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109 iDEAS

THE 9TH ANNUAL ISSUE
OF INSPIRATION

May/June
2024



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look into Fitness
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A World of Pure Imagination

One thing about me is I've always been an old soul.

As a kid, I enjoyed every Disney VHS tape my parents brought home, but the movies I was infatuated with included Wizard of Oz, nearly anything starring Shirley Temple and Gremlins. In fact, I wore out the DVD of E.T. for insisting I watched it on the portable player every time we were in the car.

The first time I watched Willy Wonka & the Chocolate Factory – the best one with Gene Wilder – I was glued to the screen. While most of my friends were scared of the film, I was inspired. I set out to find something I could invent. It felt like my imagination was awoken. Now being a child, I didn't realize my grand "inven-

tions" had been around for years, but I enjoyed the thrill.

I tell you this anecdote because this issue is the annual Issue of Inspiration. Within the pages you will find over 109 tips and tricks to navigate the health and fitness industry.

We make this issue a priority every year because in a world that's constantly evolving, it's essential to stay ahead of the curve and adapt to the ever-changing landscape of the fitness and wellness industry. This issue is designed to spark creativity, ignite motivation, and provide you with the tools and insights needed to thrive in today's competitive market.

As you immerse yourself in the best practices shared, I encourage you to reflect on your own journey and consider how you can continue to push the boundaries of what's possible. Whether you're a seasoned industry veteran or just starting out on your path, there's something here for everyone to learn and grow from.

I would like to extend my gratitude to all of the contributors, whose passion and expertise have made this issue possible. Their dedication to sharing their knowledge and experiences is truly inspiring, and we're grateful to have had the opportunity to work alongside them.

I hope this issue serves as a source of motivation and empowerment for you as you navigate the challenges and triumphs that lie ahead. Remember, the journey to success isn't always easy, but with dedication, resilience and a touch of inspiration, anything is possible.

Keep learning,

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Increasing Engagement Opportunities with Outdoor Fitness

From pickleball to outdoor exercise classes and social events to obstacle courses, there are many ways to bring club programming outside. Today, clubs must find a balance to accommodate members who prefer to exercise outside and those who enjoy their indoor routine. In the latest Thought Leaders digital roundtable, Adrian Antigua, the general manager of Gainesville Health & Fitness; Lindsey Calof, the owner of Lindsey Calof Fitness Services; and Jesse Sallas, the director of people and programming at Club Northwest, sat down to discuss the strategies and benefits of increasing outdoor fitness opportunities.

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THOUGHT LEADERS

JOIN THE DISCUSSION

◀ Don't miss our monthly Thought Leaders series for insights from top industry experts on the most pressing topics facing your gym today! To access episodes on-demand, visit clubsolutionsmagazine.com/thought-leaders-roundtable-series.

THE SOCIAL FEED

"Interesting podcast with the CMO for Crunch Chad Waetzig hosted by Club Solutions Magazine. Seems like AI is being talked about everywhere!" [in Matt W.](#) "Check out the latest CS Podcast episode with Fitness On Demand's CEO, Andy Peat where they discussed the fitness industry, and what's to come for Fitness On Demand!" [in Lift Brands](#) "Had a great time discussing my fitness journey and the story of Safe Sweat with Rachel Zabanick-Chonko. Thank you Rachel and Club Solutions Magazine." [in Emre Ozgur](#)

