

You're here because you want more.

More money, more clients, more freedom... and to do so without the confusion, frustration or overwhelm.

"If it were just more information we need, we would all be billionaires with perfect abs"

This quote sums it up perfectly, and why I want to give you the steps and advice along with action taking needed to give you what you want.

Being a trainer, coach or consultant that gets results with your clients, confident with your skills and know-how, but that voice in the back of your head keeps creeping through and telling you that you want more for your life.

I'm giving you this Introduction chapter to my book because I want to give you, what I ultimately give all my clients in both coaching businesses I have... Confidence and empowerment.

Confidence to take the right steps forward to achieve results, to change your life, and the empowerment that equips you with the skills, knowledge and experience to continue growing and achieving for the rest of your life.

With every business mentoring client I have, its my job to take a 'stake' in their success, if I show them and hand-hold them to doubling or tripling their clients, or 10x their profits, and then I let them go to continue... but in a years time, its all crumbled – I've failed as a coach.

Rather than me talking about the book to come, I've included feedback from the working draft.

By having this you've been added to the VIP launch list of getting your hands on the book before it goes public, and also giving you access to a private forum where I can help and guide you, and you can also become apart of the creation of this book.

The title "Small Steps Big Business" is the working title. I gave it all about 60sec thought, and will do the headline testing in final stages before publishing, this is another part of the behind the scenes action you will see be becoming apart of the private group.

Opinion of the book:

"The long-overdue *"Your First 100 Clients"* is a breath of fresh air to the entrepreneurial world, and is here to shift our culture. This book clears out the confusion and gives you the real world, tactical, proven strategies from being in the trenches and creating success.

Chris Dufey, who has been labeled the leading authority for high-end coaches and consultants, reveals the exact strategies he's used to go from dead broke to over six figures within five months, and running multiple business from the luxury of his Bali villa. If you're serious about success, this book will change the game for you, regardless of what industry you're in.

Most entrepreneurs struggle with inconsistent income, high stress, and don't have enough time in the day to get everything they want done. Chris shows you the truth in how to launch and

build your business in the fastest and most effective ways to maximise your income, get bigger things done in less time, and create your ideal lifestyle. We assure you: This will catapult your coaching and consulting business, but more importantly give you the freedom and lifestyle you really want.

As both yourself and Chris have experienced, being stuck in the time-for-money trap and stressing with inconstant income and clients, is the fast-track to failure. We want you to stop scratching your head and being confused with your lack of results and into the game. We want you to enjoy higher levels of fulfilment, passion, and energy, and to achieve results that very few attain.”

Before You Dive In:

This book is not being written to be a flick through, and to say you read another book. This is about taking action, and I’m here to equip you with:

1. The proven strategies and tactics that will cover you developing as an entrepreneur, growing your following, turning your following into clients and delivering nothing short of a world-class experience for every client.
2. The real life insights and case studies so you can see first hand from coaches that are right now exploding their own profits and businesses to the worlds best mentors and leaders that I have spoken to that give the insights here.

The fact is, I didn’t make any of this up. This is only the bringing together, the testing, failing and achieving of the learnings I have gone through. The success is thanks to the coaches, mentors and greats that have influenced me.

Enjoy.

Your First 100 Clients: Building Your Online Fitness Business

How to Build a Six Figure Online Business, While Changing Lives and Create The Freedom You Want

"stop trading time for money, its the worst trade in the world" – Tony Robbins

"It's a lie."

The exact three words going through my head as I speed down the main road of Dubai racing to get home in time.

I wasn't racing against the clock, I was racing to get home in time to give my daughter a bottle and put her to bed. I had been up since 4:30 that morning, my usual wake up time to give me enough time to shower, eat, read and be in the gym in time for my first client starting at 6:00am.

You and I have been lied to about the same thing. I started my own business with the dream of 'working my own hours,' 'earning great money,' and 'being my own boss.' All of this was the complete opposite of what was going on, as I spent the entire day in the "office" which for me being a personal trainer was the gym. And I didn't want to be a dad that was at work the whole time missing out on my children's lives.

To this very day of me writing this, I get emails and private messages from countless trainers, coaches, consultants, and business owners who are struggling to earn the income they want.

Does this sound familiar?

