

Robert Raymond, Industry & Business Leader, Mentor & Entrepreneur



Robert Raymond's Mission

*Fitness *Nutrition *Therapy *Wellness * Health Professionals

WE ARE GROWING THE LARGEST COMMUNITY OF HEALTH PROFESSIONALS IN THE WORLD! Why?

Roberts mission is to empower professionals to become successful in the fitness and health industry by providing them the necessary tools. The tools include training and on-going resources to grow progressively. We understand giving someone a plan and letting them go on their own does not create winners! Providing on-going resources, community and partnerships do!

Robert wishes to bridge the gap between each industry so, we all work in unison to provide the best service for our customers while earning the income we all deserve.

Over the years, Robert has seen many great fitness & health business owners fail due to not having the right business skills or understanding how to implement. His goal quickly became to help fitness, nutrition, therapy and health pros become successful. If we accomplish this, we touch 100s of thousands of lives as we all have loads of business, income and the result is our services and products are being properly used giving the consumer the most important thing- **RESULTS!**

Robert is a leader and strong part of this movement!



Robert's Education

Industry leading Business Coach
(voted top opportunity in the industry on fitness biz radio).
BS Degree in Human Performance in Sport
Minor in Holistic Health
Emphasis in business
Mark McGill Business Training and Mentorship
Hoffman Group Marketing Expert Certified
NSCA Certified Personal Trainer
Twist Sports Conditioning Master Trainer
KFIT USA Kettlebell Master Trainer
Member Medical Fitness Network
Numerous Business Certificates and Programs

Life Long Business Building Student- Robert is a student of business building leader Mark McGill and implements his business strategies and wealth development teachings. Robert has 10s of thousands logged hours working with Mr. McGill who has recently passed away.

Some other high-level Accomplishments

Industry leading Fitness & health Presenter. Robert has presented at over 1000 events. Robert stopped presenting at national events in 2010 to provide his skills exclusively for the growing Achieve Systems community.

On June 28th, 2017 Robert presented the 18-hour business building workshop, Achieve University for the 100th time making it the longest lasting monthly business training program specific to our industry.

Coach, Education & Branding mentor for Guinness Book of world record holder Werner Berger who climbed all peaks at the age of 80 and is currently co-authoring a book with Robert Raymond.

Professional mentor & developer for speak with purpose leader JB Braden and his speak with purpose master education program. This program mentors 1000s of business professionals on how to speak to get business.

Professional business development mentor for David Avrin, the best-selling author of The Visibility Coach and industry leading Key note speaker.

Robert mentors Dr. Oz Shafer who is the top concussion specialists in the world, Robert also, co-authored one of the first concussion specialist books in partnership with Dr Oz Shafer.

Mentor to the NATS EFIT million dollar producing system known as the total body trainer today.

Mentor to some of the industry's top success stories with 28 plus years-experience in our great industry.

Mentor for the mindset over matter education program with fitness hall of fame member Greg Justice.

National Best Selling Author & Creator

Author of the Bio fitness Weight Management Program as seen on TV & operated in many facilities throughout the USA

Author of the Personal Trainer in a box Program that created in excess of a million dollars of business in its first year

Author of the Walk fitness Lifestyle Program as seen on TV

Author of Fitness & Nutrition Journals and Guideline Books

Co-Author of Numerous other Fitness & health Books and published materials

Product and Education Development in the fitness industry including the popular

Inventor of the strap fitness product that is sold throughout the world today

Author of the industry leading VGB business plan development system

Author of the Client Attraction/ Generator 101 program that generates business for health professionals

Developer and instructor of the financial thermometer program providing fitness & health professionals a way to scale their success

Author of 12 workshops for fitness & health business building

Author of the CEC approved development of a client base Audio Series offered by fitness learning systems & others

Robert is the author and developer of the 2 day Achieve University Program and teaches it exclusively monthly too new achieve members.

Author of the top 6 of the TOP industry business building books



Author Development of a client base in 90 days series
 Author The Fitness Entrepreneur
 Author Getting into bed with the right people in business
 Author Launch your own Fitness Business
 Author Development of a client base in 90 days volume II
 Author Getting into bed with the right people in business
 Author Massage Practice Building Client Development Work Book

Each of Robert's published books have a full day workshop Robert and his qualified team of master presenters teach. Robert has a presentation schedule of 8 workshops he teaches to personal trainers, gym owners or anyone in the fitness industry interested in growing a business. CECs available.

