

The 4 Pillars That Took My Fitness Studio from £50/Month Clients to 6 Figures

Your guide to fixing your business model, boosting revenue & building a fitness business that works for YOU



INTRO: THE HARD LESSON I LEARNED THE LONG WAY

When I started my first fitness business, I thought I had it all worked out...

- I had a space
- I had the passion
- I had the drive
- I even had a few clients ready to go

But what I *didn't* have... was a clue about business.

I didn't know how to price.

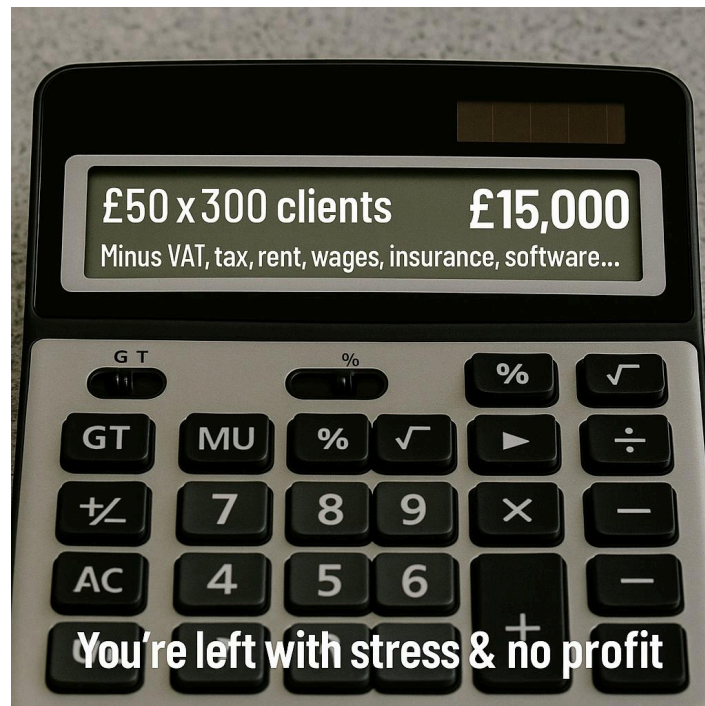
I didn't understand VAT or tax.

I didn't know how much I needed to earn to actually live off the business.

So I just guessed.

£50/month seemed like a good deal.

People would say yes to that, right?



300 CLIENTS LATER... I WAS STILL BROKE

Within a few months, I had decent numbers coming through the door.

But the stress?

The pressure?

The lack of money in my account at the end of the month?

That never changed.

I remember sitting down one night, opening a spreadsheet, and thinking:

“If I want to make £10k take-home pay... I'll need 300+ clients on £50/month after VAT, tax, and overheads”

That was my breaking point.

Not because I couldn't hustle harder.

But because I realised I'd built the wrong thing.

Key Lesson

“If your business model is broken, no amount of leads will save you.”

THE PROBLEM ISN'T LEADS, IT'S YOUR FOUNDATION

Most fitness business owners think:

“I just need more leads.”

"If I can close more sales, I'll be fine."

"Maybe I need better retention."

And while those things matter... they're *not* the core issue.

If the structure of your business doesn't support your financial & personal goals — it doesn't matter how many people come through the door

You'll be chasing your tail forever

Overworked, underpaid, constantly stuck at that same income ceiling

This was my wake-up call

I didn't need more leads — I needed a better business model

One that could scale without burning me out

One that gave me profit, not just people

One that finally gave me *options*

That's when I discovered the **4 revenue pillars**



PART 1 – PILLAR 1: Number of Bodies Per Session

The easiest way to grow revenue without adding extra cost



Why This Pillar Matters

This is the pillar most gym & studio owners overlook

It's also the one that can deliver the fastest win

Because unlike adding more sessions or raising prices — this one doesn't need extra time, staff, or budget

It's about making better use of what you've already got

For me, this was the first change I made

We were running 5–6 sessions a day

Each with 10 people max

But I looked around one day and thought...

“Could we fit 12 in here without ruining the experience?”

The answer: **yes** — with a few clever tweaks

What We Changed to Increase Capacity

Here's exactly what we did:

- ✓ Switched from a circuit-based layout to paired stations
- ✓ Pre-set equipment before sessions so no time was wasted

- ✓ Rotated movements so the same kit could be reused smartly
- ✓ Gave each client a bit less space — but a *lot* more coaching attention

And just like that...

We could fit **2 extra people per session**

With 5 sessions a day, that meant 10 more people served

At £100/month, that's **£1,000/month in extra income**

Without lifting a finger more than we already were

How You Can Do It Too

Here's how to spot opportunities in your sessions:

Audit your layout

- Are people standing around waiting for kit?
- Could you switch to stations or pods to improve flow?

