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ULISSES JR. BECOMES MACROMILLIONAIRE



IMAGE: ULISSES IS PRESENTED WITH HIS \$2 MILLION MACROACTIVE EARNINGS PLAQUE

Renowned fitness icon Ulisses Jr. has officially joined the elite group of creators after surpassing \$2 million in program sales on the MacroActive platform. To commemorate the achievement, Ulisses recently accepted the MacroMillionaire Award—a framed, gold-plated weightlifting plate with his name cast into the plate itself, symbolizing the weight of his impact and success as a digital entrepreneur.

The award honors creators who have built scalable, high-impact businesses using MacroActive while retaining full control over their brand, content, and client relationships. “Ulisses is the embodiment of consistency, influence, and true entrepreneurial grit,” said MacroActive CEO Ken Brickley. “This milestone is a testament to what’s possible when creators combine authenticity with smart systems.”

On the Road w/ Gary Vee

Three Continents of Advice From The Creator Economy’s Most Influential Voice

My first encounter with Gary Vaynerchuk was in Auckland, New Zealand—pre-COVID, pre-everything. Around the dinner table, I was expecting maybe a few moments of back-and-forth. What I didn’t expect was that Gary and I would be seated across from each other—clearly the only two at the table speaking the same language when it came to the creator economy. As the others faded into the background, our dinner turned into a two-hour deep dive: strategy, family, life, the future of content and business. It felt less like meeting an influencer and more like catching up with someone I’d known for years.



IMAGE: MACROACTIVE CEO, KEN BRICKLEY AND GARY VAYNERCHUCK.

“He takes meetings while rubbing out a knot in his back with a racquetball on the floor.”

About a year later, I heard Gary was testing a new concept—a kind of immersive coaching experience. A handful of business owners would travel with him as he hopped continents, documenting everything.

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Caroline O'Mahony: From Overcoming Personal Struggles To Creating A Thriving Community

Ireland’s leading female fitness coach is a driving force behind a thriving community of empowered women who are redefining what it means to be strong, confident, and in control of their health. With a background in biochemistry and a deep passion for fitness, Caroline’s journey into the industry was born out of her personal challenges.



IMAGE: CAROLINE O'MAHONY

continued on P4



IMAGE: RYAN TERRY

MacroActive

Launch your branded

fitness app

The Downsell: How Small Creators Can Scale Big Impact

If you're a coach, creator, or expert selling high-ticket products with a modest online following, you've likely heard the same advice on repeat: "Niche down," "Raise your prices," and "Work with fewer but better clients." It's not bad advice—but it's only half the story.

If you're serious about scaling your impact, not just maintaining a boutique service, there's a vital piece you're missing.

It's called the downsell.

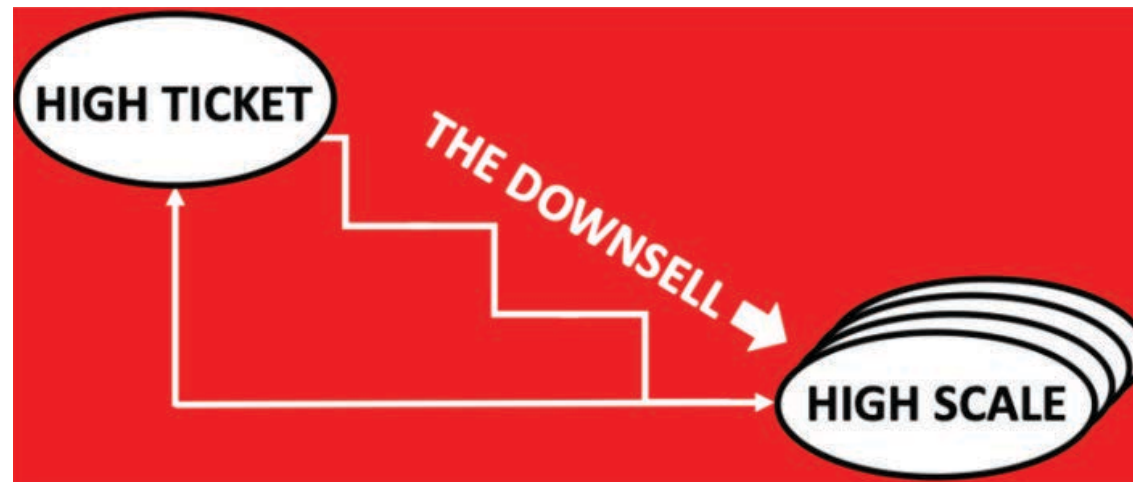
A recent analysis from MacroActive, the customizable platform behind more than \$200M in fitpro creator earnings, revealed a key strategy being adopted by the savviest nano and micro creators: adding a low-ticket, scalable product after the high-ticket offer. It's the missing rung on the ladder—the step that lets you catch and serve the people who are otherwise slipping through your fingers.

