



## Case Study: **Ted Vickey - Founder, FitWell, LLC**

My name is Dr. Ted Vickey, I am a professor of sport management. My previous claim to fame was that I was Executive Director of the White House Athletic Center for three presidents. But now, my claim to fame is I get to help personal trainers build their dream business, turning personal trainers into fitness entrepreneurs.

### **What was your life like before the program?**

Before I found Todd, I was confused. I was embarrassed with where I was. Here I was, having had a successful corporate business with a PhD thinking I knew everything and realized I didn't know anything. Anything that could take me to that next level. And I wanted to find a group of self-minded people I looked at when I'm a professor, and when I'm teaching my classes, and I see when the community, when the class gets together, and they get it, and they're working outside of the time that I have them. Those are the students that tend to do much, much better. And I realized that I needed the same thing. And I needed to find people that were friendly, were open to giving me the criticism that I needed at the right time. I needed someone to be my coach, you know, being a former athlete, that analogy works really well with me. A team of other people striving for the same goal, but having a coach to implement their system. I think that was the thing that I really wanted was, I wanted a system. There are a lot of things out there that promise benefits, but for me, I wanted it to be repeatable. So, I wanted to find that system.

### **What was your first reaction to the offer?**

My first reaction was, there's no way that this would work from a cost perspective, as I'm not going to get what I want out of it, I'm not going to be able to find that network. You know, there are a lot of - and a lot of entrepreneurs do - they put these false narratives in front of them like nah, it's too good to be true, but it wasn't and, and I had read The Alter Ego book, I connected with that. And I wanted to find that next step to learning the system, learn more about it. And when the offer came through an email, I looked at it and said, maybe it's time to take that dive in. And I did, and I'm glad I did. Because I am further along just after 60 days that I would have been if I were doing it on my own.

### **What surprised you about the program?**

A bunch of friends, a bunch of close friends that really care about my success, who aren't "Yes" people, who don't try to blow unicorns up my rear end, but they're there to push me and they're there to challenge me. But then if I fall they're there to say okay, that's fine. Just get back on the

horse and do it again. And, you know, the Facebook group, too. I was surprised with the effectiveness of the Facebook group. I was actually gonna give it up during the political season, I didn't want anything to do with it. But having the group I kept going back on Facebook, and it was the first place I went, first place I looked in the morning, I want to see how everyone was doing.

### **What were the real and tangible results of the program?**

The number one result has been clarity. And it is having that roadmap, having the game plan that we came up with, "we" meaning me and my fellow peers and my coach to say this is what we need to do. And I think that the thing that I'll take away from this is, it's not rocket science. And a lot of us try to make it rocket science. But it's not. It is having the support, having the ability to ask questions of other people where you might be embarrassed if you asked, you know, somebody that you're paying a lot of money, like your accountant might be embarrassed to ask the accounting this question, but I've got, I've got 10 other entrepreneurs, ready willing to give me advice. And I do the same. And that's the piece that I look forward to. That's the piece that has been the most value. And I don't think you could put a dollar amount on that. Because it's one thing to have the book and the course. But I don't think that this group is going to go away. And I think for the next number of years, however long people are gonna put up with me, they're going to be in my life, they're going to be my business life as well.

### **What results has the program had on your work week?**

The quality of the workweek is the one that I look at. When I started, I had a to do list that had 1,937 to do's on it. As much as I want to be Superman I'm not and I could not process all that. And through the group, I was given permission - not that I really needed it, to just blow that to do this up. I got rid of all those to do's, you know that fear of missing out? Well, what about this? Nah, forget it. And I now just focus on three things every day, and I do those three things. And that has lifted so much pressure off of my shoulders that have given me the permission to work very, very hard on those three topics. And when I'm done, I have free time where I can go out and I can golf, I go for a walk, I can get my workout back in, I can watch a movie if I want to. I wasn't doing that two months ago. I was sitting at my desk from 8am till 8pm just grinding and that's unsustainable.

### **What would you say to someone else that's just like you?**

I think when I first got the invite, and Todd Herman's name was on it and like, yeah, there are a lot of people out there that will put a face to it. I'll never see Todd. Oh, he'll never know my name, he'll never show up to these classes. But you have, and that has been a lot. I joked the one time, we were supposed to have a 30 minute call. And I think we went an hour and 45 minutes, that was priceless. And it just showed me how much you care about us. You don't have to do this, you know, you, I'm sure that you could retire and live a great life, but it feels like you want to give back. You want others to be able to have the success that we all have inside of us. We just need to get out of our own way. And you've done that for me. And I



think for other people as well. And I thank you for that. Because I don't know what I would do without it. I would still be you know, nose to the grindstone working, working, working. And we probably would get sick and have a heart attack. And who knows what I would do. But the stress of entrepreneurship, it - and that's the funny thing. I teach this, I'm supposed to know all of this stuff. I do. But when the mirror turns inward, and I look at it saying how do I become a better entrepreneur? I struggled with it. But what I've learned from the group and from you and from Dave and all of the content, I realized that it's okay. It's okay to fall, it's okay not to be perfect. It's okay to send out an email where five people didn't review it. Just do it - Nike slogan, just do it. And that's what I've done.