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By Pat Rigsby



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Unlocking their true potential is something that few personal training businesses rarely do. *The Little Black Book Of Fitness Business Success* offers the tools and strategies to change that by zeroing in on the few essential areas that make the biggest difference for entrepreneurial fitness professionals that want to attract more clients, make more money, and achieve new levels of success. *The Little Black Book Of Fitness Business Success* shows you how to improve virtually every part of your business by focusing on the highest return areas and leveraging the strengths and assets you already have at your disposal.



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The Little Black Book of Fitness Business Success By Pat Rigsby Bibliography

- Sales Rank: #433052 in Books
- Published on: 2011-05-02
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .37" w x 5.25" l, .39 pounds
- Binding: Paperback
- 162 pages

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Editorial Review

About the Author

Father. Husband. Entrepreneur. Coach. Author. I guess if I were going to sum it up in 5 words, those would be the five. I'm really just a guy who has built his share of successes from the ground up... and more importantly, who has a beautiful wife, two incredible boys and a business that allows me to spend most of my time with them along with family and friends. In the past decade I've built over a dozen businesses as a CEO and Co-Owner, with five becoming million dollar or multi-million dollar ventures. Two of those businesses, Athletic Revolution and Fitness Revolution, have been multiple time winners on the Entrepreneur Franchise 500 with each being the #1 franchise for it's respective market. Another business, Fitness Consulting Group, was a multiple time honoree on the Inc. 5000, placing as high as #580 on the list of fastest growing businesses in the U.S. I've also been a Best-Selling Author 6 times over, have presented in front of thousands of entrepreneurs, and been featured in Entrepreneur, Men's Health, USA Today and on hundreds of other media outlets. When it comes to sales, I've personally sold as many as 116 franchises in a single year and have been the strategist and copywriter for over 10 million dollars in online sales from my own businesses and millions more in sales for my clients. In the fitness industry alone, my coaching & consulting clients have been featured in places like Men's Health, USA Today, Men's Fitness, Shape, Women's Health, Huffington Post and on ABC, CBS, NBC and pretty much any other media outlet you can think of. In addition to that, they've built some of the most successful businesses and brands in every corner of the industry, from local business and supplement companies to online businesses, certification organizations and even became best selling authors. In fact, many (if not most) of the experts providing business coaching in the fitness industry have been my clients, customers, or franchisees. And the best part of this? I've been able to do all of these things and more while working from home, coaching my kids in baseball and soccer, and enjoying a type of entrepreneurial lifestyle I would have never thought possible just a few short years ago. You can learn more about me and how I can help you grow your ideal business by visiting my website at patriggsby.com

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