Here's the truth: as a high-ticket seller, your conversion rate might be strong, but what about the rest? The potential clients who finally built up the courage to reach out—only to be told, directly or indirectly, that they can't afford you? Whether you realize it or not, you're saying: "This isn't for you." And that message, if repeated enough, becomes a silent killer of momentum, mission, and movement.

The smartest small creators have caught onto this. They're not abandoning high-ticket offers—they're simply catching the "no's" before they walk away. They're adding a low-ticket offer that's light-touch, affordable, and most importantly, scalable. This doesn't just keep the relationship alive; it creates a pathway forward.

When done right, the downsell isn't just a consolation prize. It's a gateway. It builds your subscriber base. It builds trust. And it creates billable relationships with people who may eventually buy more. In fact, it's often easier to upsell someone who already pays you \$19/month than to close a brand new \$2,000 client.

MacroActive has helped thousands of fitness and wellness creators make this shift.



Instead of letting their unconverted leads drop off, they offer something smaller, simpler, and systemized.

A digital coaching group. A monthly challenge. A library of workouts. A tiered accountability program. All of it tied back into the same platform that supports their high-ticket clients. Same brand. Same mission. Just more accessible.

For smaller creators already selling high-ticket, the downsell is the missing half of the equation. It lets you turn every "no" into a "not yet" and every lead into a long-term asset. It's not just a backup plan. It's your scale strategy.

Because if you're in the business of helping people—really helping them—you can't only help the ones who can afford the top tier. You need to help everyone who raises their hand.

ReshmaFitness Case Study: One Strategy Doesn't Fit All

When Reshma (@reshmafitness) launched her online coaching business, she did everything by the book.

She had a solid social following, just like her peers. She studied their sales funnels, mirrored their content strategy, and priced her offer to be affordable and scalable. She even used the same tools. Everything was in place—except the results.

For a full year, she pushed. She showed up. She posted. She built.

But the conversions never quite landed. Her peers were celebrating six-figure months while she was stuck trying to make her funnel break even.

She couldn't understand it. She had the same audience size. The same niche. The same funnel formula.

And that was the problem.

Eventually, Reshma took a step back. She reflected on what was working—and what wasn't. Her content was strong, her community was supportive, but something wasn't clicking. She sought advice from a trusted peer, someone who understood both the creator space and her goals. That conversation led her to re-engage with her team at MacroActive to rethink not just the tools or the pricing, but her entire sales method.

The truth is, not every creator has the X-factor to sell through a camera. Some are naturals at the selfie-style pitch. Others light up in live conversations. Reshma's strength?

Genuine connection. Deep empathy.

The kind of human-to-human rapport that can't be faked—or funneled.

Her new strategy is simple: a premium offer with no price tag on the page. Just a short application form and an invitation to talk. When someone fills out the form, Reshma reaches out personally. She asks about their goals. Their blockers. Their vision for their future.

And they sign up.

One by one, the right people now say yes. Not because of some psychological pricing tactic or algorithm hack, but because they feel seen and heard. Reshma doesn't just sell a coaching program. She builds a relationship.

Today, Reshma runs a thriving business built around what lights her up—and none of it looks like the "one size fits all" strategy she started with.

The takeaway?

Just because it worked for them doesn't mean it will work for you. And just because it hasn't worked yet doesn't mean it never will.

The best strategies are the ones that are built around you. Your strengths. Your style. Your story.

And when you partner with the right platform—one that offers not just tools but strategic support—you don't have to fit into a funnel.

You can build the one that fits you.



IMAGE: RESHMA ODEDRA, @RESHMAFITNESS

Narrowing a Niche to Scale: How One Coach Transformed His Business by Focusing Down

When fitness coach Jackson Johnson first stepped into the online coaching space, he did what most trainers do—he tried to help everyone. Under the brand name JFit, Jackson offered plans for weight loss, muscle gain, and everything in between. It mirrored his in-person coaching experience at the gym, where casting a wide net felt necessary. As he put it, “You take what you can get when you’re working the gym floor.”

But what works in a local gym rarely translates directly online.

Without a clear niche, Jackson’s brand lacked identity. And while he was picking up a few clients here and there—enough to earn a couple thousand dollars a month—it wasn’t sustainable. His message was too broad to resonate perfectly with any single niche. He blended into a sea of generic online fitness coaches.

That’s when a conversation with Zoe from the MacroActive Creator Success team sparked a shift.

She asked him one simple question: “Who are your favorite clients?”

