

# COMPETITION SECRETS



The Secret to Hosting a  
**Profitable** Competition That  
Leaves Your Athletes **Raving**  
**Fans** Without Burning Yourself  
Out!



My Goal...



If You Stay Till the End...







And... One Lucky Owner...





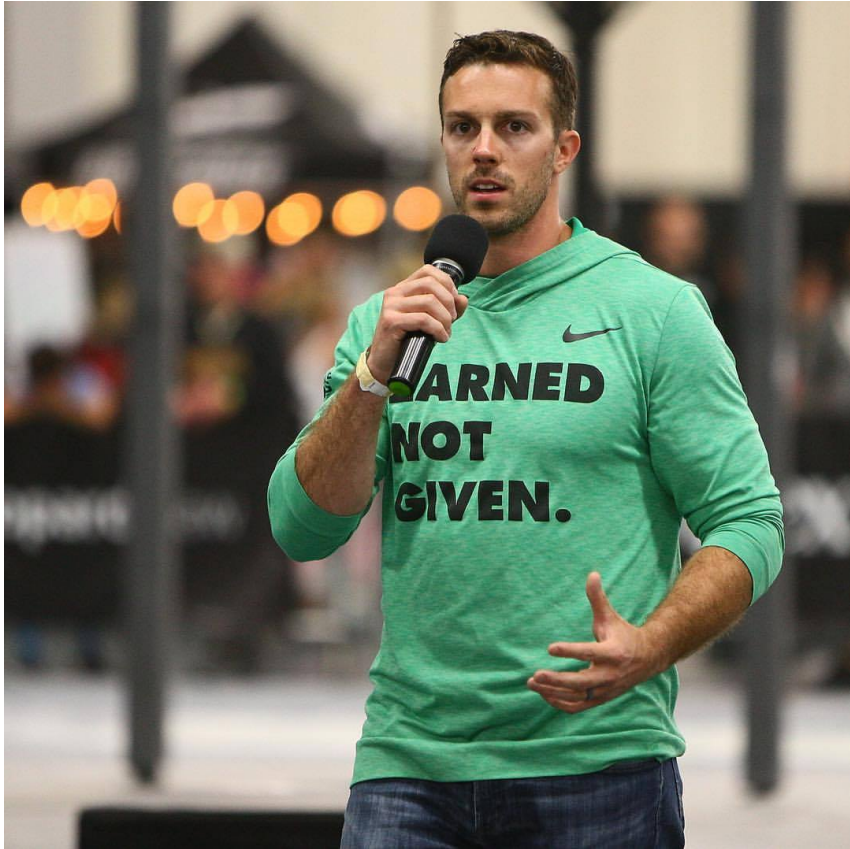
Before We Begin, Please...



What makes this  
different?



# John Swanson



- FNL Open Series
  - 700+ Affiliates have downloaded our playbook
- Cloudy Town Throwdown
  - Where it all began
- Cold War Throwdown
  - One and done
- Granite Games
  - How did a small town in Minnesota host the largest functional fitness competition in the world?
- Advised on many other competitions



# John Swanson



Not just competitions...

I'm also the owner of CrossFit Fast Factory (2011) and Factory Forged.



Done a Lot of Things  
Right...





Done a Lot of Things

**WRONG!!!**



# After Doing This for 10+ Years...

- How to sell out your event
- A simple strategy to always give them what they want
- How to get a team as passionate as you are
- How to make social media your best friend
- And... How to *NOT* lose money!



I Learned This the  
Hard Way



# The Hard Way

- It took me 6 years to break even
- Gussed what they wanted and needed
- Burnt out my best volunteers
- Wasted money on stuff that didn't matter
- Burnt myself out multiple times



You Don't Have to!



# The Easy Way...

Want the easy way to build an event that doesn't require you to...

- Lose money
- Burn out your staff
- Burn out yourself
- Put in endless hours

And... doesn't distract you from your core business?



We Are Now Able to  
Take on More, Without  
Me Doing More.



