

**COVER
STORY**

RICK MAYO

A Pioneering Leader Improving
Personal Training Services Domain





The success of an entrepreneurial venture depends greatly on effective planning and execution. A crucial aspect of this process is establishing clear expectations for both oneself and the team. This involves various elements such as defining business metrics and key performance indicators (KPIs), functioning as a high-level coach, hiring the right people for the right roles, holding the team accountable, and being an actively involved owner.

The above-mentioned assertion explains how Rick Mayo likes to run his business. He is a well-established entrepreneur who has left a trail of remarkable marvels which he created in his overall business journey. Alloy Franchise is his unique business venture which he operates

via fundamental principles that shape the organization's culture, actions, behavior, and decisions. These principles are the core values that guide individuals in distinguishing between right and wrong, and in navigating unfavorable situations. Rick asserts the fact that it is imperative to uphold and embody these values every day, incorporating them into all aspects of the business's operations, and emphasizing their significance in the franchise model.

The Journey So Far

Rick Mayo's journey as a successful franchisor began in 1992 when he founded his personal training business, North Point, in Georgia. After almost 18 years of running a

prosperous business, he launched Alloy Personal Training in 2010 and created a consulting and licensing company to promote the Alloy Personal Training System. This system was later licensed by 2000 clubs globally, and in 2019, they transformed it into a franchise opportunity, currently providing over 60,000 personal training sessions annually.

Rick attributes his success to three key personal qualities: focus, the ability to stay in gratitude, and a mindset of controlling what he can and letting go of what he can't. Focus has been instrumental in his success as the franchisor of a growing business, where he has learned the importance of focusing on the main thing and saying no to distractions to ensure the franchise system's strength and sustainability. Rick claims that it is essential to keep an unwavering eye

on the most important goals and concentrate efforts on achieving those goals.

The ability to stay in gratitude has been life-changing to Rick's success as it takes time to build a successful franchise system, and it can be challenging to maintain motivation and drive when facing obstacles and setbacks. By focusing on the long-term goal and trusting the process, he has stayed the course and remained committed to his vision, working tirelessly to make it a reality.

Lastly, Rick's success as a franchisor has been due to his mindset of controlling what he can and letting go of what he can't. While there are always external factors that are beyond his control, such as changes in the economy or





shifts in consumer behavior, he focuses on what he can control, such as the quality of his franchise system, support to his franchisees, and his personal growth and development. By not worrying about what he can't control, he maintains a sense of calm even in the face of uncertainty.

The Guiding Values

At the core of Rick's motivation is a desire to serve others, which is deeply intertwined with his personal and professional aims and ideals. He aims to build a franchise

system that empowers individuals to achieve their personal and professional goals by providing a strong support network and a proven business model. Moreover, Rick is committed to creating economic opportunities in the areas where his franchisees operate, serving the needs of the

wider community while ensuring his franchisees' financial freedom and independence.

Integrity, transparency, and authenticity are Rick's professional ideals, and he believes that building trust with his franchisees and the community is essential for long-term success. Operating with the highest ethical standards at all times is his commitment, and he strives to uphold this value in his business operations.

Finally, Rick is driven by a deep sense of service to others, whether it is providing excellent support to his franchisees or giving back to the community through charitable donations and volunteer work. He believes that by working together and lifting each other up, a more just, equitable, and prosperous world can be created.

In conclusion, Rick's wildly successful franchisor business is fuelled by a deep sense of service to others, and he strives to create a positive impact on the world by empowering individuals, operating with integrity and transparency, and giving back to the community.

