

The next generation of personal trainers and fitness professionals looks vastly different than the last; it looks like an industry in which you can work anywhere, enjoy free time, love your life, and yet STILL run a successful business. The One Hour Trainer was crafted to show you how. This book will help you build a business that you love, provide you with the income you deserve, and allow you to impact lives, all while maintaining your independence to allow you to do what you want, where you want, and when you want.

If you have dreamed of an ideal fitness business without killing yourself to get it, this book will provide the tools to launch, scale, and grow your business, allowing you to achieve more success than you dreamed of.

Working with thousands of clients and selling millions of dollars in personal training and fitness services, authors Rahz Slaughter and Greg Kalafatic pull back the curtains and expose the secrets to developing a business while maintaining a lifestyle you love.

You will learn:

- How to find and uncover your million-dollar message that inspires your clients
- Our super simple sales system to attract more clients
- 15 factors that allow you to maximize your business
- How to leverage your team and grow your business without micromanaging the process
- 4 phases to building a "lifestyle business"
- How to avoid becoming burnt out, bitter, and broke
- And much more...

The days of copying and stealing business ideas are gone. Building a business where you are authentic to who you are and your lifestyle is the now. The principles and strategies in this book will work whether you are a total newbie or a veteran with 10 years of experience. If your goal is to build a business that generates more money, gives you more of your time back and allows you the freedom to live a great life, then this book is what you need. You'll also enjoy our 90-day roadmap that will take you from thinking of a lifestyle fitness business to experiencing what a lifestyle fitness actually is.

Income | Impact | Independence = Lifestyle Fitness Business

Decide you are committed to creating your magnificent life, and then hustle like a man on fire until you achieve your goals.

—Rahz Slaughter



GREG KALAFATIC is the other half of what is called Meta Burn Fitness. Born and raised a humble man, he always knew he wanted to live a life of giving back and impacting others. Upon being a caregiver for a dying mom, Greg had an itch to get into the fitness industry and share his passion for fitness. He bought in to a vision presented to him by Rahz Slaughter on how together they can impact the lives of 1 million women through their brand, Meta Burn Fitness.

After a decade of creating a very successful business, Greg felt the need to share his experience on how the 4 S's, as you will read in this book, can save any trainer from becoming bitter, burnt out, and broke and lead them to enjoy a life of freedom while making an impact.

RAHZ SLAUGHTER is the proud owner of multiple personal training studios and the co-creator of the Kaizen Mastermind, one of the leading industry groups dedicated to helping personal trainers and coaches grow profitable fitness business.

He has spent over 20 years in the fitness business, coaching and motivating people to make better life choices and improve their health. Rahz's tumultuous life story has enabled him to create solutions in his business and help his coaching clients overcome limiting beliefs and life's biggest challenges. If you were to ask Rahz why he loves the business of fitness, he would say, "It saved my life, and it is me."



THE 1 HOUR TRAINER

RAHZ SLAUGHTER & GREG KALAFATIC

THE

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90 Day Roadmap To Building A
Successful & Profitable
Fitness Business That You Love

HOUR

TRAINER

RAHZ SLAUGHTER & GREG KALAFATIC