Jackson’s answer came quickly. It was the women he’d been training—women going through physical and emotional transformations, many of whom reminded him of the strong single mother who raised him. He loved the impact he was having on their confidence and empowerment. And he had seen firsthand how powerful the results could be when he helped his own wife.

That clarity led to a bold decision: rebrand and niche down. Together, Jackson and Zoe developed a laser-focused strategy around one offering—helping women build better booties. JFit became **Booty By Jacks**.

At first, Jackson was nervous. Would narrowing his audience mean fewer clients? The opposite happened.



IMAGE: JACKSON JOHNSON AND WIFE, ELLESHA JOHNSON

As soon as the new brand launched, his business exploded. Potential clients didn’t just like the content—they saw themselves in it. Conversions skyrocketed. “This guy helps women exactly like me” became the silent thought of every visitor to his page. Sign-ups went from a trickle to dozens a day.

Jackson has now scaled his impact to thousands of women every month, empowering his audience with a clear message and a relatable transformation journey.

The lesson?

Online, clarity converts. Nicheing down isn’t about limiting your potential—it’s the first step to unlocking scale.

At MacroActive, this is a common inflection point for creators. Many arrive with broad ambitions, but it’s through narrowing their niche that they finally achieve the traction they’ve been looking for. When your audience feels like you’re speaking directly to them, you don’t need millions of followers. You just need the right message for the right people.

As Jackson Johnson’s journey proves: The more specific your niche, the more scalable your impact.

Menopause Fitness Trainer Builds App for Menopause Health Support

“And then my mind drew a blank, I couldn’t remember the words, I had a hot flush and stumbled my way through the education content until we could take a break.”

This was Tracy’s experience as a fitness trainer and educator conducting a training session for new trainers in the thick of perimenopause.

Tracy didn’t understand what was happening to her and cried in the bathroom during the break.

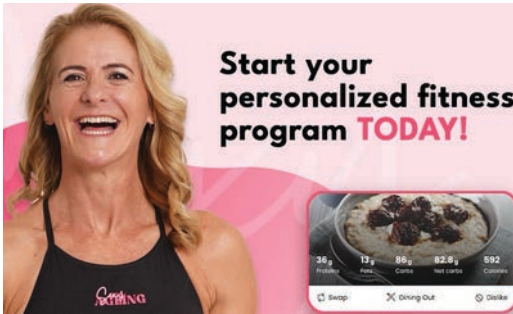


IMAGE: TRACY MINNOCH-NUKU @SEXYAGEING

A few years later, armed with the knowledge of how hormones and menopause affect all women in midlife, Tracy created her own app leveraging MacroActive’s platform & service. This is a one-of-a-kind resource where women can find science-backed information on fitness training, nutrition, menopause support content, symptom tracking and a community they can connect with.

Tracy has over 30 years in the fitness industry as a group fit trainer, personal trainer, training educator and business owner. The majority of her career had been face-to-face until COVID provided an opportunity for Tracy to reach a larger audience with a digital product. Tracy is the host of the Sexy Ageing podcast, the author of My Menopause Memoir and regularly provides menopause in the workplace workshops for businesses.

“Knowing that 51% of the world’s population will go through menopause and how important lifestyle changes are to the menopause experience, I want to support as many women as I can through the Sexy Ageing app,” says Tracy. “Working with MacroActive has given me the platform to reach women globally and support them through what can be described as a challenging life stage”

In addition to her own platform, Tracy has partnered with MacroActive to support other creators by providing menopause content they can integrate into their own digital offerings, helping to amplify accurate and empowering information to women everywhere.

2x Champion Ryan Terry Embraces Stem Cell Therapy for Optimal Recovery

Renowned British bodybuilder and two-time Men’s Physique Olympia champion, Ryan Terry, has incorporated stem cell therapy into his recovery regimen to address persistent shoulder issues. This advanced treatment is part of his comprehensive strategy to maintain peak performance and extend his competitive career.



IMAGE: RYAN TERRY WINS BACK-TO-BACK MR. OLYMPIA

Stem cell therapy, a cutting-edge approach in regenerative medicine, utilizes the body’s own cells to repair damaged tissues, offering potential benefits for athletes facing chronic injuries.

Terry’s recovery routine also includes focused stretching, resistance band exercises, compression therapy, ice baths, and infrared sauna sessions.

These methods aim to enhance mobility, reduce inflammation, and promote overall muscle health.

By integrating stem cell therapy with traditional recovery techniques, Ryan Terry is a testament to the evolving landscape of sports rehabilitation, where innovative medical treatments complement established practices to achieve optimal athletic performance.



