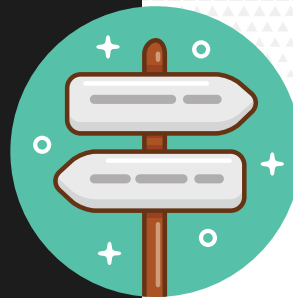




**WORKING AGAINST GRAVITY**  
**BUSINESS PROGRAM**  
**BENEFITS PACKAGE**  
**FOR GYMS**

# Enhance Your Client's Experience



Athletes go to your gym to transform their lives in many ways, often concentrating on their overall health, looks, performance or a combination of the three. They start for the benefits of exercise, but after a few months pass they begin to crave something else — help with their nutrition. And while every gym owner has their own unique experience when it comes to their gym members and nutrition, the general consensus is this: owners wish they could do more for their clients, especially as it relates to fueling versus filling the body with nutrient-rich and wholesome foods.

Many members say that they could succeed if they had someone to hold them accountable. The problem is that YOU, the gym owner, can't possibly run your business, coach classes, AND hold every member accountable for his or her nutrition goals. You may be super at what you do, but you are not superhuman. None of us are.

That's why we created the WAG Business Program. Our goal is to help you, the gym owner, create a bigger transformation in more of your clients' lives as well as support your business as a whole. Through the WAG Business Program, you will truly enhance your clients' experiences.

# What You Get as a WAG Business



## Client Results

- You will be able to provide the same nutrition service to your clients that has worked for over 15,000 athletes. We've worked with everyone from the world's most elite athletes to someone just getting started in the gym. It's no wonder why this program is proven to produce results for anyone willing to put the effort in.
- The WAG Business Program will help you give your clients the support in their nutrition to reach their loftiest goals, without distracting you from your everyday professional commitments.

## Increased Member Retention

- Clients will achieve greater results leading to increased loyalty and retention
- It's 4-12x cheaper to retain an existing customer than it is to acquire a new one.
- There is value added for your client. Not just fitness and exercise, but a proven nutrition system that will positively impact all areas of their lives.

## A New Career for your Staff

In the business of personal transformation, it's not just the lives of our clients that we want to transform. It's also the lives of employees. This could create a full-time career for one of your team members.

## A New Revenue Stream

- At 10 clients you will make between \$600-\$1000/month.
- At 25 clients you will make between \$1500 and \$2500/month.
- At 50 clients you will make between \$3000 and \$5000/month.
- At 100 clients you will make between \$6000 and \$10,000/month.

This does not include the increased lifetime value of your customer due to an improved customer experience and greater transformation.

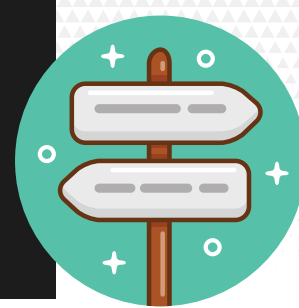
## A Highly Scalable Service

This is a program that can service every single member of your gym.

## Referrals, Referrals, Referrals

- Word of mouth will lead to more interest in your gym from the outside community.
- For the first two years of Working Against Gravity's existence, we did ZERO paid marketing. Not because we are against marketing, but because our members were walking billboards for us in their communities. Their friends, family members, colleagues and gym buddies all wanted to know what the hell it was they were doing and they shared that experience with them organically. The mind-body payoff your members will experience from a well-balanced nutrition is going to inspire meaningful conversations!

# How it Works



## 1. Join the Program via Seismic

[Seismic](#) is our custom built coaching platform that allows you to set up and run your whole business in one place. From coaching clients to managing billing and reports.

## 2. Add a coach

You'll either add an already WAG certified coach into the system to start coaching or first, you'll put a coach through the certification. Once there is a [WAG Certified Coach](#) on your team, you're ready to start coaching through Seismic.

## 3. Launching and Marketing

Once you're in the program, you'll get access to our blueprint and marketing strategies. We help you get your first clients by providing you with everything you need to create an online presence and make a sale.

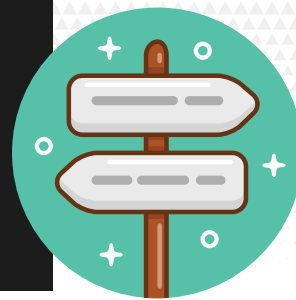
## 3. Ongoing Support for Your Coach

- There will be a weekly check-in with your WAG Head Coach for the first month and a monthly check-in after that. Before each check-in you (or the person coaching the nutrition clients) will fill out a survey and receive support from a WAG Head Coach. This is the exact same support that every WAG coach receives.

- Unlimited support via the Private WAG Business Program Facebook Group. Having software issues? A client issue? Want some direction for further education? All of this will be provided in the Facebook group.



# How it Works



## 5. Software Training

Next, your selected coach will be trained to use Seismic, a digital locker where all primary communication between coach and client will be stored. This training will cover how to add and remove clients, set and change macros, respond to check-ins and messages, and other beneficial software features.

\*You may also choose for the administrator to be different than the coach. You will determine this when you fill out complete the Intro Wizard.