Watch your time management

- Do you waste time transitioning between movements?
- Could you run the warm-up separately while setting up?

Use partner formats

- A/B formats or working/resting pairs let you double capacity without chaos

Train your coaches

- The #1 concern when adding more people is quality dropping
- But with better session planning & clear briefing, the energy goes *up*, not down

Key Takeaway

"You don't need more space — you need more strategy."



 Today at 11:14

Nice win after doing our numbers this morning. First 15K month in Oct, in the last 6 months we have done more revenue as what we did the whole year back in 2022.

Now more streamlining in LD so the business can be as efficient as we can make it. I would say we are 80-90% there at the moment on where I would want it to be.



Mini Action: Check Your Current Sessions

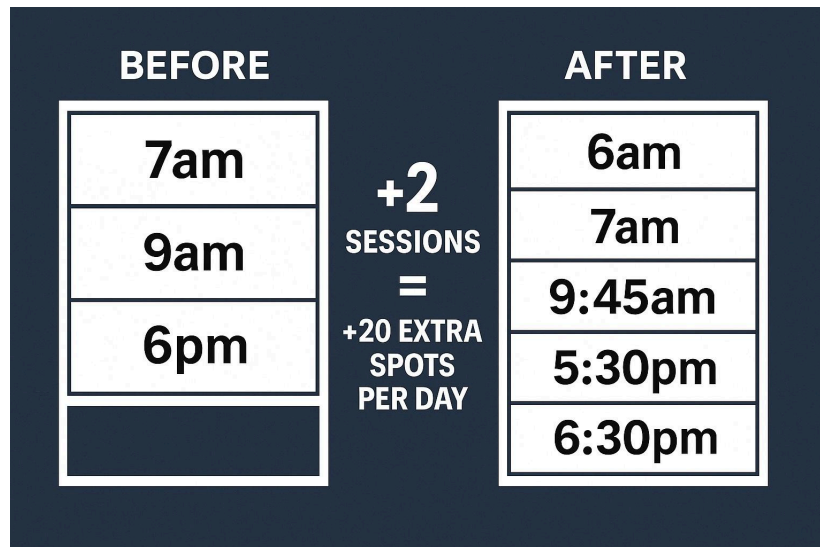
Use this quick checklist to review your session setup:

- ✓ Could you add 1–2 more people per session with layout changes?
- ✓ Are you using rest periods creatively to allow rotation or shared equipment?
- ✓ Can you trial a “capacity boost week” to see how it feels without commitment?



PART 2 – PILLAR 2: Number of Sessions Per Day

More sessions = more spots = more income — but beware the hidden cost



Why This Pillar Works (When Done Right)

This is the most obvious pillar

More sessions = more people = more revenue

It's the classic "scale your output" move

But here's the truth no one tells you:

More sessions also means more **costs, effort, energy, and time**

This pillar only works *if...*

- ✅ You've got the demand
- ✅ You (or your team) can handle the extra load
- ✅ You're not burning yourself out chasing more for the sake of it

When I added new sessions, I did it carefully

Tested times first

Checked client interest

Watched my own energy like a hawk

Because what good is more income...

If you hate the business by the time it arrives?

How I Added Extra Sessions (Without Overworking Myself)

Here's what worked for me:



Used data to spot demand

- I looked at waiting lists, sign-up bottlenecks, and popular time slots
- If sessions were constantly full 3+ days in advance — that was a green light



Ran interest polls inside private groups & via text

- “If we added a 10:45am session, would you come?”
- Simple yes/no polls gave us instant clarity before committing



Pre-loaded new times with urgency

- We didn't *open* the time... we *launched* it
- “Only 10 spots — if it fills, it stays on the timetable”
- That created buzz, urgency, and fast momentum




Trialled for 2 weeks only

- We let the clients vote with their feet
- If they came consistently, we kept it
- If not — no problem, we just switched it back

Would you attend a 10:45am session after the school run?



Comments

-  Yes!
23 h Like Reply
-  Yes definitely
23 h Like Reply
-  Yes! 100%
22 h Like Reply

 Like  Comment  Share

Hidden Costs to Watch Out For

⚠ Coaching Costs

Adding sessions means paying more staff hours — factor it into your pricing

⚠ Time Drain

Be honest — do you *want* to work that much more? Or are you just chasing numbers?

⚠ Client Spread

Too many sessions can dilute energy — better to have 4 packed sessions than 7 half-empty ones

Key Takeaway

“Only add sessions if you have the demand *and* capacity to do it well — don’t let more time equal more burnout”

Mini Action: Your Session Audit

Look at your current timetable and ask:

- ✓ Are any sessions regularly waitlisted or full?
- ✓ Do clients ask for times that don’t exist yet?
- ✓ Could you *trial* an extra session without committing long term?