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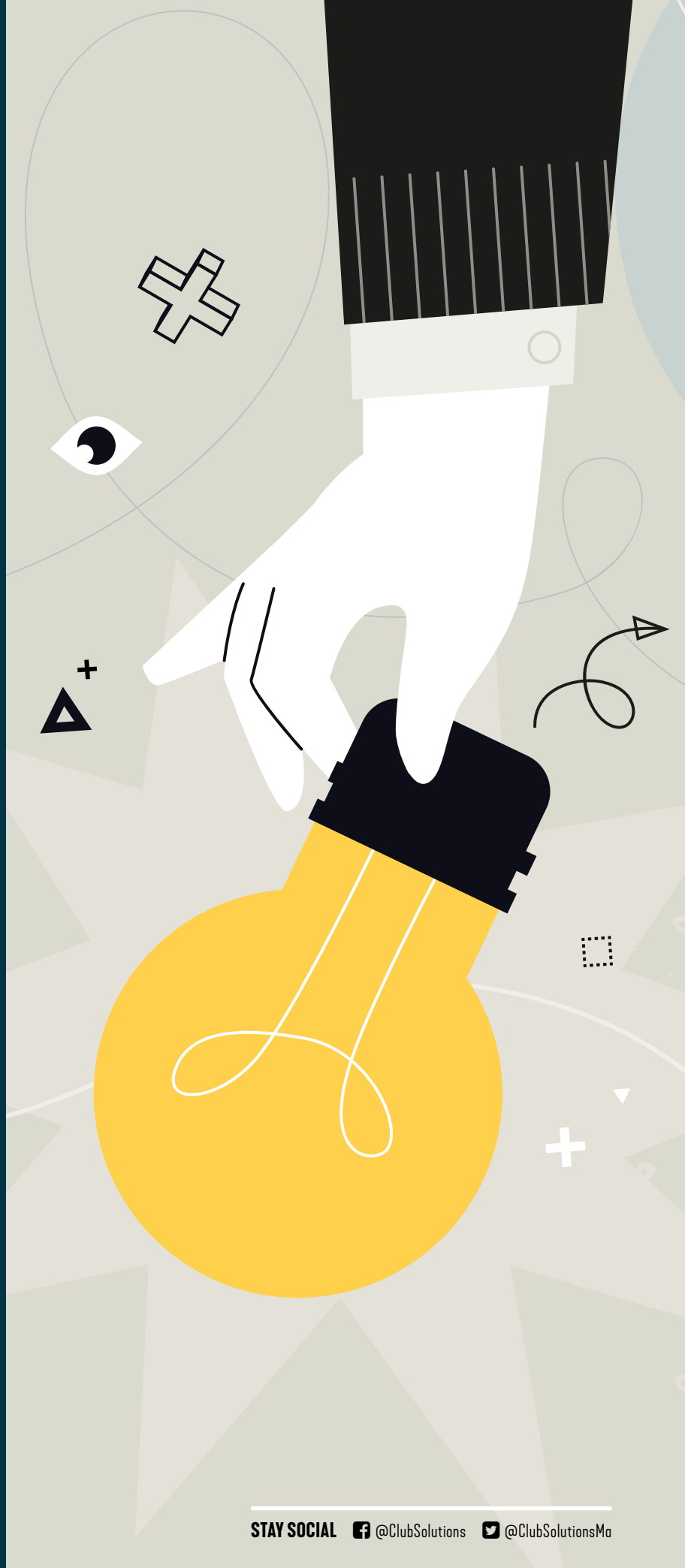


The annual issue of inspiration is filled with 109 tips and tricks from 30-plus industry experts. The purpose is to help educate operators, improve business operations and, in return, help you help more people in your communities to achieve their goals and improve their overall health and well-being.

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ClubSolutions

5/6.24



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WRITTEN BY
Taylor Brown
&
Kylie Wulf



ADVOCACY

*Advocacy and engagement with regulators should be seen as insurance to protect your business. So much so, it's one of the three pillars of the Health and Fitness Association (HFA) — formerly known as IHRSA. Here are tips from **LIZ CLARK**, the president and CEO of HFA, on things you can do to become an advocate for your business and the industry:*

01. Be engaged locally. Join your local chamber of commerce. Engage with your mayor and city council members at meetings and through emails and phone calls. Go to events where your state representatives are speaking. Invite your policymakers to your facility and to join new location openings, ribbon cuttings and other major club announcements so they understand how you serve the community they represent.