# The 3 Secrets

**Secret 1** – It's More Profitable Holding a Team Competition Than an Individual Competition

**Secret 2** – My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

**Secret 3** – I Don't Personally Have to Do Everything! People Want To Be Part of a Team (Big Plus, Because I'm Not Strong in Many Areas)

**BONUS** – How to Leverage Social Media To Build Awareness





**Secret 1** - It's More  
Profitable Holding a  
Team Competition  
Than an Individual  
Competition



# **Secret 1** - It's More Profitable Holding a Team Competition Than an Individual Competition

- \$100 individual...
- Athlete vs. Lanes
- 2X - 4X attendance
- They do NOT want to be on an island



# Fixed Event Costs...



# Secret 1 - It's More Profitable Holding a Team Competition Than an Individual Competition

- After you run a few events, the bulk of your event costs become fixed!
  - Once you know these numbers, you can plan accordingly.
    - Upgrade the athlete experience
    - Upgrade the volunteer experience
    - Pay yourself!!!



# Secret 1 - It's More Profitable Holding a Team Competition Than an Individual Competition

- Your lanes and number of heats are capped
  - To maximize potential, you need to sell lane access
- You're able to charge a premium for the lane
  - The cost of a lane only increases slightly
- More fans...
  - More fans will come because more individuals are participating
- Sponsors...
  - They need traffic and volume