THE CARD FOR CREATORS

LIVE Streaming SALES SECRETS Revealed

LIVE STREAMING has become one of the most powerful tools available to fitness creators looking to grow their audience and boost their business. According to a recent study by MacroActive, a leading platform in the online fitness space, fitness professionals who master live broadcasting can dramatically increase their sales and build a loyal community. The key? Delivering real value in real time.

Borrowing from the playbook of traditional television, MacroActive points out that the most-watched events in TV history—from the Super Bowl to the O.J. Simpson chase—share a common trait: they were live. Unscripted. Unpredictable. These qualities keep people watching. Today's platforms like Instagram, YouTube, and Facebook are simply new stages for the same show. The rules haven't changed — the tools have.

The first rule of live streaming success: be proactive. Fitness creators are encouraged to plan ahead, timing their broadcasts around key calendar dates, product launches, personal events, or winners of past giveaways who are visiting as part of their prize. By combining proactive planning with reactive responsiveness, creators stay current and competitive.

Second, think like TV. Successful live streamers mimic formats that traditional media has long perfected.

Cooking shows, reality competitions, workout challenges—these familiar setups work because audiences know how to engage with them. For example, a trainer coaching someone less fit than themselves adds relatability and drama. Will the trainee survive leg day or collapse in a heap? Either way, viewers stay glued.

MacroActive outlines a proven broadcast format to follow: open with a strong introduction, then alternate between workout sets and audience Q&As, culminating in a clear call-to-action. Every element of the format serves a purpose: to entertain, to educate, and to earn trust.

To make it work, creators need a small team. A typical live stream setup includes the trainer, a cameraperson, a relatable trainee, and an assistant to organize and invite the split-screen guests for interviews.



More advanced streams may include a second influencer being invited to the split screen and a second cameraperson for behind-the-scenes YouTube footage.

Location variety helps keep things fresh. Creators are advised to change settings weekly—from gym to beach to home—but always ensure that copyrighted music is turned off. Many live broadcasts are interrupted or

even shut down by music detection algorithms, which see background songs as copyright violations.

On the tech side, reliable internet, backup devices, and a dual-phone rig are must-haves. MacroActive stresses the importance of testing Wi-Fi coverage and doing a dry run the day before going live.

During the broadcast, the Q&A

segments are critical. Viewers should be encouraged to ask questions, and creators should offer thoughtful, detailed answers. These moments are opportunities to showcase knowledge and establish authority. Each question answered is a chance to build trust and “manufacture trusted content,” as MacroActive calls it. When viewers see their friends featured and tagged in replays, it boosts credibility and encourages sharing.

Audience engagement is the lifeblood of a live stream—but it's not just about quantity, it's about quality. The real magic lies in attracting the right kind of audience: people who are already inclined to trust you and take action.

One of the most effective ways to do this is by inviting viewers to join the broadcast live on split-screen. When someone appears live and asks a question, all their friends get a notification. As those friends tune in to see someone they trust interacting with the creator, they are

continued on P7

Caroline O'Mahony Spotlight



IMAGE: CAROLINE O'MAHONY

continued from P1

Growing up, Caroline was an avid basketball player, dedicating years to the sport she loved. However, an injury forced her to step away from the game, leading her to explore strength training as part of her recovery. What started as a necessity soon became a passion—one that reshaped her entire outlook on fitness and self-improvement.

She quickly fell in love with the process, not just because of the physical transformations but because of how training made her feel:

empowered, disciplined, and strong in ways she had never experienced before.

While balancing her studies in biochemistry, Caroline began sharing her knowledge with friends who were eager to improve their health and fitness.

What started as simple advice soon grew into a full-fledged mission, and before she knew it, Caroline O'Mahony Coaching was born. Since then, she has transformed over 10,000 lives, helping women from all walks of life.

But beyond physical transformations, what truly sets Caroline apart is the incredible community she has built.

Through her coaching platform, she has created a space where women feel supported, encouraged, and motivated—not just by her, but by each other.

Her clients don't just sign up for a workout plan; they become part of a family that celebrates wins, pushes through struggles, and fosters a mindset of resilience and self-love.

Caroline understands that fitness is as much about mental well-being as it is about physical strength. That's why her approach goes beyond just sets and reps—it's about helping women build confidence, develop a positive relationship with food, and create sustainable habits that fit their unique lifestyles.

She proves that fitness isn't about extremes or perfection—it's about progress, balance, and becoming the best version of yourself. And in a world filled with quick fixes and unrealistic expectations, the community she has built stands as a powerful reminder that real, lasting transformation comes from within.

For the women who have joined her journey, Caroline isn't just a coach; she's a mentor who truly believes in their potential.

Lessons Learned While Globetrotting with GARYVEE

continued from P1

We'd eat, brainstorm, listen, learn. It was rumored to be the start of a Netflix pilot. We filmed in Sydney, London, and New York, and then—like everything else—it came to a screeching halt when COVID hit. The footage? Who knows where it ended up. But the experience? Unforgettable.

