

W E L C O M E



ESBA: ELITE SPORTS BUSINESS ACADEMY

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### My number one takeaway from this video

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# BUILD YOUR OWN HOUSE

If business were as easy as copying what's already out there, many people who know Jeremie and of the Global Futbol Training (GFT) business model, from former teammates in college and the pros to former employees and contractors, would have successful businesses doing something similar. The model has been on full display for over 10 years. There are many trainers who train, but they fail to make the business work without remaining gainfully employed elsewhere or part-time training as a side gig or without significant overhead expenses.

Similar models can do very well, but for these models, the cost to stay in business is often tied to:

- ☐ A building
- ☐ A location
- ☐ Software
- ☐ Numbers
- ☐ Growing staff

In Texas alone, where GFT is based, from Dallas to Houston, the number of facilities and trainers who started out as competition and failed is in the hundreds in the last 10 years. This was a significant motivating factor for ESBA: the creation of an organization to lend support and a guide.

While there is nothing wrong with having any of the components above, these models as your foundation make growing and scaling nearly impossible. Consider a facility, for example. You must pay rent on the location and the building, you may have to pay a mortgage. Even if you can purchase the building with your earnings at the start, you must still:

- ☐ Staff the building
- ☐ Maintain the building
- ☐ Carry a higher insurance on the property

- ☐ Carry a higher insurance on the property
- ☐ Insure the staff
- ☐ Pay staff as employees

You can see how this one “essential” can make creating profit very challenging<sup>1</sup>.

Without understanding the why behind each business and it’s timing, you will waste your own time, money, resources and talent by copying a model that won’t work for you. Why? Because it’s built on someone else’s strengths and talents. A truly successful business is built around what you are best at, even if it’s similar to another model in business. This is smart business as it’s a proven model but maximized by you as the facilitator. This is the most practical and sustainable business model.

## COPYCATS FAIL

Business owners typically fall into two general categories: risk-taker or risk-averse. The first should build a business based on their own strengths. The second should grow a business leveraging their own strengths. The difference between the two is the first is built 100% around every unique aspect of the risk-taker. The second is built using another’s model but capitalizes on the strengths of the individual. The first creates the model as the entrepreneur; the second maximizes the model as the business owner.

Cop·y·cat

*Noun, informal, derogatory*

(especially in children’s use) a person who copies another’s behavior, dress, or ideas.

Copycats are the business start-ups who see a model that’s working and seek to copy the model without the foundational work<sup>2</sup>. Notice how the online dictionary implies it’s derogatory and childish nature; the utter lack of originality. We’ve seen this lack of originality in GFT copycats:

- ☐ Same product or service names
- ☐ Plagiarism of business descriptions
- ☐ Identical language to titles and exceptions

<sup>1</sup> Later you will learn how to create a budget, including a break-even analysis for this very thing.

<sup>2</sup> It’s important that you understand the research behind a particular model, what’s working and why and then develop your own proof of concept (POC) and validate it with your minimum viable product (MVP). This is covered more in the BRAND course.

- ☐ Failure to remove the acronym GFT from the copying
- ☐ Same clients
- ☐ Same training locations
- ☐ Same name, only reversed

The list could go on. Each time, if addressed, the copycats' responses followed the same pattern: denial >>> defense >>> justification.

You are unique, original. So building a business based on what you see working is like copying a neighbor's house blueprint without drafting your own. You'll end up with rooms and layouts that don't make sense for your personality or style or needs.

## BLUEPRINT FOR GROWTH

Build for growth from the beginning. Take into account the way you think, relate, follow-up and operate best. Your neighbor might want a closed off kitchen but you would prefer an open one for entertaining. If you build based on your neighbor's plans, you'll remain frustrated that you are closed off from family or guests when preparing meals.