**Secret 2** - My Athletes  
Will Tell Me What  
They Want, Thus  
Making It Easier to  
Keep Them Happy



**IMPORTANT** - Not All  
Athletes' Wants and  
Desires Are the Same



## **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

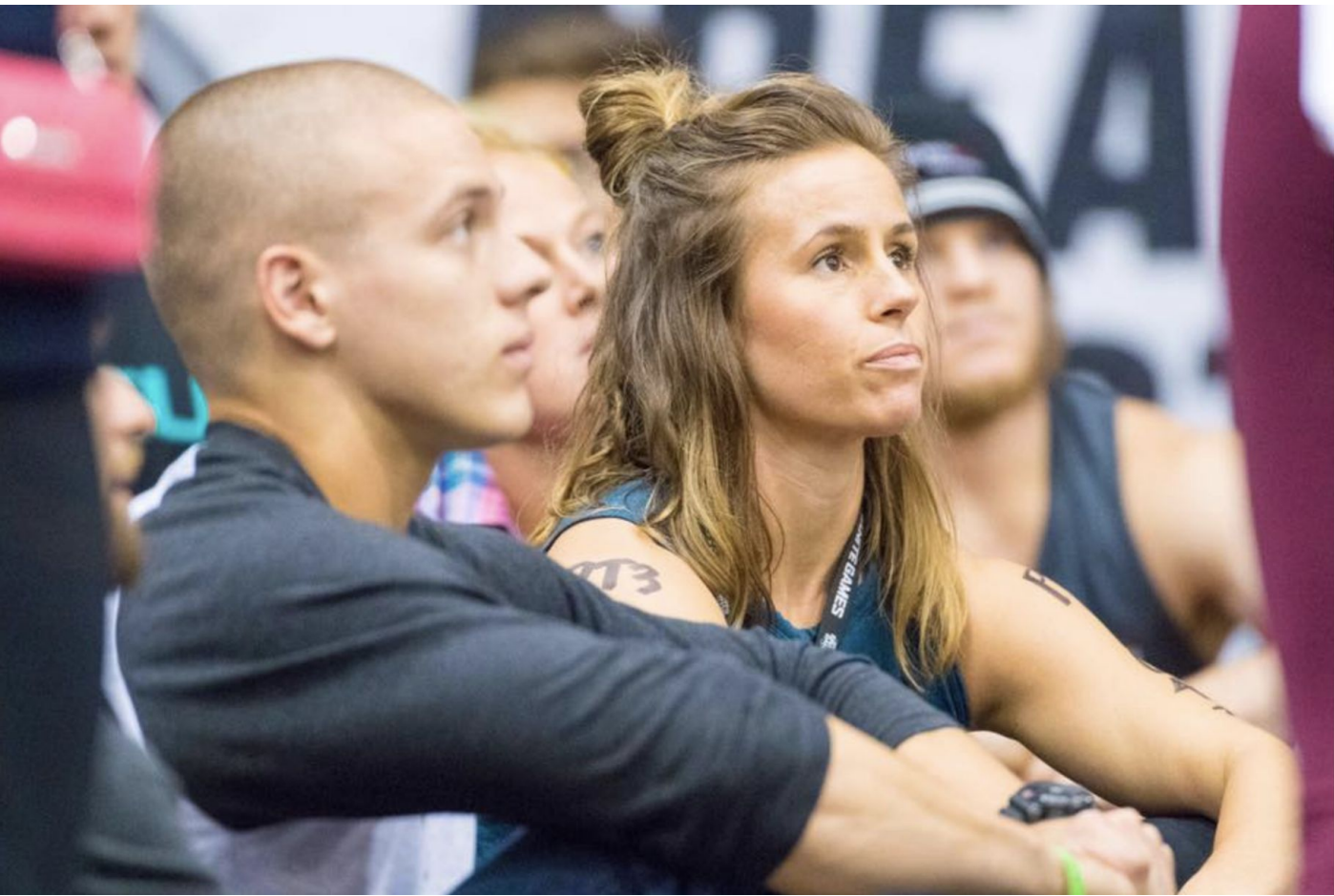




# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

- You have to ask the non-obvious questions
  - What do my Pro Individuals want?
    - They want to feel like Pros
    - They want a competition that gives them a Games-like experience.
    - They want to struggle
    - It's my job to create an experience that will elicit the emotion of competition
      - Good & Bad





## Granite Games

Published by Jess Boettger [?]

Page Liked · October 5 · 🌐

Throwback Thursday to the Pros listening warily as Director [John Swanson](#) hints at what's in store for the weekend. 😬

📷 JBlais Photo

📍 Tag Photo   📍 Add Location   ✎ Edit

👍 Like   💬 Comment   ➦ Share   🗲

👍❤️ 32

Top Comments ▾



**Jeff Binek** Maria Dyas Binek damnn 🤔

[Like](#) · [Reply](#) · [Message](#) · 📌 1 · October 5 at 8:28am



Write a comment...

😊 📷 🎬 🗲

## **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



## **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



# **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

- You have to ask the non-obvious questions
  - What was your favorite event?
  - What workout were you most surprised by?
  - What event did you do the best in?
  - What is your favorite thing about...?

I'm constantly asking questions throughout the year to understand the pulse of the community.





## **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



**IMPORTANT** - Make  
Every Athlete Feel as  
Though They're the  
Only One



# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy





# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



**Granite Games**  
Published by Jess Boettger [?]  
Page Liked · October 28 · Edited ·

Ladies and gents, we have a winner!! Thank you everyone for your guesses as to how many photos were captured at the 2017 Kill Cliff Granite Games. There were some extremely close predictions, but in the end, Shelby Edwards came closest to the actual total of 92,434.

Shelby, we'll be reaching out to you and your two friends to get your sizes and addresses!

Now, a couple important details to note ...  
[See More](#)

Tag Photo Add Location Edit

Like Comment Share

51 Top Comments

**Hobby.sg** OMG  
Like · Reply · Message · November 1 at 6:08am

**Jess Brady Heidi Johnson Bogue Rachel Marie Michalla Gordon Tom Karos Grant Douglas Fairhurst Be on the lookout today!!**  
Like · Reply · Message · 3 · October 28 at 9:22am

**Jen Bessinger Jackie Kahil Chelsea Marterella oh man hahahah**  
Like · Reply · Message · 1 · October 28 at 12:28pm

Write a comment...



# **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

- You have to listen, analyze, and then apply
  - Make improvements based on feedback + your vision
    - Example... We tripled our media team in 2017
      - WHY? Because people wanted to see more of themselves!



# **Secret 2** - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy

- Lie - “I don’t think I’m ready to compete at the Granite Games.”
  - **YOU NEED TO KNOW WHAT’S STOPPING PEOPLE FROM TAKING ACTION**
- Truth - 60% of our Athletes in 2017 were first-time competitors competing in our scaled division.
  - **YOU CAN MEET LIES WITH FACTS, BUILDING TRUST TO TAKE ACTION**
- Story - Leverage your social media or blog; Social will be the easiest to implement ASAP



# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



Granite Games is with Colleen Brooks and Bryenne Roby Albright.

Published by Jess Boettger [?] · September 15 · 🌐

You didn't come this far to only come this far.