What I gained in those 64 hours traveling alongside Gary was more than a highlight reel. It was a playbook. A full-bodied sense of what makes this guy so compelling to millions. Spoiler: what you see online is exactly who he is in real life. No filter. No act.

He eats dinner with his team. He takes meetings while rubbing out a knot in his back with a racquetball on the floor of a London hotel conference room. He listens more than he talks (yes, really) until he cuts you off to deliver an often searing punchline of wisdom. And he has a knack for drawing in the kind of people you want to spend a meal with— people like Tom Bilyeu (Impact Theory), Ryan Holiday (Author), Jesse Itzler (Marquis Jet & Zico Coconut Water) and publisher Michael Lane (Forbes) who were contributors to the seven day experience.

Here are a few of the core ideas that kept surfacing in conversations, Q&A sessions, and casual moments:

- **Consistency:** Nothing trumps it. Daily discipline builds momentum, and momentum builds success.
- **Self-awareness:** Know what you're good at, know what you're not. Double down on your strengths, outsource the rest.
- **Patience:** Nothing meaningful happens overnight. Be ready to play the long game.
- **Focus:** Don't get shiny object syndrome. Keep your eye on what matters most.
- **Gratitude:** Stop and recognize how lucky you are. Gratitude keeps you grounded and optimistic.
- **Authenticity:** If you're trying to be someone you're not, you'll eventually lose. People crave realness.
- **Hustle:** Gary doesn't romanticize hustle, but he respects it. You want results? Put in the work.
- **Innovation:** Don't just copy what's working. Innovate. Test. Tinker. Break and rebuild.



IMAGE: GARY VAYNERCHUCK AND KEN BRICKLEY (CEO, MACROACTIVE)

- **Empathy:** Business is people. Understand them. Care.
- **Execution:** Ideas are worthless without action. Move. Ship. Launch.
- **Self-discipline:** The ones who win are the ones who stick with it after the motivation fades.
- **Customer-centricity:** Your job is to serve. Make life better for your customer and you'll win.
- **Adaptability:** The world changes fast. Stay light on your feet.
- **Learning:** Gary is a sponge. Podcasts, books, people —he's always listening, always asking.
- **Grind and Patience:** It's not a contradiction. Grind today. Be patient with results.
- **Mindset:** Challenges aren't roadblocks. They're reps.

- **Networking:** It's not about who you know—it's about who knows you, and who trusts you.
- **Simplify:** Cut the fluff. Get to the point. Time is limited.
- **Take risks:** Playing it safe is often the riskiest move.
- **Passion:** If you don't love it, you won't last.

These aren't motivational poster lines. They are the drumbeat of how Gary lives and leads. What surprised me most wasn't what he said—many of these ideas I'd heard before—it's how consistently he modeled them. From how he spoke to his team, to the way he stayed present during long days of back-to-back obligations, it was clear: Gary Vee doesn't just give advice. He lives it.

I walked away from that experience with a deeper understanding of leadership, brand, and impact. But more than that, I left with a challenge: if you want to lead, create, and serve at the highest level—you better be ready to do it with consistency, empathy, and a hell of a lot of self-awareness.

Because when the cameras are off, the flights are delayed, and the schedule is madness, the real work begins. And that's where Gary Vee shows up strongest.

MACRO CROSSWORD

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YOUR BRAND
PERIOD TRACKER
HABIT TRACKER
FULL CONTROL
GROWTH
CONTENT
MEAL SWAP

SCALE
MACROS
ENTREPRENEUR
MACROACTIVE
WHITELABEL
CREATOR
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Launch your branded

fitness app

A Man of Resilience & Service

George Farah has had an exceptionally busy year, sharing his inspiring journey through both film and literature. His documentary, *The Guru*, released in 2024, chronicles his transformation from a child soldier to a bodybuilding icon, highlighting his survival against being shot and battling stage 4 cancer. The film features exclusive interviews with legendary bodybuilders such as Kai Greene and Dexter Jackson, offering an intimate look at George's unwavering spirit and dedication to fostering a safer fitness community. *The Guru* is available for streaming on platforms like Amazon Prime Video and Tubi.



IMAGE: GEORGE FARAH, THE GURU. @GEORGEFARAH_GURU

Complementing the documentary, George authored *Just Live It: How to Optimize Your Health, Master Discipline, and Rise Above It All*, a #1 Amazon bestseller published in April 2024.

This compelling narrative delves into his life's challenges and triumphs, providing readers with insights into health optimization, mastering discipline, and overcoming adversity. The book serves as both a memoir and a guide, encouraging readers to pursue a life of purpose and resilience.

