



**Nick:** Good afternoon everybody. Nick Nanton here for our one-on-one. This month, as usual, I've got another awesome guest. Today, I've got another good friend of mine, Pat Rigsby. Pat has been called the Godfather of Fitness marketing. I kind of like that name.

Pat has done everything under the sun in fitness. He's part of the International Youth Conditioning Association, which is a large association that helps coaches who are coaching youth athletes. He has two franchises in the fitness business and I don't even know what else he has going on. Pat, I welcome you to this call.

**Pat:** Well yeah, thanks, the godfather thing was nice. Man I don't even want to try to top that. So that's funny.

**Nick:** Cool. So the purpose of these calls is really to help everyone on the line and those of you who read the transcript or listen to it later, really understand how to grow their business. And I think one of the ways I love to do it most is by highlighting a celebrity's expertise, success and their path, and while none of us will have the same path, I do think that success leaves clues.

So let's start with, Pat, how did you get into the fitness business?

**Pat:** Well, I was Head Baseball Coach and Collegiate Strength Coach for quite a while, and actually did some personal training on the side, because if anybody understands, working small college athletics it's a pretty short path to being broke. So I did a lot of that other stuff on the side, but somewhere along the way I kind of figured out that I didn't make for a very good employee. I wanted to own my own business. I guess that came from seeing the coaching thing where we were, it was pretty much black and white. We're measured by wins and losses. If you lose then you know what? You're bad at your job, you get fired.

So I knew I wanted that same type of autonomy, that same type of responsibility for what was going to



happen in my life long term. So I went out and, it sounds kind of backwards, but I took a job working in, at the time, the largest Gold's Gym franchise in the country. Ended up getting a job managing one department. Kind of turned that around and before you knew it, I was managing all their training in the entire state of Kentucky in all their different locations.

And then, I also did a lot of researching different businesses and entrepreneurs that I respected – to kind of be my crash course, post-graduate study in business. And along the way, I met Nick Berry, who's now my business partner and we got an opportunity to secure the rights to own a training department and all the retail services within a new health club that was going to be opening up in a small town in Kentucky.

So we did that. This town had 23,000 people and within about a year we had over 400 clients. So honestly, that sort of number would probably turn heads in somewhere like New York or L.A., but in Elizabethtown, Kentucky it was really, really staggering.

But we started to get some attention from other gym owners, other small training studio owners.

So it just started off with local type consulting, and then I basically talked Nick into attending a Ryan Lee event. Ryan was kind of the first guy in the fitness industry to really embrace the internet and so we went up there. I looked at these guys on stage that are talking, and I'm like, these are their subject matter experts, but our business is probably about three times more successful than almost any of them.

So looking over at my business partner, Nick, I said, "Man, I think that we need to think bigger. We need to

think globally instead of locally. And the things that we are doing, yeah they're great, and it's nice that some local people are asking advice, but on a big scale they're pretty impressive now that we're seeing what these other people are doing all around the country." So we basically packaged up the exact systems we used, the exact protocol. I found a joint venture partner that already had an audience in the training community and got that first product out there, and then I did something at the time that seemed pretty sharp. I went out and found about 15 people that had audiences in the training community and basically said, "Hey look, I'm going to compile this book or this e-book. Each of you will do a chapter and you can sell it for 75% commission." But at that point, I was going to be **the toll booth guy**, and I was going to control the list. And that's basically how we built our initial audience and then it's really snowballed from there.

**Nick:** That's the kind of stuff I want to hear. So really, this industry kind of found you. Obviously the margin size. You did a lot of stuff. You knew your basics and the background. And look, I tell everybody who I work with to build expertise and celebrity expert status. If it's just hollow, you or I can do whatever to make you as big as you want to be, but you have no substance then. It's really going to crumble.

And so you, Pat, had the basics. You were becoming really successful just doing what you did, which I'd like to go into a little bit more too. So another lesson in there is no matter how good you are in your pond, no matter how big or small, you should always be looking to think bigger, and go to events. It's funny what happens, I mean I am not particularly a seminar guy. As you see me, I spend most of my time in seminars, particularly like the Dan Kennedy ones, networking with people and cutting joint ventures and stuff.

But before I learned how to do that, really, I wouldn't really spend a lot of money going to seminars and stuff. It wasn't that I didn't want to go. It was like, "Man, this sounds like a lot of money to go for a few days. What am I going to get out of it?" I was a little nervous about it. But my partner Jack is the opposite. He's spent, I don't even know how much money on books and tapes and courses and live seminars over the last 30 years. And he said something that always strikes me; he says, "You never know what's going to happen when you go somewhere." You're going to meet somebody you wouldn't have met. You're going to learn something you wouldn't have learned and what does it really take to pay back the fee of going to a seminar, of paying to go to a seminar, a few thousand dollars in most cases, two or \$3,000 dollars.

Can one idea make that back for you tenfold? So then, sitting there in the audience, you didn't get intimidated

by the guy. You said, "I can do this too." And one of the things I hate that people do is, if I recommend a book to somebody, or if someone listens to an audio CD on something like this and they go, or they read his book, and say, "That's cool." And then they move on. That's, "No, no, no." It's really, "How can I do that too?"

So I love the fact that you took the method of "how can I do this?" to "how can I take it on?" You then did something that I absolutely love. You put together a bunch of smart people who could drive some traffic. You gave them 75% of the money from selling e-books to their audience, but you were capturing the list. Obviously a brilliant move, and the fact that you're providing them value and I assume that, as you said, here's the starting nucleus of your list for fitness marketing. What did you do next?

**Pat:** Well at that point I really would love to tell you that I knew things that evolved to where they are now, but at that point, we were trying to basically build our local businesses. We were just going to simply package what we were doing successfully in our local businesses and find different ways to disseminate that information. So our philosophy was really, really simple at this point. Our philosophy was that *we wanted to focus on adding value rather than extracting value.*

(See note below...)\*\*

**Nick:** Love it. So thanks for doing what you do, man. I appreciate having you on. And I look forward to seeing you sometime soon. Thanks for sharing all your knowledge with people and I know if people want to find you, a quick Google search will point them in the right direction.

**Pat:** Yeah thank you Nick. It's been great. Anytime I can talk to an audience, nothing we do is rocket science. We love what we do. We follow our passion. We deliver as much value as possible then we provide as many high quality solutions as we can. I think if anybody follows that path, and you're a great example of this, if anybody follows that path they're going to have success. Thank you, I really appreciate being able to share, and always enjoy being able to speak with you. So thanks a lot.

**Nick:** Awesome man. My pleasure. Thanks Pat. Bye. ★

[\*\*]In this article, Nick and Pat talk about the transition of Pat's business from regional to global. The complete interview, which discusses the steps Pat went through from 'Start Up' to Mastermind is detail laden, insightful and a great example for those who wish to go in that direction or compare how they got there. For a copy of the complete interview, contact [mandy@DNAgency.com](mailto:mandy@DNAgency.com) and request one.]