The Achieve AUTHOR a BOOK mentorship program

Achieve Systems provides a turn-key program for authoring a book from start to finish with everything needed. Robert is the mentor for dozens of industry leading published books.



**Certification and Education Businesses
 Robert Raymond, Leader**

Creator and Owner of Fit Biz Workshops- 12 industry business building workshops
 Co-Creator of KFIT USA Kettlebell CEC Level I and Level II workshops
 Co-Creator & Owner of the Victory Factor Self Image program
 Co-Creator of the Constant Motion Athletics Level I and II CEC approved program
 Co-Creator of Dance Strong Master Education Program

Co-Creator Dance Systems Pro business that mentors dance business owners
CEC education provider for Fitness Learning Systems providing fitness business CEC approved education

Creator of the \$150,000+ business building back-office that supplies the industry with business plans, client development, revenue streams and business growth assets. Robert writes marketing program for industry professionals on a monthly basis who are in the achieve community

Creator of the first interactive business coaching system website for health professionals called the Achieve Resource Center

Partner and business development leader with the power of pregnancy program

Partner and business development leader with the bully awareness program

Partner and business development leader with the nutrition diagnostic master education program

Partner and business development leader with the diet terminator master trainer program

Partner and business development leader with the performance therapy academy

Partner and business development leader for Bragg meditation program- Journey into tranquility

Partner and business development leader for Sage Life Coaching Certification with leader Janie Murray

Partner and business development leader for Concussion Certification Program with Dr. Oz Shafer who helped develop and put to market, the protocol for the cure to malaria

Partner and business development leader for the Dance Strong Fitness Education Program

Partner and business development leader for the Frog Fitness CEC program using the Frog Fitness Equipment that has gained national recognition and is operating the million dollar mile challenge today

Partner and business development for the corporate program optimum365

Partner and business development leader for the holistic health master education program

Partner and business development leader for the Revitalized Cancer Support Network business and education program

Partner and business developer for the business training program Freed from Stuck with best-selling author Susie Hayes

Partner and business development for the K-10 Diabetes education program.

Partner and business development for the Vertebar Posture education product and program

Robert has spent his career dedicated to improving education and helping professionals gain the tools they need to become successful.



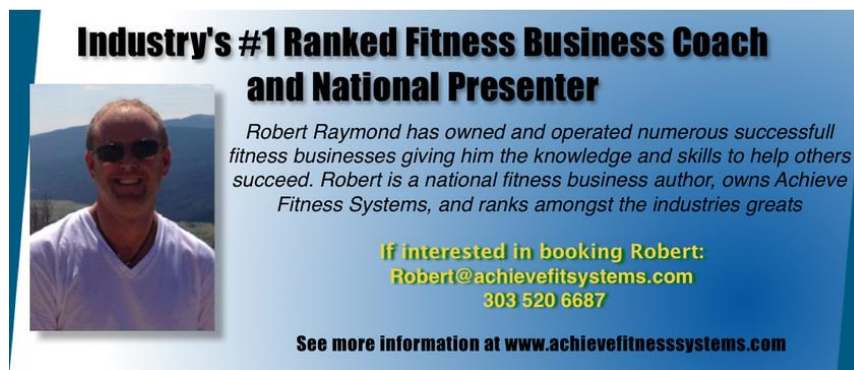
Robert is the owner of the Achieve Licensing system that currently licenses out the following business opportunities to professionals. All revolve around building business in our industry and earning income!

- Wellness Event Systems business
- Women, wine and wellness networking business
- Beers buddies and better health networking business
- Inspired Wellness Event Systems
- At your pace bicycle tours
- National business presenter business
- The equipment store client development program
- Open a massage therapy practice business system mentorship program known as the up-start clinic system created by Robert Raymond
- Open a fitness facility business system mentorship program
- Others in development

Industry professionals can license the above businesses from Robert's company to either plug into their current business or create a full-time business. Training and all business systems are provided for each.

Company & Business Details

Robert Raymond



**Industry's #1 Ranked Fitness Business Coach
and National Presenter**

Robert Raymond has owned and operated numerous successful fitness businesses giving him the knowledge and skills to help others succeed. Robert is a national fitness business author, owns Achieve Fitness Systems, and ranks amongst the industry's greats

**If interested in booking Robert:
Robert@achievefitsystems.com
303 520 6687**

See more information at www.achievefitnesssystems.com

Local Business: Founder and CEO of **RR Personal Training** in 1992 and today still operates successful corporate accounts and clients from this business in Denver Colorado.

