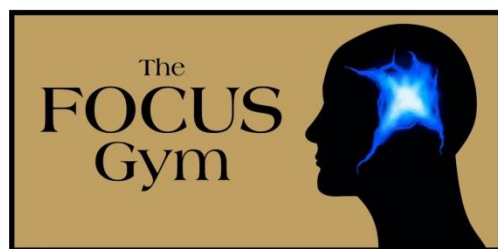


with

**Phil Olley**

***Most people spend their lives in a quagmire of endless activity; running around on the hamster wheel; busy, busy, busy, but never feeling they are getting anywhere; never really getting chance to achieve their most important results and goals.***



*The FOCUS Gym is like “switching on your necktop”.*

*... like exercising your mindset muscle and setting out an action plan that’s consistent with your goals... EVERY DAY.*

### **FOCUSED Action.**

Success is about doing a few key things well on a consistent basis. Most people know what they should be doing to be more successful... it’s actually taking focussed action consistently that’s the real challenge.

Ask most business leaders, and they will tell you that their biggest wish is for everyone in their organisation to be focused on exactly what they want to achieve every day.

And, ask every successful individual in any field of expertise the same question and they will say the key is taking consistent FOCUSED Action.

- Imagine what it would be like **Every Day** to be focused on the key results you want to achieve.
- Imagine beginning **Every Day** with absolute clarity and feeling in control, and with a focussed written Action Plan prepared.
- Imagine **Every Day** having a sense of excitement and zest.
- Imagine **Every Day** being the best you could make it.

Like any gym, The FOCUS Gym is like a Shot in the Arm... After a while, it becomes a great habit to start your day so focused.

Like cleaning your teeth, you wouldn’t miss it – otherwise you’ll “stink” all day!

***“There are those who work all day,  
And there are those who dream all day.  
And there are those who dream a little  
before setting to work to fulfil those dreams.  
Go into that third category, for there is practically no  
competition!”***

-Stephen Ross, founder of Time Warner

### **Who will get most from The FOCUS Gym?**

- Business owners and professional people
- Entrepreneurs
- Sales people
- “Solo-preneurs”, consultants, coaches, professional advisers
- Leaders and managers
- and their teams

Anyone who wants to get out of the quagmire, and into a successful life.

## How does The FOCUS Gym work?

Once you join the gym, you are automatically enrolled on Phil's live morning sessions. These are group sessions, conducted on a conference line, lasting just 7 minutes

... accessible by phone, mobile or skype, and available from anywhere in the world.

The live session is at 0745 UK time

## But what if 0745 UK time doesn't suit me?

Because our members come from all around the world, from Europe, the Far East, USA as well as UK, the daily session is available as a recording downloadable from the online private members area. So even if you miss the session, you can download it and enjoy the benefits. This is perfect for those who travel on business and may even be in different time zones... it allows you to have a gym session at a time suitable for your day.

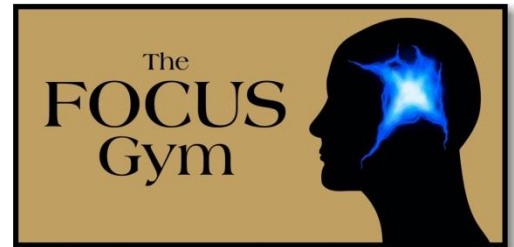
## What happens at the "Live" gym sessions?

Phil leads you through a number of exercises to help you get in the zone for success. These come in the form of specific practical tips, and psychological techniques to help get your subconscious focused too. But make no mistake this is not some "airy-fairy" new age stuff. Many of these techniques are the sorts of tools used with top sports people, to help get them in the zone, and with many of the most successful people in the world of business.

Each session is high impact, and also includes some very specific questions, tips and tools to help you build up an Action Plan for the day ahead.

**Note:** no one gets "put on the spot", and nor will you have to say anything at all. In fact, you could be on a session with hundreds of people, and no one would know it.

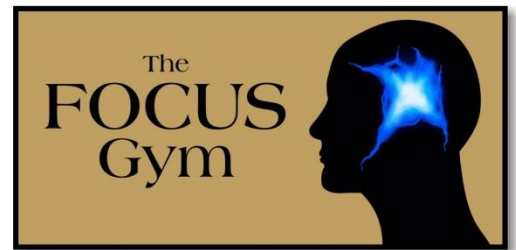
Sessions last just 7 minutes ... the most important minutes of your day.