- "I can't get new clients, it's a constant battle of me chasing them, and I'm losing my love of why I got into this."
- "I feel like a sham when it comes to 'selling' my services."
- "The market is so flooded, I can't stand out."
- "Why are other coaches getting clients and making more money than me when they are less competent than I am, with fewer skills and credentials?"
- "I can't earn more money, I'm struggling to make ends meet, and I might have to go get a job."
- -"I'm stuck in the time-for-money trap and have no more time to make the money that I want. My income is stuck."

It sounds familiar because these are the problems that we are lured into when following the mainstream, regurgitated advice when starting, growing and building a business that we run.

It doesn't have to be this way, and I wrote this book to give you the answers to ensure that these problems go away forever. Don't just read, but use this to know exactly how to build a business that can work without you slaving away at it. Even better, where you can disappear and come back to it, for it to be only growing stronger from when you left. And best yet, your bank account has grown in that time as well.

I've got the upper hand to see what's working, what's not, and what the absolute best strategies and tactics are to use for trainers, coaches, and consultants because they are my clients, and that's what I'm here to give you. Week to week, I get to delve deeply into how each client can deliver the best possible results for their own customers and clients, how they can grow a business that gives them the money, freedom, and lifestyle they want.

Ultimately... that's what you want, that's why you are here.

Happiness is a broad term and has as many meanings as people you ask, just like the word 'success.' I will show you later how to define and then make this happen for yourself.

Being a personal trainer and physique coach myself, I started out showing, then teaching and guiding other trainers how to grow their businesses simply because I got asked so many times "how have you done it?" or "how are you living in Bali running these businesses?" The emails came in so often, I decided I had to do something about it.

On a day by day basis I was seeing the lies that were being perpetuated on the web and social media. Business coaches were simply regurgitating what their business coach told them, to sell people a 'stairway to nowhere' program that would only leave their pockets empty and more frustrated in what to do.

I firmly stand against the 'theory only' and unproven.

This book is for any type of trainer, coach, or consultant and I will boil down those terms to just 'coach' for ease for you throughout this book. As coaching is an efficient and high-impact means to get results with clients, coaching has grown to encompass many fields; business coaches, fitness coaches, life coaches, executive coaches, career coaches, sales coaches, and now the role of consultants such as marketing, interior design, dentists, lawyers, and the list goes on.

The same major problems and bottlenecks come up time and time again, which is when they come to me to quickly push down, move over or around, to then grow a business that leads to that all-consuming 'success.'

You have ahead of you the key steps to make serious changes to your business so that you can;

- Attract new clients each day and week. Even better, have them hunting you down and ready to pay a premium.
- Grow your income to double, triple, or even 10x what you are earning now by changing the business model so you can deliver world-class results to every client and leverage your time, resources, and profits.
- You charge what you are worth and have the system in place so that you turn someone that's interested into a client for the long-term and never be 'salesy.'
- You grow a team around you and have multiple income streams so you are never pigeon-holed or restricted with growth, being an exponential means to grow your success and income.

Coming up now is the 5-Key Steps for you to use to get these results:

Step 1: Your Foundation

The first moves someone takes after deciding to start their business and jump into being an entrepreneur is usually; what's my business name, what should my logo look like, and go get business cards printed up. This is all wrong.

Your future, success, and business all rely on the foundation and platform you set for it, and I will walk you through what really matters, and when you have finished using this, you will see how it literally impacts every other facet, decision, and part of your business.

Step 2: Marketing and Attracting New Clients

The words of sales and marketing have been ruined by mistruths and downright lies with how to go about and action these to build your business. These words now cross over in many parts. The more effective your marketing, the easier and fewer steps there are in the sales process. Importantly this is an 'engine' that you can set up to run for you 24/7.

Waking up from a great sleep, whilst going for a run, being on holiday, or finishing dessert, and then you realise that you just had a new client come on board, sales have been made, and the cash is sitting in your account, or fresh new leads that equal both of those wins are now ready for your sales team to tackle. These are the fruits of simple, yet effective and powerful marketing can give you when done right.

Step 3: Converting New Clients

'Sales' is not a dirty word... being a salesman doesn't make you a bad person. The hang up so many people have when it comes time to talk sales, or to sell someone to start with you is hilarious. People don't buy something they don't want or need. Sales are simply connecting the dots for someone having a problem and getting delivered a solution.

