

**CrossFit®**

CrossFit®  
**OWNERS**  

---

**&**  

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**COACHES**  
**CONFERENCE**

PRESENTED BY





**PushPress**

# THE L VES FLYWHEEL: A Client-First Growth Model for Gym Owners

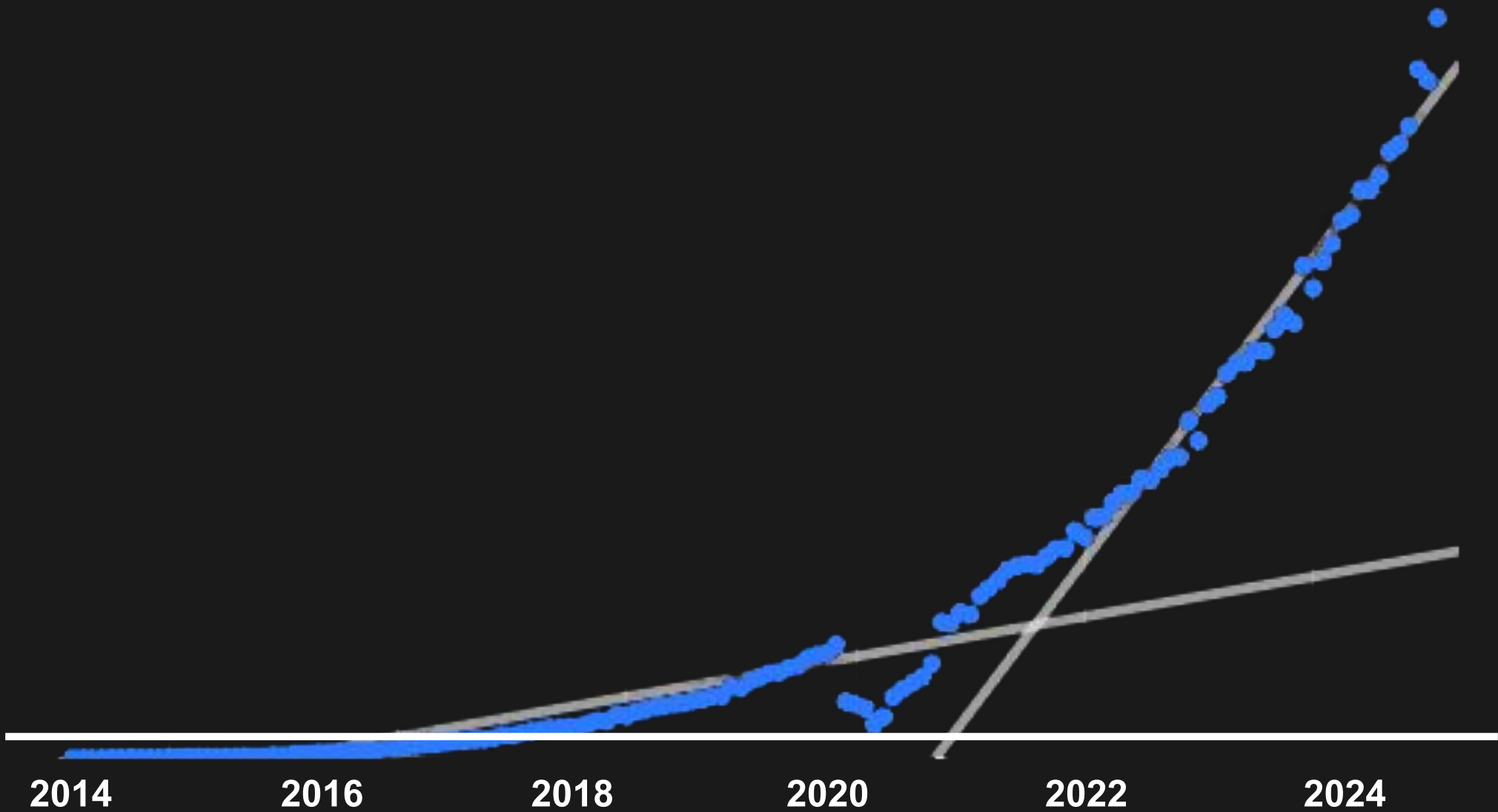
# 20+ Years of Experience: 1 Hour



**Aol.**



# BUSINESS IS F\*ING HARD



# Why is business so hard?



# Entropy

the tendency to move  
towards disorder,  
inefficiency, and decline over  
time if left unmanaged



# Growth Mindset

To overcome entropy, you  
must adapt a growth mindset  
for every thing that matters  
in your life.

