



THE MISSION DRIVEN FITNESS MOVEMENT

TURNING PASSION & PURPOSE INTO PROFITS!

WHO AM I?



CEO Chief Empowerment Officer TriFitness Gym Franchising

Co-Owner/Founder TriFitness Gym

MSTC E7 U.S.C.G. Retired

Having served my country and community for 20 years I've learned firsthand how much of an impact one person can have if they are determined and willing to evolve

Through TriFitness Gym and now our Franchises my mission is to help others overcome challenges to build strong, successful, healthy and rewarding lives and businesses



WHAT ARE WE LEARNING TODAY?

01

CREATING & LEADING A SUCCESSFUL MISSION DRIVEN BUSINESS

This is not only your purpose anymore & you must cultivate enough energy & passion to propel your entire business!

02

SEEKING & SEIZING THE ACTIVE AGING OPPORTUNITIES

This market is in need & greatly underserved. It's your time to learn how to take advantage of & seize the opportunity to help!

03

SYSTEMIZE & SIMPLIFY YOUR BUSINESS TO MAKE EVERYTHING EASIER

To continue growing your business and fulfilling your mission in a manageable and enjoyable way you need to simplify!

04

CARING FOR YOUR COMMUNITY & CREATING A STRONG SUCCESSFUL GYM CULTURE

You must build a strong plan and ideal vision for your team culture & you must serve your community daily if you plan to succeed!

IT ALL STARTS WITH A DREAM=



AND

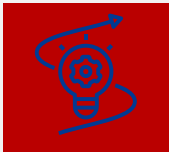
BECOMES SUCCESSFUL BECAUSE OF A COMMITMENT



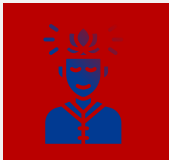
INTENSE SHORT TERM ATTENTION TO THE DETAILS WITH LONG TERM BELIEF AND PLANNING!



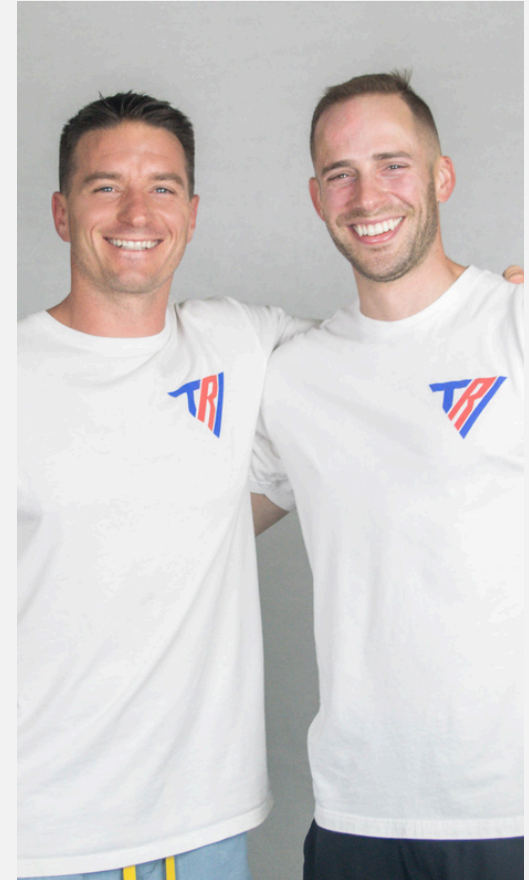
- FIND WAYS TO ENJOY THE RIDE



- CONSTANTLY LOOK FOR HEALTHY PROGRESS



- SEEK SUPPORT AND CONSISTENT LEARNING



YOU DON'T KNOW WHAT YOU DON'T KNOW



START RIGHT NOW WITH WHATEVER
RESOURCES YOU HAVE
THE SOONER YOU BEGIN THE SOONER YOU
WILL LEARN WHAT IT TAKES TO SUCCEED



TRIAL AND ERROR IS THE REAL SECRET TO
FIGURING OUT WHAT IT TAKES TO BUILD RUN
& GROW A SUCCESSFUL BUSINESS



TRI TIPS TO SUCCESS

- **Beg, Borrow and Be Frugal**
- **Keep it in the community**
- **Seek financial support & education early**

IT'S TIME TO DEVELOP THE PURPOSE BEHIND YOUR LEADERSHIP STYLE



“ YOUR “PURPOSE” IS YOUR ROADMAP. IT MAKES ALL SUBSEQUENT DECISIONS EASIER AND MORE EFFECTIVE AS THEY ALIGN WITH YOUR PURPOSE AND FACILITATE PROGRESS AND CONSISTENCY!

