



STRENGTH CAMP
SF BAY AREA · EST. 2020

LICENSING &
MENTORSHIP

FOUNDING AMBASSADOR OVERVIEW

A private mentorship and licensing opportunity for coaches, trainers, entrepreneurs, and future owner-operators ready to build a real business — and a real community.



VISION MEETS EXECUTION

Strength Camp is expanding through the right leaders. The goal isn't to hand you a folder of documents and wish you luck — it's to help you **reduce avoidable trial and error**, the costly kind that drains time and money, by guiding you through the exact blueprints, systems, and playbooks we used to build a profitable operating facility from the ground up.

THE OWNER-OPERATOR JOURNEY

- 1 QUALIFICATION & ACCEPTANCE**
We review your market, timeline, values, leadership potential, financial readiness, and fit with the brand.
- 2 5-DAY IMMERSIVE MENTORSHIP**
In-person at Strength Camp SF — coaching model, business systems, sales, marketing, owner mindset.
- 3 PREPARE TO LAUNCH**
Guidance on location, lease, startup budget, equipment, software, and pre-opening marketing.
- 4 OPEN & EXECUTE — FIRST 90 DAYS**
Founding-member campaign, free trials, consultations, grand-opening strategy, and KPI tracking.
- 5 GROW & SCALE**
Retention, staffing, leadership, and systems — reducing daily dependence on the owner over time.

THE FOUNDING 3 OPPORTUNITY

MAX 3 AMBASSADORS

For this first phase of expansion, we are accepting a maximum of three Founding Ambassadors. These first operators receive the highest level of direct access, priority onboarding, early access to systems as they are refined, and the legacy founding rate — before the opportunity becomes more public.



THE ARSENAL

SYSTEMS · SUPPORT · SCALING

WHAT FOUNDING
AMBASSADORS RECEIVE

Founding Ambassadors receive mentorship, systems, and launch support to help you open and operate with clarity and structure — a complete operating playbook with support, **not a stack of PDFs**.

DIRECT MENTORSHIP & SUPPORT

- **1-on-1 mentorship** through key decisions, before and after launch
- **Weekly** owner strategy calls for the first 90 days
- **Biweekly** scaling calls after launch
- Ongoing **text access to Eric** during onboarding & launch — exclusive to the Founding 3
- **In-person launch-week support** from Eric
- Guidance tailored to your market, timeline, and situation

FACILITY, LOCATION & OPERATIONS

- **Financials:** startup budgets, P&L templates, staff pay structure, plans scaled 0–150+ members
- **Ideal Location:** zoning, permits, market, lease negotiation
- **Buildout:** equipment, layout, signage, contractor coordination
- **Systems:** CRM software, website, booking and member management
- **Protected Territory:** exclusive rights to your area

SALES & MARKETING

- **Conversion engine:** free-trial & consultation framework, objection handling, nurture scripts
- **Launch marketing:** lead-gen templates, founding-member campaigns, grand-opening plays
- **Scaling up:** when to hire, raise prices, add revenue (supplements, merch), partnerships & referrals

THE STRENGTH CAMP METHOD

- **The method:** coaching methods, dual-coach system, PR-week safety, high-energy class blueprint
- **Quality control:** programming templates, movement standards, brand presentation
- **Brand protection:** standards for coaching, sales ethics, and facility culture

LEADERSHIP & OWNER INDEPENDENCE

- **Owner mindset:** move from coach to CEO — cash flow, culture, high-level leadership
- **Team building:** hire a founding team, give feedback, promote from within, retain talent
- **Removing yourself:** delegate coaching, sales, and admin so the business runs without your daily presence
- **Building an asset:** grow a business with real enterprise value — not just a job you own

THE INVESTMENT · FOUNDING 3

WHAT I INVESTED TO LEARN THIS

\$55,000+

The original Strength Camp framework, gym-specific business coaching, ongoing mentorship, and 6 years building Strength Camp SF from the ground up.



\$15,000 ~~\$20,000~~ + Founding 3 rate
+ **\$500/month** ongoing support after you open

Future Ambassadors are expected to start at **\$20,000+** with a higher ongoing support fee.

THE NEXT STEP

1 BOOK YOUR CALL

Scan the code or visit the link to grab a time that works for you.

2 COMPLETE THE APPLICATION

After you book, you'll receive a short application to understand your situation — please complete it before our call.

3 THE DECISION

If selected, we grant exclusive rights to your territory and begin the mentorship.



BOOK A CALL
openastrengthcamp.com/book