National Growth: Founder and President of **Achieve Fitness USA** in 2001 that took his local Denver business national and provides incredible business planning, revenue streams and support for anyone in his network that wishes to open a fitness or nutrition business.

National & International Growth: Developer and **CEO of the Achieve Systems**

Licensing Program in 2011 that has over 250 members and 1600 participants in 2016 in the USA and Canada. Robert in 2011 expanded his business system from just working with fitness professionals to fitness, nutrition, therapy and wellness.

Roberts Achieve Systems launches in Australia in the spring of 2017



International Expansion Program for Achieve Systems: In the summer of 2017 achieve systems was licensed internationally as we opened a branch in Australia with an industry leader in that market. We have created a turn-key system where a business leader can take our format and business to market in other countries.

Founder and CEO of **Fundamental Fitness Products** in 2001 that quickly become an industry leader in providing over 1500 products to the fitness & therapy industry. FFP has factories that manufacturer equipment for us in the USA, China, Taiwan, Sir Lanka and Mexico. Our mission is to provide equipment and opportunity for our network to receive great income from us having outstanding margins and partnerships. We quickly gained huge accounts such as Anytime Fitness and supplied equipment to many corporations and professionals before Robert sold the business assets in 2012 to strictly concentrate on education and the growth of achieve systems.

Fundamental Fitness Products ran education workshops and classes at most all conferences in the USA combining product sales with education. FFP was very well known for creating professional education and CEC approved programming on specific education devices before Robert sold the assets in FFP in 2012 so he could concentrate on his education systems and programs.

Robert and his Fundamental Fitness Products team traveled the world exhibiting at fitness & health conferences creating one of the top brands in the equipment industry in the 1990s.



One of **the top equipment companies** available in the 1990s warehousing in Denver Colorado and providing over 1500 products for fitness and health professionals. Company assets were sold in 2011 so Robert could pursue growing the Achieve Systems community and business which is his passion.

Robert's commitment to education



Roberts Achieve Academy is born in 2012

Fundamental Fitness Products assets sold in 2011 so Robert can concentrate on his passion which is creating industry leading education & assisting others in success.

Robert is Co-Founder and CEO of Achieve Academy which provides fitness, nutrition and therapeutic education programs including the KFIT USA Kettlebell program, the performance therapy academy, the Diet Terminator, Core Nutrition, Bully Awareness, get your back on track, Mixed Martial Arts and the Victory Factor, Concussion certification, Cancer Revitalization Certification, Dance Body Strong and many other education programs that can be seen at www.achieveacademypro.com.

We are carefully adding several new master trainer/education programs to provide top notch education to the fitness, therapy and nutrition industries. Our objective is simple- To provide great education led by an industry leader and then help assist the certificate holder with client development! See the list of education businesses that Robert has developed.

CEC program creation system by Robert Raymond wins industry honors and is turned into an online platform with fitness learning systems.

Robert is the author of the CEC creation program and takes numerous industry leaders through the process of writing and developing education. Robert has created a turn-key templated system for everything from writing the program, to getting it CEC approved to creating the branding and marketing campaigns to make it successful.

February 2018 Achieve Academy launches a new online platform to sell education manuals and provide a test out system online to keep pace with the many online education companies available today.

Robert has many extensions of his business that he mentors, owns and created as followed...



The Robert Raymond Achieve Mentorship Program- Next Level Success

Robert has mentored some of the top professionals in our industry that create 7 figures or more. Robert also mentors and works with some of the top coaches in the fitness & health industry.



Interested in authoring and taking to market a successful education program? Look no further! Robert has mentored 100s of industry educators and has a turn key system for writing a CEC approved program with everything you need A-Z.

Robert has mentored industry leaders like Dr. Oz Shafer, Guinness book of world record holder Werner Berger and many others.



Interested in publishing a book? Look no further. Robert has a turn key mentorship program. He provides you 4 workbooks that set your book up for huge success and then provides everything needed to self-publish with huge success.



Robert is the developer and founder of the Independent Gym Network and Gym Host program that plugs education and CEC programs right into the gym market providing profits for the gym owner and immediate access to professionals to network with. The IGN has quickly become a leader in providing gym owners the assets they need to grow a successful gym.

Robert created the Achieve revenue stream system to help fitness professionals and gym owners develop systems to create passive income in the fitness industry that plug right into what they do. To date we have invested greatly into over 48 revenue streams we exclusively provide to the Achieve Systems members.

Robert is the Developer of the Raymond Group Fitness Industry Sales and Marketing Program providing professionals with a sales and marketing training program to help them deliver a dedicated plan.