The Service Portfolio

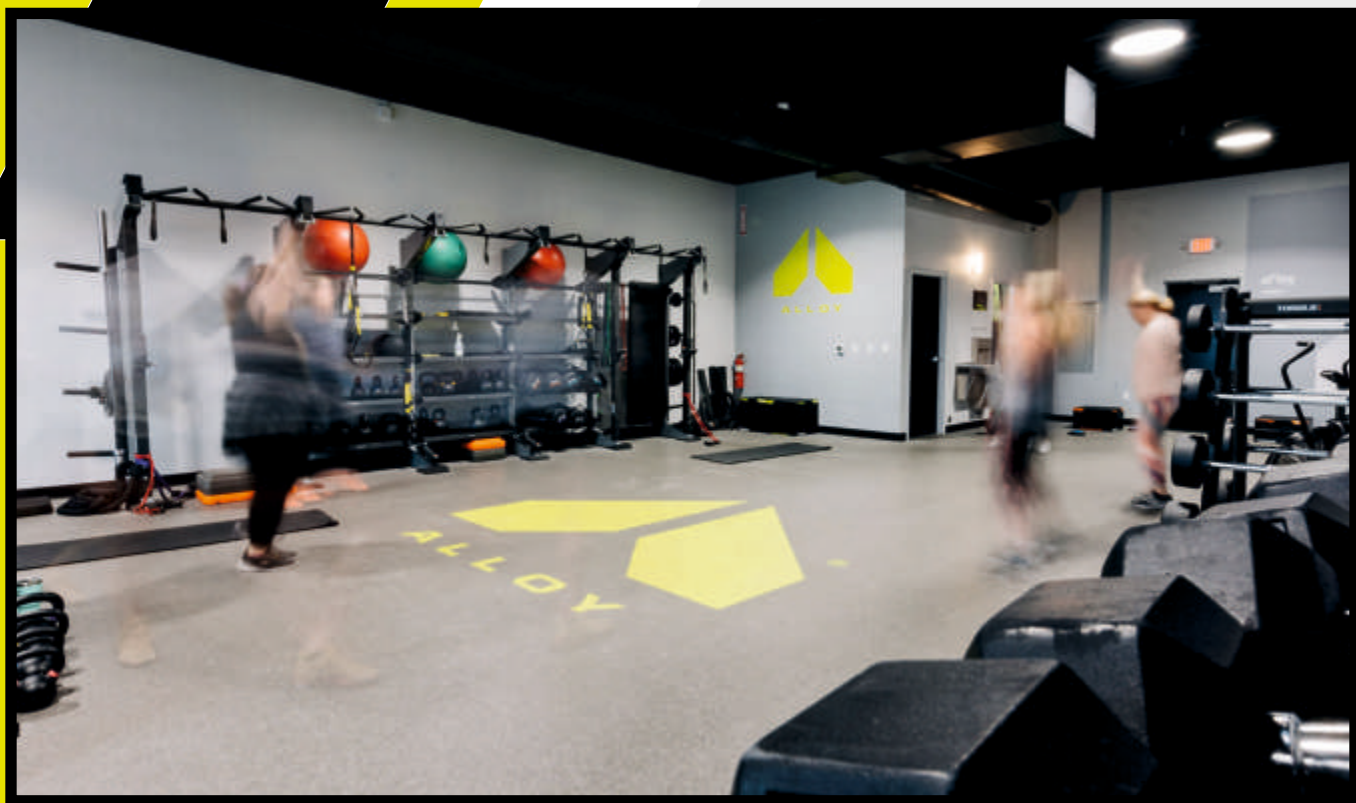
At Alloy, the primary offerings are centered on small-group personal training, nutrition coaching, and community support. The team understands that each client's fitness goals are unique, and that's why the personal trainers work closely with them to develop customized workout plans tailored to their specific needs and preferences.

Additionally, the nutrition coaching services provide clients with expert guidance on how to fuel their bodies for optimal health and performance.

Aside from personal training and nutrition coaching, Alloy places great importance on community support. The gym culture fosters relationships between clients and trainers, creating a supportive and motivating environment that helps everyone reach their fitness goals together.

The vision at Alloy is to provide superior personal training. By scaling the business with small-group personal training, Alloy made it more affordable for clients to receive personalized guidance and accountability. This approach resulted in creating one of the highest revenue per square foot facilities in the country.

Overall, Alloy's focus is on providing exceptional personal training services and cultivating a welcoming and inclusive



gym and business culture that helps franchisees and clients alike Look Good, Feel Great, and Live Life to the Fullest.

Steering Through Hardships

Rick has encountered and overcome numerous obstacles throughout his career, but one of the toughest challenges he faced was in 1992 when his venture couldn't get good business. Six years into the business, a major setback threatened to sink the entire company, and Rick was forced to make some difficult decisions about how to move forward.

However, this adversity proved to be a blessing in disguise, as it eventually led to the development of the licensing and Alloy Franchising model. Rick realized that he needed to improve his functionality as an effective leader and entrepreneur.