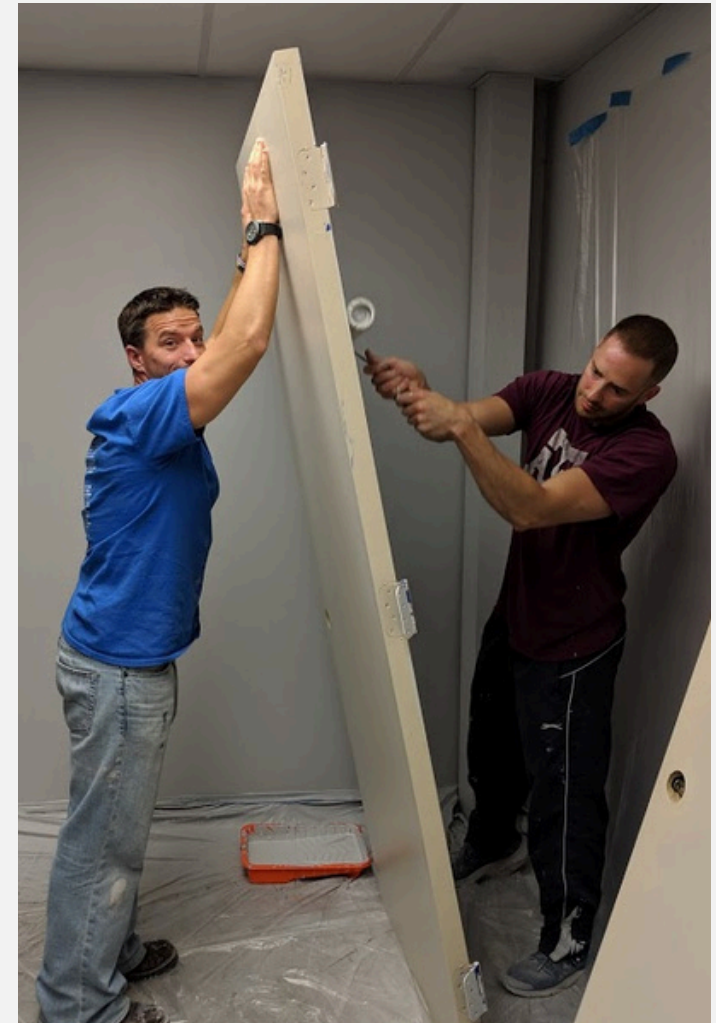
WHAT MAKES AN EFFECTIVE PURPOSE DRIVEN LEADER?

SELF AWARE, MOTIVATED & ACCOUNTABLE

Are you doing the deep work & making the daily choices to be prepared to lead yourself, family, team & community to success?

AUTHENTIC & ADAPTABLE

Without your own personally practiced, developed & tested leadership style it's hard to lead authentically and adapt effectively



ALIGNING YOUR BUSINESS MISSION WITH YOUR PURPOSE

WHAT MISSION IS BIG ENOUGH TO
PULL YOU THROUGH ON YOUR
TOUGHEST DAYS TIME & TIME AGAIN?

It is crucial for you to align the
mission of your business to
support and coincide with your
purpose to make your life and
your business more rewarding!





HOW ARE YOU GOING TO LEAD?



LEARNING & MENTORSHIP

You have to find good leaders to learn from and you may have some not so good leaders to learn from also, but the key is learning!

DEVELOP YOUR APPROACH

Throughout the journey of building your business and growing your capacity to teach others you will figure out what works best for you!





**INSPIRE
BUILD**

AND

YOUR TEAM!

TRIFITNESS
FUNCTIONAL FITNESS FOR LIFE

EDUCATE

TRUST

EMPOWER





LEAD YOUR TEAM



Develop and share your vision with your team clearly and consistently to make sure that they understand what they are working for each day



Spend time with your team and take time to get to know them. Your team should know that you trust them and that you want them to win.



Your team is your family and as a leader it is your job to keep the family together and moving closer and closer to their goals and dreams



YOUR TEAM AND COMMUNITY WANT TO BE LED

IT'S YOUR TIME TO SHINE!