Colleen Brooks of Team of 3 MTT Tangled grits her teeth and fights through during Team Cycle.

📷 Tubbs Photos



👤 6703 people reached

Boost Post

👍 Like    💬 Comment    ➦ Share

👍👍 Alison Munter, Wayne Straub and 79 others

Top Comments ▾



## Athlete to Watch: Christine Long - Kill Cliff Granite Games

One of our favorite things about Masters Athletes is how readily they re-invent themselves and push outside of comfort zones. That's tough at any...

THEGRANITEGAMES.COM



# Secret 2 - My Athletes Will Tell Me What They Want, Thus Making It Easier to Keep Them Happy



Granite Games is with Jim Tschamp and Sal Bertuglia.

Published by Jess Boettger [?] · September 14 · 🌐

Deadman Walking was a team favorite because of the strategy and communication it demanded on the floor.

Teammates celebrate as they wrap up the dead lift/handstand walk/handstand push-up triplet on day 3

📷 Alicia Anthony Baldwin



👤 6187 people reached

Boost Post



Like



Comment



Share



**THE COMMUNITY  
DRIVES US...**











**Secret 3** - I Don't  
Personally Have to Do  
Everything! People  
Want to Be Part of a  
Team



**Big Plus, Because  
I'm Not Strong in  
Many Areas...**



# **Secret 3** - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team

When you create a vision, goal, or dream larger than yourself, people will join the movement.



# OUR BRAND ANTHEM

The Granite Games is more than a competition; it is a global community that encourages all levels of athletes to achieve personal greatness.

For our team, the goal of the Granite Games is much more than putting on a world-class event. We view it as a chance to give back to our communities and strengthen their bond with fitness. Over the past 4 years, the Granite Games has given support to local and national non-profit organizations. Every year, we aim to support the growth of the fitness community both locally and nationally.

In 2013, we partnered with Rogue Fitness, providing equipment to communities to improve their members' fitness experience.

In 2014, we introduced a revenue sharing program that allowed gym owners, fitness brand owners and Community Leaders to reinvest profits back into their communities. Through this program, many gyms were able to improve their facilities, hire extra staff, and provide better quality service to their members.

In 2015, staying true to our brand, we expanded our Community Giveback Program further still to include Fitness Education Scholarships to help advance health and wellness education worldwide.

Most recently in 2016, a handful of gyms were outfitted with new Rogue equipment and one lucky community received \$10,000 to revamp their facility.

In 2017 we look forward to helping even more communities reach their full potential.





# Secret 3 - I Don't Personally Have to Do Everything! People Want to Be Part of a Team



# **Secret 3** - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team

- The most valuable and non-renewable resource in the world is... TIME



**So... How Do You  
Persuade Someone  
to Give Up Their  
Time?**





# Secret 3 - I Don't Personally Have to Do Everything! People Want to Be Part of a Team



**Before You Can You  
Get Them to, You  
Must Know This!**



**The Most Offensive  
Thing You Could Do  
Is Waste Someone's  
Time**



# **Secret 3** - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team

- What is the mission and why is it important?



# **Secret 3** - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team







# **Secret 3** - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team



# Secret 3 - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team



- What is the mission and why is it important?
- It needs to be about the TEAM, not the individual!