PART 3 – PILLAR 3: Session Length & Start Times

Unlock more revenue without adding hours — just change how you use the ones you've already got

| BEFORE | AFTER |
|--------------|-----------------|
| 6am 60min | 6am 45min |
| 7am 60min | 6:45am 45min |
| 8am 60min | 7:30am 45min |
| | 8:15am |

Same 3 hours... now with 33% more capacity

Why This Pillar Is a Game-Changer

This was *the* move that changed everything for me

Most fitness business owners assume sessions must be an hour

It's what they were taught

It's what clients are used to

It *feels* like better value

But here's the truth:

No one actually wants an hour session — they want results, confidence & community
If you can deliver that in **45 minutes**, your business (and life) changes forever

How We Cut Time Without Cutting Value

Dropped to 45-minute sessions

That meant I could run 4 sessions in 3 hours instead of 3

This alone increased capacity by 33% *with no extra hours added*

Re-designed the session structure

- Faster warm-ups

- More efficient coaching
- Zero wasted transitions
- More energy, more urgency

Focused on client outcomes

- 45 mins of high-quality coaching > 60 mins of filler
- Clients *felt* like they were getting more — not less



Then We Did This... And It Blew Up Our Attendance

We changed a session start time

That's it

Just a **time change**

We had a 9am session that was always quiet

Never full

Low energy

We were close to cutting it entirely

Then one day we moved it to **9:15am**

And boom 🌟

Suddenly it was packed

Why? Because we finally aligned with our clients' *lifestyle*

- School drop-offs were done
- Traffic had cleared
- It became a mid-morning ritual that worked

The Hidden Power of Start Times

Sometimes it's not about *adding* sessions

It's about *adjusting* the times you already have

Want more people in your 6am?

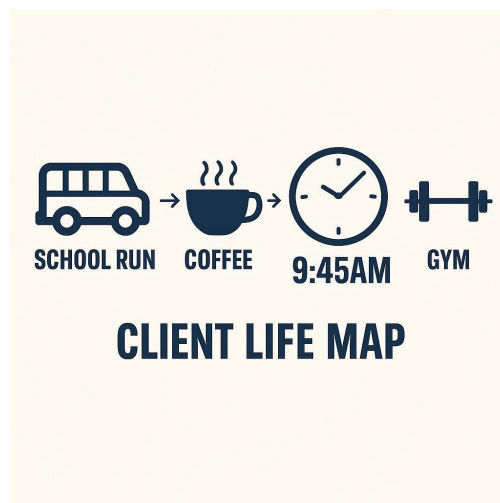
Try 6:15am or 6:30am

Want more energy in your lunchtime slot?

Try 12:15pm instead of 12:00 on the dot

Always test & tweak

You'll be shocked how much difference 10–15 minutes can make



Key Takeaway

"You don't need more hours — you just need to use the ones you've got more strategically"

Mini Action: Time Audit & Experiment

- ✓ Are your least-attended sessions in awkward time slots?
- ✓ Could you test moving one session by 10–15 minutes for 1–2 weeks?
- ✓ Could you trial 45-minute sessions for a month and measure feedback + numbers?

PART 4 – PILLAR 4: Price Per Session

The boldest move you can make — and one of the most profitable



Why This Pillar Feels Risky (But Isn't)

Let's be honest...

Raising your prices is scary.

- ✗ You worry people will leave
- ✗ You feel guilty for charging more
- ✗ You don't want to look "greedy" or "premium"

But here's what I realised:

We're not selling workouts
We're selling life-changing support, coaching & accountability

When you're helping someone lose 10kg...

Build confidence for the first time in years...

Or get off medication thanks to regular movement...

£2–3 per day is incredible value

And yet — most gym owners still underprice

I Know Because I Did It Too

You've heard the story...

I started at **£50/month**

It sounded like a good deal

It was “competitive”

It felt safe

But when I worked out the numbers — VAT, tax, rent, wages...

There was *nothing* left

And when I finally had the courage to raise my prices...

