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FOR IMMEDIATE RELEASE

**NEW FITNESS BUSINESS MODEL DELIVERS INCREASED REVENUE & STABILITY**  
The Faction Model Reveals how to offer Personal Training at an Affordable Price Point

MIAMI, FL – The business of fitness is big. In fact, the U.S. fitness industry is a \$22 billion business enterprise, according to 2013 market research revenue data collected by the International Health, Racquet & Sportsclub Association (IHRSA). For facility owners and trainers vying for a slice of that lucrative pie, creating a profitable business isn't always easy or doesn't always provide long-term financial stability.

In his new book, *The Faction Model*, Lucas G. Irwin, a Miami-based certified fitness coach and owner of SteelHouse Guided Fitness Systems, explains how he created an industry-shifting business model that keeps his customers coming back and his business thriving.

"Typically, a personal trainer is limited to customers who can afford to pay anywhere from \$50 - \$150 an hour. Even then, it is for a limited period," Irwin explained. "An unstable revenue stream doesn't equate to long-term financial health for facility owners. The Faction Model is a blueprint for a fitness business plan that works," he added.

The Faction Model outlines Irwin's nationally recognized business model in which he offers personal training quality service at a price that is competitive with a standard gym membership. After years of testing The Faction Model in his own facility, Irwin mapped out his innovative approach to share with other facility owners and trainers in *The Faction Model*, his first book.

Irwin opened SteelHouse Guided Fitness Systems with his wife in 2008 and have been developing and fine-tuning their no-frills fitness center that simply aims to deliver more for less. Gym owners, facility owners, trainers and coaches are invited to participate in upcoming training workshops for help on how to implement the model in their organizations.

For more information about *The Faction Model*, author Lucas G. Irwin or SteelHouse Guided Fitness Systems, please visit [www.factionmodel.com](http://www.factionmodel.com) or contact Wendy Coen at 786.303.1746.

**About Lucas G. Irwin:**

Lucas G. Irwin, MBA, NASM Performance Enhancement Specialist, Certified USA Powerlifting Coach, co-founded Steelhouse Fitness Miami, Inc. in 2008 with his wife, Soolmaz Hosseini. With over 10 years of training and coaching experience, Lucas has helped thousands of clients reach their personal health and fitness goals. Lucas has always directed the preponderance of his work and studies toward the business side of the fitness industry. With the ultimate goal of improving accessibility to quality training and guidance, he has spent the better part of his career analyzing and rethinking the business of fitness and improving how coaching and training are delivered to consumers. Follow Lucas G. Irwin on Instagram @Lucas.G.Irwin

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