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The Membership Mindset: Challenges to change

Shane McKeogh

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Too often, new entrants to the fitness industry have preconceived ideas of what it is going to be like and they are quickly overwhelmed by reality. The Membership Mindset strips away this facade and tells you how it really is, from entry point to mastery. It focuses on the importance of the 'membership mindset' as opposed to the transactional thought process, offering mechanics that can be used in many different industries, to achieve success. This book is not a test, but some of it may test you. Read this book, if you want to: - Increase your understanding of the fitness industry in all areas - Understand what it takes to become successful in a membership economy - Learn valuable sales skills and establish yourself as a dominant force - Become better not bitter and challenge yourself to change

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