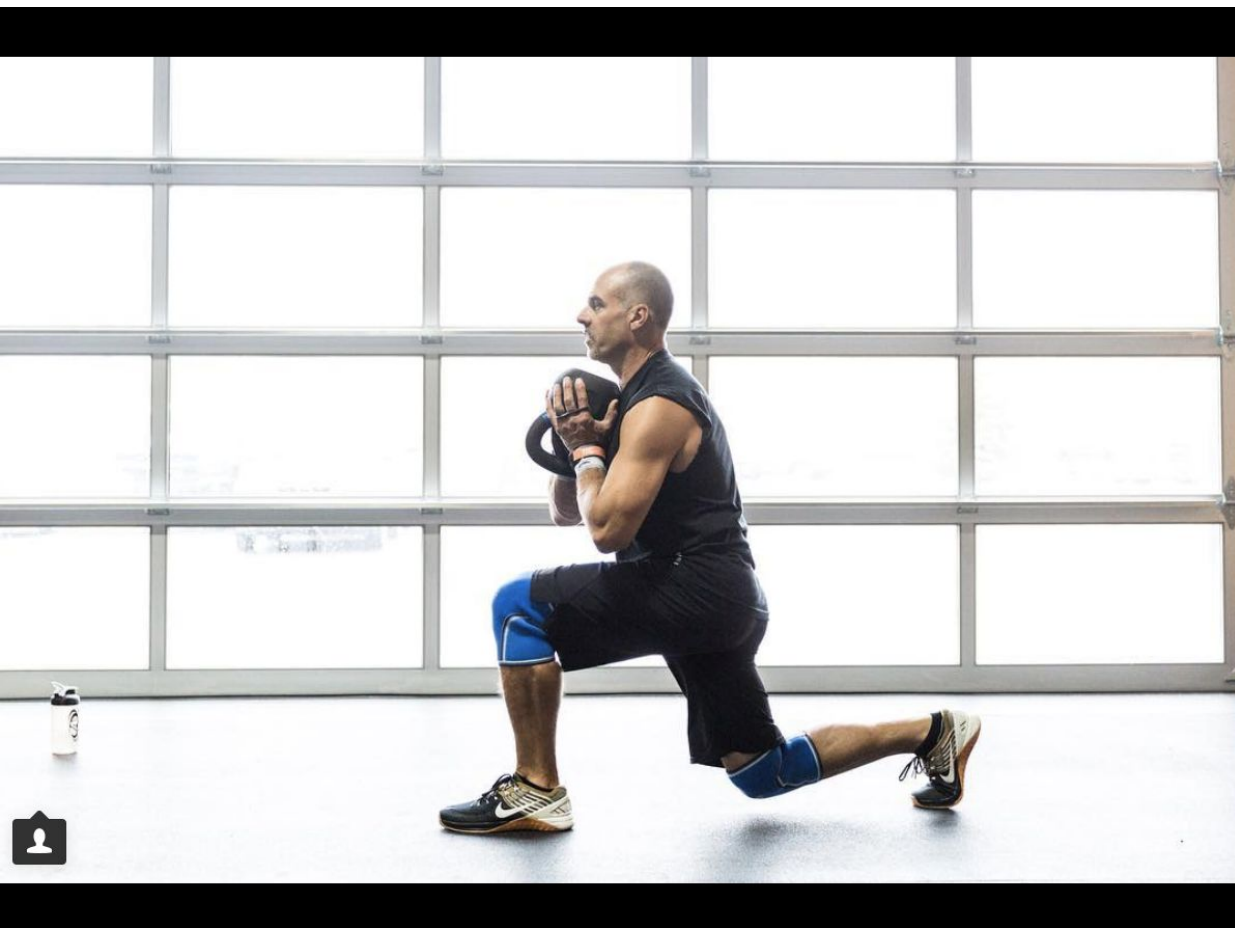
**Everyone's role is  
important.**

**No single role is  
more important than  
another!!!**



# **Secret 3** - I Don't Personally Have to Do Everything! People Want to Be Part of a Team





thegranitegames

Follow

**thegranitegames** Off-season training is in full swing for our Granite Games staff!

•••

Paul is our resident mechanic, charged with building every piece of gear off-site before it's shipped in. It's a big job, but he rocks it! #granitegames



