

TIPS FOR BEING SUCCESSFUL IN THE GYMNASTICS BUSINESS AND IN LIFE

By Patti Komara
Owner, Tumblebear Gym Program
www.tumblebear.com

Let's focus on your life. You wanted to be your own boss, to have all the freedom in the world, to have unlimited earning potential, to make a name for yourself and not have to worry about losing your job. Well, congratulations! If you're like most gym owners, you ended up working for your business, your time isn't yours, and you couldn't lose your job, even if you tried.

Your gym should provide you with more life, not drain it from you. Time isn't money; it's your life. Spend a little time figuring out what you want your

life to be. Then, set your mind to making that happen.

KEYS TO FINANCIAL SUCCESS AND INDEPENDENCE

- 1.** Create a multi-purpose facility that includes swimming, dance, cheerleading, etc. It brings in more money, which you can use to pay more staff so you don't have to be at the gym all of the time.
- 2.** Own your own building personally, and pay yourself rent with a triple-net lease.
- 3.** Pay your staff more than your competitors (and other businesses) to keep them.
- 4.** Get your own "Three Wise Men": accountant, attorney, and insurance expert.
- 5.** Get out of teaching to allow you to run the business.
- 6.** Contribute regularly to an IRA, 401K and do it with an automatic debit right out of your account each month so that you utilize dollar cost averaging.
- 7.** Make enough money. With money, comes personal freedom

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and power of personal choice. We have the ability to choose what we do with our time. Let's make the right choices.

KEYS TO PERSONAL SUCCESS AND HAPPINESS


1. Say, "No," to the little things. Say, "Yes," to the important things. Paul Piersall in his book, *The Pleasure Principle*,— says to do less, to have less, and say no. Tell them, "I have to say no to you because I have an important 'yes' right here: my kids."
2. Look and act confidently. Shake hands. Dress professionally. Walk into a room like you own it. Make sure everyone sees you, and then, go talk to the most important person

in the room. Join professional organizations.

3. Don't become friends with your staff. They are work friends. It causes stress.
4. If you ever cry, don't apologize. Say, "I feel very strongly about this."
5. Don't confuse activity with accomplishment. Ask yourself, "Will this drive my business forward?" If not, don't do it.
6. Exercise and eat right.
7. Get a cleaning service. Outsource windows, spring cleaning, wall washing, cleaning the blinds and the carpets. Have a neighborhood child mow your lawn, and then, you can enjoy your family.
8. Engage your family members in helping with the chores and running errands. "This is just

part of being in this family. Everyone helps, then everyone can play."

9. Find balance in your life.
10. Include your kids when you travel.
11. "If you're going to be here, be all here." When you're at the gym, focus and concentrate, and then, when you go home, don't worry about the gym.
12. Take care of yourself personally, especially your back and your voice.
13. Take regular vacations, including one without the kids at least once a year.
14. Get an assistant. Have one of your office staff members become your go-to person to help you with jobs you don't have to do yourself.

What do you want your friends to say was your legacy? "Boy, she/he worked so hard at the gym. Even though she/he ended up getting divorced and her/his kids got into so much trouble, because she/he was never home, she/he was nice." The old adage applies, "No one ever said they wished they had spent more time at the office." 



Patti Komara has owned a gymnastics school in Dyer, Ind., since 1969 offering gymnastics, dance, swimming, and a fitness-based educational preschool called Gym-N-Learn. Komara began speaking at national seminars in 1981 and has led hundreds of training workshops. Patti's Tumblebear Connection has produced more than 100 instructional DVDs. She has written books on yearly lesson plans for the internationally known Tumblebear Gym Program, School-age Gymnastics, Dancing GymBears, YogaBears, CheerBears, Gym-N-Learn, and her very successful Swim Program. Her programs are sold across the USA, as well as in more than 20 countries including France, Saudi Arabia, England, China, Australia, Canada and Ireland. Komara co-authored the original USA Gymnastics preschool KAT certification program. In 2003, she was named USA Gymnastics Business Leader of the Year. In 2005, Komara was selected as Client of the Year by Action International and in 2006 received the National Service Award by USA Gymnastics. In 2009, Komara began formal consulting for those in

our industry. Her gymnastics, dance, and swim school, Patti's All-American, has been named in her local newspaper as "Best of the Region" every year since 1993. Komara currently has more than 6,000 subscribers to "In the Loop Monthly E-Newsletter," which she has published since February 2007. In 2010, she was one of five other gym owners named to the USA Gymnastics Task Force. In 2011, she was one of 14 named to the USA Gymnastics Business Advisory Ambassador Team. Komara continues to speak at national gymnastics events to gym owners and teachers from around the world.