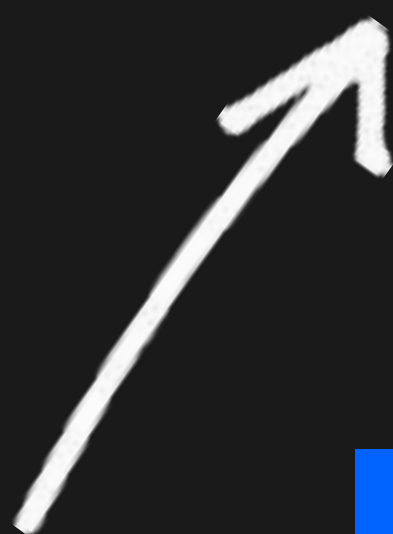


**GROW. OR DIE.**

**“Get busy livin’  
or get busy dyin’”**

Shawshank Redemption

# Today: How To Beat Entropy



DEPLOY GROWTH TACTICS

**HOW**

UNDERSTAND THE MAP

**WHAT**

BUILD AROUND YOUR WHY

**WHY**

PART 1

# Build Around Your Why

Finding Purpose to  
Drive Growth

DEPLOY GROWTH TACTICS

UNDERSTAND THE MAP

BUILD AROUND YOUR WHY



# Why: Where Evil Is Born

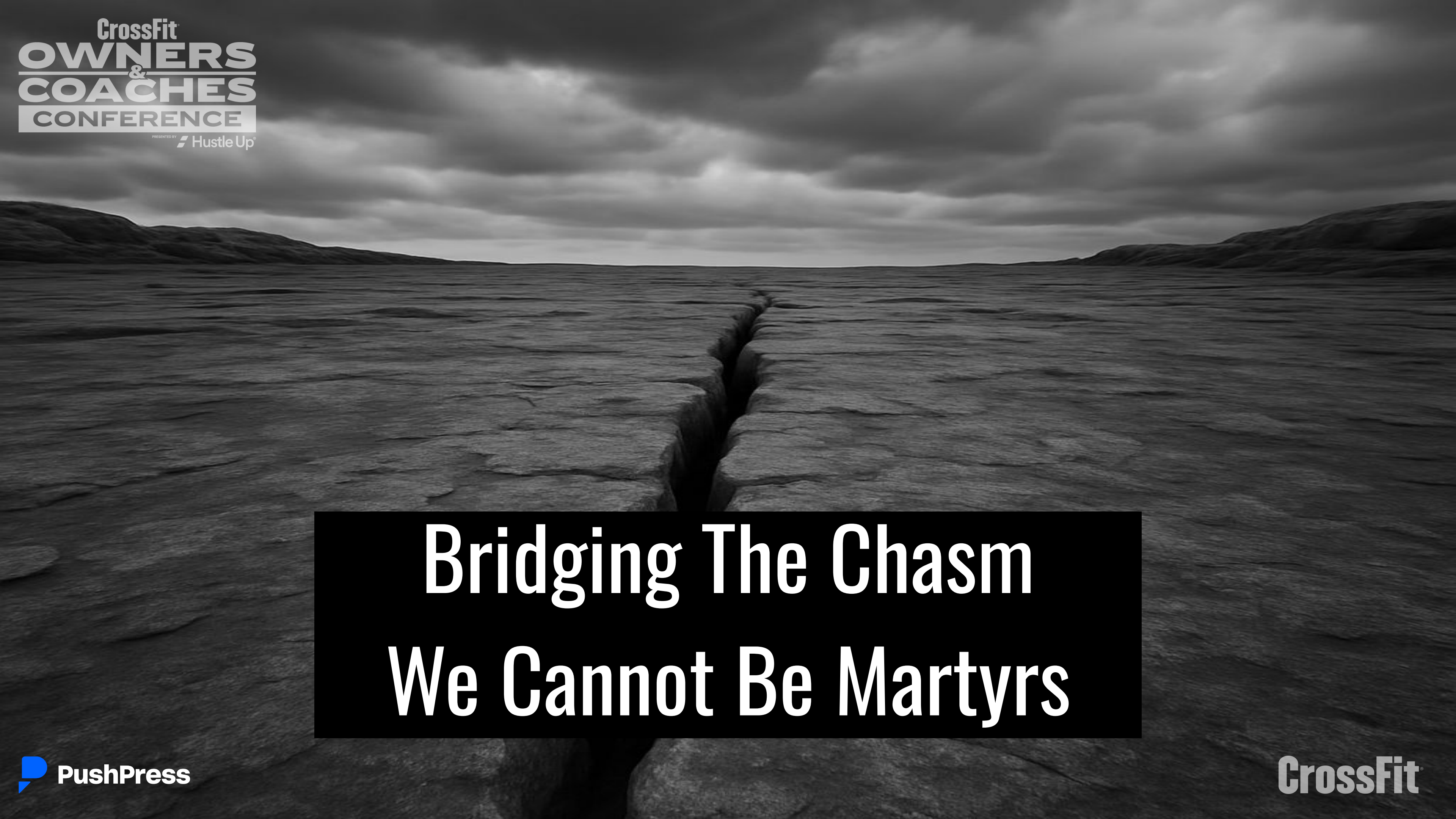


# Our Superpower Is Why

**Business**

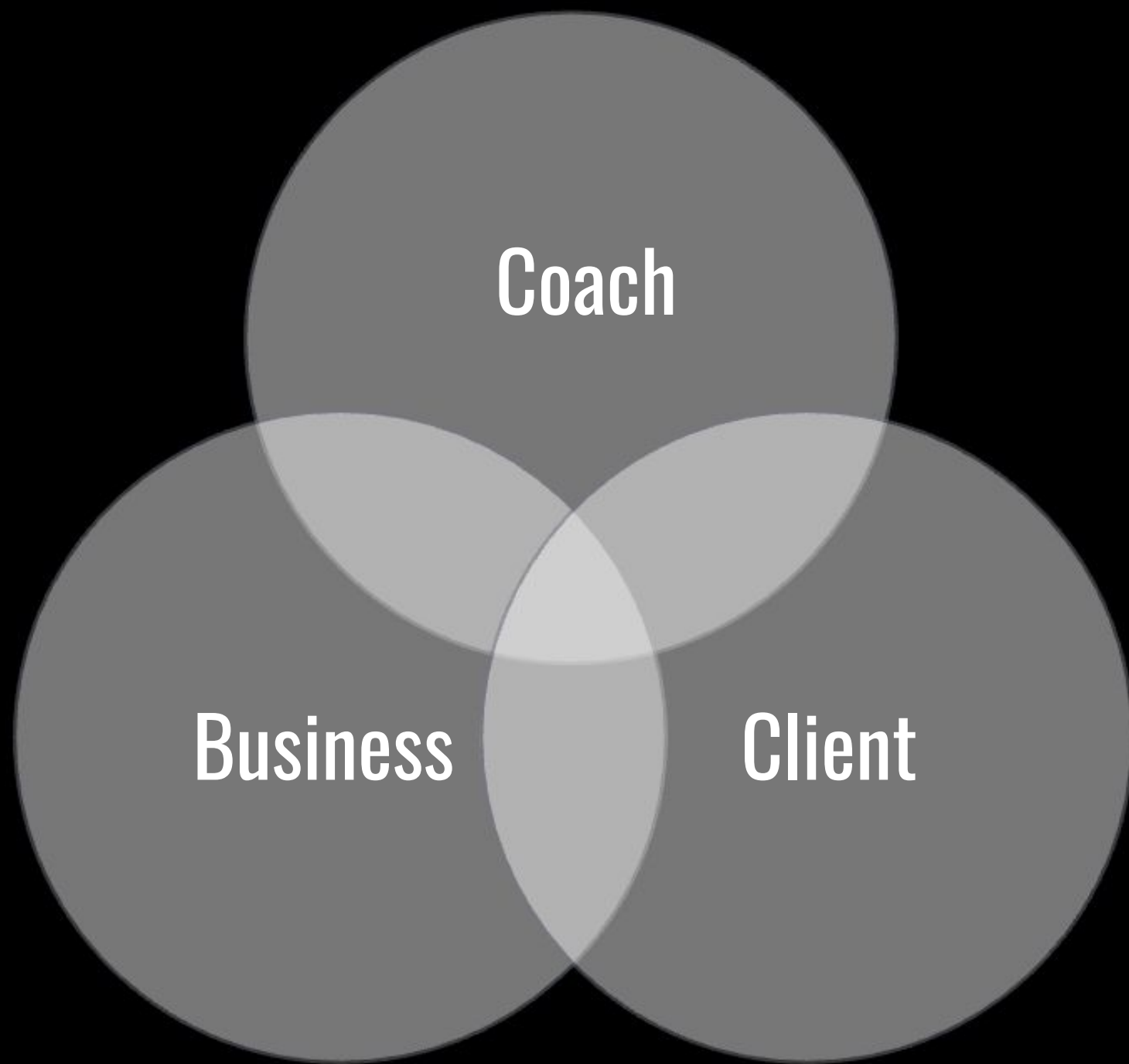
**Customers**

# Our Why Can Create The Chasm of Martyrs



# Bridging The Chasm

## We Cannot Be Martyrs



# Why Creates Equilibrium

PART 2

# Understand the Map

Adding Clarity  
to Your Business

DEPLOY GROWTH TACTICS

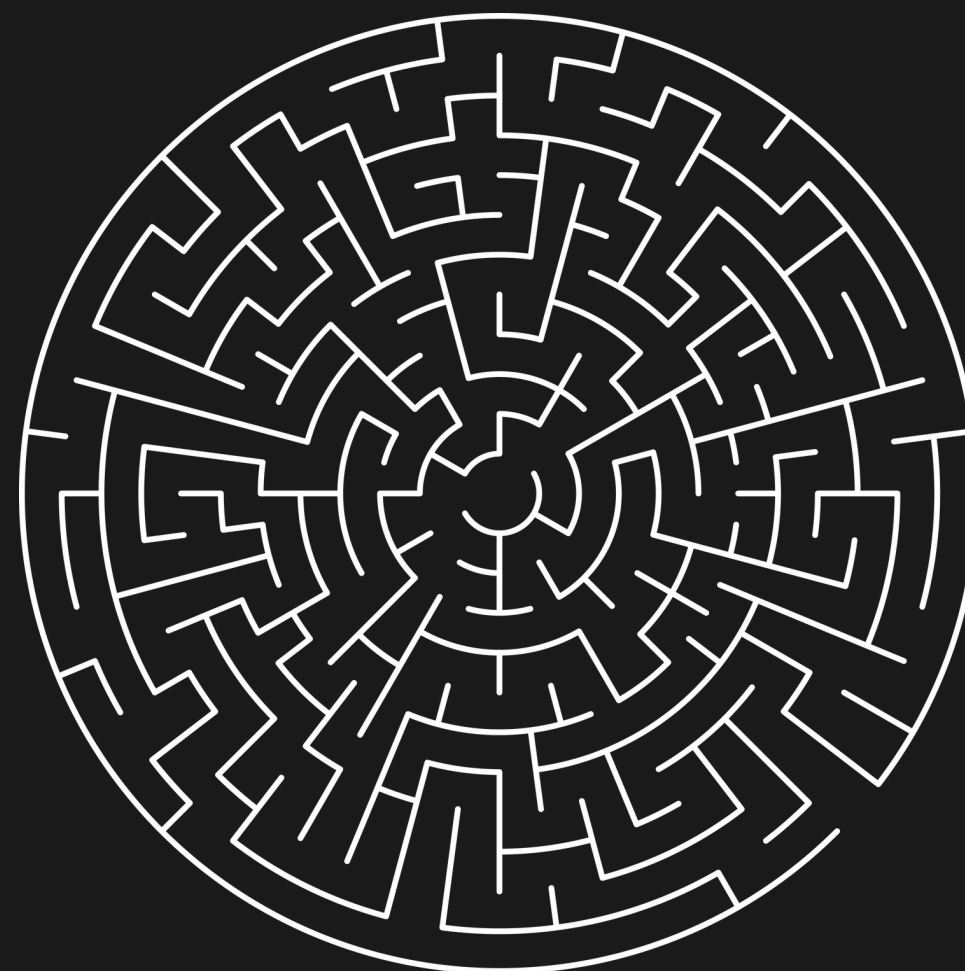
UNDERSTAND THE MAP

BUILD AROUND YOUR WHY

# Life Without A Map

“Chaos disguised as hustle”

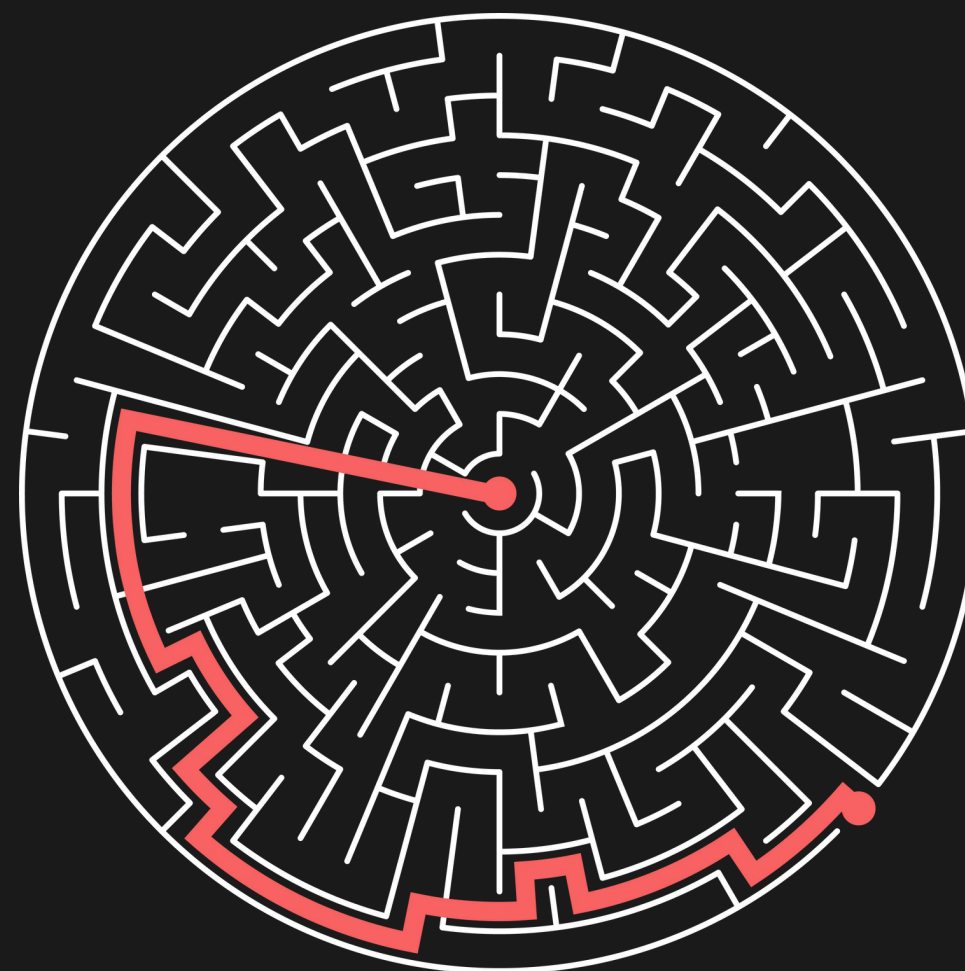
- Busy
- Reactive
- Uncertain
- Slow
- Stagnant



# Life With a Map

## “PURPOSE-DRIVEN MOMENTUM”

- Effective
- Proactive
- Strategic
- Fast(er)
- Growth Oriented

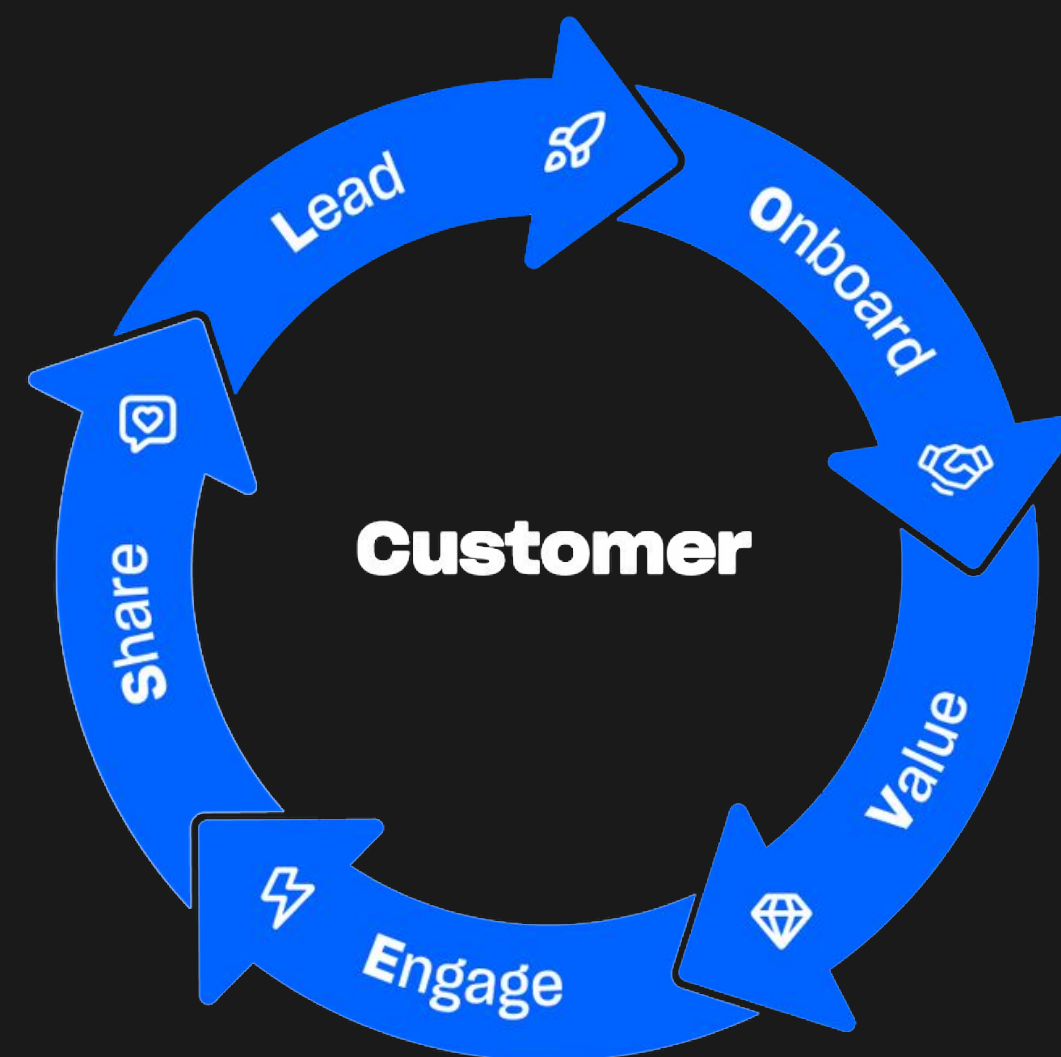


# Our Map: The LOVES Flywheel

Centered around your customer

- **L** - Lead the Way (Sales)
- **O** - Onboard Intentionally
- **V** - Deliver the Value
- **E** - Human Engagement
- **S** - Share Stories & Social Proof

**The LOVES Flywheel book comes out this fall!**



# History of Flywheels

- 1991: Jim Collins writes Good To Great
- 2001: Collins mentors Jeff Bezos; designs Amazon Flywheel
- 2010s: Others copy: Apple Ecosystem, Google, Netflix, Hubspot
- Today: PushPress builds for gyms.