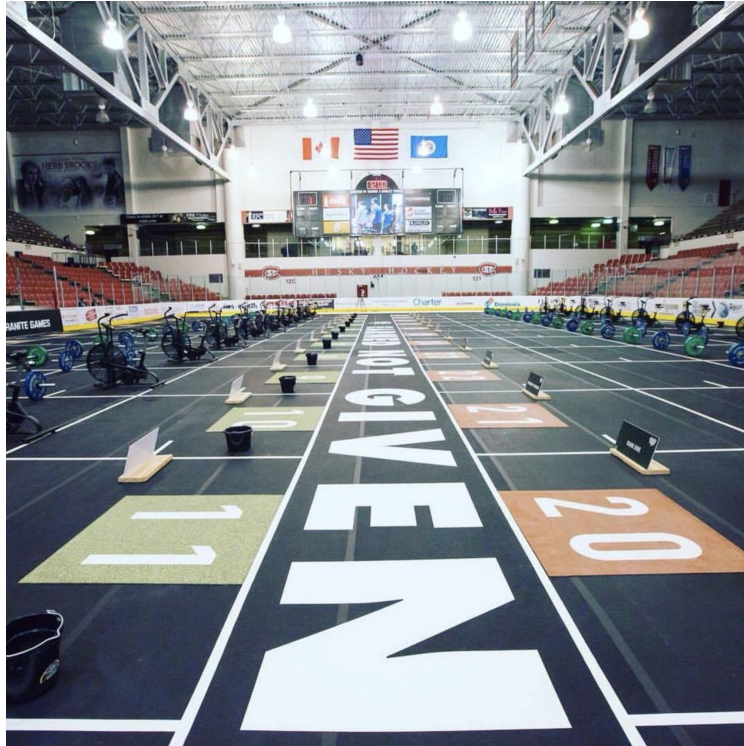
136 likes

4 DAYS AGO

Log in to like or comment.



# Secret 3 - I Don't Personally Have to Do Everything! People Want to Be Part of a Team



**Granite Games**  
Published by Jess Boettger [?]  
Page Liked · November 1 · 🌐

For the past three years, two individuals have made it their mission to install this decal.

Their painstaking attention to detail is remarkable. Their passion to help is undeniable.

These qualities are not exclusive to them, though. Rather, every single one of our volunteers exhibits an unparalleled passion for attention to detail, for adhering to the very highest standards, and for creating a... See More

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👤 54 Top Comments ▾

Ella Font I would just like to take the time to thank all the volunteers who participated in the Granite Games for their outstanding work. This was my first time competing at the Games and I was so very impressed with the set up, the details to each event, the ... See More  
Like · Reply · Message · 🗨️ 7 · November 1 at 10:09pm  
↳ 1 Reply

Nico Dunstone Awesome Comp 😊  
Like · Reply · Message · 🗨️ 1 · November 3 at 4:08am

Suzanne Boyd This was my second time to GG. Both times the volunteers have been amazing. They are what make the weekend FUN and enjoyable. They keep us calm, organized and cheer us on. Thanks to all of you. Hope to be back next year 🙌🏻🙌🏻🙌🏻  
...  
Write a comment...



# Secret 3 - I Don't Personally Have to Do Everything!

## People Actually WANT to Be Part of a Team

- What is the mission and why is it important?
- It needs to be about the TEAM, not the individual!
- Everyone has a skill that makes them better than you on some level.
  - Your job is to understand what that skill is and what they're passionate about!







## Granite Games

Published by Emily O'Hearn [?]  
Page Liked · July 29, 2016 · Edited ·

It takes all shapes and sizes to help make the Granite Games a success.

We are looking for volunteers in Event Crew, Event Support, Medical Crew and Judges.

In addition to providing volunteers with a lasting and memorable experience, we want to offer the following perks. ... [See More](#)

Tag Photo Add Location Edit

Like Comment Share

36 Top Comments ▾

13 Shares 1 Comment

**Amanda Zeamer Angel Anderson**  
Like · Reply · Message · 1 · July 29, 2016 at 3:54pm

Write a comment...

**Show Your Team the  
Love**





**Granite Games**

about 2 months ago · 🌐



Each year it's more and more true...

Without our volunteers, there is no Granite Games. When you take time out of your busy lives to help make this weekend a success, it does not go unnoticed. We see you, and we thank you. ❤️

👍❤️ 471

39 Shares 11K Views

👍 Like 🗨 Comment ➦ Share 📺

Comments (33)

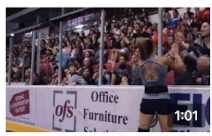
Up Next



**To those who've served and will serve, we're humbled by your bravery and sacrifice...**  
Granite Games  
1.8K Views



**This year's Kill Cliff Granite Games were unlike any other. From our first off-si...**  
Granite Games  
9.1K Views



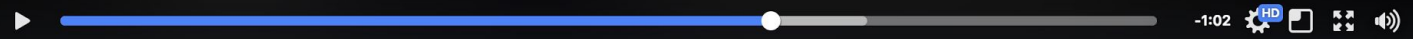
**Work hard. PR harder. Today we're enjoying a little Throwback Thursday actio...**  
Granite Games  
4.4K Views



**To all our Athletes impacted by Hurricane Harvey and Hurricane Irma, our...**  
Granite Games  
4.4K Views



**The sandbags called. They wanted a rematch. Kill Cliff**



👍 Like 🗨 Comment ➦ Share



Write a comment...