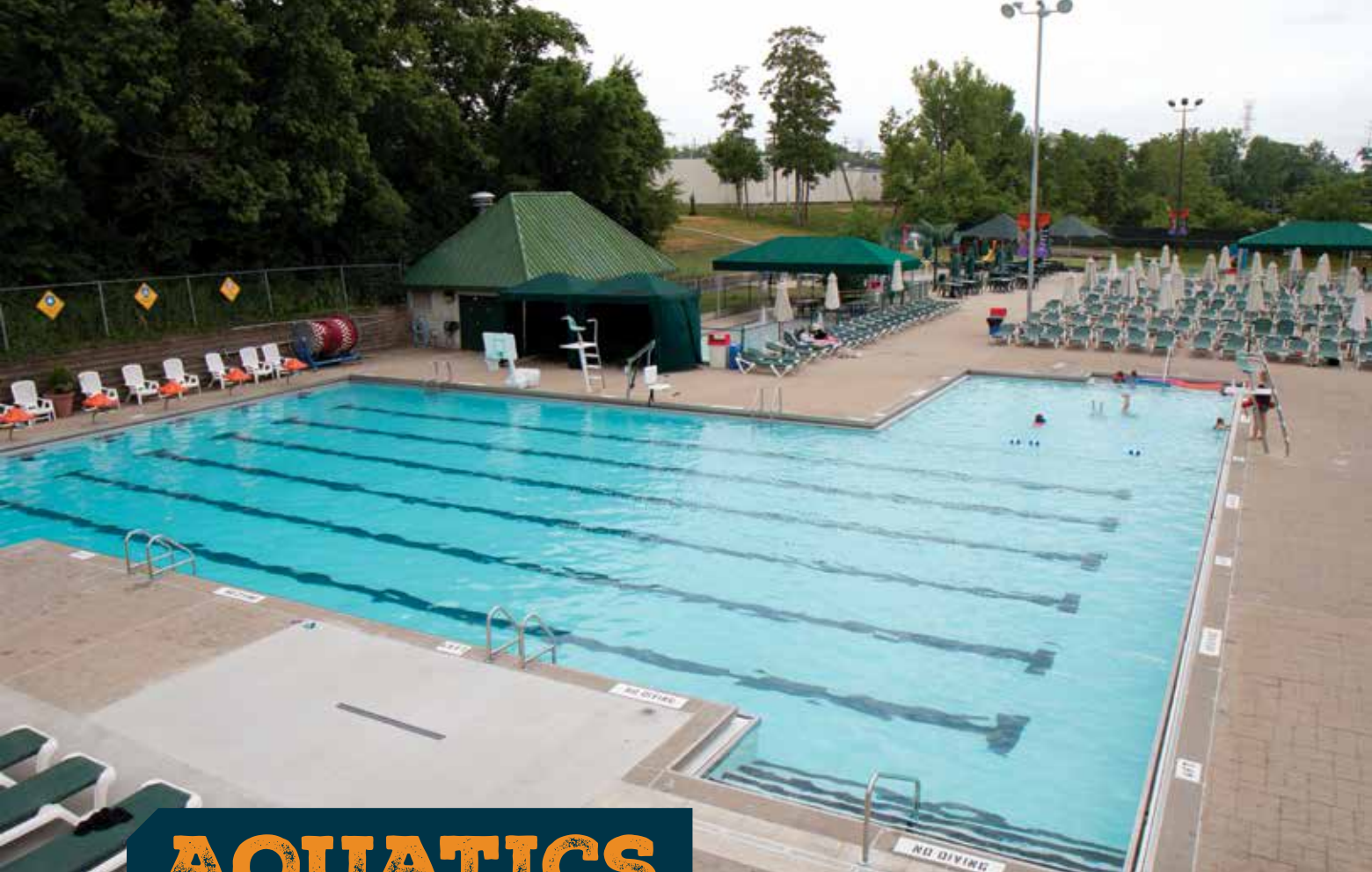
02. Get the facts. Learn about the issues that are impacting the health and fitness industry. HFA monitors all policy threats at the federal and state level. Stay informed so you can understand what impacts the industry from a high level.

