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**Subject: The Biggest Loser STILL makes me scream**

(name),

When I would talk with a prospect at my gym, there was one thing that always made me want to scream louder than a Kardashian without social media access:

Any reference to “The Biggest Loser”.

Eventually, I realized that The Biggest Loser was the only exposure to personal training some of them had.

Imagine that.

Their only exposure to our profession was two personal trainers (who represent us) treating people (who represent them) like trash.

Screaming at them...insulting them...encouraging them to hurry up and puke in a bucket so they could get back to their “last chance workout”...

Awesome, huh?

And they’d still walk in my door to ask for help while half-expecting to be treated like crap.

Pretty humbling if you ask me.

If you have any empathy at all, you feel a responsibility in your soul to treat these vulnerable people with kindness, compassion, and respect.

And maybe you also feel some anger and contempt towards those who prey on people’s vulnerability for their own gain.

That’s how we feel whenever we see one of those **“Get 100 new clients NEXT WEEK with MY Super-Incredible marketing plan! Just \$49.98 for the next 4 hours only!!!”** ads on social media.

Yuk.

I was talking with our CEO about coaches in both the fitness and business coaching industries this week and he told me *“We are for our clients what gym owners are for their clients.”*

*We talk about the business they want to build, their values, their roadblocks, and we build a sustainable plan around it.*

*That's just like any good fitness coach would approach coaching someone who wanted to live a healthier life. Right?*

*Their expertise is fitness, and their clients need that in their lives to feel better, look better, whatever their goals are.*

*They can't get there on their own for any number of reasons, whether it's knowledge, accountability, or something else.*

*Our expertise is how to build a sustainable, profitable fitness business and a lot of gym owners don't know how to do that.*

*They can't get there on their own for any number of reasons and that's fine. They don't know what they don't know, and it takes strength to understand that and take steps to solve that problem."*

That's a lot to think about.

Mitch Rothbardt  
Success Coach

P.S. By the way, this helped a lot of people over the weekend, so I thought I'd link to it again. It's a very cool time management tool ([link - very cool time management tool](#)) that has the benefit of also being FREE!

We coach our clients to fill this out either Friday night or Monday morning (it only takes 5-10 minutes) to make sure their week is organized, and things don't slip through the deep dark recesses of their way-too-frazzled mind.

([Button link - Priority Tracker](#))

If your time management is already perfect, you don't need to use it.