



# FITNESS EDUCATION ONLINE

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**EXPRO**



## JONO PETROHILOS

Jono is the Co Founder and Director at Fitness Education Online, one of the largest providers of online CEC courses in the world for Fitness Professionals. He was the 2020 Fitness Australia Educator of The Year and the 2019 Exercise New Zealand Educator of the Year Finalist. He is also a best selling author, Podcast Host and award winning speaker.



## TRAVIS MATTERN

Travis Mattern is the Co Founder at Director at Fitness Education Online, one of Australia's largest providers of continuing education for Fitness Professionals. Travis is also a Podcast Host, Best Selling Author and International Speaker.



# HOW TO START A BOOTCAMP ON A BUDGET?

One of the hardest things about starting a business is the initial expenses. If you're going to open a gym or studio you've got a few really big expenses right off the bat for example rent, equipment and electricity.

If you're going to start a Bootcamp, one of the biggest advantages is you don't have to worry about these expenses from the start. You can literally start up a Bootcamp with \$0 in your pocket and here's how.

1: Find a location that allows you to run your Bootcamp there for free. Most cities around the world have public parks or beaches that allow you to train for free, take advantage of this. If you can't find somewhere like this in your city then the next option would be to find an affordable venue to rent out such as a school hall, church hall or community hall.

2: Start off with a "Bodyweight Bootcamp". To save on equipment costs start off using mainly Bodyweight workouts. Or if you are going to purchase equipment, start off with cost effective equipment such as resistance bands (\$5-\$10 per band) or skipping ropes (\$5-\$10 per rope). For \$100 you could purchase 5 skipping ropes and 5 resistance bands and you no longer need to rely on strictly bodyweight workouts. You could even ask your participants to bring their own resistance band to the session (for hygiene purposes).

## WHAT'S YOUR BEST BW WORKOUT?

Rather than just give you 1 workout, I'm going to share with you a way to create near endless workouts! My first bit of advice when it comes to programming for groups is to predominantly use time-based activities. Why? Well, because you want everyone finishing at the same time. You also don't want the fastest person to finish and wait around for the slowest person to finish, this isn't great for either client. And from experience the fastest person often pays significantly less attention to technique or accurately counting their repetitions compared to the slower clients.

My favourite programming variations are:

1. Circuits. The most important thing is to change the rest and work periods up. 50/10, 30/30, 90/30 are some of my favourite timings.

2. AMRAPs. As Many Rounds As Possible. Get a list of exercises, set a timer and complete as many rounds as possible. Aim for clients to complete 3-5 rounds in total. These are also great tools for fitness tests.

3. EMOMs. Every Minute On the Minute. Complete a set number of exercises within the minute and rest for the remainder of the time. Depending on how many minutes you're going to run for, the clients should be able to finish all the exercises in the first round within 30-40 seconds. I also love changing it up from every minute, to every 90 seconds or every 2 minutes or complete X on odd minutes and Y on even minutes.

As you can see even within the 3 variations above, there are multiple subtle changes you can make to make each workout different and this is before you factor in changing exercises. There are also heaps of other options I haven't mentioned within these variations on top of completely different programming options.



## WHAT EQUIPMENT SHOULD I GET?

Once you've mastered bodyweight training using simple things like; skipping ropes, ladders and cones. Then it is time to move on to other tools. In our opinion you want to look for equipment which is mobile, versatile and enduring. With this in mind we recommend buying equipment in different stages.

**1. Resistance bands.** These could be mini bands, or the bigger bands, ideally both. These are cheap, can be thrown in a backpack and suitable for many different exercises; upper body or lower body, posterior or anterior chain movements.

**2. Suspension Trainer.** Another piece of equipment that ticks all the boxes. You can throw it in a backpack, they're not very expensive and the list of exercises is endless. The huge advantage of suspension trainers is that it is the 1 piece of equipment for all clientele levels. You can use it with your most beginner client or your most advanced client.

**3. Battleropes.** If you're bootcamp style these are a must. Now, they're not the most efficient because only 2 clients can use the rope at the same time, but they're just the quintessential piece of outdoor equipment. The other reason they're great is because they offer a GREAT cardiovascular workout, which is very low impact. Something that can be hard to do in an outdoor setting.

**4. Kettlebells.** I'm biased, but these are my personal favourite. Great combination of skill, strength and conditioning. They also provide a huge variety of full body exercises.





**5. Medballs.** The biggest reason I like medballs is the ability to slam them and throw them. No other piece of equipment allows you to do that. Get your frustrations out and build some serious explosive power.