**Athletes Want to See  
Themselves  
Competing...**



**Your Team Wants to  
See the Impact Their  
Efforts Make**



**Failure to Showcase  
This Creates a  
Revolving Door**



**Remember... We  
Want This!**





**But... We Need This!**







# Secret 3 - I Don't Personally Have to Do Everything! People Actually WANT to Be Part of a Team

- What is the mission and why is it important?
- It needs to be about the TEAM, not the individual!
- Everyone has a skill that makes them better than you on some level.
  - Your job is to understand what that skill is and what they're passionate about!
- Expectations... Don't Sell a Fantasy!



**MISTAKE** - Don't  
Make It Sound Easy



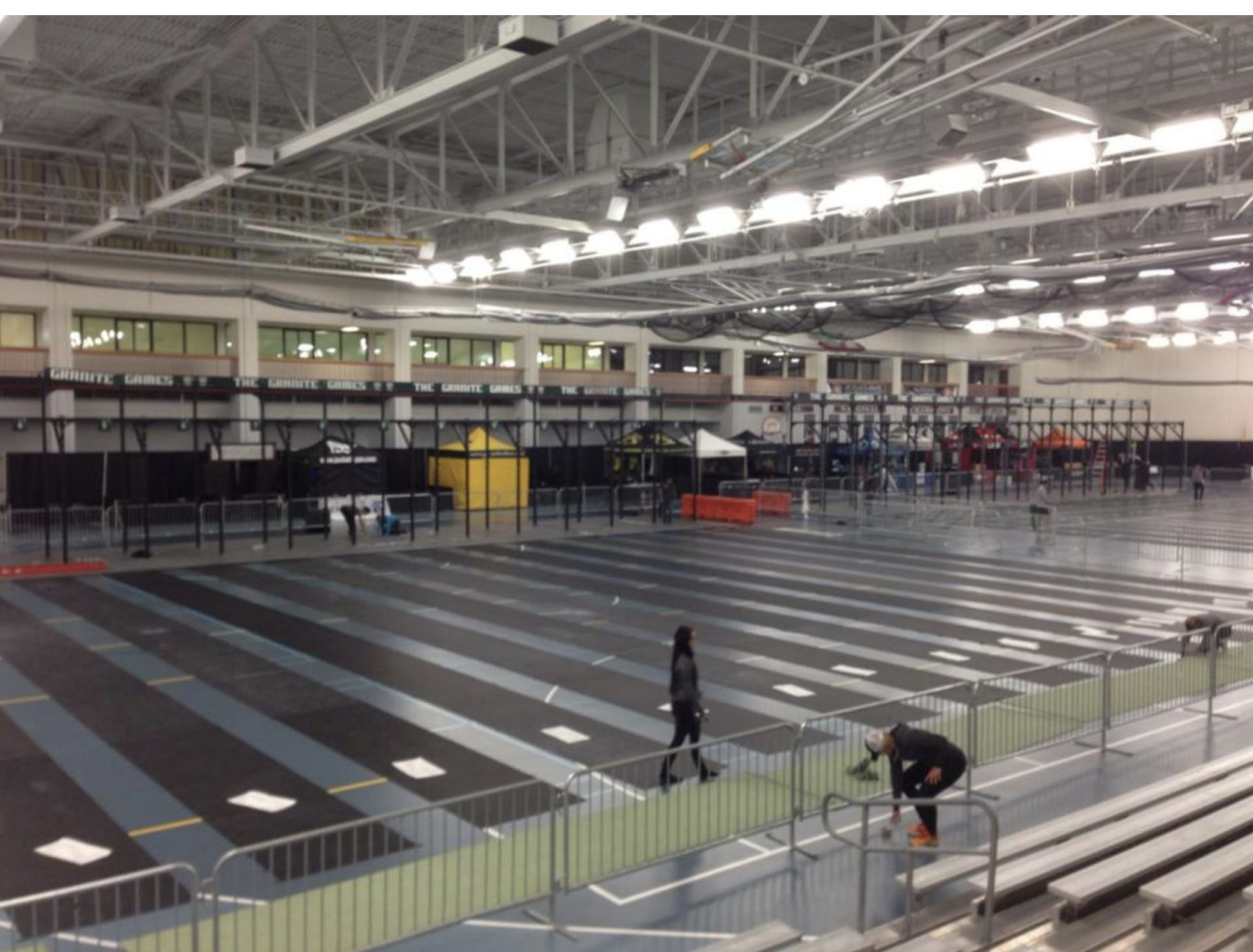
**FIX** - Sell Doomsday



**7 Days.  
No Sleep.  
No Pay.**

**WHAT???**





## Granite Games

Published by John Swanson [?]

Like This Page · September 12, 2014 · 🌐

Add a description



Tag Photo



Add Location



Edit



Like



Comment



Share



4

Top Comments ▾



**Amy Christenson Gillingham Fun!**

Like · Reply · Message · September 12, 2014 at 8:13am



Write a comment...



Recommended for You Nearby



**Air compressor**

**\$30** · Royalton, MN

View Details

See More on Marketplace

# Secret 3 - I Don't Personally Have to Do Everything!

## People Actually WANT to Be Part of a Team

- What is the mission and why is it important?
- It needs to be able the TEAM, not the individual!
- Everyone has a skill that makes them better than you on some level.
  - Your job is to understand what that skill is and what they're passionate about!
- Expectations... Don't Sell a Fantasy!
  - Provide the essentials, let them know they're appreciated, and if possible make it awesome!
  - If you can get them something exclusive, do it!!!



**Everyone Loves a  
Good Time**







Soulfulsounder

Like This Page · September 11 · 🌐