## Key Elements of The FOCUS Gym

- Daily "live" session at 0745, Monday – Friday
- Sessions are **just 7 minutes!**
- Available for download for next 24 hours, so even if you miss the live session, you can still access it at a time to suit you.
- Accessible from round the world, any time zone... perfect for busy travellers.
- **Members area online...** time effectiveness and goal setting templates, tools, and more techniques for you to use as you wish.
- Phil's unique Stratagrams (Strategic Diagrams) for personal and professional effectiveness
- Personal Membership and Executive Membership Options so you can find the level that suits you.
- Monthly 1-1 sessions for Executive Members with an Executive FOCUS Coach
- Initial 1-1 for Personal Members with your own dedicated Personal Focus Trainer

# Membership Options



## 1. Personal Membership

The Personal Membership level is available for anyone who wants to increase their focus, enhance their performance, and achieve their goals.

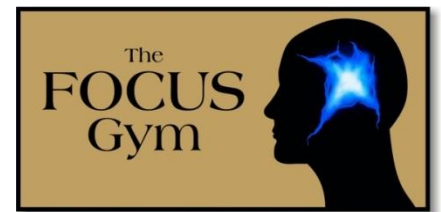
- **Initial 1-1 session with one of our team of Personal FOCUS Trainers**  
So that you can get the most from the FOCUS Gym, we offer an initial 1-1 session help you set goals and know what it is you need to focus on! For Personal Members this is a 20 minute session.
- **Daily Live FOCUS Gym session**, via conference line.
- Recording is available for 24 hours for those who miss the live session – perfect for busy travellers, or members in different time-zones to be able to access the session as it suits you.
- **Access to Private Members Area** (The FOCUS Zone) at [www.PhilOlley.com](http://www.PhilOlley.com) for a range of materials, support templates, and success levers.

## 2. Executive Membership

The Executive Membership level is suited to those who run their own businesses, and/or whose earnings exceed £ 100,000 pA. This is only suggested as a guideline of course, and it may be that whilst at this stage you are not in that bracket, you do aspire to reach it in the near future. In which case this level of membership is perfectly suited to you.

- **Initial 1-1 session with one of our team of Executive FOCUS Coaches**  
Executive members have an extended initial 1-1 session with one of Phil's Executive FOCUS Coaches, lasting approx. 45 minutes. This is followed up with a written tailored Personal FOCUS Plan sent to you by your Focus Coach.
- **Daily Live FOCUS Gym session**, via conference line.  
  
Recording is available for 24 hours for those who miss the Live session – perfect for busy travellers, or members in different timezones to be able to access the session as it suits you.
- **Access to Private Members Area** (The FOCUS Zone) at [www.PhilOlley.com](http://www.PhilOlley.com) for a range of materials, support templates, and success levers.
- **Monthly 1-1 session with Executive Focus Coach**  
1-1 session with your FOCUS Coach every month via telephone to ensure you are staying on track, building momentum, and as a sounding board for advice and objective support. All our coaches are experienced coaches and business people in their own right, and will provide a no-nonsense, supportive view, with no axe to grind other than your success.

# To join The FOCUS Gym



## How Much?

Personal Membership is just £ 25 per month (including VAT).  
Executive Membership is £ 250 per month (including VAT).

**NOTE:** there is no tie in period, and you may switch membership levels or leave the FOCUS Gym at any time.

And see my ***Outrageous Guarantee below...***

## To join

visit [www.PhilOlley.com](http://www.PhilOlley.com) or call our freephone number 0800 612 6683.

You will then receive your welcome email, the conference line number and details for the gym sessions. You'll also be given access to the members area where you'll find the daily download recording. In addition, the members' area also gives you access to a number of additional tools and techniques, templates and "success levers".

*Note: This is not a Quick Fix, but you will experience very tangible results within 30 days, where you notice a specific difference and very significant winning moments.*

## ***A personal note from Phil ...***

Now at this stage you may be in the "I'm considering it" zone. One of the things The FOCUS Gym teaches you is that Action is the key, and perhaps that's the first challenge. So, how do I convince you? Well, I can't. Other than to ask:

***"How Serious are you about achieving your goals, about getting out of the quagmire, about living on purpose every day, about achieving your key results, and actually feeling like you are genuinely getting somewhere?"***

## ***Outrageous Guarantee***

I can also reduce the risk for you one step further, of course. And that is to offer an outrageous guarantee. Which is simply this:

If after a month of membership, you have had the initial 1-1 session, have attended the daily FOCUS Gym sessions, and done all that's offered you to reach new levels of success, but have judged that it really isn't for you, simply let me know, and I will personally refund that month's investment, in full, no questions asked.

So, in fact, there really is genuinely no risk for you at all.

I look forward to welcoming you to The FOCUS Gym

A handwritten signature in blue ink, appearing to read 'Phil Olley', with a long horizontal line underneath it.

***Phil Olley, Founder of The FOCUS Gym***