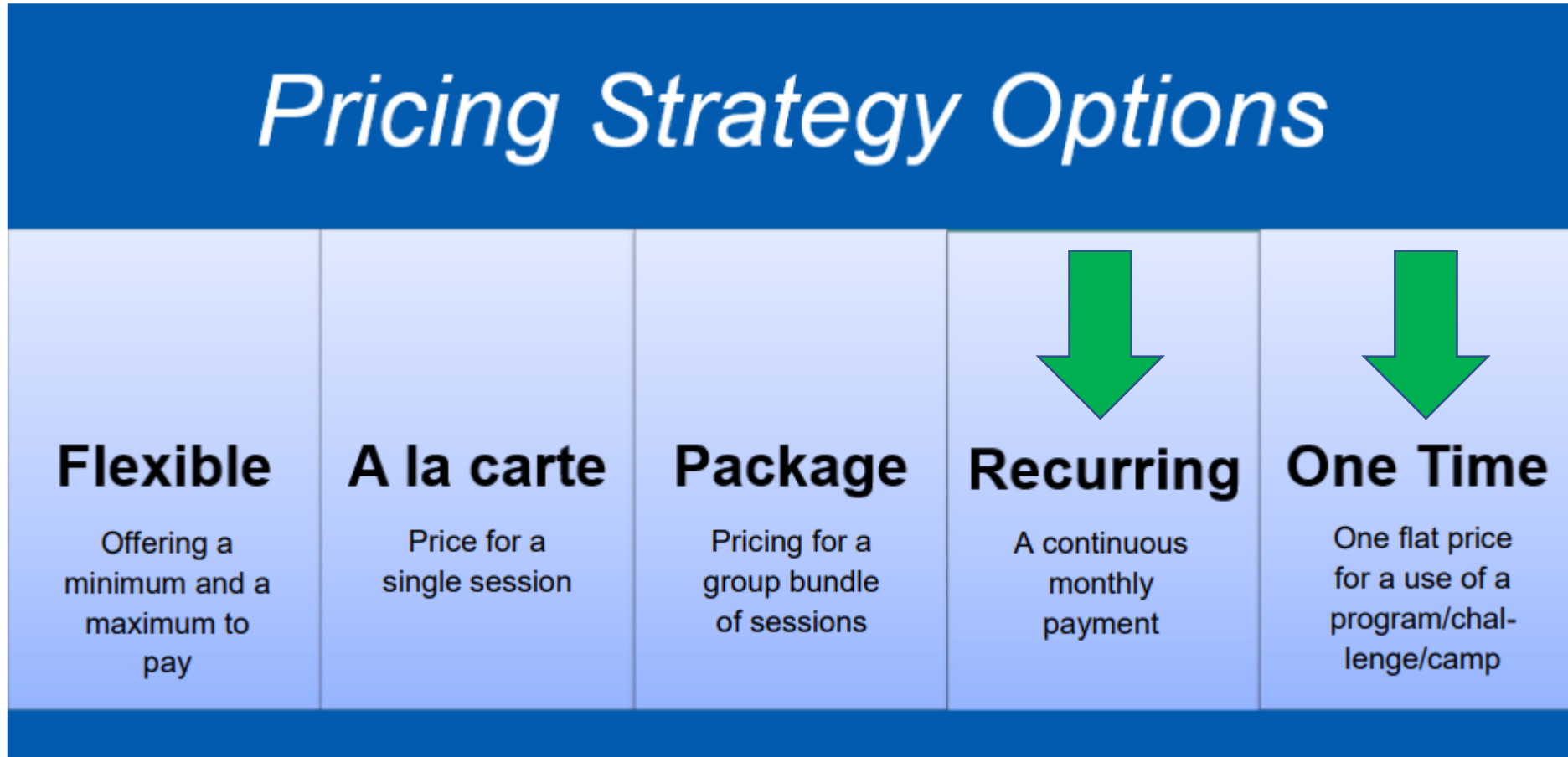
– Patricia Fripp

SIMPLE & Strategic Sales

Pricing Strategy Options

Flexible Offering a minimum and a maximum to pay	A la carte Price for a single session	Package Pricing for a group bundle of sessions	Recurring A continuous monthly payment	One Time One flat price for a use of a program/challenge/camp
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SIMPLE & Strategic Sales