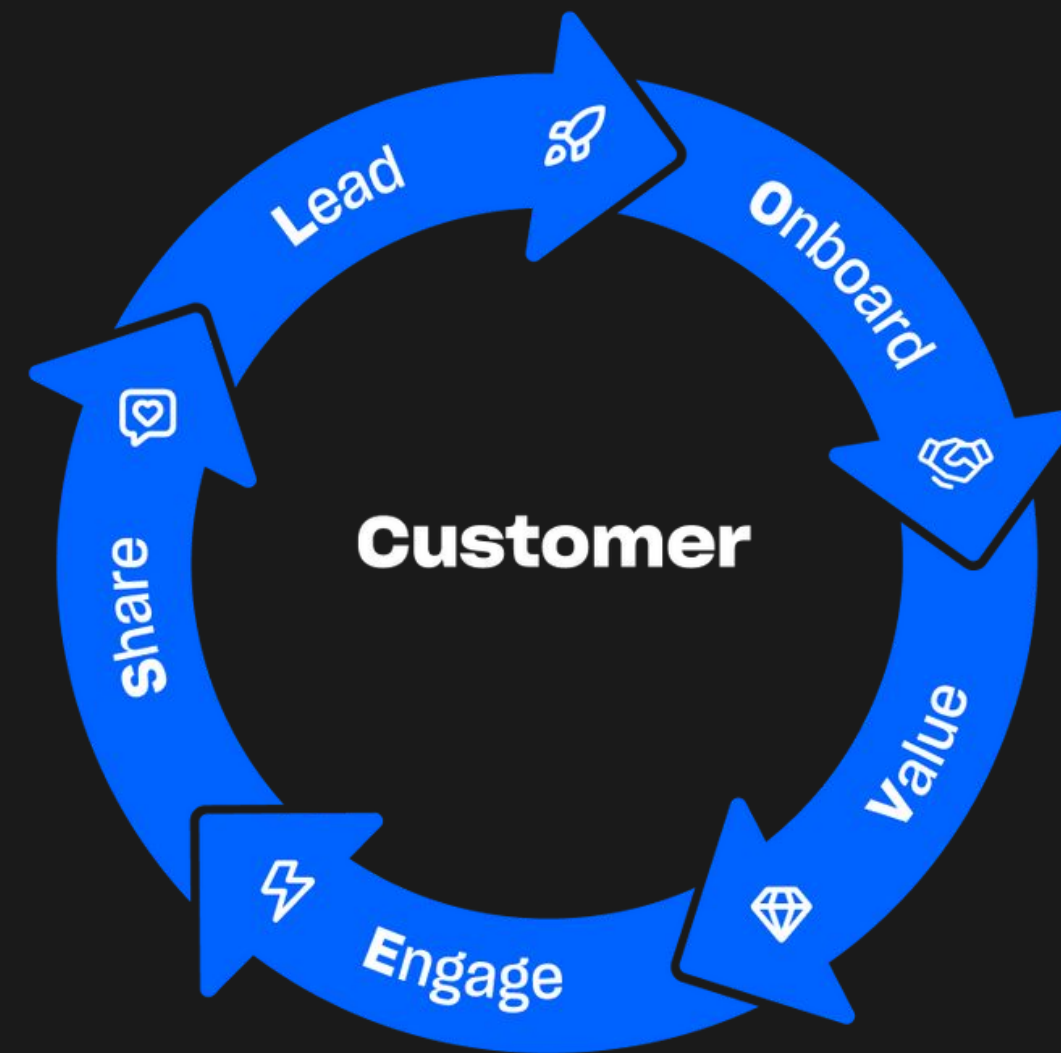
## The Amazon Flywheel



# How Flywheels Work

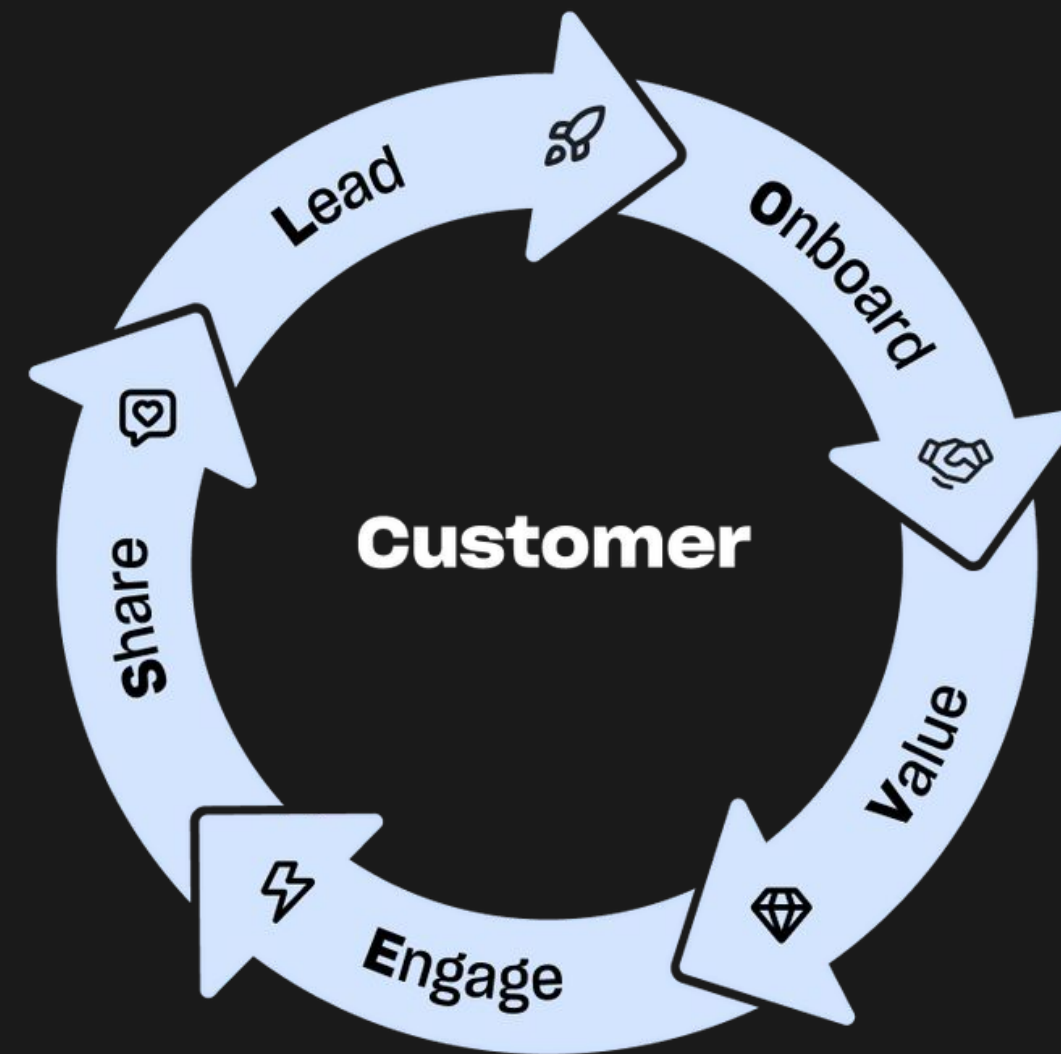
- You can start anywhere
- Every part turns the next
- It's an infinite loop
- Every part needs equal work
- Creates focus to engineer and measures success in parts
- 🚧 This can play in reverse and create **headwinds**.

**Engineering your flywheel creates “luck”**



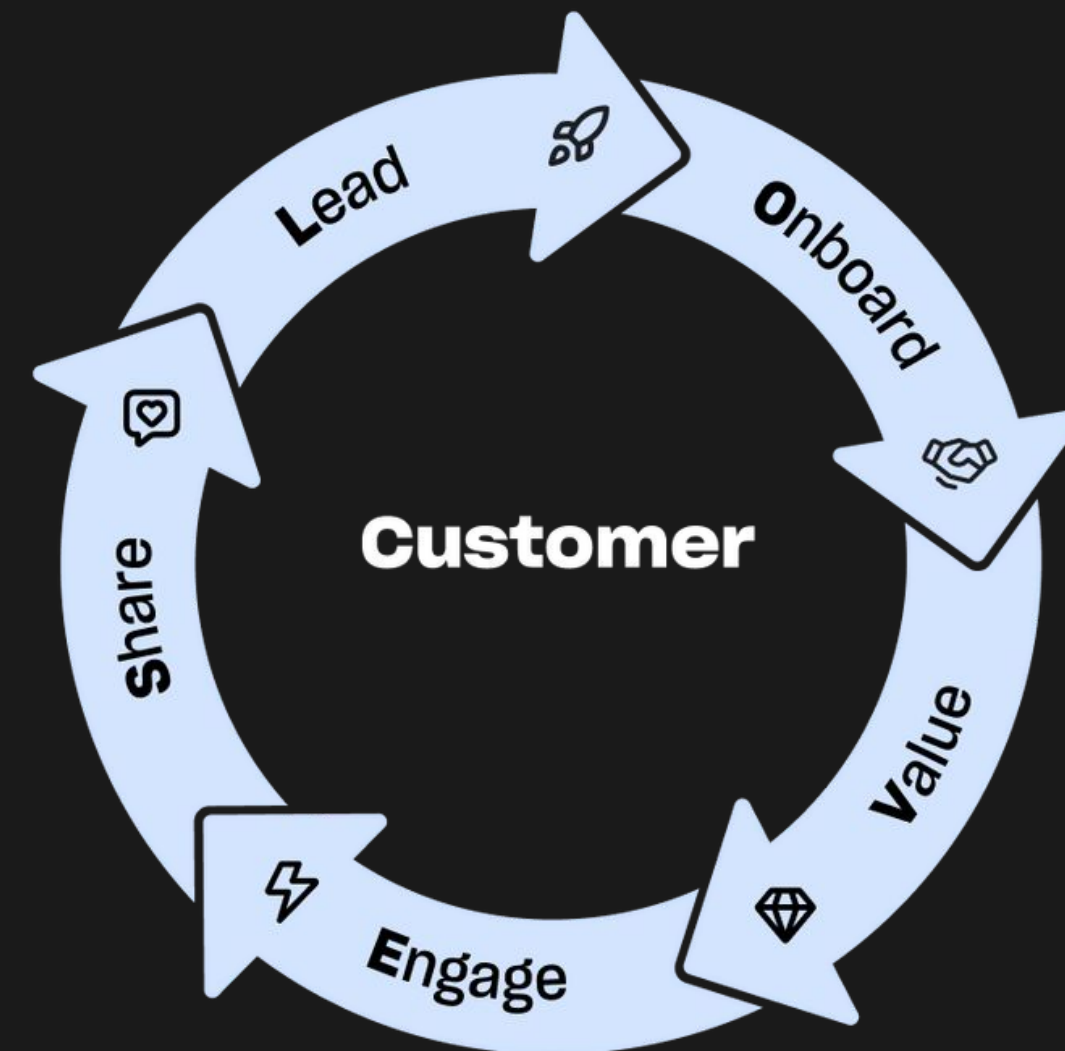
# LOVES Flywheel Explained

- **Referrals** sell more **recurring memberships**.
- **Recurring memberships** have **lower 6 month churn** rates.
- **Lower 6 month churn** rate members **attend the gym** more often.
- **Members who attend more** develop **deeper personal engagement**.
- Members with **deeper engagement** share their experiences more often & **create more referrals**.



# Recap: Why Centric Growth

- Growth beats entropy.
- Putting your “why” center creates ethical growth; removes martyrdom.
- This map provides clarity and will create momentum.