They would be my absolute go to pieces of equipment to run a bootcamp. A couple I haven't mentioned but love are floor sliders and powerbags. What's important for all pieces of equipment is a solid understanding on how to use them safely and how to coach clients effectively. We recommend always getting further training for each bit of equipment.



## WHAT'S SOME FREE MARKETING I COULD DO?

You can start a Bootcamp with pretty much zero expenses but then how do we market it and get clients without spending money on advertising?

### **1. Start with your current friends and family.**

Update your personal Social Media accounts to reflect that you are now starting / running a Bootcamp and post about it regularly. If you have an email list or the phone numbers of your past clients / prospects, let them know too. As health and fitness is one thing pretty much everyone in the world wants, chances are you'll have enough people in your current network to start a Bootcamp.

### **2. Leverage off Local Community Facebook Groups.**

Most areas have a few different Local Community Facebook Groups that allow local businesses to promote their services. This is a great way to get in front of potential clients who aren't currently in your network. You can post your offer here along with other marketing strategies such as an open week, a bring a friend week, any special you may have or even a free online give away (such as a free online program / eBook).



# WHAT PAID MARKETING SHOULD I DO?

Free marketing strategies are a great way to grow your business! But, they often take longer to come to fruition. So what strategies can you use that are effective and cost a little bit of money?

The number one paid strategy is Facebook Ads (this can always change with an adjustment of the algorithm). The trick with Facebook Ads is knowing your numbers. You need to know what you're putting in and what you're getting out, because you want to know your strategy is working.

So what numbers should you be looking out for?

**1. Ad spend.** We suggest spending 1 client's value on your ad spend (minimum of \$300 value, see our next point on how to create a bootcamp valued at \$600 per client).

**2. Cost per lead.** We suggest running lead ads. This means you capture your clients details (name, number, email), then making the sale either via phone call, or email marketing. An ad that is performing well should give you leads for between \$10-20 each.



**3. Sales Performance.** As an example, we've run an ad with \$500 ad spend and achieved leads at \$10 per lead. This means we have received 50 leads. Ideally, we should be able to sell about 10-20% of these people. Which means, 5-10 people. Now, we've spoken to many trainers who have been greatly disappointed by results like this, but when you break down the numbers it is actually a great result. So, let's break this down a little bit:

- \$500 ad spend
- 50 leads
- 5 sales (\$500 client value)
- Return on investment: \$2500 = 5X ad spend!
- Plus 45 new people in your list. They might not buy today, but maybe after some email marketing they might buy the next round of Bootcamp.

How often would you be disappointed to invest \$500 and achieve a 5X return. This is why it is important to know what numbers to track and also learn how to run effective Facebook Ads.

## TOP TIP TO PASS TO OUR EXERCISE PROFESSIONALS

The biggest tip I can provide when it comes to running a successful Bootcamp is your "offer". Let's compare two Bootcamp Instructors.

**Bootcamp Instructor 1:** Charges \$10 per session and runs 5 sessions a week.

**Bootcamp Instructor 2:** Runs a "12 Week Challenge", charges \$50 per week (for 12 weeks) and runs 5 sessions a week. In this Bootcamp all participants also receive:

- A 12 Week Home Program
- A 12 Week Gym Program
- Nutrition eBook 1 “How to Eat Healthy on a Budget”
- Nutrition eBook 2 “How to Eat Healthy When Eating Out”
- Nutrition eBook 3 “How to Read Food Labels”
- Recipe eBook 1: “Clean Eating Recipe eBook”
- Recipe eBook 2: “Clean Eating Smoothie / Shake eBook”
- 7 Day “Booty Workout” program
- 7 Day “Core Strength” program
- 7 Day “Flexibility / Mobility” program
- Access to a Private Facebook Group where the following mini ‘challenges’ will be run “The Walking Challenge”, “The No Sugar Challenge”, “The Hydration Challenge”, “The Sleeping Challenge” etc

Both Bootcamps charge pretty much the same (\$10 per session) but Bootcamp Instructor 2 has a much stronger “offer” because they are offering more “value”.

What’s important when it comes to “Value Ad’s” is that they do not cost you money or time. If you have a look at all the value add’s above, every single one of them is “free” for the Instructor to provide (as they are all online) and is “leveraged” meaning that the Instructor only needs to create the asset once and they can re-use again and again. For example, they would create the Nutrition eBook “How to Eat Healthy on a Budget” ONCE and every new client that registers for their Bootcamp received a copy.

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