6ix Steps to Sales Success

1ne

*Establish a GREAT 1st
Impression*

6ix Steps to Sales Success

2wo

*Know The Pain Points.
(Remember Billy Mays!)*

6ix Steps to Sales Success

3hree

*Overdeliver & Create
Excitement*

6ix Steps to Sales Success

4our

*Praise.
Prescribe.
Pitch.*

6ix Steps to Sales Success

5ive

The A/B Close

6ix Steps to Sales Success

6IX

Affirm & Refer

WELCOME TO THE

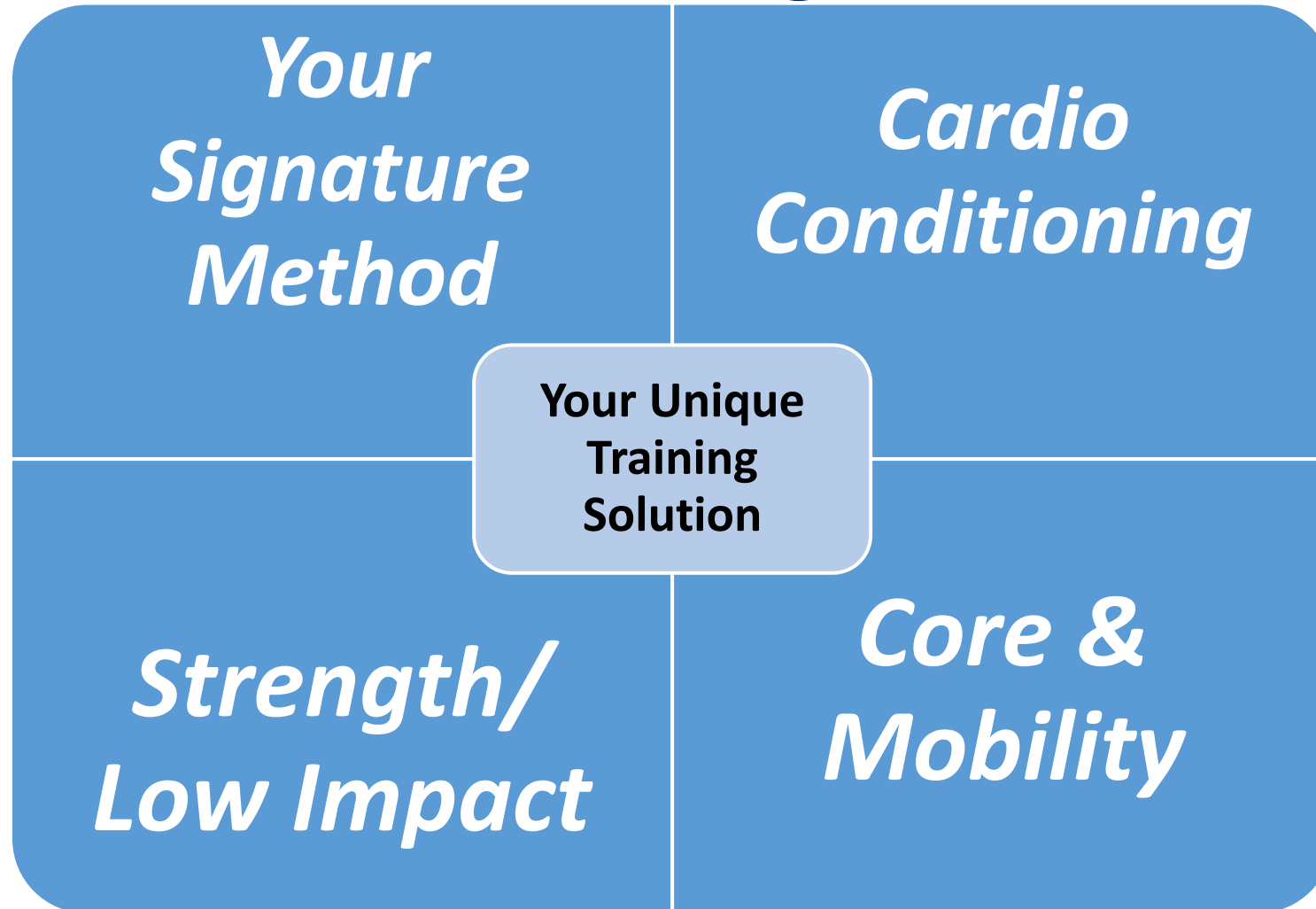
4th

QUARTER!