Looking back, Rick recalls that he had been approaching the business with the wrong mindset, thinking he had everything figured out and that the business was running itself. But, he soon realized that he needed to change his approach and become a better leader and business owner. Over the years, Rick has learned many valuable lessons that now benefit Alloy to grow more and more. Setting and

meeting business expectations is crucial, and being an effective leader is essential for success. By facing this difficult challenge head-on, Rick was able to transform his business and create a successful franchising model that continues to thrive today.

Feathers In The Cap

Rick frequently speaks about leadership, the state of the fitness business, and how to sell and serve personal training at conferences both domestically and abroad. He is a subject-matter expert on the issue of personal training and has authored numerous fitness industry-related articles for trade journals, and frequently contributes to magazines like Men's Health. Rick is on the boards of both the Atlanta School of Fitness and the Department of exercise science at GA State. Additionally, the founder is a personal trainer who has earned NSCA certification and is on the board of the American Council on Exercise (ACE)'s Industry Board of Advisers. Rick also serves on the advisory board and as a Think Tank Advisor for the Gold's Gym Franchise Association and sits on the advisory board for the Association of Fitness Studios. Under his auspices, the company has created great feats such as-

- Awarded and applauded across 100+ Locations.
- Named One Of The Top 10 Disruptive Franchises Of 2022.
- Recognized as the Best Franchise to Buy In 2023.
- In 2019, Alloy was awarded the AFS Fitness Business of the Year.

The Success Mantra

There are two mottos that serve as guiding principles for the leader's franchise system, and they have become essential values. "Stronger Together" and "Nobody Cares, Work Harder" have both been instrumental in shaping the culture of his business.

"Stronger Together," says about the importance of collaboration and teamwork in achieving success. No one person or entity can achieve greatness alone, and it is only through the collective efforts of everyone involved, including franchisees, support staff, and partners, that we can achieve our goals. This motto highlights the power of community and mutual support in a successful franchise system.

The second motto, "Nobody Cares, Work Harder," emphasizes the value of hard work and determination to achieve success. The competitive nature of business demands that the team constantly strives to improve and do better. There is no room for complacency or entitlement, and success is earned through holistic efforts and dedication. This motto inspires them to keep pushing themselves to work harder and smarter every day and to never rest on their laurels.

Drawing Inspiration

Rick is immensely inspired by the grit and determination of his beloved father, who never failed to combat the challenges and create a successful life out of it. Despite having physical limitations (unfortunately, he lost one of his legs to cancer), he set up his own brainchild, Mayo and Associates, and scaled it to the corporate ladder. Observing his daring and persevering attitude, Rick learned to bear a 'no excuse outlook' to life, and the legacy created by his father has helped him to create an impact on his own entrepreneurial journey. On this note, he conveys, "Watching my father build his business taught me numerous valuable lessons about the importance of hard work, teamwork, networking, and sales. These lessons have been invaluable to me as I've pursued my own path as an entrepreneur."

Futuristic Roadmap

For the upcoming years, Rick is intensely focused on the expansion of franchise networks globally and helping several fitness entrepreneurs establish a lucrative business venture that could add value to the overall community health. He wants to concentrate on maintaining the strong Alloy Franchise infrastructure so that his franchisees can get the help, tools, and training they require to be more impactful. They are in the constant process of designing thorough training programs for franchisees, providing continuous support and direction, and building a community of like-minded fitness business owners who can cooperate and learn from one another. He envisions himself educating more people to take charge of their health and wellness in the near future and expanding his network to further build on success as a franchisor.

A Note From The 'Business Mogul'

"My best advice for rising stars is to continue working hard even when they don't see immediate results and to focus on building their self-efficacy through action rather than positive thinking alone."

Success is rarely achieved overnight, and it is important for rising stars to understand that hard work and persistence are essential for achieving their goals. Even when progress is slow, or setbacks occur, it is important to stay focused on the bigger picture and continue putting in the effort necessary to succeed. This means showing up every day and doing the work, even when it is difficult or discouraging.

At the same time, it is important for rising stars to focus on building their self-efficacy through action rather than relying solely on positive thinking or affirmations. Self-efficacy is the belief in one's ability to achieve a goal, and it is built through a combination of experience, feedback, and success. By taking action and stacking evidence of their abilities and accomplishments, rising stars can build their self-efficacy and develop the confidence necessary to succeed in their chosen field.

So my best advice for rising stars is simple: get to work and keep working, even when it is hard or discouraging. Through consistent effort and a focus on building their self-efficacy through action and experience, rising stars can achieve their goals and become successful in their chosen field."