PART 3

# Deploy Growth Tactics

Strategically  
Engineering  
Sustainable Growth

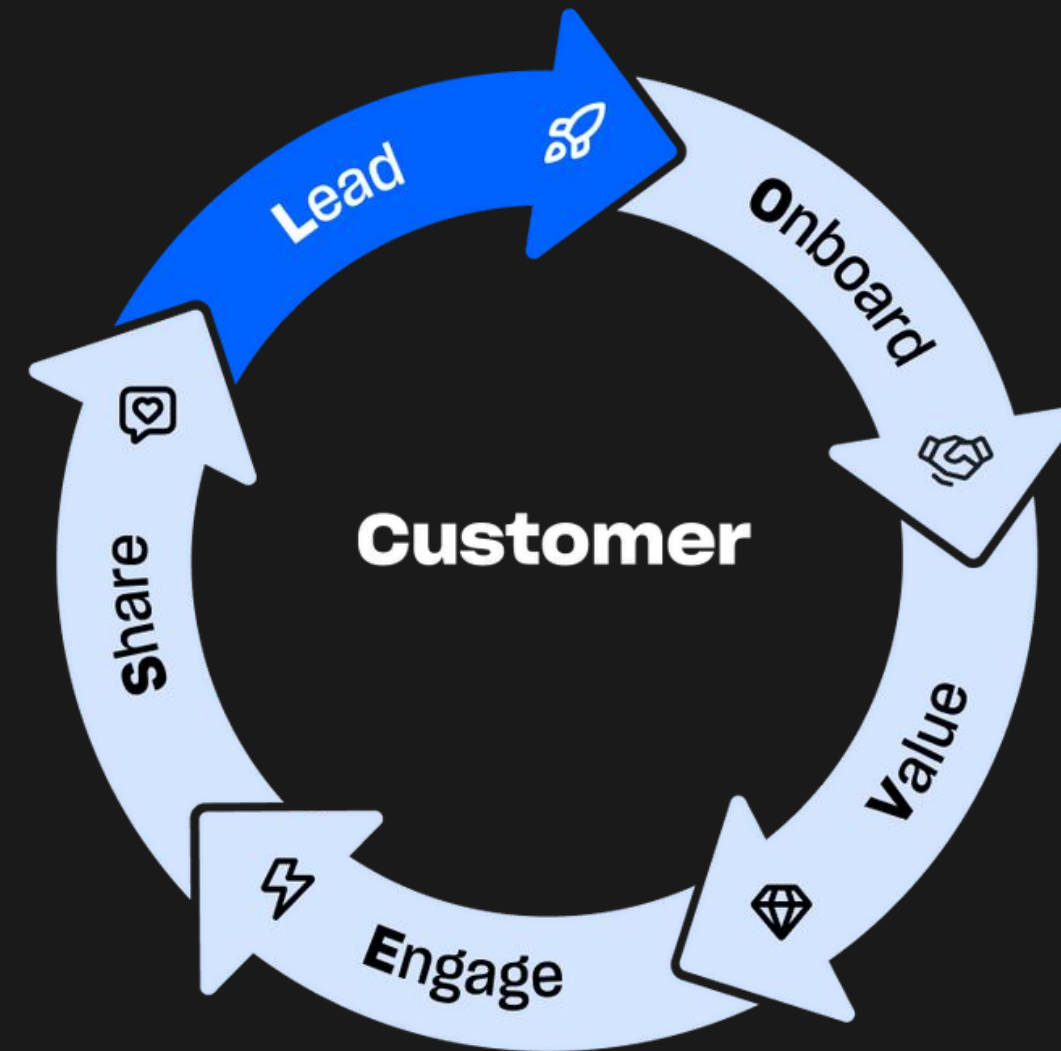
DEPLOY GROWTH TACTICS

UNDERSTAND THE MAP

BUILD AROUND YOUR WHY

# L – Lead the Way (with Sales)

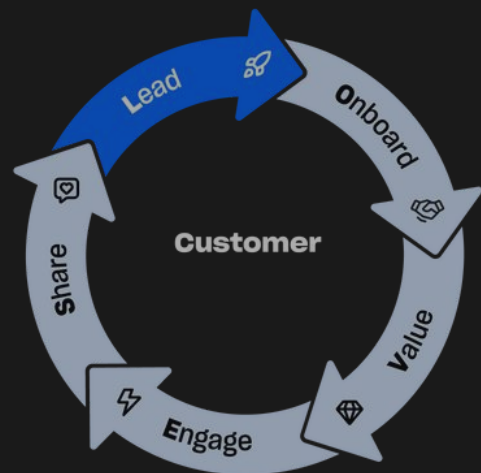
- What is Sales
- Why Sales matters
- Why Sales is BROKEN
- What words remind you of “sales”



# Sales Tactic Takeaway

Let's put it into practice

- 🤯 1st act of coaching
- 🎯 Be the anti-sales person
- ⌚ Message 2 people a day
- 🔗 Engage the child / Sell the adult



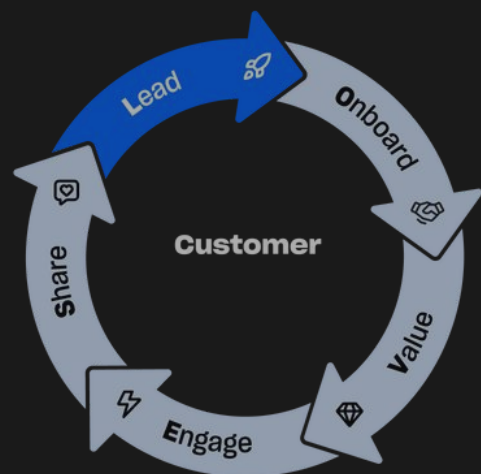
# What 🥰 Sales Looks Like

Great Sales:

⬆️ 37% Recurring Memberships

Flywheel effect:

⬆️ 19% 6 Month Retention Rate



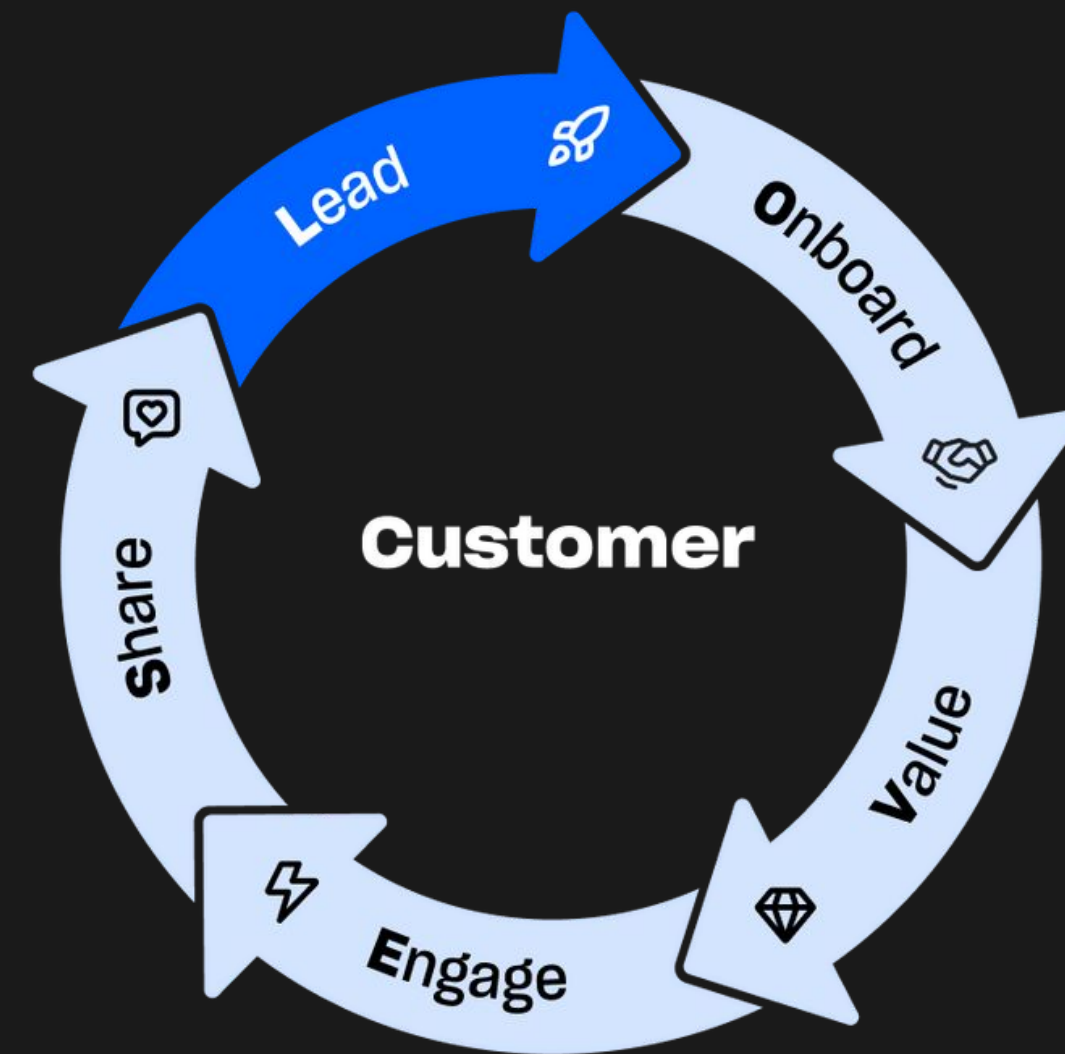
6 MONTH RETENTION RATE



# How Do You 'LEAD THE WAY' Today?

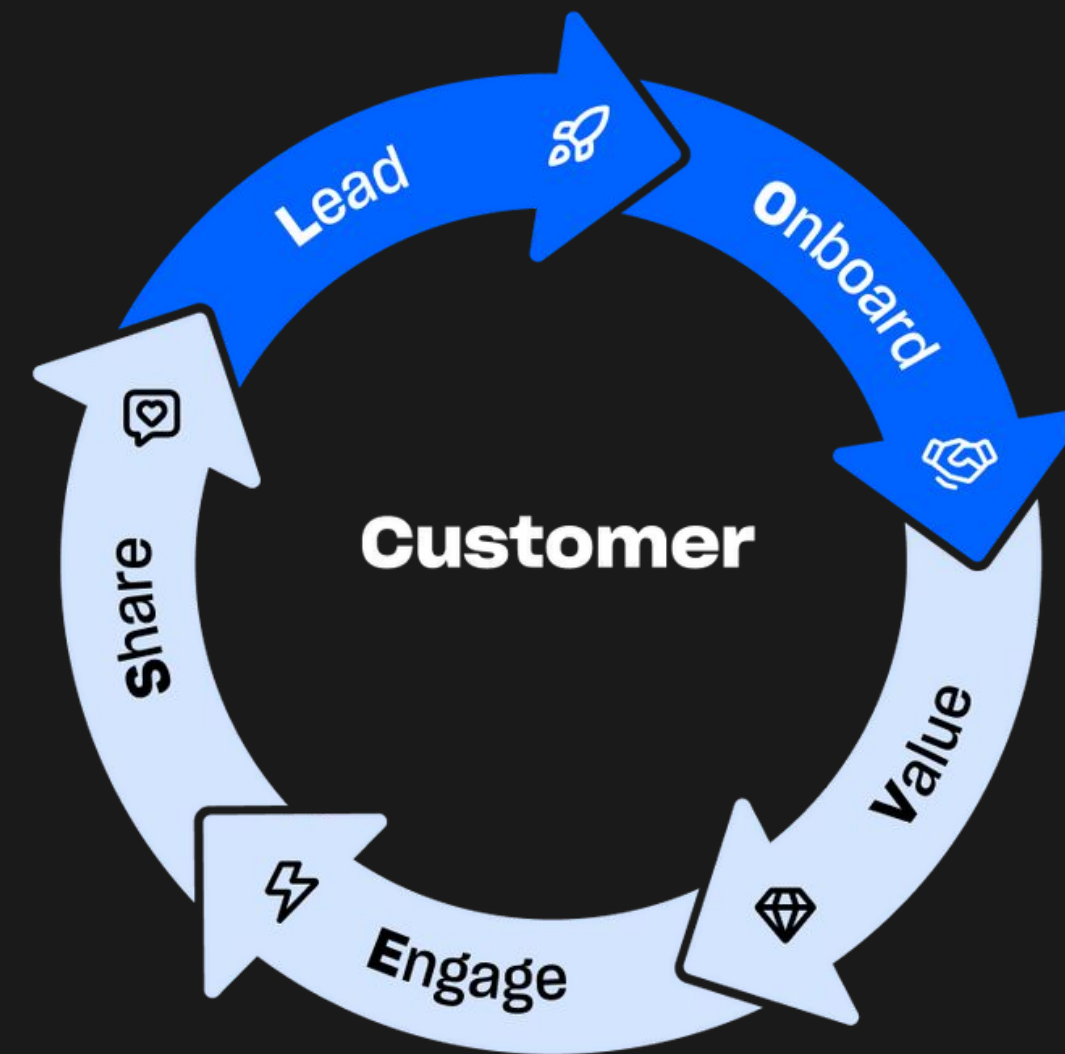
## Worksheet Section 1

- How many hours a week do you spend improving your sales?
- How does working on Sales strategy make you feel?
- What's one thing you can change about your sales process today?