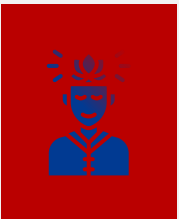
CLEAR AND EXECUTABLE VISION

You must have an digestible and easily understood vision and purpose for your team



CONSISTENT & FAIR APPROACH

A productive environment is a consistent and supportive environment



GROWTH AND OPEN MINDED

Change is constant & you're going to be called to grow, so that you are prepared to seize new opportunities



TRI TIPS TO SUCCESS

- **Don't take everything personally**
- **Accept that you are the problem solver**
- **Trust and empower those around you**



OPPORTUNITIES AROUND



42-44% OF THE U.S.
POPULATION OVER 50 IS OBESE
61% HAVE HYPERTENSION



45% OF THE U.S. TAKES
AT LEAST 1 MEDICATION
EVERY DAY



ONLY 20.6% OF THE U.S. HAS
A CURRENT GYM MEMBERSHIP

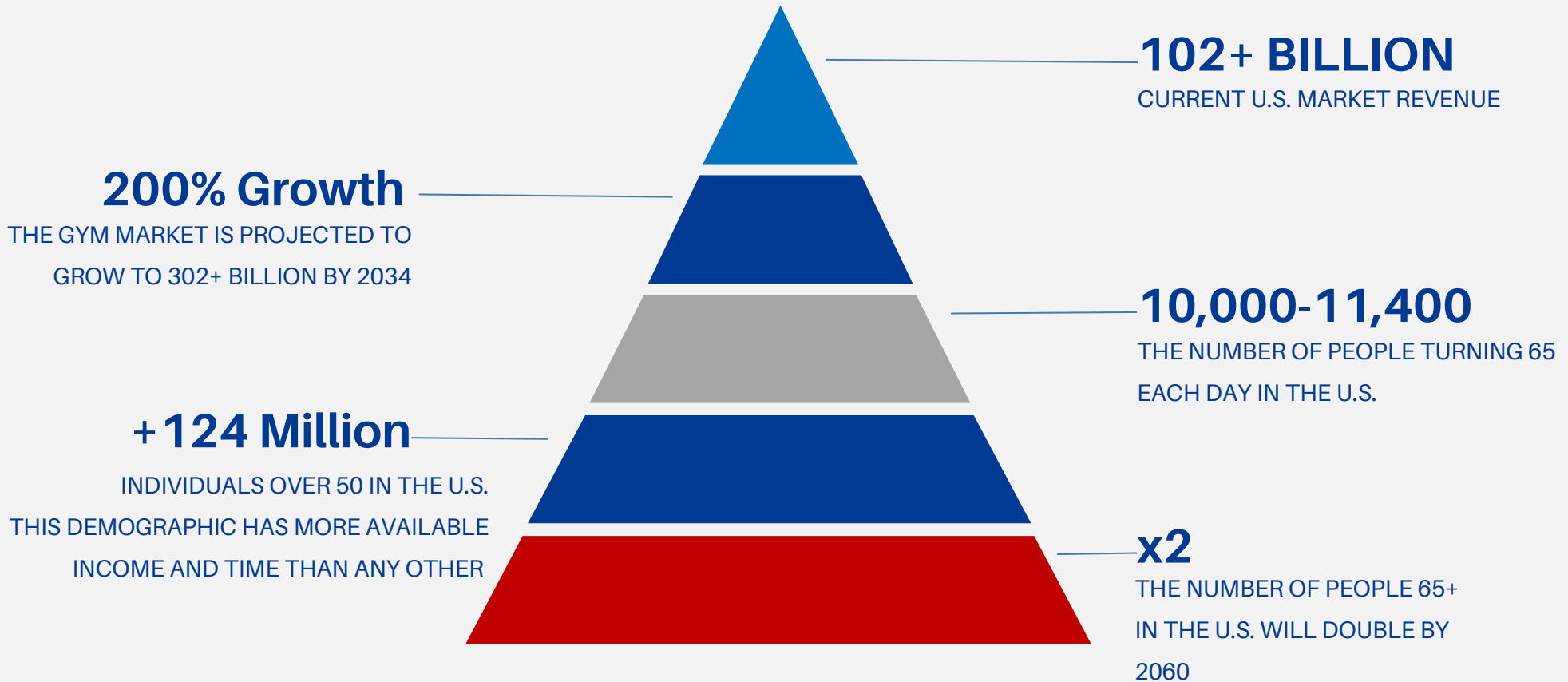


ONLY 24.2% OF THE U.S. IS
GETTING AN ADEQUATE
AMOUNT OF EXERCISE EVERY
DAY





BY THE NUMBERS





WE ARE FITNESS FOR 50+

TRIFITNESS GYM

FUNCTIONAL FITNESS FOR LIFE

We are a small group functional fitness personal training facility focused on providing personalized coaching for our 50+ population. We have designed a friendly, fun and engaging gym that enhances the client's ability to move throughout their everyday lives. Our functional fitness programs are comprehensive, efficient and effective covering everything from balance, strength, coordination, endurance, mobility, flexibility, speed and power.