You are always selling, whether it's your products or services, yourself, or your opinion in an everyday chat, it's all very similar. We are not going to go into dirty tactics of persuasion or unethical means to make a sale. Because there is no need. And I will show you how that also includes using the 'client pipeline' that ensures you take on only the perfect type of client that's willing to pay the premium but never feels like 'selling.'

Step 4: Delivering World Class Results

You can only sell shit once... Because once someone knows it's shit, they will never buy it again, and with the power of social media, now you can have the world know very easily and with speed just how bad your failing products and services are.

Instead, I will show you how to create the perfect 'signature system' that gets your clients the best results, and doesn't suck all of your and grows your profits. As you are in the results game, your clients are coming on board for results, and the benefit of paying a coach is to have – certainty.

The certainty is that they will get those results and have you hand-hold guide, and give them the advice needed to make that happen.

The truth is I have the 'red velvet rope' of a strategy consultation in the way to not let just anyone come on board my coaching programs. Because I only want to take on people that I like, that I believe in, and that are not energy vampires that will just waste both of our time.

Step 5: The Ultimate Profit Strategy Plan

These small steps are going to give you the big success you are looking for, but only if you use them and take action.

This is not a read once, and put back on the shelf book, this is a guide, along with the 'downloadable coaching' I have for you for having this book. To ensure that you get the very best out of investing your money in buying this, but more importantly your time for reading this.

I find most businesses fail because the owner is standing in the way of success. Not willing to think or do for what's needed. I will show you how to continually build your business for the money, freedom, and lifestyle you want.

With the 5-Key steps laid out for what's to come, it's a good question that I always ask when sitting in a course or presentation, reading a book, or listening to advice.... Does this person have the chops to actually give out this information?

Sitting here in my Bali villa being able to run 4 companies, and having the true luxury of lifestyle design at my fingertips, it's not always been rainbows and lollipops for me. Far from it –

Being a personal trainer for over 10 years, I hit the wall of not being able to grind through another 60+ hour work week of seeing my clients. I knew I wanted more, more for my life, my wife, and my brand new baby girl at the time, and for the positive impact, I knew I could make to the world, wanting to truly help people live richer, happier lives.

There was only one reason I had grown myself to being a top personal trainer in Dubai, and before flying over, in Sydney. I went to the best coaches, courses, and information the world had to offer, spending everything I had to soak in what would make me the best. Though, I then hit the limit that my business needed to change, and drastically. I had to learn business.

So I did what I knew best, I went out and studied, learned, and soaked in the best information from the best people, from every industry to then apply it to growing my own businesses and now all of my clients and customers.

It slapped me across the face that I was having daily 'aha' moments of being blown away that we were living in Bali, and having the ability work on the projects and businesses I love, that I was down at the beach with my girls when I got a message from my personal assistant. He had just finished the months reporting and from the coaching business I had started only 5 months before I had done over \$100,000 in just that month.

What was a total dream for me just years ago, for what was a year's income I had just done in 1 month, in only 1 of my businesses. And the way that I look at it, money is just value, people

will only exchange money for value, and that means I was delivering bucket loads more value to the world.

If you really read through and take action on what I have here for you, you are going to be able to create the income, freedom, and success that you truly want.

This isn't just some throwaway, pep talk comment. This is the truth as I have done it, and continue to do this with my clients all around the world. This is the 'system' that I know works.

If you wait to use this, put aside and say "I'll come back to it," then don't even bother reading ahead. You have to be ready to use this, to take head-on the roller-coaster that is being an entrepreneur and enjoy the ups and downs without ever stopping.

The only true reason I am in the position to and am writing this for you, is because I never gave up. I failed far more times than I did things right, though it was from constantly correcting course, learning, and making adjustments that I continue to move towards what I want to achieve.

It's now your time to do it 10x faster and bigger than I did, by avoiding the mistakes and fast-tracking your success by using what works.

--

Your Best Next Steps:

Step 1:

[CLICK HERE](#) and join the Fitness Business Success Circle.

This is a group with the focus of helping each other build the business, financial, personal and life success that we each want, and where I can personally be there to help.

Step 2:

Get your copy of the book by going here (with the free bonuses) - <http://www.chrisdufey.com/book>

Step 3:

Get the full guide including coaching videos and masterclass for FREE by going Here - <http://www.chrisdufey.com/online>

See you on the inside,

Chris.