Before the after party. 🎉 S/O to Kill Cliff and The Granite Games for the chance to close out an amazing weekend! 🙌🔥🌟 #mobiledj #weddingdj #dj #lightshow #americandj #chauvet #amazon #diy #party #afterdark #crossfit #crossfitgames #granitegames2017 #killcliff #turnup

👍 Like    💬 Comment    ➦ Share    🗄️

👍 Josh Johnson, Amanda Galindo and Mike Lardy



Write a comment...



Recommended for You Nearby



Air compressor  
\$30 · Royalton, MN

View Details

See More on Marketplace



# QUESTIONS?



# **BONUS** - How to Make Social Media Your Best Friend



# **BONUS** - How to Make Social Media Your Best Friend

- Create a Digital Space for Community to Exist
  - Event, Groups, Page...
- Make the Athletes & Volunteers the Rockstars
  - People love to see themselves!
  - Focus on EVERYONE!!!
- Your Investment Today Will Pay Forward
  - You won't see an immediate return and that's okay!



**How Do You Know if  
You're Doing It  
Right?**













LEILANI LOPES

KELSEY ZIMMERMAN

REBECCA FUSELIER

RACHEL HOSTETLER

JACY KUHLMAN

MADISON TODD

SAM HANSEN

SHELBY NEAL

TERI MANZELLI

MORGAN BAYLOR

LORI LUMSFORD

GARRETT CLARK

GAYDE SCHMIDT

DUNCAN BRYAN

MAC COURTIER

LUKE NORMAN

ZANE PARISE



**WHAT'S NEXT?**





**Our Mission Is to  
Build & Strengthen  
Relationships Within  
Our Community!**



**Our Goal Is to  
Leverage Our Skills  
to Help You Build a  
Profitable Event...**



**That Leaves Athletes  
& Volunteers Raving  
Fans...**





We wish we could help everyone,  
but because of the level of coaching  
and involvement, we can't help  
everyone at once.



It's my job to find the very best  
Community Leaders for our  
program. It's not for everybody, and  
I only want people onboard if they  
have what it takes to be successful.



**Your First Step Is to  
Apply.**



**If Accepted, You'll  
Become an Official  
Granite Games  
Throwdown Host**



**We Help You With  
Seasonal Events...**



# That Make Money...



# Strengthen Your Community...





# Minimize Your Time Investment...



**And... Do Not  
Distract You From  
What Matters Most...**



# Your Gym!





UF 2009