Bonus: Join in grassroots efforts. You don't have to travel to Washington, D.C., to ensure your voice is heard. HFA's Team 435 campaign offers a simple way to get involved. HFA sends Team 435 members correspondence about pending legislation that members then send to their legislators.



LIZ CLARK





AQUATICS

When most people think of aquatics their mind goes to warm days and sunny weather. However, as a business you need your revenue to flow in from your pools year-round rather than have it dip in winter months. **MARY FRANK**, the vice president of sales and marketing at Cincinnati Sports Club, explains how they utilize their pools every month of the year and gives tips for other operators to do the same:



MARY FRANK

03. Utilize water-based exercise programs. Our club strives to offer a diverse range of group class offerings to have options on both land and in water. The transition of traditional land-based exercises into the aquatics environment for enhanced health benefits and reduced impact on the body are beneficial for all ages at the club. Here are a few examples of what the club features: aqua barre, aqua cardio, aqua boot camp and aqua arthritis. In the summers we offer deep water exercise classes at the outdoor pool.

04. With four primary aquatics pools on our campus — two indoor pools and two outdoor pools — swimming is a year-round experience for members. We prepare our summer swim team members with indoor swim team clinics focusing on skill refinement/technique. This increases retention

and adds value to the members with families. We also offer members three free indoor triathlons a year at the club. This is both experiential and encourages members to find a new passion or try something new while adding value and connecting members to other employees/instructors.

Bonus: There's also an emphasis on preventative maintenance. The facility and operations team along with the three certified pool operators have collaborated, budgeted, purchased and installed redundant pumps, heaters, etc. to eliminate downtime if a pool were to have an issue. Members have an expectation that the facilities they want to enjoy will be properly maintained.





ARCHITECTURE AND DESIGN

Having a beautiful space can be key to getting members in the door. While you may not realize it, architecture and design can have a direct impact on member experience. That's why it's important to put yourself in members' shoes when remodeling or building a new facility. **ANTON CONLON**, the CEO of Gold's Gym El Paso, shares two tips he learned while opening a new location:

05. Green spaces are a good idea in transition areas from one zone to another instead of doors or walls or not having anything at all. They can be planter boxes with fake green plants, which are easy to clean and maintain.

06. Acknowledging your club's history or legacy gives you an opportunity to tell a story. Gold's Gyms are especially good at doing this with the famous Venice wall and the history wall acknowledging Joe Gold and all those legends who made Gold's Gym what it is. We just implemented this in our newest club and received positive member feedback.



ANTON COLON



CARDIO

With strength training on the rise, some members may be shying away from your cardio machines. However, cardio workouts are still vital for enhancing cardiovascular fitness, increasing endurance and promoting overall health. Here are two tips to keep cardio top-of-mind for members:

MICHELE WONG COO OF ACTIVE WELLNESS

07. Cardio training to improve metabolic health is designed with frequent bouts of low-end aerobic training (Zone 2), occasionally followed by short intervals at peak aerobic capacity (Zone 5). Cardio training in these zones complemented with strength and stability training provide a complete longevity exercise training program.

LINDSEY CANTY FITNESS DIRECTOR OF HEALTH- WORKS COOLIDGE CORNER

08. To improve cardiovascular fitness, I find it helpful to increase my step count by chatting with a buddy or listening to an interesting audiobook or podcast. In addition to increasing steps/walking throughout the day, consider group fitness classes like cycling or swimming to have fun and encourage consistency.



