

Behind the Scenes of a \$500k/Year Online Training Business

Melissa Shevchenko started training solely in person and decided to experiment with online training. Boom, pandemic hits and Melissa has to pivot. By the end of 2020 she moved entirely online. Her highest month from in person was \$8-10k. And now, her highest month from online training so far has been \$70k.

Here's an exclusive behind the scenes look at what a \$500k/year business looks like.

How does she get clients? Her Facebook has a 12k following which funnels into a free Facebook community that now has 2500 members. It grows through referrals, local advertising, and by being an expert in her field. Group members receive DMs with meal prep eBooks, reminders of when Melissa is going live, holiday messages, and quick check ins.

Who's her avatar? Women who have been on the yo-yo diet rollercoaster, obsessed with the scale, who want to see the fat come off and stay off.

What does someone in her online program receive? Clients receive a 6-week course that breaks down fat loss, nutrition, mindset, relationship with food, and a fitness program with videos to help with form. This 6-week course was built from experience with her own struggles and through feedback and results that she'd seen from her clients.

This is not zoom personal training. This is fitness and nutrition education with weekly pre-written questions and coaching accountability. Every Monday she goes live to give her clients homework for the week. Midway through the program, she goes through her client's goals and talks about long term programs. Her weekly check-ins are written and clients answer a set of pre-written questions.

When does she take clients? Enrollment happens six times a year and she takes 40-50 clients into her 6 week program. This helps Melissa focus on fulfillment and marketing.

What does she charge for her programs? \$800-850 for the 6-week course. Her 6 month program is \$350/month or \$2000 PIF. Her 12 month program is \$300/month or \$3200 PIF.

What does her team look like? Her husband, Kevin, is part of her business and helps with the DM outreach, reel editing, videos, and is the master of spreadsheets. Kevin came on board to Melissa's business after getting laid off of his full time job when Melissa invited him to work for her. Kevin sends the initial message as a setter and Melissa continues the conversation and closes the sale. She also has a VA.

How did she shift online? She developed an online product while going through the Online Trainer Academy. First she offered it to her in person clients. Slowly she transitioned the bulk of those clients online until COVID forced her completely online.

Melissa still spends hours a day working on her business but the shift from in person to online has opened up so many opportunities for flexibility and freedom. There was a cap for in person training that wasn't going to change. But online, the cap was no longer there.

What do her long term programs look like? In her longer term programs, she does two monthly group zoom coaching calls. The whole community gets on and she goes through a topic or a live Q & A. She still does a live video every Monday. And finally she offers "red light" coaching calls, where if you're in a really hard situation she gets on a call with you and helps you figure things out.

How does she approach client retention? She focuses on a sustainable lifestyle approach versus a quick fix. With that she creates the need for a longer term solution past the first six week course. Because of that, when clients join they are already thinking about what happens past the first six weeks. Clients get attached to the community as much as they get attached to Melissa. And with that Melissa gets to go deep with her clients and get to know them well.

What are her working hours like? People assume she works all day long, countless hours a day. But that's not the case. Melissa sets "office hours" so that she can still be in bed by 9pm. She helps her clients through her DMs and tries not to have a phone call unless absolutely necessary.

Final advice? Charge what you're worth and care about your customers. Your customer service has to be top notch.