Born in war-torn Lebanon, George faced the harsh realities of the Lebanese Civil War during his formative years. Seeking a better future, he immigrated to the United States in 1987, embracing the challenges of a new beginning with determination.

In 1997, George's life took a harrowing turn when he survived a shooting incident that necessitated extensive surgeries, including the removal of half his bowels and the creation of an ileostomy. Despite a grueling recovery that saw his weight plummet from 200 to 130 pounds, his indomitable spirit led him back to the gym, where he painstakingly rebuilt his strength and physique.

two decades later, George confronted another formidable challenge: a diagnosis of stage 4 colorectal cancer with a mere 13% chance of survival. Undeterred, he remained steadfast in his commitment to health and wellness, drawing strength from his family and friends as he embarked on a courageous battle against the disease.



IMAGE: GEORGE FARAH AND THE MACROACTIVE TEAM

Throughout these trials, George's dedication to his community never wavered. Even during his hospital stays, he continued to coach and mentor athletes, exemplifying his selfless nature. His wife, Dr. Sahar Elezabi, a distinguished physician, has been a pillar of support, offering both personal and professional insight into his journey. Her unwavering belief in George's mission has been instrumental in his enduring impact.

Fans and friends welcomed George home this month after another stay in the hospital due to abdominal pain. His story serves as a testament to the strength of the human spirit and the profound influence of unwavering dedication to others.

Grab your copy of George's book here.



Are Taxes Different for Creators?

Managing finances as a content creator can be complex, especially with income from various sources and countries. It's crucial to have an accountant who understands the unique aspects of the creator economy and international tax laws. General accountants might not be familiar with expenses like travel, equipment, or hiring a videographer, which are common in content creation. They may also lack experience in handling income from different countries, leading to potential tax issues.



IMAGE: @MIKETHURSTON

Capture Accounting specializes in assisting influencers and content creators, offering tailored services to navigate these challenges. They help manage diverse income streams, identify deductible expenses, and ensure compliance with tax regulations across various jurisdictions. Notably, fitness influencers Mike Thurston and Joss Mooney trust Capture Accounting with their financial management, highlighting the firm's expertise in this niche.

Choosing an accountant with both industry-specific knowledge and international experience ensures you're maximizing earnings, staying compliant, and focusing on creating content without financial worries.

FitPro Continuing Education Vital

Continuing education is vital to distinguishing yourself in any industry. By continually learning, you get up to date techniques and knowledge, that lead to better outcomes and stronger reputation.

A great opportunity for this is the Real Coaches Summit 2025, happening directly following FIBO on April 14 and 15 at Caesar's Palace in Las Vegas. Airlines Condor & Lufthansa both offer direct flights from Frankfurt to Las Vegas.



IMAGE: CAESARS PALACE - REAL COACHES SUMMIT 2025

This event is designed for coaches and fitness enthusiasts who want to improve their skills and impact.

The summit features two days packed full of experienced speakers and doctors covering important topics including GLP-1 medications and media coverage, pelvic health issues, ways to overcome progress plateaus and understand how dieting affects metabolism.

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MACRO
SUDOKU

Scaling Impact: The MacroActive Backstory

When John Franich helped fitness influencer Josef Rakich scale his digital training business from a garage startup to a booming success, he didn't realize the seeds of a global movement had been planted.

After 3 years in the garage, John and Jo moved operations into a proper office, leaving behind the garage—and symbolically, the limits of small thinking. For three tedious years they iterated, over and over until they got the platform just right.

BOOM! Lightning in a bottle. The public loved it.



IMAGE: JOHN FRANICH, JOSEF RAKICH AND KEN BRICKLEY

Then John had a pivotal idea: what if instead of just powering one influencer's business, they built a platform that could support thousands?

The result was MacroActive—a white-label tech solution that lets creators scale their coaching businesses with full control over branding, pricing, and data. From online personal trainers to post-rehab programs to celebrity chefs, the platform has evolved to serve a wide spectrum of verticals.

Whether it's a basketball association creating a digital training academy, or a post-heart-attack patient walking five minutes a day, MacroActive empowers coaches to create personalized experiences at scale.

The mission runs deep: educate, empower, and scale impact.

When coaches & creators thrive, their customers thrive. Families get healthier. Parents live longer. And communities are transformed.

But John's vision isn't just technical — it's philosophical. He's a lifelong athlete who has seen firsthand the costs of poor health and the preventable tragedies of inactivity. "When you see entire families struggling with obesity and chronic illness, it's heartbreaking," he says. "But it's avoidable. And we want to be part of that solution."