MICHELE WONG



LINDSEY CANTY



09. Club Automation

→ Reaching your community with the right message at the right time has never been more important. Club Automation offers digital marketing and website services to drive leads, improve search rankings, automate communications and improve member retention. Club Automation's expert team can help optimize your digital reach, leaving you free to focus on your club and members.

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11. EGYM

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16. Spivi

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18. Twin Oaks

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20. Zenoti

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Keith Trawick

Title:
Chief Information Officer

Company:
Stretch Zone

Number of Locations:
350 open locations
with another 250 sold

Customer since:
2015

Why did you originally decide to partner with ClubReady? What problem were you looking to solve? Two main things. One, their management leadership team understood the needs of our company and were willing to support us and our mission. And two, the feature functionality was the best fit for our organization.

How would you say collaborating with Club Ready has enhanced your operations? I think the biggest thing is the ability to use their Lead Speak tool, which is really a customer journey automation tool. It's been transformative for our business. I think ClubReady's ability to manage sessions and provide corporate insight into production and security and fraud prevention is imperative. These are all things that they've focused on and specialize in and it's really helped us grow our brand.

What's your staff's favorite part of

working with ClubReady? One of the most impactful is the user interface is very intuitive. Because we are a retail business that is focused on customer service, we do have some turnover in the way our front desk and management teams operate. So, it has been significantly easier to train them in this tool versus other tools and that means a lot.

How would you describe ClubReady's customer service? Their leadership team is excellent and incredibly responsive.

Why should other club owners consider working with ClubReady? ClubReady provides an exceptional value. Their focus on customer service and supporting franchises and larger organizations has enabled us to do the things we're doing and grow our brand. We have a tremendous relationship with them, and we look forward to growing together.

For more information, call 800.784.0313,
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ClubSolutions **RETREAT**

EXPERIENCE THE RETREAT

THE 2024 CLUB SOLUTIONS LEADERSHIP RETREAT will take place SEPTEMBER 9 - 11 at the HYATT REGENCY HILL COUNTRY RESORT & SPA in San Antonio, TX! OVER 60 health club operators will come together alongside limited sponsors for open discussion and activities in a fun and relaxing environment

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Ken Reinig

Title:
President/CEO

Company:
Reinig Insurance
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Location:
Lakewood,
Colorado

■ **How did you get your start in the health and fitness industry?** The health club industry has unique liability exposures from an insurance and risk management perspective. I was drawn to it for its potential to mitigate risks, and I believe in its power to enhance the quality of life for its members. By specializing in this industry, my team and I could focus on the specialized coverage and safety protocols that are sometimes challenging to address. This choice also presented an incredible opportunity to protect businesses from liability claims, a mission I am deeply passionate about.

■ **What's the biggest challenge you've had to overcome and how did you overcome it?** The biggest challenge was to educate the insurance company underwriters that writing insurance for health clubs was not as daunting as they perceived. I took it upon myself to bridge this knowledge gap, sharing insights on improvements in facility design, equipment safety and proper flooring systems. These efforts helped underwriters understand how health clubs continue to evolve to create a safe workout environment. I believe to build a great reputation, you need to have people on your team who also believe that we are providing more than just insurance products. Great customer service is no longer a differentiator; your clients ultimately

have to trust you completely to take care of them and not burden them with high insurance costs.

■ **What are the keys to your company's success?** Without a doubt, it's specializing in one specific industry. If you want to write insurance in all 50 states, you must have a reputation for being the best. This has provided us with built-in "word of mouth" referrals and industry notoriety.

■ **How does your company differentiate from competitors in the industry?** Our attention to risk management and client education makes us different. No one in the health club industry does this better. It also helps ensure our insurance carriers remain competitive year after year. With over 30 years of experience, we can claim to be the premier insurance brokerage in the health and fitness industry.

■ **What is your vision for your company's future?** Our vision for the future is continuous evolution within the industry. Offerings such as cryotherapy, med-spa and rehabilitation pose new challenges to the insurance marketplace, but we're confident in our ability to adapt and provide comprehensive insurance protection. We'll be the leading source to insure against litigation these new modalities pose to the insurance underwriters. It's a future we're excited and optimistic about.