## 6. Prepare for Launch

- We will provide the details for you to use on your website telling your athletes about the program, how it works and how to sign up. We will work directly with you or your IT team to make sure this is working correctly.
- We will provide you with an email sequence to send out to your current members explaining the new program to get new signups.
- You will start your own private Facebook group for your nutrition clients to ask questions, inspire each other, etc.

## 7. Launch Program to Members

**Sign up your first coaching clients, receive payment and start!**

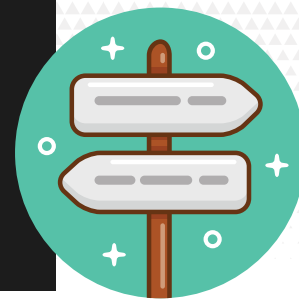


## Seismic Pricing

We created Seismic from scratch to support both you as a coach and your clients in optimal progress. Here, all information, data and communication can be easily stored and referenced. We are constantly improving Seismic to keep up with the needs of our coaches and clients.

Making sure Seismic is always running smoothly takes some hard back-end work and our tech team is always available for you. Seismic is also where your clients can access their Knowledge Base (see below). You'll find our pricing breakdown on Page 8.

# What Else Is Included?



We want to give your business and your coach every possible resource to help you succeed. We will also include the following resources:

- Business Blueprint
- WAG Marketing & Customer Experience Course
- Business Program Knowledge Base

## Blueprint & Marketing Course

- How to price your program
- Efficiency guidelines and how to handle a high client workload
- Admin support
- Free access to our Marketing & Customer Experience Course
- WAG Standards
  - Best practices we've learned from working with over 25,000 clients
  - Advice from veteran coaches



## Knowledge Base

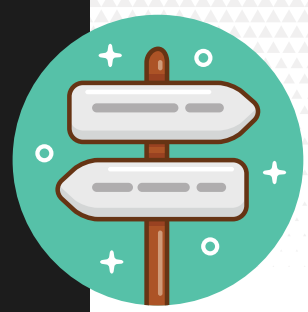
- “How to’s” of tracking for beginners
- What you need to get started (apps, scale, and other essentials)
- How to make the most of your check-in
- Ways to access the community and other resources
- Common tracking mistakes - how to spot them and - solve them
- Food options
- Tracking alcohol
- Constantly updated with strategies, resources, and information to help people make the most of the service.

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We want your clients to wake up everyday feeling like the best version of themselves. We want to build a community sustained by mutual support, guidance, and inspiration. We want to work with you to prove that progress is for everyone – whether you’re working with competitive athletes or someone who is just beginning to learn about health and nutrition. You are the expert at managing your box and we are the experts at nutrition coaching, it’s only natural that we come together!

We deliver the most comprehensive and effective programming to more men and women who need it. By joining forces, more of your clients will see the results they are after. Period. We look forward to making that a reality for you and your community.





# How the Business Program Works

The WAG Business Program is inside of Seismic, our custom built platform. Seismic supports you as a coach and helps your clients make optimal progress. As a business owner managing, your day to day is easy because all information, data and communication can be easily handled right inside the software.

## **Progress Tracking and Analysis**

Clients can log and monitor their progress over time using real data such as body weight, measurements, stress levels, energy, hunger and sleep.

## **Coach-Client Interaction**

Our Check-In feature makes it easy for clients to submit all of their weeks data in an easy-to-read format, speeding up the time it takes the coach to review. The messaging platform means that you can reach out for support at any time while keeping all of your conversations stored in one place.

## **MyFitnessPal Import and Auto-Sync**

Seismic removes the work of manually entering in MFP data by syncing the clients MFP account to their Seismic account and loading the data for them! This makes the check-in process for the client simple, quick and accurate.

## **Progress photos**

Clients can upload up to 4 photos per check-in to help them and their coach monitor progress. It allows for side by side view and tracking how many weeks there is between each photo.

## **Calendar**

Important dates are often connected to nutrition goals – the calendar feature keeps the coach and client aware of upcoming events that might impact the clients nutrition plan.

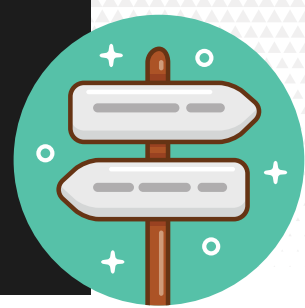
## **Reporting, Billing and Discount Codes**

Run reports, process payments and create discount codes for you clients.

and much more!

*[Here's a demo of the Seismic App in action.](#)*

# PRICING



**\$65/month**

Up to 5 clients

All the powerful  
features listed on page 7

**\$250/month**

Up to 25 clients

All the powerful  
features listed on page 7

Referral program that awards  
clients and friends

Customize automated  
templates sent to new clients  
at sign-up

Waitlists control new clients  
at sign up

**\$500/month**

Up to 75 clients

All the powerful  
features listed on page 7

Referral program that  
awards clients and friends

Customize automated  
templates sent to new cli-  
ents at sign-up

Waitlists control new clients  
at sign up

Receive referrals from  
external sources & apply  
coupons

Gather feedback with  
surveys from clients during  
membership

View the health of your  
business with an easy to use  
dashboard

Robust reporting all about  
client membership & coach-  
ing quality

Coach management  
features to make running a  
team of coaches easier

**ENTERPRISE**

Up to 75+ clients

All the powerful  
features listed on page 7

**CONTACT US**