THE TRIFITNESS EDGE

TYPICAL GYMS

- Intimidation
- Judgement
- Confusion
- Pressure

TRIFITNESS GYM

- Connection
- Encouragement
- Education
- Acceptance





OUR UNIQUE TRIFITNESS APPROACH



01 Health is more than an image in a mirror or a number on a scale. You must focus on the bigger picture of health! Emotional, Mental, Spiritual and Physical all Matter!



02 We believe in the power of the human connection & building relationships! We strive to create lifelong customers



03 Exercise starts with a decision and you must believe in yourself and your ability to improve to remain dedicated! We cultivate and coach growth mindset and educate our clients



04 Lifelong consistency will have a much bigger impact than the 6-12-week quick fix! We help our clients understand this and set realistic long term goals for their health & longevity

FUNCTIONAL FITNESS FOR LIFE



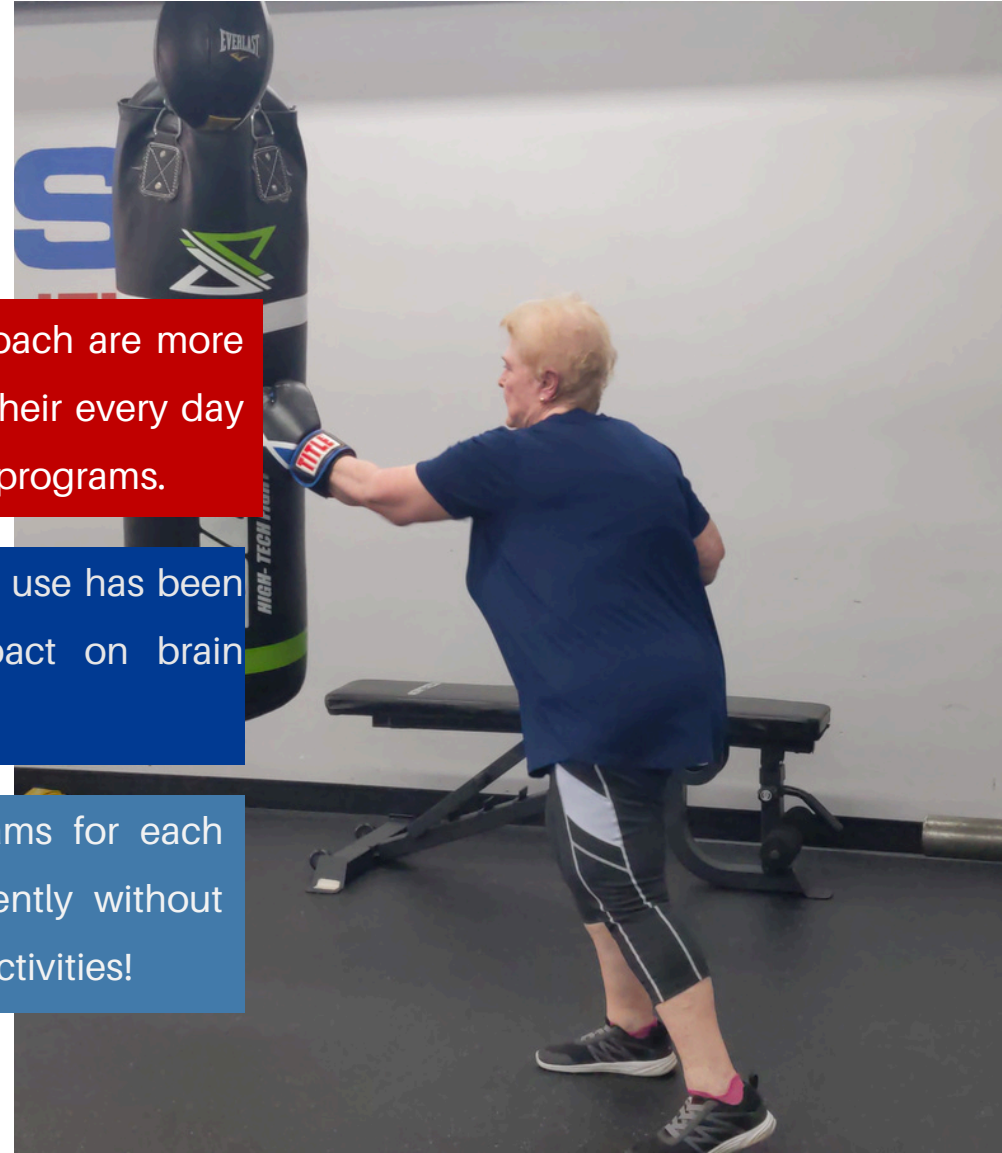
The functional movement programs we coach are more effective and have more of an impact on their every day lives than typical one-dimensional exercise programs.