The same is true in business. If you copy another model built on someone else's target market, you'll end up out of work in just a few months. Consider the following questions about your own preferences as a blueprint of *your* business:

Do you like helping others? \_\_\_\_\_

**How do you best help others?** \_\_\_\_\_

**What areas do you find yourself helping others with the most often?** \_\_\_\_\_

**Does helping others charge you? Drain you?** \_\_\_\_\_



**Do you work well with low bank account balances?** \_\_\_\_\_

**Do you hate owing debt?** \_\_\_\_\_

**Can you work for hours coaching / training / teaching?** \_\_\_\_\_

**Are you a risk-taker or are you risk-averse?** \_\_\_\_\_

**Steady, guaranteed paycheck or unlimited potential for earning?** \_\_\_\_\_

**Do you need downtime?** \_\_\_\_\_

## The original GFT blueprint

Jeremie enjoyed working with all ages and skill levels because of change and challenge. He enjoyed the youth as a mentor and encourager. He enjoys limiting the time for talking, preferring to encourage people as he trains. This looks like 'stacking' training at precise hour increments of time. His schedule typically looks like this:

- ☐ 3:30 Private individual
- ☐ 4:30 Private group
- ☐ 5:30 Small open group, ages 9-10
- ☐ 6:30 Small open group, ages 11-13
- ☐ 7:30 Private group

This schedule limits small talk and allows him to be friendly while keeping on a schedule. Most of his inquiries happen via email to limit repetition for him and to get the most direct answers possible to help his clients. He asks questions such as:

- ☐ Tell me your / your child's name, age, position, strengths and weaknesses.
- ☐ Why are you seeking training?
- ☐ How did you hear about us?

## Outline your own blueprint

- ☐ Based on your personality, how would you like to interact with others?
  - ☐ Via email?
  - ☐ In-person?
- ☐ What kind of age group do you enjoy working with?
  - ☐ Why this group?
  - ☐ What is it about that age group that you enjoy?
- ☐ Do you like small talk?
- ☐ Are you an intense trainer or a social trainer?

# SET YOUR FOUNDATION

Whether your training model is based on making a completely new offer or the GFT model, the foundation for growth is found in relationships. This is because relationships comprise *every single aspect* of building a business. How you relate to yourself and to others influences how you deal with stress and pressure in good and tough times. This can affect how you conduct relationships and how people perceive your valuation of their business.

In his book, [the E-Myth Revisited](#), author Michael Gerber addresses the idea that starting a small business does not make you an entrepreneur. He breaks down business ownership into three aspects:

- **Technician:** The jack-of-all-trades who learns how to build, run and grow the business around the repetition of a product or service and it's quality. This learning curve is important to business stewardship and accountability as growth happens but can trap the owner into being the technician if the owner fails to view the apprenticeship as anything other than a training ground.
- **Manager:** The manager builds the team, creates community with customers and begins expanding the business. However, they're often left unsupported by the owner-as-technician, leaving them exhausted. The technician-owner often takes the work back over as no one can perform the tasks to the level of the the owner, thus reducing the business back to the technician stage. The business owner can fluctuate between the technician and manager for years.
- **Entrepreneur:** The systems and processes visionary. The entrepreneur is less focused on the product, once a good product has been secured, and more focused on how to keep the same quality of product with more efficient systems.

The primary difference between the three is that most businesses never make it out of the technician phase more than temporarily, leaving the business owner financially, physically and emotionally exhausted and broke.

But there's a bridge between the technician and the entrepreneur: the manager. The manager is not the solution but a core component of the solution as the manager is very

good at relationships. And consistency in those relationships is a core value of building a sustainable business that gives you the ability to predict and scale growth. When business owners figure out the leap between doing all the work themselves versus mapping out a blueprint for leadership, the business can grow more quickly and efficiently.

Relationships bring customers back, create loyalty and grow your business in a sustainable way faster than any other component. You will learn throughout this program many of the things that befall other businesses boils down to a lack of consistency and how the client was scheduled, addressed, provided for and serviced.

Effective leaders for good stewards of people<sup>3</sup>, processes, and resources. When you build a business, if you build with careful use of these three areas, you will avoid having to go back for structural repairs.

<sup>3</sup> For now, people refers to your client base. Expansion to include contractors or employees will be addressed later.



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