



## 3.5 Day Mentorship with Todd Durkin at Fitness Quest 10 in San Diego, CA October 14 - 17, 2010



I have recently received several great questions in regards to the program and I want to share them with you.



### Who is your target audience for the 3.5 Day Mentorship program?

This program is geared to entrepreneurial-minded personal trainers and fitness business owners and managers. Most of the content in this program will be business and marketing based and focused on creating and growing your brand.

A wide variety of other health & fitness professionals will benefit from this program - chiropractors, physical therapists, strength coaches, Pilates instructors, yoga instructors and massage therapists. The focus will be on the "fitness business" and how to operate a successful, profitable business.



### Are the topics covered in the 3.5 Day Mentorship program the same every year?

The topics that are covered during the program vary slightly for every mentorship program we offer. We try to keep the program as dynamic and current as possible, so we are continually altering the topics that are included with each 3.5 Day Mentorship experience.

While many of the "core presentations" are the same, we always have some new, exciting topics that will address the latest trends or needs of the fitness professional. There are presentations with "insider-secrets" on topics such as:

- Marketing on a shoe-string budget
- Program and product development
- Creating revenue in a challenging economy (including passive revenue!)
- Top lessons learned in creating a successful, profitable business
- Boot camps and group program design
- One program that WILL bring you in over \$10K in your business right away
- Coaching exercises that will provide a strategic plan for you taking ACTION to help you create your BEST YEAR ever!
- Get an inside-look at the highly-successful Fitness Quest 10 and learn what makes it a Top 10 Gym in the US.

Also, this program is slightly longer than previous mentorships. This is to account for even more observation time and a few more presentations.



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### When will your next Mentorship program take place?

The October 14-17 Mentorship will be the last one of 2010. The next one after that won't take place until the spring of 2011.



### How much of the 3.5 Day Mentorship is focused on business development?

The itinerary is scheduled so that about 90% of the time will be spent on business development, and about 10% of the time spent on workouts and practical training methods. We will have 3 workouts total in the 3 days and the rest of time is geared to increasing your business acumen. This program is going to focus on how you can really generate some serious increased revenue in your practice NOW!!!!



### Will I get CEU's for attending the 3.5 Day Mentorship program?

We provide CEU's for ACE and we are awaiting word from the NSCA. You can petition to any other certification organization.



### Is there a list of hotels in the area that are close to Fitness Quest 10?

Once you have signed up, we will send out a welcome packet that has all the details and logistics of the entire 3.5 Day program. Included in that packet is a list of hotels that are close to Fitness Quest 10. There are a number of hotels that are 3 miles or less from the Center. We will be sure to make sure your 3.5 Day Mentorship is not only a great business experience, but a great overall experience as well. It will be as relaxing and rejuvenating as it is excellent for your business development.



### What do I need to bring to the 3.5 Day Mentorship program?

Bring a mind ready to soak up the latest ideas in fitness programming and business development. Be ready to be "**ACTION-oriented**" as we will be creating **GAME PLANS** for your own **INDIVIDUAL SUCCESS**. We will be providing you a manual/notebook but we encourage you to bring your own as well. Two pens are recommended as you will probably be taking copious notes.

Bring comfortable clothes for the presentations, some workout clothes for the workouts once per day, and a "California Casual" outfit for dinner at the Durkin household sponsored by Perform Better one evening. The temperatures here in October are typically in the 70's during the day and a little chillier at night so pack your bags accordingly.

Be ready to hit the turf running!



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### What do I need to prepare in advance before I come to San Diego?

The most important thing you can do is prepare yourself for some amazing content that will change your life and your business. Once you sign up, we will be sending out some informational articles and some recommended readings to get you ready for this business-changing experience.



### What is the cost of the program and what is included in the price?

The total cost is \$1,197.00. I believe this may be the best investment you ever make in your career. And if you act before **Monday, August 16th** at 11:59 pm PST, you will receive a \$100 discount and any two of my DVD's for free.

Also, if you pay for the program in full by this time on **Monday, August 16th**, you will receive an extra \$50 off of the cost of the program. Your investment covers all three and a half days of the program, unlimited use of our state of the art facilities, unlimited observation of sessions, a catered dinner sponsored by Perform Better at my house, and then some...

You will be responsible for your food and snacks, your airfare and hotel, and your transportation.



### What if I want to come to the mentorship, but just can't afford it this year?

Do everything in your power to come up with the funds for this program. This is an investment in your future that will pay back many times over. My intention is that it will create an immediate return of 10x on your investment. I also believe that it will forever impact you and your business. So do whatever you need to do to make it happen. No more excuses. Just make it happen and watch what happens! ACT now though as only 20 people will be accepted.





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**BONUS QUESTION**

**What if I want to observe more of the sessions at Fitness Quest 10 than the time allotted on Thursday and throughout the program?**

As part of this special 3.5 Day Program, we are extending an invitation for you to come in and observe ALL sessions a day early (Wednesday) and/or stay a day late (Monday) to soak in all the sessions on your own at award winning Fitness Quest 10.

We were honored as one of the Top 10 Gyms in the US by Men's Health Magazine, and you now have the opportunity to see how it all works behind-the-scenes. We have a staff of 35 employees, 17 of which are trainers, strength & conditioning coaches, or Pilate's instructors. Essentially, if you choose to take advantage of both of these days in addition to the program, it becomes a 5.5 day program--all for the same investment!!!!

Trust me when I say that this program is well worth over 10x the investment that you make.

You will undoubtedly learn specific strategies to create revenue-boosting programs and products. There is an application process and the first 20 people that qualify for the program will be accepted.

So get in your application and say "Yes, Todd, I am ready to make this my best year ever." I promise you that this will be one of the best moves, if not the best move, you will make for your entire career. I am that confident that you have a 100% money-back guarantee.



**Remember, you have until Monday, August 16th, 11:59 pm PST to apply and make the Early Bird Special Discount!**

**All you need to do is APPLY on or before this date and time and you receive:  
\$100.00 OFF enrollment, any 2 DVD's.**

***Pay in Full and Receive an Additional \$50 off!!!***