Developed and implemented the first fitness & health industry business master education program system in the world in 2002 to provide business training to the

industry! Robert has a team of 3 instructors that teach his workshops throughout the USA and one in Australia today.

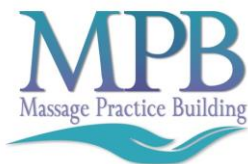


Business Building Training Program- Rated #1 in the industry!

Robert is the founder, creator and instructor of Achieve University. Achieve University is taught monthly in Denver Colorado providing attendees client development training to grow a business. Achieve University is 18 + hours of training over a 2-day period. Attendees leave with a comprehensive business plan to grow their fitness, therapy or nutrition business including a complete implementation plan.

“Achieve University saved my life! I was down and almost out of our industry until I attended Achieve University. Robert showed me how to develop my business plan, sales funnel, marketing system and implement strategies to accomplish my goals and help pull me out of a very hard financial situation. Just 12 months later I am a top producer in achieve and clearing 6 figures for the first time in my life. I have Achieve University and Robert Raymond to thank for that!”

Daniel Bayer, Maryland



In November of 2016 Robert Raymond launches Massage Practice Building in partnership with massage therapy expert Suzanne Eccher to provide coaching systems and revenue streams to massage therapists. Today, this is becoming one of the most needed and requested systems, in the massage industry.



The RR ALPHA Leadership Training Program

Robert is the author and presenter of his ALPHA leadership training program which is taught as a 3-day retreat for industry leaders, and financially successful people to help take what they do to the next level.



24 HOUR BIZ BUILDING RETREAT

Robert provides a 24-hour business building retreat at his mountain home in Winter Park Colorado or at Marco Island Florida. This 24-hour business building retreat is provided to give professionals breakthroughs to the next level.

"Robert's ALPHA training retreat put me in the right position to do the same as I did last year, which was triple my income!"

Shari Mitteco, ALPHA attendee



Robert has worked with numerous factories in China, Taiwan, Sri Lanka, Mexico and in the USA. Robert has one of the top mentorship programs in the USA for creating health related products or equipment.

The Achieve Business Explosion National and International Events by Robert Raymond & Achieve Systems



Sold out event 14 years in a row!

Robert created, runs and operates 3-4 national fitness & health conferences each year that provide education on client development and hosts our education workshops with hundreds of attendees. Conferences are currently held in Denver Colorado, North Carolina and Los Angeles CA.

Robert's goals are to help entrepreneurs in the fitness, health, nutrition or therapeutic industry become successful both financially and professionally.

Robert lives in Denver Colorado with his wife and has 3 beautiful children that he loves spending all his spare time with. Robert has family throughout the United States and in South Africa. Robert is a visionary and strong leader. Robert's goals include helping make others successful which provides him great professional and personal rewards.



Robert Raymond produces and leads 3-4 industry leading business building and education conferences per year that has between 250-500 attendees at each event. Robert has been holding conferences since 1990 when it started in Las Vegas Nevada and has since expanded across the USA. His conferences are provided for the industry entrepreneur exclusively, approved achieve member and are by invitation only.

"What I love about the Achieve Business Building events is they are 100% specialized towards health professionals. They help them learn how to grow business and collaborate with other high-level professionals. I have been to dozens of events over the last few years and these are by far my favorite."

Mike Libercci, business building coach, health professional and business owner



Launches to help health professionals develop partnerships

In 2018 Robert launched his Seek, Meet and Referral program with a full house of 120 plus industry professionals who learned how to gain strategic partnerships within a 7-minute meeting at this full day event. They then performed Dozens of 7-minute meetings and left with partnerships right in their pocket.



Do you need to negotiate a deal, power partnership relationship, referral relationship, lease or a business transaction? If so and you are in the health industry Robert Raymond provides the Achieve Business Negotiation system where he trains you on how to negotiate, how to grow a win-win and put it down in contract.

Leadership Team Leader

Robert has a team of over 29 plus leaders he manages and works with on a regular basis in the achieve systems network. True leaders create other leaders and that is what Robert is all about!



Building Wealth for Fitness & Health Professionals

In 2019 Robert is taking to market a system for Achieve members called "**Wealth Development for the health professionals**" which is put in place to help successful people in our industry turn their money into money by providing resources, partnerships and training.



To book Robert or engage with him email us at Robert@achievementsystems.com.

You can also go online to www.achievementsystemspro.com to apply to join the Achieve Systems business building community.