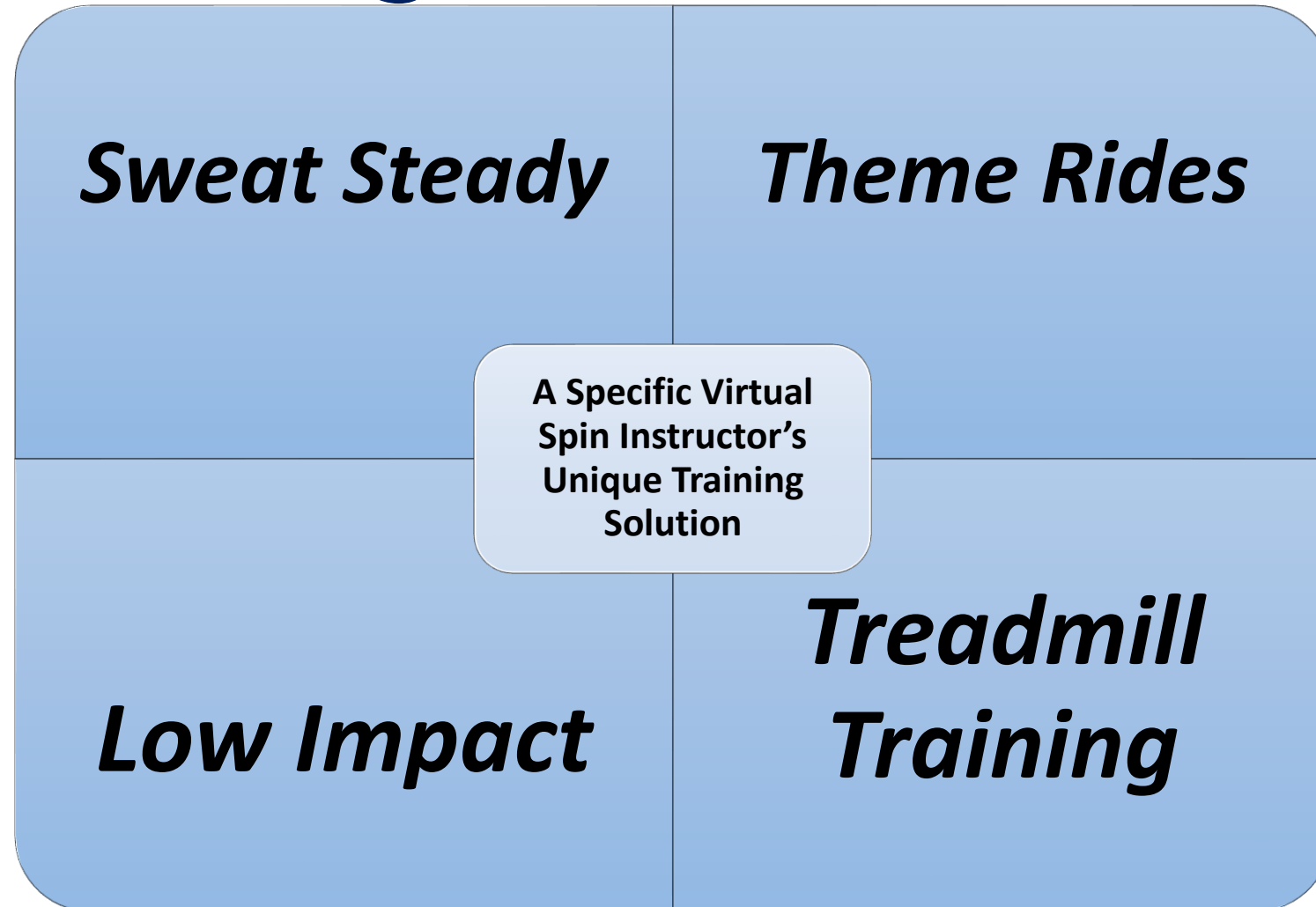
Your Training Matrix

*“Never confuse movement with action.”
— Ernest Hemingway*

Your Training Matrix



Training Matrix in Action



Attention to Retention

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little better.

— Jeff Bezos

The Virtual Training Crash Course: 4th Quarter

<p><u>JANUARY</u> Hit Your Goals BINGO</p>	<p><u>FEBRUARY</u> It Takes Two</p>	<p><u>MARCH</u> Bracket Busters Challenge</p>
<p><u>APRIL</u> Spring Fit Camp Pre- Sale and Marketing</p>	<p><u>MAY</u> SPRING FIT CAMP FEEDER</p>	<p><u>JUNE</u> "HALFTIME TUNE UP"</p>
<p><u>JULY</u> MEET IT & BEAT IT</p>	<p><u>AUGUST</u> Back 2 School</p>	<p><u>SEPTEMBER</u> Fall Fit Camp Pre- Sale and Marketing</p>
<p><u>OCTOBER</u> FALL FIT CAMP FEEDER</p>	<p><u>NOVEMBER</u> Raffle Rewards</p>	<p><u>DECEMBER</u> The 12 Days of Fitmas</p>