# 0 – Onboarding Intentionally

- What is Onboarding?
- Why Onboarding matters
- Why Onboarding is BROKEN



# Hindsight 20/20



**54% OF NEW MEMBERS**

quit your gym

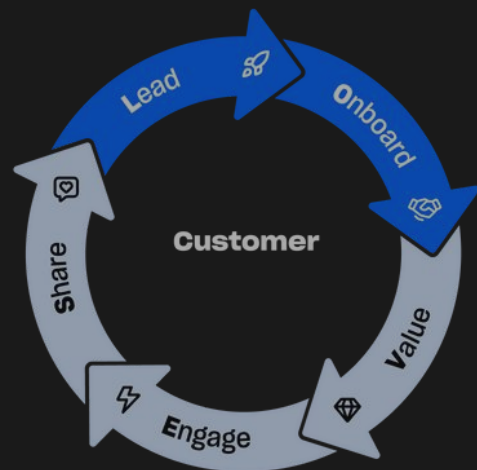
**IN THE FIRST 6 MONTHS**



# Onboarding Tactic Takeaway

Let's put it into practice

- 🤖 Understand hierarchy of needs
- 🎯 Dan's Golden Rule
- 🕒 Inspect other businesses / go start something new
- 🔗 Test / Retest



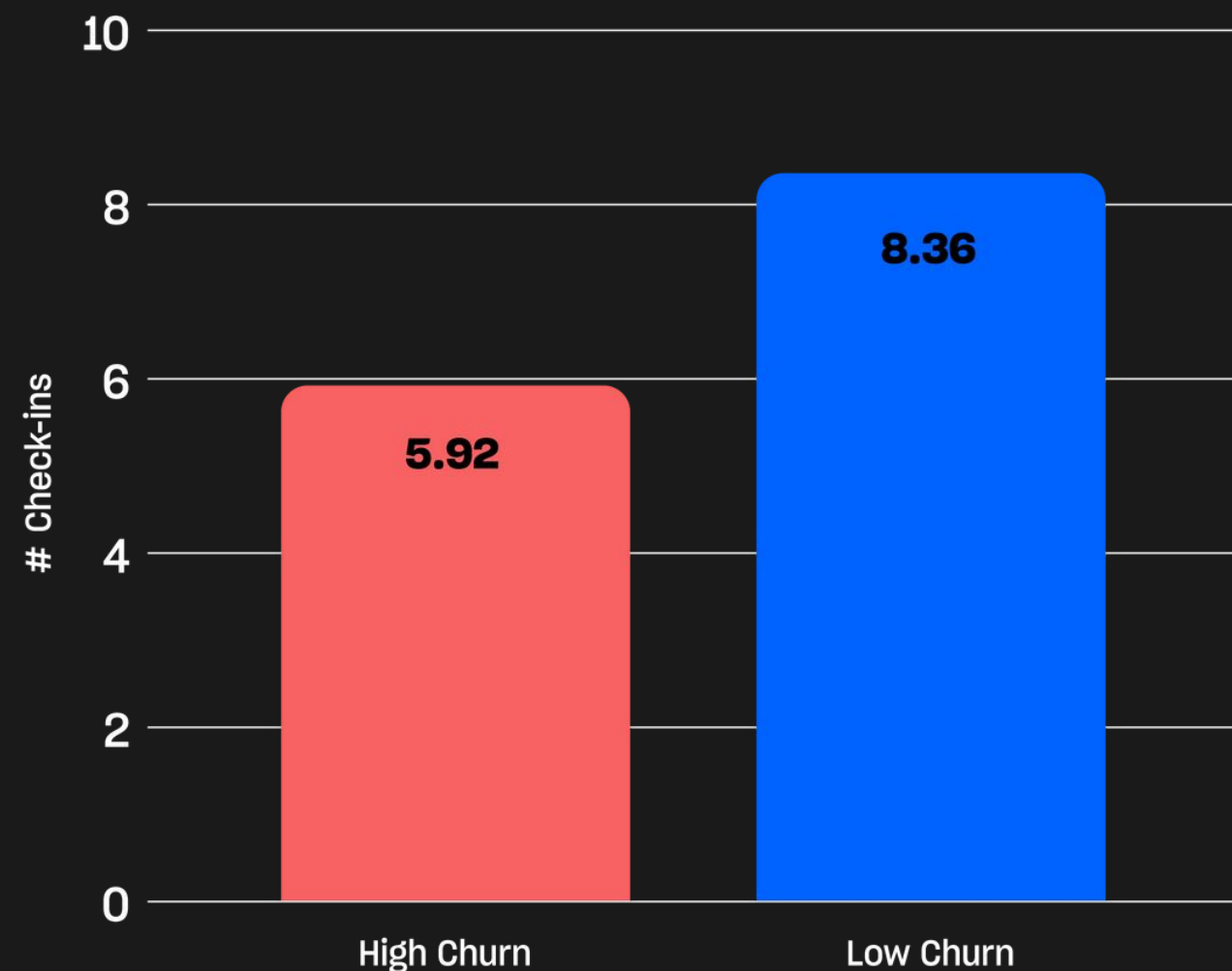
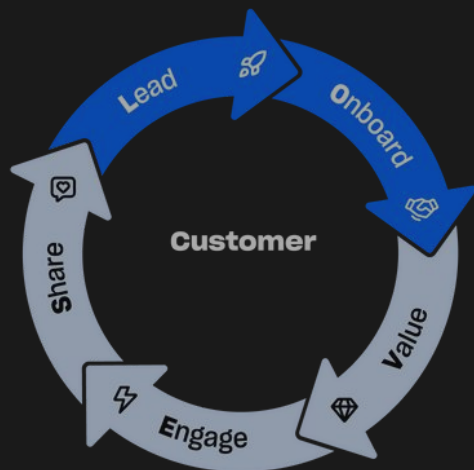
# What 🥰 Onboarding Looks Like

Great Onboarding:

↑ 19% 6 Month Retention Rate

Flywheel effect:

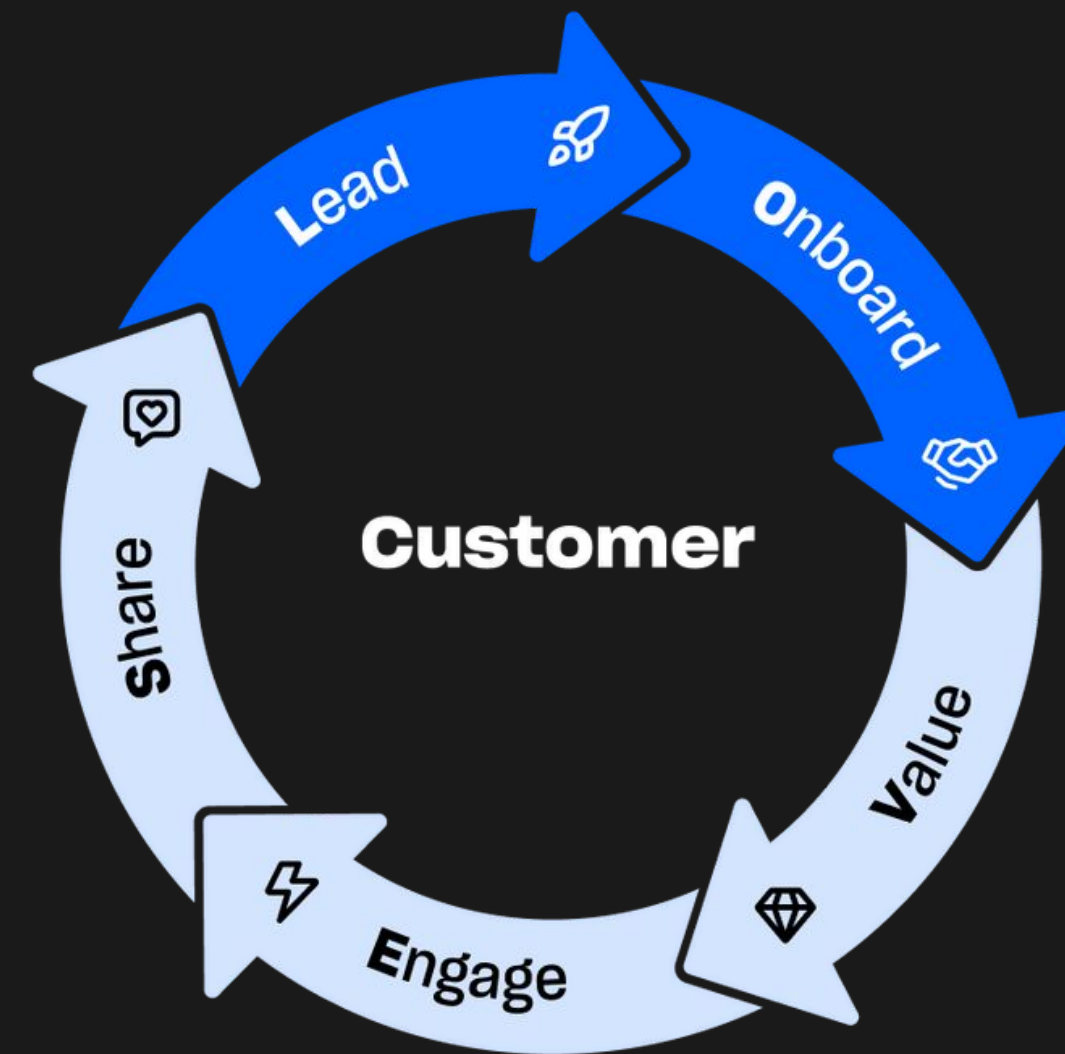
↑ 2.4 Check-Ins / Member



# How Do You 'ONBOARD' Today?

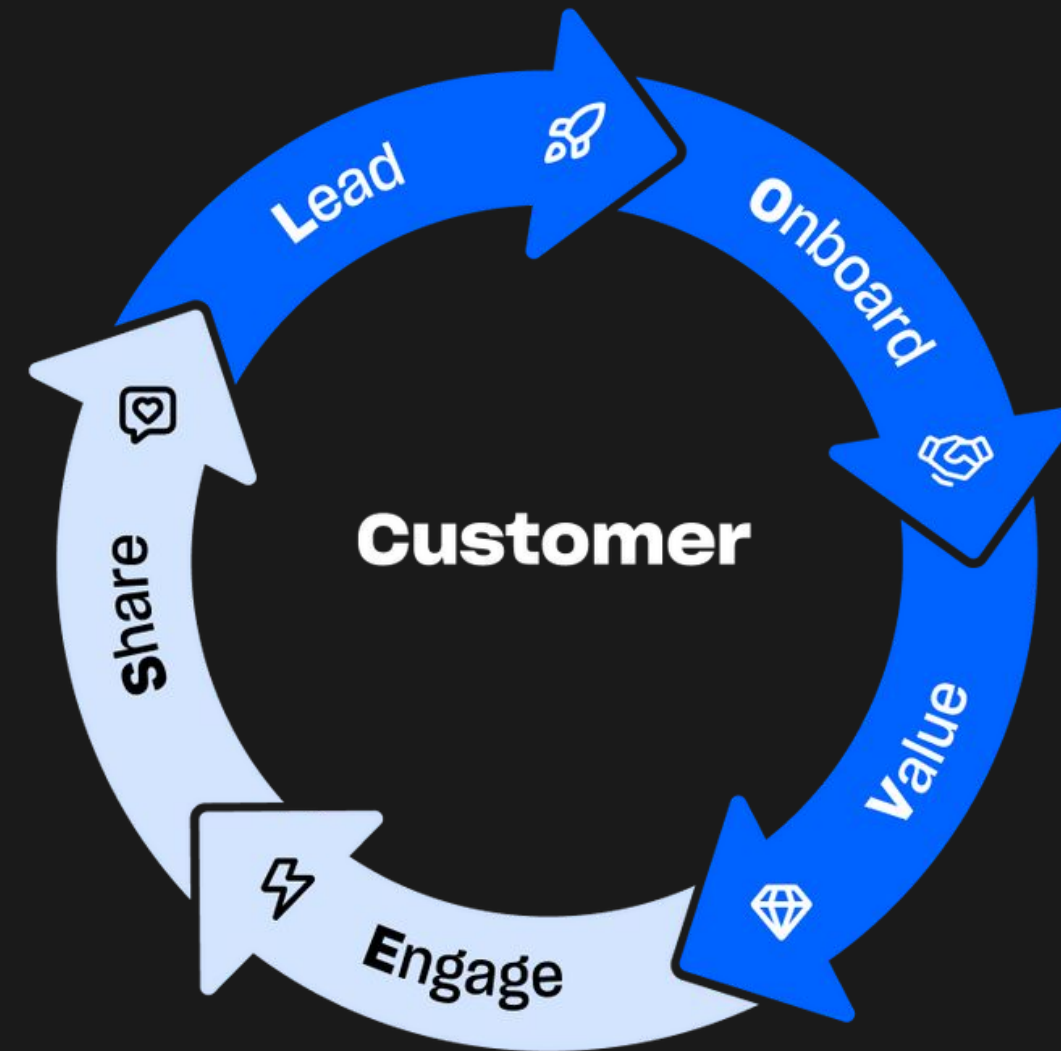
## Worksheet Section 2

- How many hours a week do you spend improving onboarding?
- How does working on onboarding make you feel?
- What's one thing you can do to improve your early customer experiences?