That passion has shaped the culture of MacroActive. It's a company built on a clear mission to help more creators grow their businesses in support of a bigger vision—a happier and healthier world, aiming to impact 100 million lives.

Interestingly, success on the platform isn't tied to

follower count. Some creators with massive audiences unfortunately underperform, while other very small accounts have built extraordinary 7 & 8 figure businesses — young kids earning \$400,000+ months. "It comes down to consistency, hunger, and a willingness to invest in your business," John explains.

And that's why MacroActive turns away clients who aren't ready. "If you're worried about the setup fee, you're probably not ready," John says bluntly. "Spend that money building your audience first. Use software like www.vip.coach and come back when the wheels are starting to wobble from too much growth."

In an industry flooded with get-rich-quick schemes, MacroActive is built on a different philosophy: long-term value, personal connection, and scalable systems.

The concept of owning your own platform isn't just smart—it's strategic. In a powerful analogy shared by MacroActive's CEO, Ken Brickley, great platforms are like Tesla's self-driving system. The first few users had a basic experience. But over time, thanks to trillions of data points from every driver, each new user benefits from collective intelligence that evolves the system. The Tesla experience today is radically better than it was for early adopters.

Platforms learn. Platforms scale. Platforms get smarter with every user. And most importantly, platforms improve the experience for future customers.

That's the same vision behind MacroActive; building platforms for each creator. And collectively, the insights generated across 14 years of transactional and behavioral data feed back into continuous product improvements for each creator who joins MacroActive. This isn't just a platform. It's your own platform and an engine for impact.

But what happens when you build your coaching empire on someone else's software? When another company owns your data, controls the customer experience, and buries their name in the checkout or login screens? You become a glorified affiliate. Your clients become their clients. And you become replaceable.

MacroActive was built to give creators control. Total ownership of data, content, branding, pricing, and relationships. Your subscribers are your subscribers. Your app is your app. Your client list is portable.

The path to success isn't one-size-fits-all. But with the right tools—and the right mindset—creators can do more than earn a living. They can change lives.

LIVE Streaming SALES SECRETS

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"pre-suaded" to trust the creator as well.

This concept, championed by Robert Cialdini in his book *Pre-suasion*, explains how the context and timing of a message can dramatically affect its impact.

When a potential customer's first introduction to you is through a trusted friend, their defenses are lowered, their interest is heightened, and their likelihood to buy increases.

This single step—leveraging your viewer's social credibility—can be the key difference between someone who passively watches and someone who actively subscribes and converts into a paying customer.

Creators should promote their streams using every tool available: social stories, email lists, direct messages, calendar invites. The more reminders and incentives, the better the turnout.

The final step of every broadcast should be a strong call-to-action. With new viewers tuning in throughout the stream, creators are advised to repeat their offer and emphasize any limited-time deals. MacroActive even suggests flipping a switch mid-broadcast to offer a time-sensitive discount, creating urgency.

And the work doesn't stop when the stream ends. Content should be edited and reposted to YouTube, Facebook, Instagram and TikTok. Each platform has a different shelf life, with YouTube offering the longest runway for continued discovery.

In the end, the formula is simple: plan smart, stream well, engage often, and follow up. When fitness creators apply these strategies, they don't just gain followers—they scale their impact.



IMAGE: GARETH MANGER, JOHN FRANICH, KEN BRICKLEY AND ZOE BOND.

Critical Creator Mistakes: Why You Must Own Your Platform, Your Data, and Your Destiny

In today's creator economy, building your business on borrowed land can be a costly mistake. Yet, time and again, fitness coaches and wellness entrepreneurs sign away control of their content, client data, and brand experience—usually without even realizing it. The culprit? Platform partnerships with fine print that favors the provider, not the creator.

As the saying goes, “What the big print giveth, the small print taketh away.” And today, it seems that a string of app builders and technology providers in the fitness industry are writing these tiny clauses into their contracts that can and will come back to haunt you. We’ve seen it too many times: creators losing access to their subscriber lists, locked out of their own apps, or discovering too late that their content can’t be migrated elsewhere without massive fees or restrictions – held hostage! Some have even watched their own customer lists be contacted and sold competitor offerings because the fine print said, in so many words, “if you leave us, we own all the data.”

Coach and creator Jen Wagner (@_jens_journey_) knows this scenario all too well.

