

Domination Workshop

Description



Transform Your Gym And Leadership In Just 2 Days

[Reserve Your Spot for \\$100](#)

Learn To Grow Your Gym The Right Way In 2023

In 2 days The Domination Workshop will teach you how to attract more members, grow your revenue, create a thriving community, and recession-proof your business.

Dates: August 25th and 26th
Location: Grand Haven, Michigan

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Attract Your Ideal Clients

grow your revenue and profit

create a thriving community

recession-proof your business

about the domination workshop



A RECESSION IS COMING, IS YOUR GYM READY?

The next 1-3 years will be the greatest opportunity of our lifetime. But If you are still running your gym like you did in 2019 the next 1-3 years will put you out of business. The gym marketplace has shifted and if you play your cards right you can clean house while all the other gyms are trying to survive.

IN 2 DAYS YOU WILL BE GIVEN THE TOOLS AND RESOURCES TO GROW YOUR GYM LIKE NEVER BEFORE

Past attendees have said it's like getting an MBA for running and operating your gym.

Clarify Your Message

Discover the secret to crafting a compelling brand story that captivates your target audience. We'll show you how to communicate your gym's unique value and benefits, making it irresistible to potential members.

Attract Your Ideal Members

Learn how to identify and attract the right audience for your gym business. We'll teach you proven marketing strategies that will enable you to reach your ideal customers and turn them into loyal, long-term members.

Optimize Your Sales Funnel

Master the art of lead generation and conversion. We'll provide you with a step-by-step system to optimize your sales funnel, from attracting prospects to closing deals and maximizing revenue.

Boost Member Retention

Discover innovative techniques for enhancing member experience and

increasing retention rates. Learn how to create a gym community that fosters loyalty, results, and long-term commitment among your members.

Scale Your Business

Unlock the growth potential of your gym and expand your reach. We'll share proven tactics for scaling your business while maintaining the quality and integrity that sets your gym apart.

Grow Your Leadership

The cap on your business is your leadership ability. We will show you how to manage, lead, and develop your team by becoming a self-aware leader that your team loves.

Master Your Profit

To be an effective leader you must understand what your numbers mean and after our workshop you will no longer struggle with understanding the money side of your business. Giving you the peace of mind and security we all need.

Learn From Industry Experts

Benefit from the wisdom and insights of successful gym owners and industry experts who have achieved remarkable results. Gain valuable knowledge and actionable strategies that you can implement immediately.

Build A Supportive Network

Connect with a community of gym owners who understand your challenges and goals. Share experiences, exchange ideas, and establish valuable connections that will support your ongoing growth.

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EARLY BIRD PRICING OPTIONS

We have charged as much as \$5,000 for our Domination Workshop but if you take advantage of our Early Bird Pricing, you can claim your seat for as little as \$1,000.

Reserve Now and pay later

\$
100
00
Today

- Pay \$100 today to reserve your seat and then just \$1,150 on August 14th

[Claim Your Spot](#)

pay in full

\$
1000
00
total price

- Save 20% by reserving your spot and paying in full today

[Claim Your Spot](#)

Spots are limited to 60 people and when we sell out of 50% of tickets the prices will go up by 50%.

Claim your spot now and lock in the early bird pricing and bonuses.

EARLY BIRD BONUSES



Bonus #1

half-Day Leadership Workshop

(\$500 Value)

The #1 thing holding you back from your gyms potential is your leadership ability. Which is why we are including a FREE leadership workshop with your purchase. Fly in a day early and we will guide you on how to become a self aware leader and know how to lead each of your team members based on their unique personality type.



Bonus #2

FREE Leadership Personality Test

(\$200 Value)

At our locations we use the John Maxwell personality test. This amazing tool helps each our leaders understand their strengths and weaknesses as a leader as well as how to communicate to each personality type to ensure we are leading them well and driving our desired results.



Bonus #3

Dinner at Matt's House

At the end of the 2 days we will celebrate and break bread together at Matt's beautiful home. This will be another great chance to network and pick Matt and Dustin's brain before you go home to dominate.

STEVEN CREATED A 7 FIGURE GYM BY ATTENDING THE DOMINATION WORKSHOP

Hey Matt, hope all is well with you and you

I wanted to reach out to express my gratitude. I honestly say that had i NOT gone to your first time ago.

Getting exposed to your success and the time I spent with me...and ever since that first workshop, we have been formed based on what you have built...to help others. It would be ballers! haha. Little did I know

Anyways, It was through exposure to your success that we aren't done...we are still building! And at the moment, we have a facility and team to help me create a vision for the future.