# V – Deliver the Value

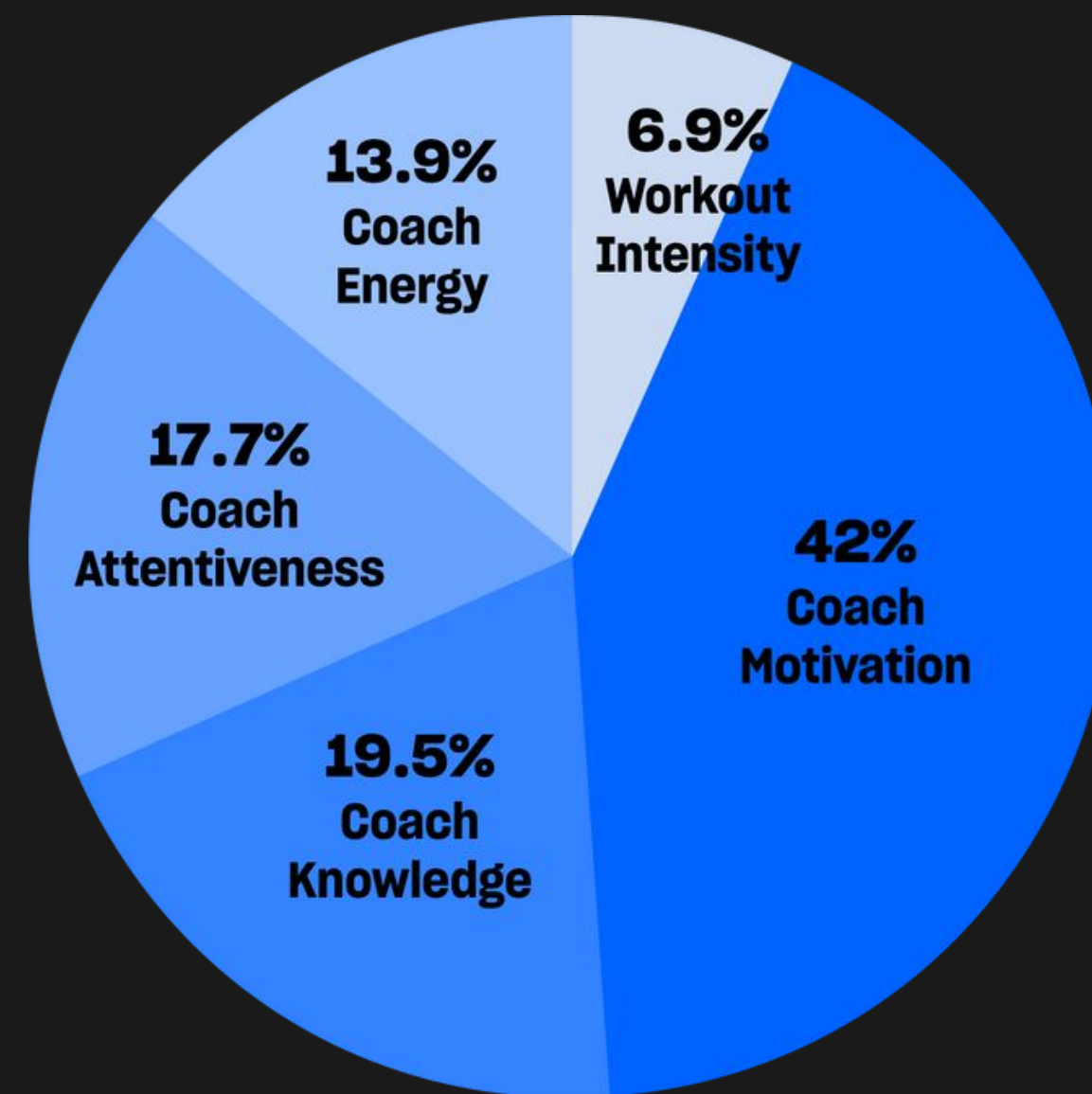
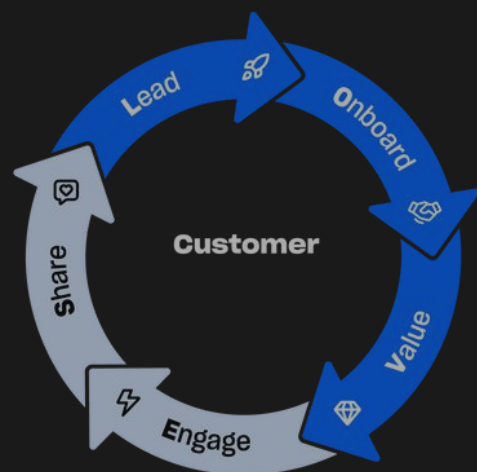
- What is Value?
- Why Value matters
- Why Value Delivery is BROKEN



# Value Tactic Takeaway

Let's put it into practice

- 🤯 What members actually value
- 🎯 Peak-end rule hack
- 🕒 Ask 1 member/day what they love
- 🔗 Committed Club



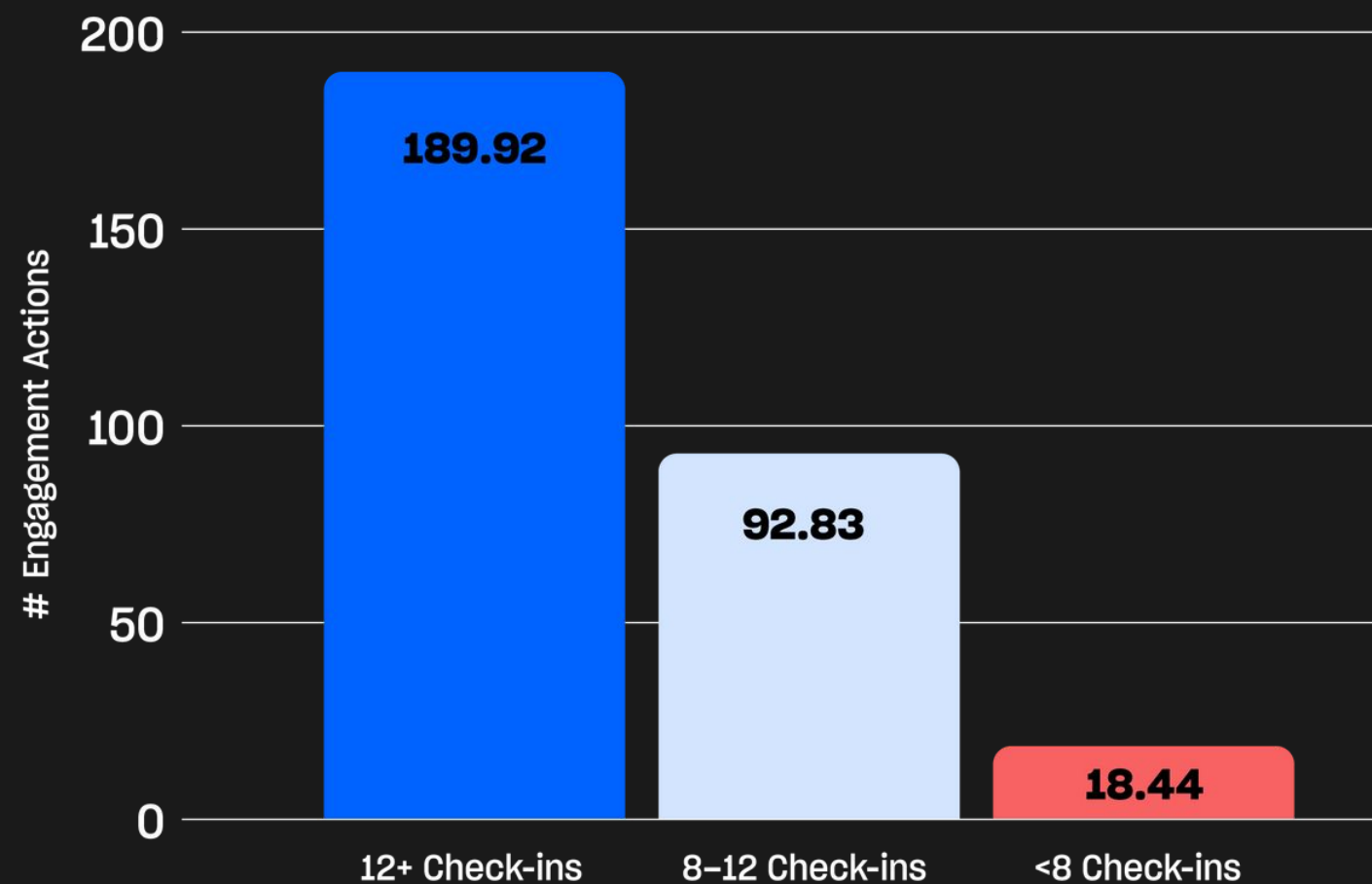
# What 🥰 Value Looks Like

Great Value:

↑ 2.4 Check-Ins / Member / Month

Flywheel effect:

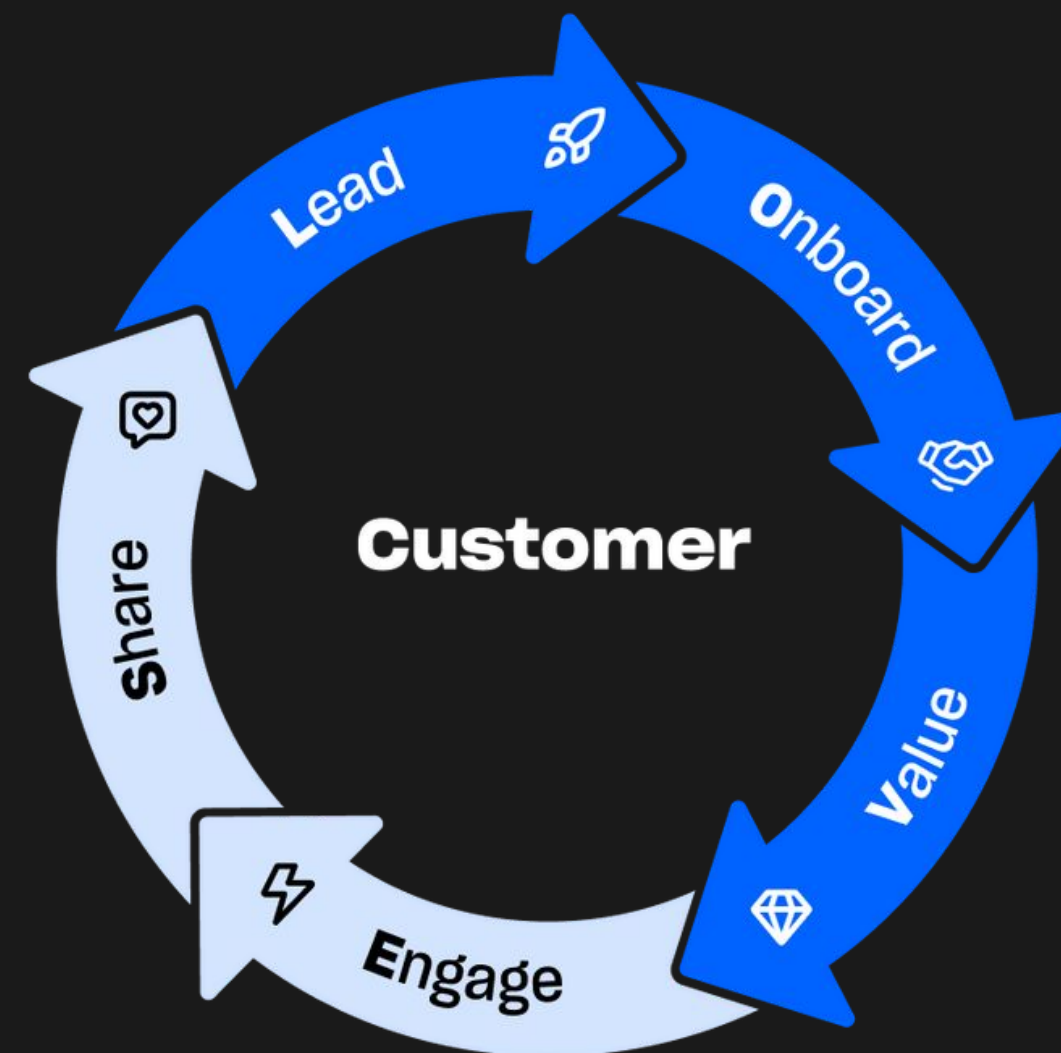
↑ 5 - 10x Community Engagement



# How Do You 'DELIVER VALUE' Today?

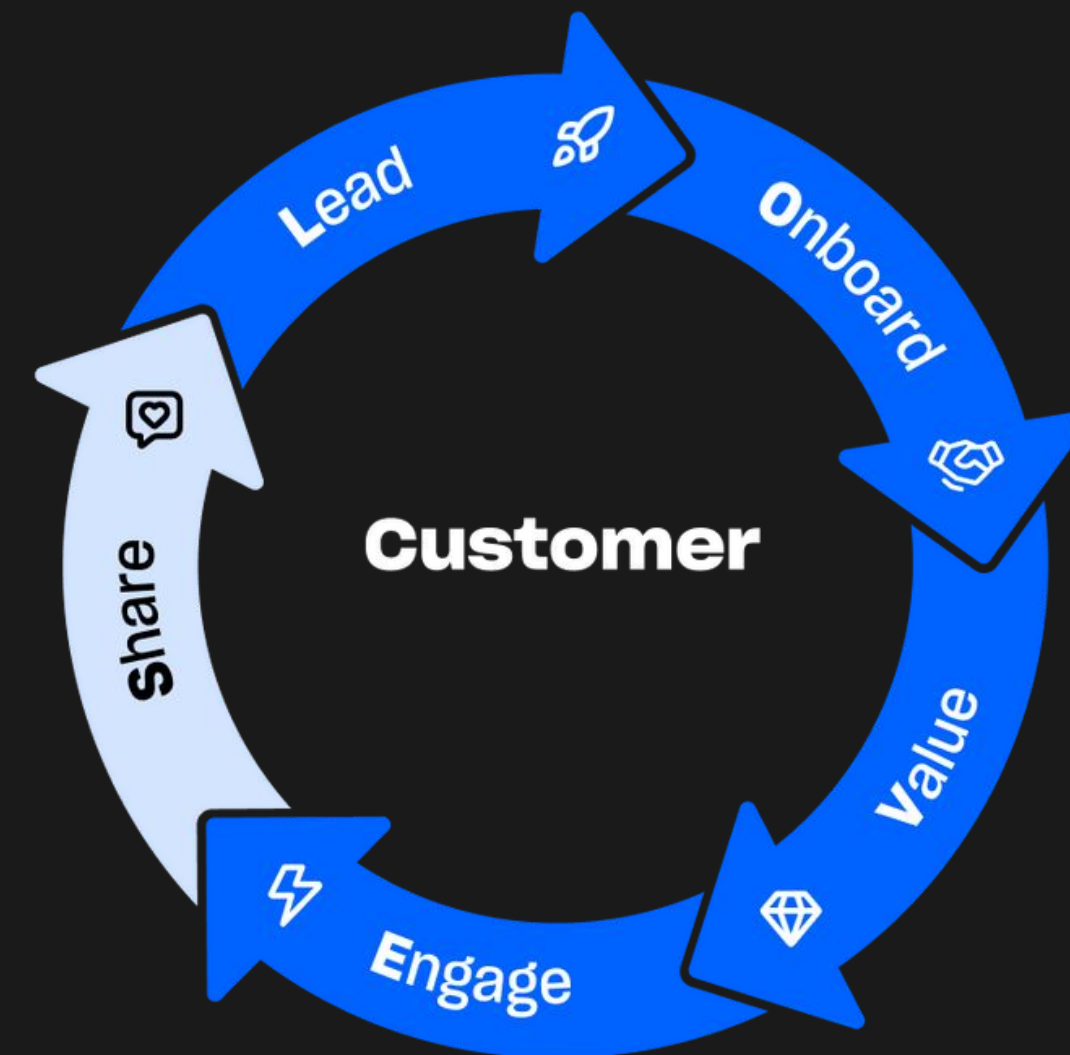
## Worksheet Section 3

- How many hours a week do you spend engineering value?
- How does working on Value Delivery make you feel?
- What's one thing you can do to improve the value perception in your gym?



# E – Human Engagement

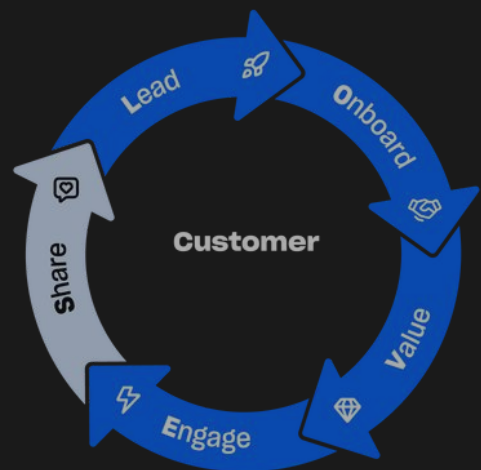
- What is Human Engagement?
- Why Human Engagement matters
- Why the world craves engagement



# Engagement Tactic Takeaway

Let's put it into practice

- 🧠 Community is the product
- 🎯 Moments between moments
- ⌚ First friend system
- 🔗 Digital engagement / community



# What 🥰 Engagement Looks Like

Great Engagement:

↑ 5 - 10x Community Engagement

Flywheel effect:

↑ 4.27x More Reviews



Highly engaged  
members are

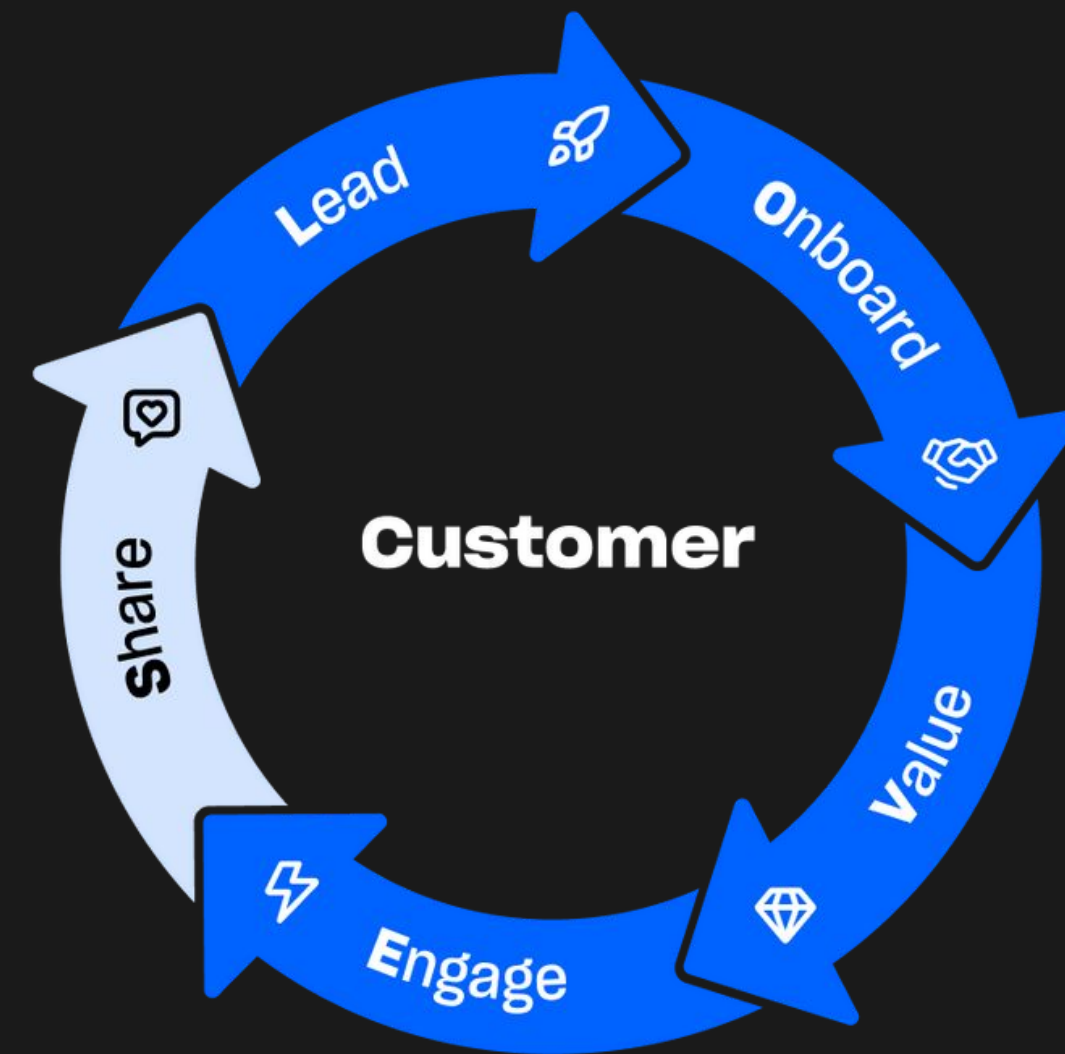
**4.27X**  
**MORE LIKELY**

to leave a review

# How Do You 'ENGAGE' Today?

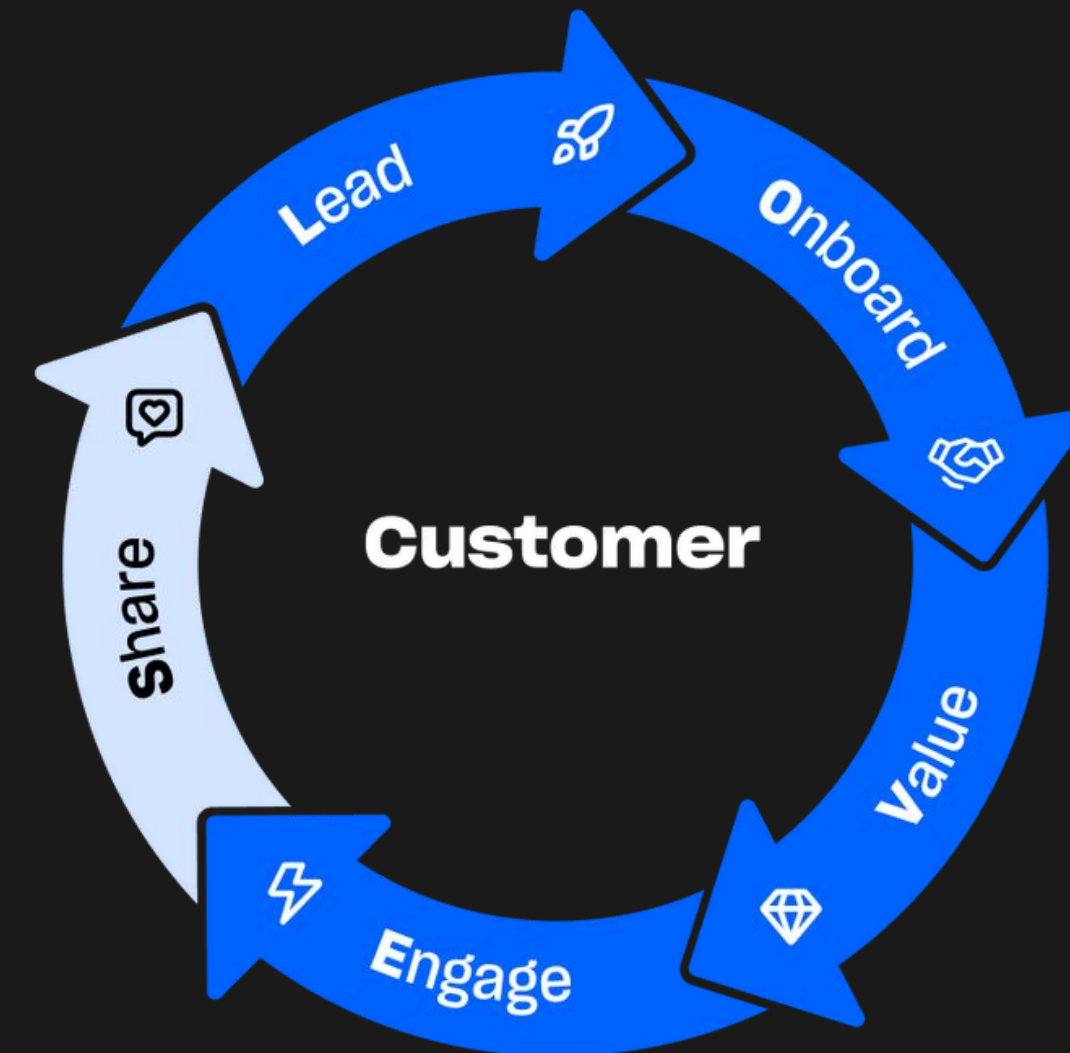
## Worksheet Section 4

- How many hours a week do you spend engineering engagement?
- How does working on Engagement make you feel?
- What's one thing you can do to create more human connections tomorrow?



# S – Share Stories & Social Proof

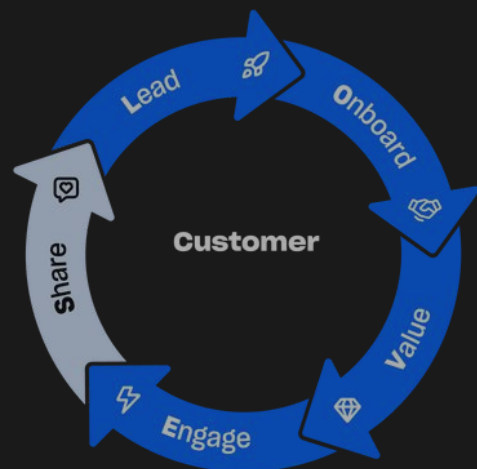
- Why is marketing LAST?
- What is modern marketing?
- Why sharing stories and social proof matters



# Social Proof Tactic Takeaway

Let's put it into practice

- 🤯 People buy from people
- 🎯 Gym video/photographer
- 🕒 Ask one member/day to share
- 🔗 Systematize review creation



THIS PLACE IS A GODSEND. I've had two total knee replacements and was heading for a hip. Six months in, I cannot believe how great I feel - and move!