Everything changed

We earned more

We attracted better clients

We could finally invest back into the business

How to Raise Prices Without Losing Clients

Here's what worked for me (and what we teach in the Incubator):



Do it with notice

- “Prices will increase from [date] for new clients”
- Existing clients get a heads-up and an optional freeze period



Add visible value

- Combine the price increase with a *tangible* change
(e.g. 1:1 goal setting, nutrition tracking, client events)



Sell it as an upgrade, not a cost

- “We’ve improved our programme to get better results — and this is what’s now included”



Stand by your worth

- People pay £80–120/month for broadband
- They’ll pay that *and more* for real results with a coach they trust

VALUE STACK

- ✓ Group Coaching
- ✓ WhatsApp Check-Ins
- ✓ Monthly Goals Reviews
- ✓ Community Challenges
- ✓ Trainer Accountability

Total: £100/month
= £3.33/day

Your clients are getting
all this — and more

Real-World Pricing Wins from Incubator Clients

One gym owner we worked with raised prices from £60 to £90/month

Lost 4 clients...

Gained 8 more...

Made **£960/month more** — with better retention & way less stress

Another added a £20/month premium tier with accountability check-ins

Over 60% of clients upgraded within the first 4 weeks

Pricing isn't just maths — it's *mindset*

Key Takeaway

"The people who pay more... show up more, stay longer, and value you higher"

Mini Action: Your Pricing Pulse Check

- ✓ Are you charging less than £2.50 per session?
- ✓ If VAT, tax & expenses are removed — what's left for *you*?
- ✓ Could you add more value *and* raise prices with confidence?

The Big Reveal: How I Used the 4 Pillars to Build a 6-Figure Studio

And how you can apply the same strategy starting today



So Let's Recap...

You now know the **4 revenue pillars**:

1. **Number of bodies per session**
2. **Number of sessions per day**
3. **Session length & start times**
4. **Price per session**

Each one is powerful on its own

But when you *combine* them — your business transforms

You don't need to:

- ✗ Hire a team of 10
- ✗ Run 12 sessions a day
- ✗ Build a massive gym
- ✗ Get 200+ new leads a month

You just need to fix your foundation

The model

The engine behind your business

Here's What I Did (My 3 Pillar Play)

If you've been reading this thinking,

"Yeah but what did *you* do exactly, David?"

Here's the answer 📢

✅ I increased my prices

I finally charged what the service was worth

We added more value and raised rates with confidence

✅ I changed my session start times

That small 9am → 9:15am tweak unlocked a whole new wave of clients

And made our schedule align with our clients' actual lives

✅ I increased the number of bodies per session

We went from 10 to 12 — with no drop in quality

It was all layout, structure & smart coaching

That's it

Just 3 shifts

And the result?

📈 We scaled to consistent **£10–15k+ months**

📈 Without needing more leads

📈 With better retention

📈 While I worked *less* on the gym floor

That's when everything clicked



So What's Next for You?

If you've made it this far...

You now understand your model is either helping you grow — or holding you back

But knowing what to change is one thing

Actually doing it? That's where most people stall

That's why we created the **FitPro Incubator** -> <http://fitproincubator.com/>

In Week 1 of our *15k in 90 Day Accelerator* — we fix this foundation properly

And every week after that, we help you:

- ✓ Generate leads consistently
- ✓ Sell with confidence
- ✓ Build a client experience that drives retention
- ✓ Understand your numbers
- ✓ Grow a real business — not just a job



Yesterday at 20:32

We brought in £6607 in sales in 4 days!!! I've had to lunch myself and re do the math but we've done it and my sales team think we have another £1500 to do this next week. The belief is real and not wondering but actually confident all systems are running smoothly

I'm on £12400 this month which is over double if this time last year!!

This covers VAT issue outgoings and even see myself booking a few holidays the end of next week and have my love for travel and a life of only dreamt.

Thanks pal 😊



Book Your Free Game Plan Call

If this guide opened your eyes, we'd love to help you implement it

🔗 Book a free 1-1 Game Plan Call -> <http://fitproincubator.com/>

We'll look at your business model

Spot the easiest wins

And show you what 15k in 90 days *could* look like for you

There's no pressure, no pitch — just value



Today at 3:18 am

🌟 Exciting Update! 🌟

Been busy 🙌

I just crunched the numbers, and I'm absolutely thrilled to share my progress since joining fit pro in January 2024! 🎉

In just a short time, I've generated an impressive £70,000 and opened a brand-new studio! 🚀 I'm also on track to secure 4 more clients, which will fully book my schedule and bring in an additional £7,000 a month!

That means I'm looking at a fantastic recurring revenue stream of £5,800 each month! 💰 Plus, I successfully raised £18,000 to fund the studio, all while getting clients to pay upfront.

And here's the best part: I've accomplished all of this without any staff—just a solid sales system and effective marketing strategies! 🙌

The sky's the limit, and I can't wait to see what's next! Let's keep pushing forward and achieving greatness together! 💪🌟 #Motivation #Success #Entrepreneurship #KeepPushing

Thanks for reading — let's build something amazing

See you on the inside :)

– David :)

<http://fitproincubator.com/>