After building a thriving coaching business with a European tech

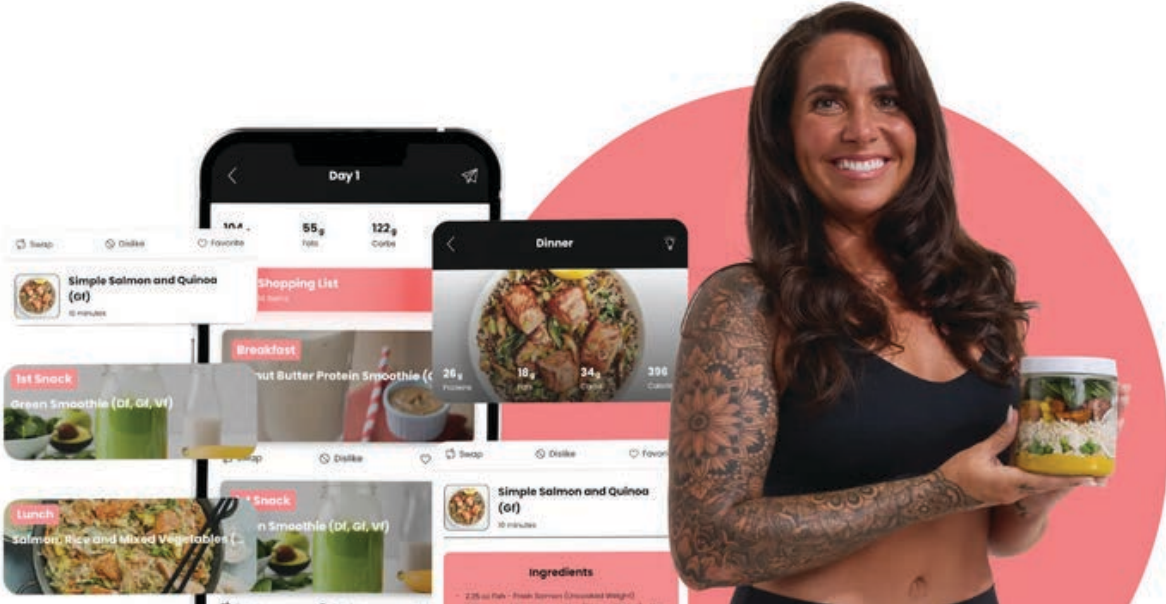


IMAGE: JEN WAGNER @_JENS_JOURNEY_

provider that took 30% of her revenue, she decided to introduce a lower-cost downsell offer—an option for people who couldn't afford her core program.

“NO, THAT'S NOT POSSIBLE.”

That's when the good times came to a halt. She was told, flatly, “No, that's not possible.” When she pushed further, she discovered the platform's policy would make her absorb the price difference, effectively raising their cut to over 50%. Worse yet, she uncovered a buried clause in her contract revealing her clients didn't actually belong to her business.

She was basically a glorified affiliate. Decisions about her clients weren't hers to make.

Ultimately, she turned to MacroActive to reclaim ownership and autonomy over her business.

MacroActive, a software platform, purpose-built for fitpro creators who want to scale without giving up ownership, has been vocal about this issue from day one – more than a decade ago. Their model flips the script: creators retain full control over their client data, their content library, their brand, and their customer relationships. The app login screen? It's branded to you. The content? 100% yours. The customer data? Portable. Your community? All yours with no competitive branding anywhere.

Why does this matter? Because control isn't just a perk—it's protection. When you don't own your data, you can't control your destiny.

If the platform changes pricing, changes hands, or changes priorities, you're at their mercy. And if you decide to leave, you might be forced to start from scratch.

Creators often focus on features and aesthetics—how sleek the app looks, how automated the meal plans are, how pretty the dashboard feels. But what matters more is what's under the hood. Who owns the subscriber database? Who controls login credentials? Can you export your customer list? What happens if you leave? These aren't technicalities. They're the core of your business.

In a world where creators are the brand, handing over your foundation to a third party is like building a mansion on rented land. You'll only stay as long as the landlord allows. The key is owning the data!

The fine print is where creator dreams go to die. So read it. Question it. Push back. Or better yet, partner with a platform like MacroActive that believes creators deserve to own their businesses from end to end. No hidden traps. No data lock-ins. No brand dilution.

Because your name is on the product. Your face is on the screen. And your clients trust you. Make sure the platform behind you respects that.



\$750 USD CASH TO YOU

Know a Coach Who's Out of Hours but Still Hungry to Grow?

Or maybe you know an influencer ready to launch their online coaching business—but stuck because they know the demand will explode the moment they announce it.

Help them scale smart—and earn while you do.

🔍 Become a MacroActive Scout

Refer a coach or creator to the MacroActive platform and get \$750 USD for every successful signup.

Scan the QR code to start referring today.



No limits. No strings. Just real rewards for real introductions.

- ✔ Fitness creators
- ✔ Wellness coaches
- ✔ Influencers ready to monetize
- ✔ Anyone ready to scale impact without sacrificing control

MACROACTIVE. BUILT FOR GROWTH. DESIGNED FOR CREATORS.