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CULTURE

Brian Chesky, the co-founder and CEO of Airbnb, once said, “Culture is simply a shared way of doing something with a passion.” Everyone knows culture can make or break your business. To build a great company culture, you need to have a host of motivated and enthusiastic performers to support it. Three industry leaders share tips to help you achieve that goal:



MARK MILLER COO OF MERRITT CLUBS



MARK MILLER

21. Culture today is like a Bonzi tree: it takes years to cultivate. It must be nurtured, pruned, fed and cared for. In 2024 it's imperative clubs get the right teams and employees, cut the anchors and energy vampires, and nurture and grow the team.

22. Strengthen the roots of the culture and seek guidance and help to ensure you're building a healthy and smart organization. Doing so will increase your business success times 10. As a leader, tend the garden of your culture.

SARA VERBECK GENERAL MANAGER OF MAC PREMIER FITNESS

23. Our club does a “Member Spotlight” every month to showcase our amazing members and club culture. We pick all ages, accomplishments and backgrounds. Our members love it and we love to post them on social media. It truly keeps us connected with our community.

HEATHER THOMPSON FITNESS DIRECTOR OF THE HOUSTONIAN CLUB

24. Invest in your employees. Ask them how they are, remember their birthdays, recognize them for performance and say thank you. Little things lead to a strong team.



CONTINUING EDUCATION

A win-win for both employees and employers, putting an emphasis on continuing education will allow your company to upgrade skills, knowledge and overall production. Learning new skills broadens perspectives, adds to knowledge of the industry, and can boost employee's confidence and self-esteem. Investing in your staff can also help keep them around longer.

Here are tips from three industry leaders on how to create a culture of continuing education:

LINDSEY CANTY

Fitness Director at Healthworks
Coolidge Corner

25. There are three areas to focus on for continuing education: impactful career development meetings, offering learning and development reimbursement, and creating an educator program. Make sure your team has the opportunity to expand their employee benefits or earning potential.

26. Provide potential education opportunities at the management level or be a mentor within the fitness team. Leaders, you should be conducting career development reviews to know their current and future goals, so you know how you can best support your most valuable teammates.

CHRIS STEVENSON

Founder of The Empower Group

27. Investing in the development of your employees through continuing education will also lead to increased performance and engagement of your staff. Make it a priority.

NOËL NOCCILO

Boutique Fitness Consultant and Program Designer at NoelCycles and Founder of Boutique Fitness Talks

28. It's less expensive and better overall to retain than to consistently find and train talent. Ask yourself, "Are you upskilling your people?"



DATA AND SECURITY

*Data security is important for several reasons, and it plays a crucial role in today's interconnected and digital world. **MARK HARRINGTON JR.**, the president of HealthWorks, shares three tips below on how to protect your member and club data:*



MARK HARRINGTON JR.

29. Club owners should ensure all their software vendors which store or have access to member data are contractually obligated to protect that data. The software contract should include that the vendor maintains a third party certification — i.e. PCI — and if it lapses they're required to notify you.

30. All computers which have access to member data should follow all PCI standards including up-to-date software, virus software and other required security protections.

31. Require employees to use strong passwords, change them every three months and use multifactor authentication.

DEI

According to Glassdoor, 67% of job seekers consider workplace diversity an important factor when searching for employment opportunities, and more than 50% of current employees want their workplace to do more to increase diversity. With hiring challenges growing with time, it's important your facility is taking the right steps to make DEI a priority.

As such, here are three practical DEI tips to implement at your workplace from CultureMonkey, an employee engagement platform that lets leaders listen to their teams and act on employee feedback:

32. Inclusive remote work. Ensure remote work policies are inclusive and accommodate the needs of employees with disabilities, caregivers and those who may prefer remote work for various reasons.