Attention to Retention in Action



OCTOBER 7TH - NOVEMBER 3RD

FALL FHIIT CAMP


TEAMFHIIT

ONLY: \$49

CHALLENGE PACKAGE:

- Unlimited TeamFHIIT training
- Receive a Onelife Fitness shirt at challenge end
- Special events each week
- Before & after assessments
- Prizes each week (most Body Fat loss, most visits, most points, most referrals)
- Celebratory client social at the end

3 WAYS TO REGISTER:

- 1) Sign up by using the Team FHIIT app 
- 2) Visit Member Services and tell them you're in!
- 3) Visit onelifefitness.com/TeamFHIIT





S.M.A.R.T. Systems

Save. Yourself. Some. Time. Energy. (and) Money.

S.M.A.R.T. Systems


Recess.tv

Live Streaming
On-Demand Recording
Payment Processing
Email Marketing
Business Dev & Support

The Virtual Training Crash Course: 4th Quarter

S.M.A.R.T. Systems

Recess® Classes Following Instructors Referrals Get Tokens



STRONG FLIGHT

WHERE FITNESS TAKES OFF

Mandy StrongFlight

strongflight.com Instagram TikTok YouTube

Follow Message Book Private Packages Donate

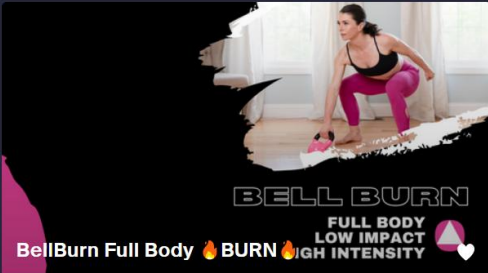
🔔 Busy Mothers Hire Me to Simplify their Fitness & Food Routines. 🧘🏻‍♀️
As an Online Health Fitness Specialist and Mom, I help women create their own 🔥 Energy and 💪 Strength "without" the gym [Read More](#)

VOD

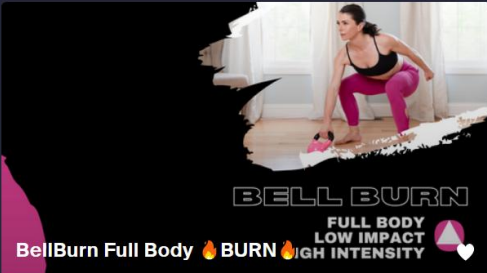
🔍 Search by keyword or instructor

CATEGORY All Classes

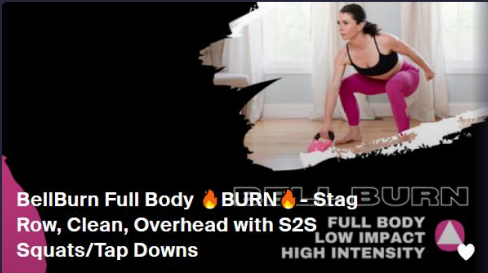
On-Demand



BELL BURN
FULL BODY
LOW IMPACT
BellBurn Full Body 🔥 BURN 🔥 HIGH INTENSITY



BELL BURN
FULL BODY
LOW IMPACT
BellBurn Full Body 🔥 BURN 🔥 HIGH INTENSITY



BELL BURN
FULL BODY
LOW IMPACT
BellBurn Full Body 🔥 BURN 🔥 Stag
Row, Clean, Overhead with S2S
Squats/Tap Downs
FULL BODY
LOW IMPACT
HIGH INTENSITY

Collections



BELL BURN
FULL BO
LOW IMPACT
HIGH INTENS!



BELL BURN
FULL BO
LOW IMPACT
HIGH INTENS!



BELL BURN
FULL BO
LOW IMPACT
HIGH INTENS!



BELL BURN
FULL BO
LOW IMPACT
HIGH INTENS!



BELL BURN
FULL BO
LOW IMPACT
HIGH INTENS!

Let's Wrap:

1st Quarter:

- Your Championship Credo
- Trifecta Foundation Setting
- Know Thyself

3rd Quarter:

- SIMPLE & Strategic Pricing
- 6ix Steps to Sales Success

2nd Quarter:

- "Now to Wow" Programming
- Your Training Map
- Marketing Mastery

4th Quarter:

- Creating Your Training Matrix
- Attention to Retention
- S.M.A.R.T Systems

“Faith without works is dead.”

THANK YOU SO MUCH IDEA COMMUNITY!

- IG: @CoachDaneRobinson
- DaneRobinson92@gmail.com
- TEXT ME TO CONNECT IN MY COMMUNITY GROUP:

**Text DANE to
877-590-2260**