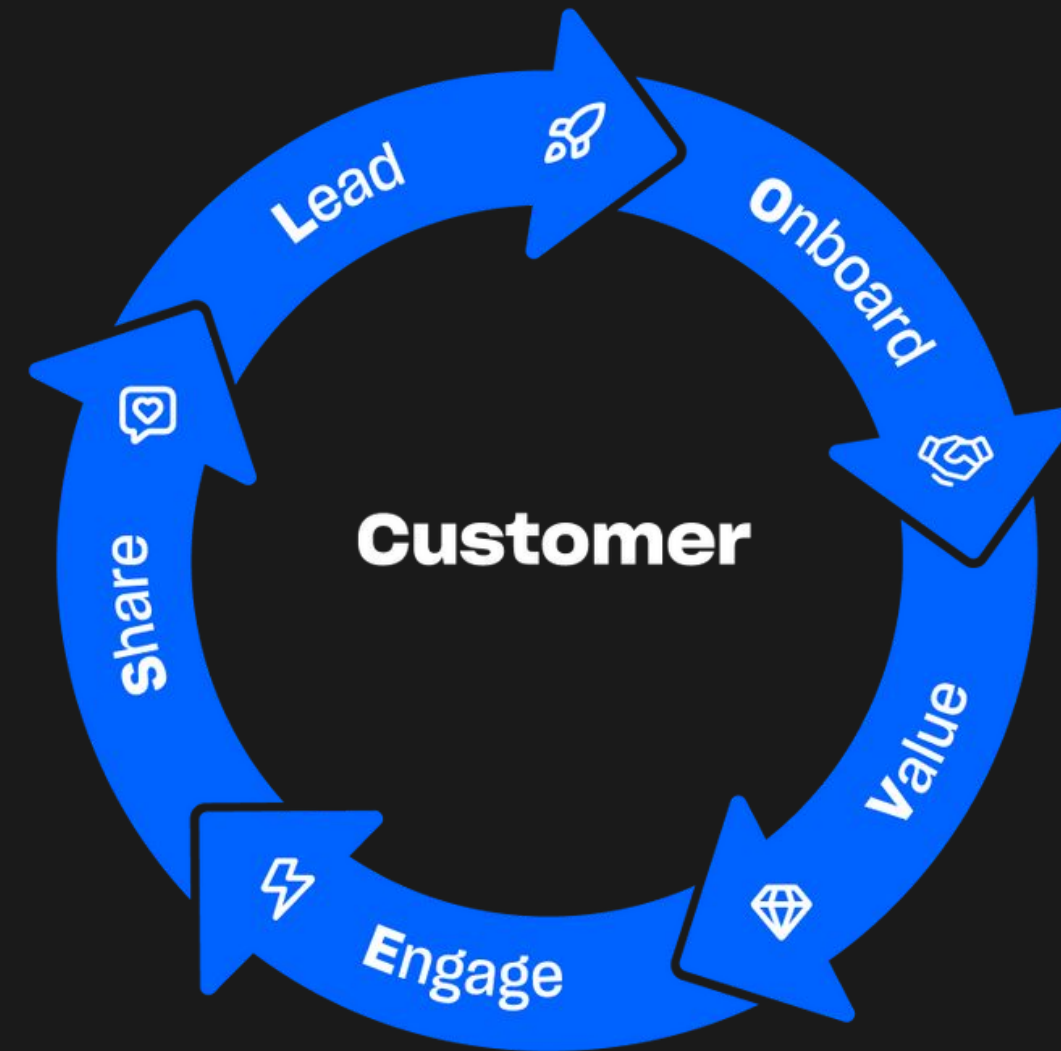
THESE COACHES ARE INCREDIBLE. They taught me correct form so I don't get hurt, give me modifications that make every workout challenging but successful!

I cannot say enough how much TGH... has given me a new perspective on my ability and future as an active and strong woman!

# How Do You 'SHARE' Today?

## Worksheet Section 5

- How many hours a week do you spend creating & sharing stories?
- How does working on Sharing make you feel?
- What's one thing you can do to improve your organic and authentic social reach tomorrow?



# What 🥰 Social Proof Looks Like

Gyms that create MORE REVIEWS have

**14% MORE REFERRALS**

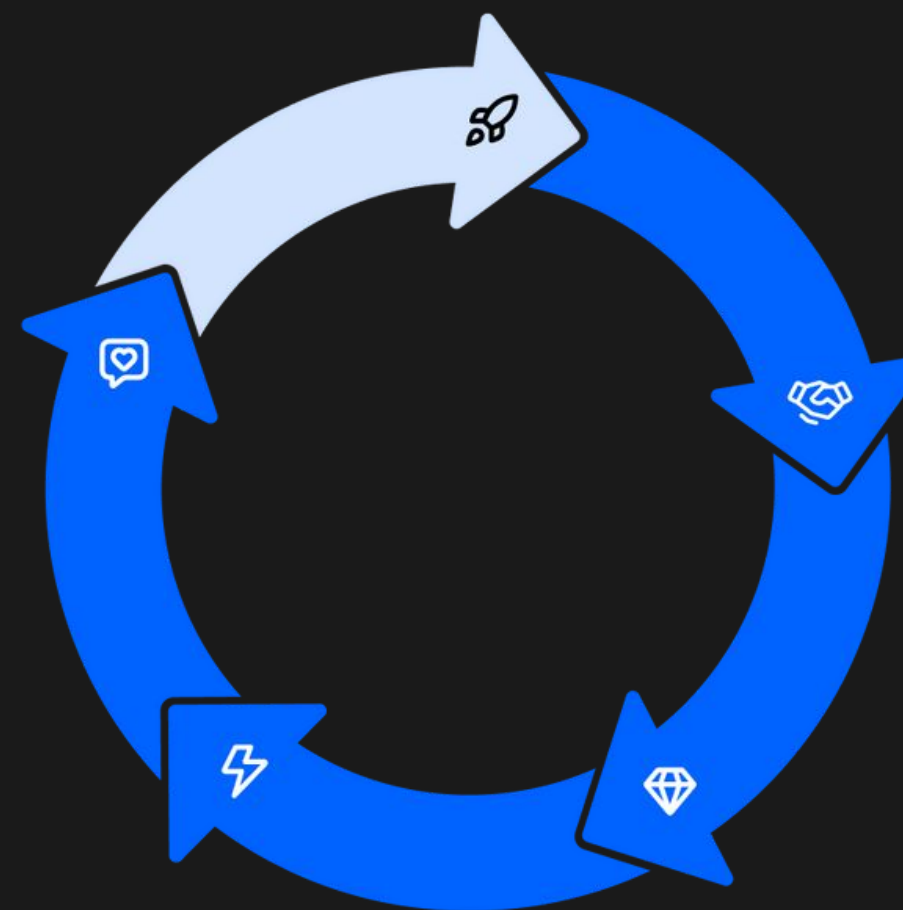
who are

**37% MORE LIKELY**

to buy a recurring plan.

# The Flywheel Loops

- ↑ Personal referrals as leads creates...
- ↑ Recurring memberships creates...
- ↑ 6 month retention rate creates...
- ↑ Customer check-ins creates...
- ↑ Social engagement...
- ↑ Increase in stories shared creates...
- ↑ Personal referrals as leads creates...



# The Flywheel in Action



**Dan Uyemura** • 1st

CEO and Founder of PushPress • Early Stage...

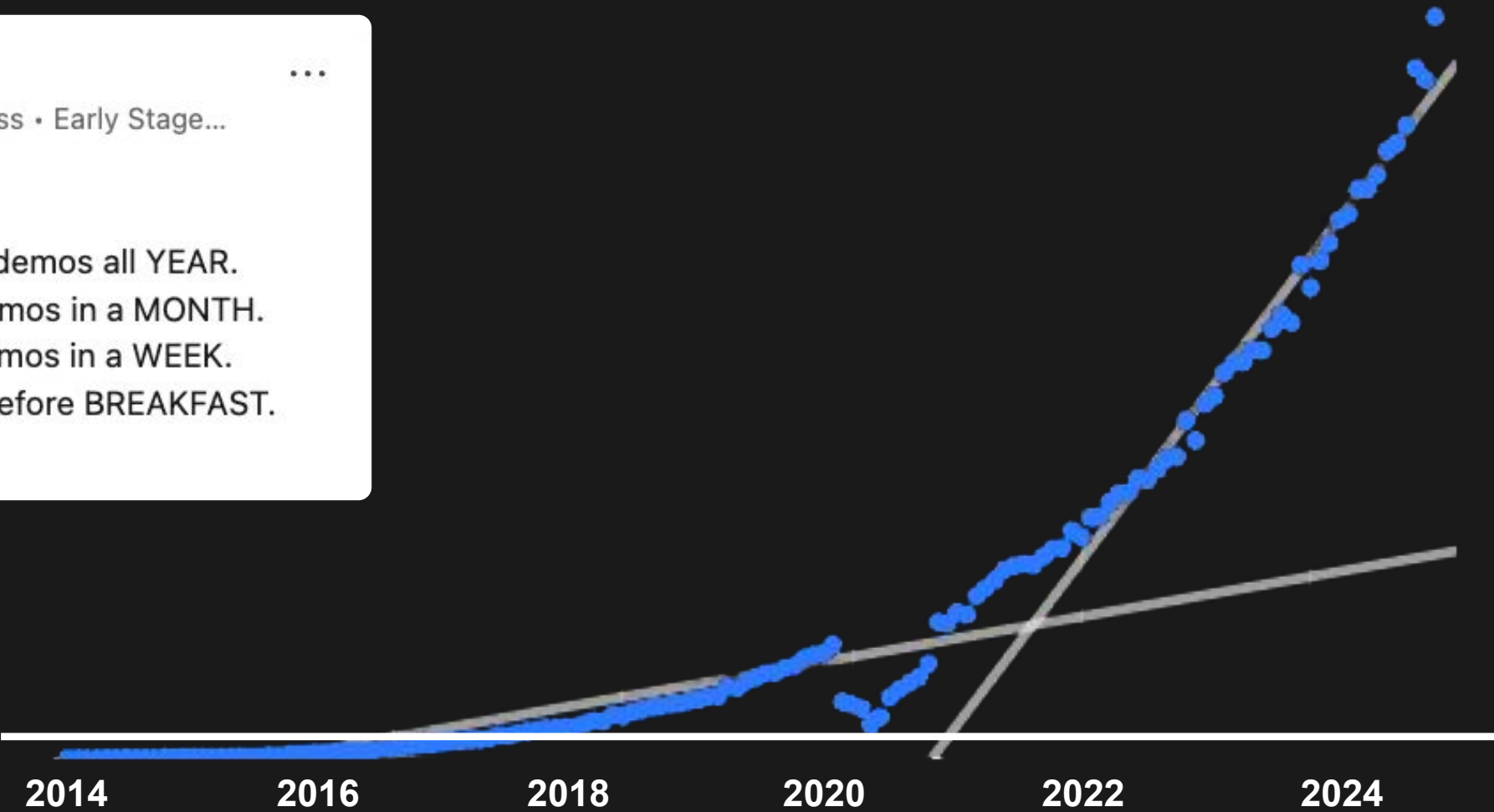
1w • 🌐

in 2013, I don't think we did 30 demos all YEAR.

🤖 In 2018 I bet we didn't do 30 demos in a MONTH.

🤖 In 2021 I bet we didn't do 30 demos in a WEEK.

🚀 In 2027 I bet we do 30 demos before BREAKFAST.



FINALE

# Putting It All Together

Your Stage is Set

DEPLOY GROWTH TACTICS

UNDERSTAND THE MAP

BUILD AROUND YOUR WHY

# The Tools to Beat Entropy

LOVES Flywheel Tactics

DEPLOY GROWTH TACTICS

LOVES Flywheel

UNDERSTAND THE MAP



NAILED.

BUILD AROUND YOUR WHY

# Call to Worksheet

Let's make it real —

**WHAT'S 'THE ONE THING'  
YOU NEED TO WORK ON?**



You're Ready To Grow!

# Two Free Growth Resources

**FREE BOOK!**



**LOVES Flywheel**

**DAILY CONTENT!**



**Instagram @danielsan**

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