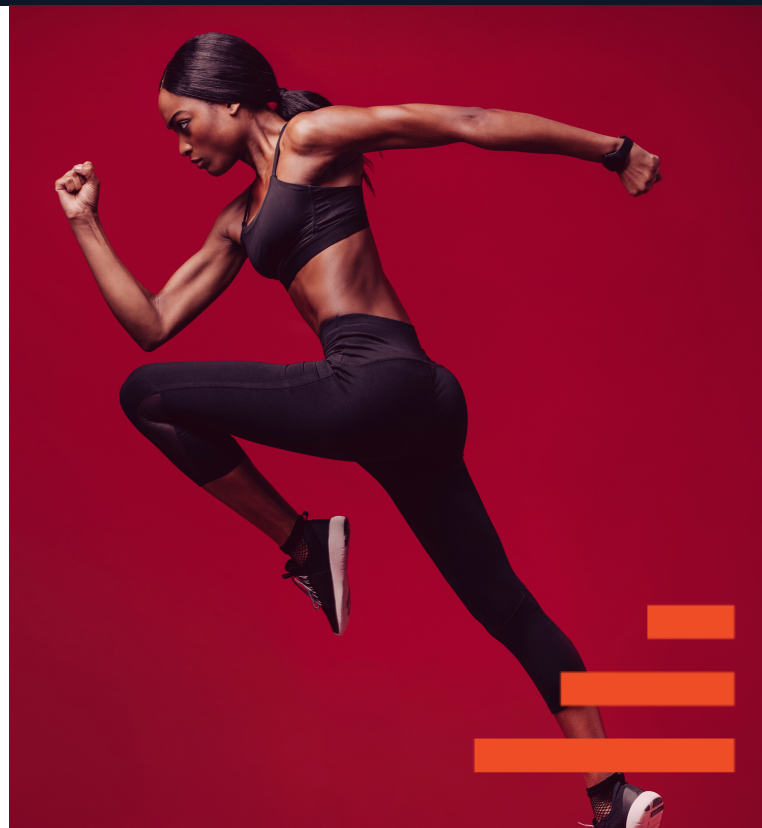




STATE OF THE INDUSTRY WORKBOOK



THE BFS PATH FORWARD

Digital first.



Cash is king. Conserve your cash. Reduce costs.



Adjust your mindset.



Serve your clients' total wellness needs.



Be innovative!



STEP 1

Fully educate yourself
on each place of
opportunity...

DIGITAL FIRST

VIRTUAL ENGAGEMENT PLAYBOOK 1

Volution

VIRTUAL FITNESS PLAYBOOK 2

Various Contributors

HOW VOD IS A COMPLETELY DIFFERENT BIZ... 3

Jennifer Maanavi

REDUCING COSTS

HOW TO LEVEL WITH YOUR LANDLORD 4

Robin Fisher from Newmark

SHRINKING YOUR BIZ TO SURVIVE THE STORM 5

Lauren Schoenfeld

ADJUSTING YOUR MINDSET

TIME TO RESET 6

Scott Hopson

ADJUSTING YOUR MINDSET 7

Emma Barry

SERVE YOUR CLIENTS' TOTAL NEEDS

STRETCH YOUR MIND & YOUR REVENUE STREAMS 8

Amanda Freeman

**TOP 5 MISTAKES TO AVOID WHEN BUILDING A
NUTRITION BUSINESS** 9

Nicole Aucoin



DIGITAL FIRST

THE VIRTUAL ENGAGEMENT PLAYBOOK

Notes:

Questions:

Action Items:

1.

2.

3.



DIGITAL FIRST

LIVE STREAM AND ON DEMAND PLAYBOOK

Notes:

Questions:

Action Items:

1.

2.

3.



DIGITAL FIRST

VIDEO ON DEMAND IS A WHOLE DIFFERENT BIZ

Notes:

Questions:

Action Items:

1.

2.

3.



CONSERVE YOUR CASH

HOW TO LEVEL WITH YOUR LANDLORD

Notes:

Questions:

Action Items:

1.

2.

3.



CONSERVE YOUR CASH

SHRINKING YOUR BIZ TO SURVIVE THE STORM

Notes:

Questions:

Action Items:

1.

2.

3.



ADJUST YOUR MINDSET

TIME TO RESET WITH SCOTT HOPSON

Notes:

Questions:

Action Items:

1.

2.

3.



ADJUST YOUR MINDSET

ADJUSTING YOUR MINDSET WITH EMMA BARRY

Notes:

Questions:

Action Items:

1.

2.

3.



SERVE YOUR CLIENTS' TOTAL NEEDS

STRETCH YOUR MIND & YOUR REVENUE STREAMS WITH AMANDA FREEMAN

Notes:

Questions:

Action Items:

1.

2.

3.



SERVE YOUR CLIENTS' TOTAL NEEDS

TOP 5 MISTAKES TO AVOID WHEN BUILDING A NUTRITION BUSINESS

Notes:

Questions:

Action Items:

1.

2.

3.



FINAL TAKEAWAYS

Short Term Goals:

1.

2.

3.

Long Term Goals:

1.

2.

3.

Ideas to implement:

Tips to remember:

STEP 2

Innovate...

Take the information that you have learned, join community groups to use as your think tanks, and creatively decide how to apply this knowledge to you and your business...



THINK TANK NOTES

Idea to present to group:

Feedback:

1.

2.

3.

Takeaways:

Conclusion:



THINK TANK NOTES

Idea to present to group:

Feedback:

1.

2.

3.

Takeaways:

Conclusion:



THINK TANK NOTES

Idea to present to group:

Feedback:

1.

2.

3.

Takeaways:

Conclusion:

STEP 3

MOVE...

Trust in the knowledge that you have acquired and the strategic thinking that you have done and take **ACTION**.