



HEALTHY BEHAVIOR
— INSTITUTE —

CALCULATE YOUR POTENTIAL ADDITIONAL REVENUE WITH HBI

We help gyms increase revenue through our 360 behavior-based coaching program that changes people's lives.

LET'S CRUNCH THE NUMBERS

CURRENT MEMBERS/CLIENTS:

Number of current members/clients: _____

Potential extra charge per month for a 15-minute 360 Wellness session: _____ \$30

Estimated additional monthly revenue: _____ \$
(NUMBER OF CLIENTS X \$30)

NEW CLIENTS:

Estimate the number of new clients attracted by this service: _____
(ESTIMATED 2-10 DEPENDING ON GYM SIZE)

Average spend per new client per month: _____ \$100

Estimated additional monthly revenue from new clients: _____ \$
(NUMBER OF NEW CLIENTS X \$100)

CONVERSION TO FULL MEMBERS:

Estimated number of new clients from above: _____

Conversion rate into full members: _____
(RECOMMENDED 50%)

Your average monthly cost per member: _____ \$

Estimated additional monthly revenue from converted members: _____ \$
(50% OF NEW CLIENTS X AVERAGE MONTHLY COST PER MEMBER)

INCREASED SUPPLEMENT SALES:

Number of clients engaging in 1-on-1 360 coaching: _____

Additional monthly revenue from supplements (PER CLIENT): _____ \$30

Estimated additional monthly revenue from supplement sales: _____ \$
(NUMBER OF ENGAGED CLIENTS X \$30)

TOTAL ESTIMATED ADDITIONAL MONTHLY REVENUE:

Sum of all estimated additional revenues: _____ \$

THIS PROGRAM IS NOT JUST ABOUT IMMEDIATE REVENUE

It enhances client retention, sales conversion, and boosts your team's capabilities, further contributing to your gym's success.

READY TO ELEVATE?

We can integrate our behavior-based coaching program into your services for just \$500/month with a 12-month commitment.

We'll provide:

- Comprehensive team training
- Access to our exclusive systems and software
- Implementation of your coaches training into your existing business structure
- Continuous support for an entire year
- We offer a flat fee to train your entire team, train 2 or 10, price is the same.

**TAKE THE
NEXT STEP**

Have questions?

Email us at: scott@healthybehaviorinstitute.com

Ready to learn more? Schedule a call with us.