I would like to come visit several of your facilities to see the next level. And while I am in town, it would be great to have thoughts on a few things we have been struggling with.

If you are open to this, what would work best for you based on that. We can even meet over dinner if that works rather than later but I will be flexible to your schedule.

Thanks again for helping us see what's possible.

BTW, your last mastermind presentation was amazing. The stuff from Andy/Ed, you are able to articulate it so well.

We get it â?? the demands of growing a successful gym are extremely demanding.

Which is why Dustin and I are extremely excited to pour into you for 2 days and teach you our 7 figure gym secrets that we have learned over the last 30 years of being in the fitness industry so you can go home inspired to make an even greater impact on the communities that you serve.

MEET YOUR HOSTS



MATT WILBER

In just 7 years Matt went from living in his Grandma's basement \$100,000 in student loan debt after getting his masters degree in exercise physiology to opening 10 locations without him doing any of the day to day operations. 4 of those locations were million dollar locations and in total Matt's locations have done over \$40,000,000 in sales. Not bad for someone's whose graduate advisor told him he was too smart to be a personal trainer.

\$40,000 In Sales Since 2013

**Proprietary Nutrition System
has helped clients lose over
1,000,000 pounds**

**Over \$1,000,000 Raised and
Donated To Charity**



DUSTIN BOGLE

Dustin owns 3 gyms in Southern California called Lead The Way Fitness that do well over 7 figures and also runs a 7 figure lead follow-up and sales agency for gym owners called Gym Reinforcements. Dustin is a sales and leadership expert with over 20 years of experience in the fitness industry.

Owns multiple 7-figure businesses

Collected \$6M in sales for other Gym Owners

Best selling author of â??Reinforce Your Gymâ?•

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HOW IT WORKS

1. REGISTER FOR THE EVENT

Pick the payment plan that works for you and your budget. When you register early you lock in our early bird pricing and bonuses.

2. ATTEND THE EVENT AND LEARN OUR 7 FIGURE SECRETS

Attend the event with other like minded gym owners and learn how to grow your business the right way in 2023.

3. LEAVE INSPIRED AND EMPOWERED TO GROW YOUR GYM

When you leave the workshop you will feel inspired, empowered, and be able to execute a proven plan to grow your revenue, create a thriving community, and recession-proof your business.

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What Past Attendees Have To Say

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FREQUENTLY ASKED QUESTIONS

[What is the refund policy?](#)

All sales are final. If you are unable to attend the event for any reason we will provide access to the recordings and allow you to attend a future Domination Workshop at no charge.

[Do you provide a guarantee on the workshop?](#)

We have had over 230 attendees and have never had to provide a refund. But if after attending the event if you are unsatisfied with the value we provided we will issue you a full refund.

[Am I able to bring a guest?](#)

You can bring as many guests as you would like. You will need to purchase a ticket for each guest that you bring to the event. The event is great for partners and managers of your business.

[What's the event schedule?](#)

Thursday, August 24th:

Bonus Leadership Day

-12:30pm to 5:30pm. No food provided on this day.

-You are welcome to get a workout in the morning at Matt's gym.

Friday, August 25th:

Day 1

-9am-7pm: Lunch will be provided. Please bring snacks to stay energized throughout the day

-You are welcome to get a workout in the morning at Matt's gym.

Saturday, August 26th:

Day 2

-9am-7pm: Lunch will be provided. Please bring snacks to stay energized throughout the day

-7:30pm: Dinner at Matt's house

-You are welcome to get a workout in the morning at Matt's gym.

[Will there be food provided?](#)

There will be lunches provided each day and then dinner at Matt's house on day 2. Dinner will be on your own for the bonus day and night 1. This would be a great opportunity to make friends with other

attendees.

[Where is the event?](#)

The location is at Matt's headquarters in Grand Haven, Michigan. The address is 1309 S Beacon Blvd, Grand Haven, MI 49417

[What airport should I fly into?](#)

The airport you should fly into is Gerald R. Ford International Airport code GRR which is located in Grand Rapids, MI.

[How far is the event from the airport?](#)

Grand Haven is an easy 45 minute drive from the Grand Rapids airport. It is recommended to rent a car. Getting an Uber to Grand Haven is typically reliable but getting from Grand Haven back to Grand Rapids is not.

[What hotel do you recommend staying at?](#)

The hotel we recommend is the Best Western in Grand Haven as it's less than a half mile down the road from our gym. There is not a discount on the rooms. Please book with the hotel directly.

Address: 1525 S Beacon Blvd, Grand Haven, MI 49417

Phone: [\(616\) 842-4720](tel:6168424720)

[Website](#)

Date Created

June 2, 2023