33. Implicit bias training. Offer training to recognize and mitigate unconscious biases.

34. Inclusive benefits. Offer inclusive benefits, such as family support, mental health resources and gender-neutral restrooms.



FRANCHISING

Franchising is an appealing business growth strategy for fitness facilities. For the franchisor, it's a financially low-risk way to quickly establish their brand and expand across new areas. Lumin Fitness is one facility actively seeking potential partners to help accelerate the expansion of the revolutionary concept through franchising. Recently signing a 13-unit development deal with its first franchise partner, Verge Fit Holdings (Verge), shares two tips on why they were chosen:

35. "We were actively exploring opportunities to diversify our portfolio, seeking a concept that not only aligned with our investment criteria but also presented a substantial growth opportunity," said Raheel Suria, a partner at Verge. "When we were introduced to Lumin Fitness, it immediately resonated with us. The uniqueness of the business model and technology, the experience of the team, and the potential for scalability were exactly what we were looking for."

36. "Verge understands single unit economics and they were seeking to get into the fitness space," said Brandon Bean, a co-founder and CEO of Lumin Fitness. "They were seeking a fitness partner that provided an alternative that was easy to operate and also had a low-labor model, which obviously increases the EBIT on margins on a single unit economic side. So they were very interested in the model we built, understood the concept behind why we were building it, and fell in love with the team and the product we've built."



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GROUP X

Group X can be an attractive offering to both new and long-time members. It provides participants with variety, motivation, accountability, community, time-efficient workouts and much more. Here are two tips to help keep your Group X program flourishing:

STACI ALDEN

Fitness Director and Consultant,
Alden Fitness Solutions

37. Offer short 20 to 30-minute mobility or core classes around your longer classes. These add opportunities for your instructors and entice clients in the fitness center to join classes to enhance their own workout.

MARISA HOFF

Partner of The Empower Group

38. Consider that Group X is not just an expense. A good Group X program will increase member retention and referrals which leads to higher revenue.



STACI ALDEN



MARISA HOFF



HIRING



SARAH KLEBO



BRENT FRUEH

According to the *Employ Quarterly Insights Report* from *Employ*, a provider of recruiting and talent acquisition solutions, 72% of recruiters have encountered candidates who have received multiple offers simultaneously. With candidates in the driver's seat, it's important your facility is offering transparency regarding role responsibilities, pay, remote work flexibility and company culture to make the best decision.

Here are four tips to help you hire the best candidate:

SARAH KLEBO
DIRECTOR OF HUMAN
RESOURCES AT FITNESS
FORMULA CLUB

39. Job ads, not job posts. Highlight what differentiates your company from the others such as incredible ben-



efits, cultural focus on inclusion and belonging, and any resources available — i.e. ways to get continuing education at little or no cost to them. Sell your brand.

40. Speed equals excitement. Keep the applicant engaged and excited about the opportunity by moving quickly and keeping the lines of communication open. Nothing hurts a good connection more than a lag in communication. Stay engaged.

41. Reference checks. We love to hear what former colleagues and bosses have to say about our applicants. In doing so, we get to learn what differentiates them from others to solidify our decision in welcoming them to the team or not. Seal the deal.

BRENT FRUEH
GENERAL MANAGER OF
ROCHESTER ATHLETIC CLUB

42. If you're having challenges with employees after they're onboarded, instead of being frustrated ask yourself if you have a

consistent and focused onboarding process that provides clear expectations. If yes, it's on them. If not, design one.

MARK DURALL
GENERAL MANAGER OF OLYMPIC
ATHLETIC CLUB

Bonus: Hiring front desk staff. Without a doubt, I recommend recruiting from local colleges. We've tried recruiting from many sources but the quality of employees we have recruited from local colleges has been consistently high. They're smart, cheerful and helpful. Moreover, they're stable and the wages meet their needs. Most of them work for us for three or four years and refer their friends. They all have things in common, respect each other and work well together.

