

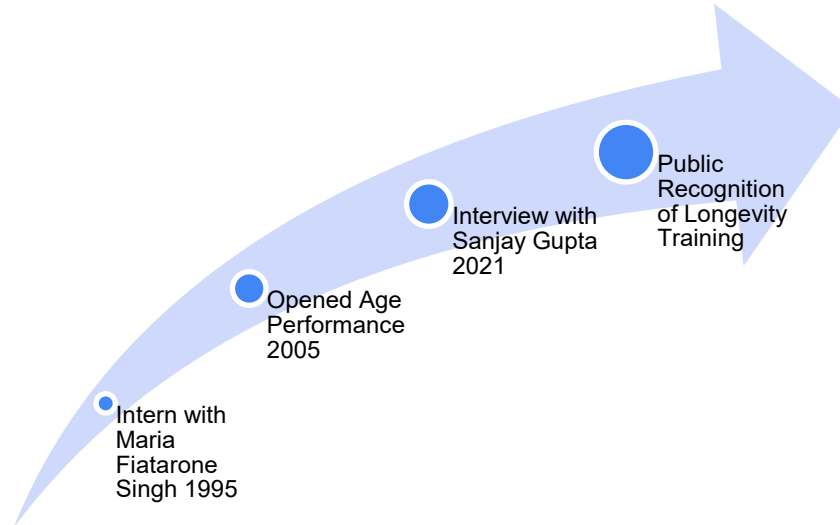


20 Years of Business: What I Wish I Would Have Known

Paul Holbrook, Owner and Founder Age Performance

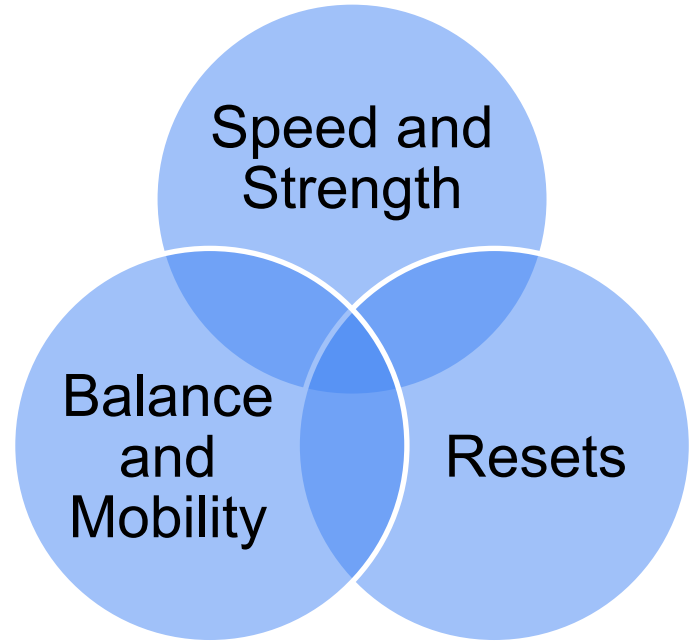
The Journey: From Idea to Impact

- How and why Age Performance started
- Who we serve (people 50+)
- What's changed in 20 years—and what hasn't (Let's identify some major milestones)



Niche is Power: Pick a Lane – and Stay In It

- Serving older adults wasn't mainstream 20 years ago
- Sticking to our niche buildt loyalty and trust
- Don't be afraid to stand apart



Systems First, Then Scale: Build a Foundation

- We waited too long to systematize scheduling, billing, training
 - Started with “At-a Glance type book”
 - Missed things, time consuming, hard to track sessions and payments
 - There are out-of-the box solutions
 - Capturing/documenting your training method
 - Difficult to train employees/trainers
- Systems = sanity for you and clarity for your team

Before	After
At-a-Glance	CRM
Methodology poorly documented	Digital Coach – Fully Documented
Paul was the New Employee Trainer	Training Program
Self-Generated Financials	Book-keeping and Reporting
Body Building Paradigm	Functional Aging



Know Your Numbers: You Can't Improve What You Don't Track



- Why cash flow, client retention, and lead cost matter
- Mistakes we made by guessing instead of knowing

Referrals Only Go So Far – Marketing Is Not Optional

- Referrals worked—but it wasn't enough
- Other marketing avenues to consider
 - Radio
 - Awards
 - Community Classes
 - Professional relationship/partnerships
 - Internet/Social Media



Charge What You're Worth – Don't Apologize for Pricing

- Pricing mistakes we made early on
 - Understanding overhead
 - Being able to support family/make a living, if this is your career
 - Understand the uniqueness and value of your service (create a value proposition)
- What we learned about value, confidence, and client psychology



Are you a Pinto or a Mustang?



People Matter Most – Lessons in Hiring (and Termination)

- Hiring team members
 - Can tell a big difference between someone with Exercise Science degree and those who don't
- The value of culture and alignment
 - Address “static” immediately
 - Make sure they are “vnp qualified” – Mike Boyle
- Know who “owns” the client
 - Make the contract clear
 - Even with a contract, this is difficult due to bonding




Serving Older Adults Takes Heart – The Work is Personal

- It's not just training—it's relationship-building
- Why training the 50+ population is a gift and responsibility



Be Ready for Change – Stay Adaptable

- The World is waking up to Aging Strategies – skipping
- Client churn is natural—plan for it
- Keep growing your pipeline and evolving offerings – highlight certificate and digital coach




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Understanding Your Aging Body



Building Your Foundation



Developing Your Speed and Strength



My Workouts



Protect Your Energy – Burnout Helps No One

- The toll of always being 'on'
- Finding ways to recharge, delegate, and grow sustainably



Success Is Yours to Define

- Not every opportunity is the right one
- Our values shaped our decisions
- Define success by fulfillment, not just revenue



What I Would Say to My Younger Self

- Key Lessons:
 - Good Job – The risk was worth it
 - Surround Yourself With The Right People
 - Don't Neglect the Most Important Things
 - Always Be A Learner First
- Reflection: would I do it all again? Absolutely.
- Invitation to connect or ask questions

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