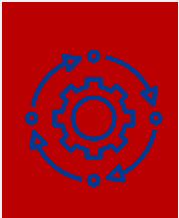
The multiple modality fitness coaching we use has been proven to have the most positive impact on brain functions and brain tissue health over time.



By designing individualized fitness programs for each member we ensure they improve consistently without hitting a plateau or getting bored with their activities!

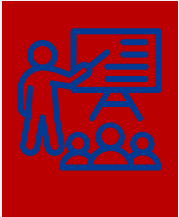


SIMPLIFY AND SYSTEMIZE YOUR WAY TO SUCCESS



SYSTEMIZED COACHING APPROACH

This means that you can teach others to do what you do and you can grow your impact



CREATE A TRAINING PROGRAM

With a structured and consistent training program you create a real product to sell



MAKE IT EASY TO LEARN AND APPLY

If you make tasks easy for your employees to do and the coaching easy for your clients to learn and practice you make everything easier



DEVELOP A
GAMEPLAN TO
BECOME THE GO TO
EXPERT AND GYM IN
YOUR COMMUNITY

CI

News from BAY AREA

TriFitness Gym: Veteran changing fitness industry for seniors



Jake Trione opened TriFitness Gym in January with co-owner John Adiletta. (Jake Magee/Community Impact Newspaper)



**A
community
that knows
you, likes
you, and
trusts you
will support
and buy
from you!**



STRATEGIC PARTNERSHIPS

SCHOOLS

By developing a relationship with schools and other educational organizations you grow your credibility, your potential client and employee pool

LOCAL NETWORKING

Organizations like the chamber of commerce, businesses networking international, churches, libraries, community centers, non profits and support groups

DR'S & CLINICS

By developing relationships with Dr's and other Allied Health Professionals you will build a referral network, credibility, potential collaboration opportunities and have a resource for your clients

Fellow Fit Pros & Coaches

Fellow fit pros & coaches have knowledge & information that could be helpful to you & your business & they may offer coaching that can greatly accelerate your growth & your success learning all that they have already failed at!

TRI TIPS TO SUCCESS

- **Consistency over Intensity**
- **Local business networking is key**
- **Speaking is very effective marketing**

READING AND LEARNING ARE YOUR CHEAT CODES!

- HIGH TEN
Martin Rooney
- TREADSIDE MANNER
Greg Justice
- LIVING YOUR DREAM
Thomas Plummer
- THE FITNESS ENTREPRENEURS HANDBOOK
Pat Rigsby





FREEBIES FOR ATTENDING



LEAD WITH PURPOSE:
THE MISSION-DRIVEN
FITNESS BUSINESS
BLUEPRINT



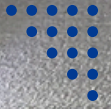
30 MIN
CONSULT



The FAI logo is a red square with the letters 'FAI' in white. It is positioned in the top left corner of the image, next to a blue L-shaped graphic element.

FAI

THANKS FOR ATTENDING TODAY!



**IT'S TIME IDENTIFY YOUR MISSION AND
START BUILDING YOUR BRAND TODAY**