Bonus: Finding membership staff. Whenever possible, we try to recruit internally by promoting someone from the front desk to work in membership. This works ideally for us because they're already familiar with members and

staff, and trained to support the front desk whenever necessary. Also, we have a chance to observe how well they interact with members and other staff. If we can't recruit from the front desk, we use Indeed. When we do, we mention industry experience is a plus, but it's not necessary. We believe in hiring people who are outgoing and passionate, as well as genuinely kind, polite and caring toward others. Our motto is, "It's easy to cancel a membership; it's hard to cancel a relationship." Our front desk and membership staff are the representatives and ambassadors of the club who people interact with first.

Bonus: Hiring personal training staff. We've had great success posting on Indeed. Also, we post on the job boards at three local colleges that offer degrees in exercise science. In many instances, we're able to offer jobs to students planning to start a career in the health and fitness industry before they graduate, which often leads to them continuing their employment with us after they graduate.

THE NEW EVOLUTION OF FITNESS ON DEMAND

A look into Fitness On Demand's new comprehensive suite of solutions. **By Taylor Brown**

IN PARTNERSHIP WITH FITNESS ON DEMAND



◀ Andy Peat, the CEO of Fitness On Demand.

Andy Peat is a seasoned leader in the fitness industry with more than 18 years under his belt.

He's held various roles at Snap Fitness including club manager, franchise sales manager and regional CEO. Following the Snap Fitness acquisition by U.S.-based Lift Brands, he assumed the position of COO for Lift Brands Asia Pacific. In this role, Peat spearheaded the expansion of Snap Fitness and 9Round across Australia and New Zealand, resulting in sustained year-on-year growth for both brands.

In 2020, Peat transitioned into the role of chief product officer at Lift Brands where he played a pivotal role in Snap Fitness' brand reposition, which included the development of the Snap Fitness member app, gym design, supply chain and member experience.

In August 2023, Peat set off on a new adventure as the CEO of Fitness On Demand, a health and wellness platform that manages gyms' digital fitness and member engagement needs.

Originally, Fitness On Demand was created to serve the fast growing 24/7 gym revolution by offering group fitness classes without a live instructor. Since then, the business has expanded beyond just a great companion to live classes to also providing fitness content both inside and outside of gyms for members to consume whenever and wherever.

"Post-COVID-19 we have seen at least 85% of all gym members doing workouts at home," said Peat. "This means fitness centers need to provide solutions to members that are accessible both in their four walls and outside."

Fitness On Demand simplifies engagement and enables partner facilities to automate their studio

spaces with high-quality fitness and wellness content. They also provide a fully white-labeled app to give members greater choice and convenience, wherever they are.

"Originating from a shared vision of redefining fitness engagement, Fitness On Demand was born with the ambitious goal of transforming how businesses approach their fitness offerings," explained Peat. "Through our market-leading content and engagement solutions, Fitness On Demand helps commercial gyms, health clubs and studios transform their offerings, resulting in improved member acquisition and retention rates."

However, with Peat at the helm, he's steering Fitness On Demand into a direction to serve the industry with more than just group fitness. He has a goal of saving fitness facilities money by consolidating the offerings displayed on TV screens.



▲ Rochester Athletic Club is one of many that utilize Fitness On Demand's services.

FITNESS ON DEMAND'S NEW PARTNERSHIP WITH LES MILLS

Fitness On Demand has recently revealed a new strategic partnership with Les Mills. This marks a significant step toward making cutting-edge omnichannel fitness solutions more accessible and cost-effective for fitness centers and their members.

Les Mills facility partners that don't yet offer a bespoke or branded fitness app for their members can now utilize the Fitness On Demand platform, opening up the opportunity to begin delivering in-gym and at-home content in an engaging way. Additionally, the Fitness On Demand platform now features Les Mills content packages, ensuring Fitness On Demand customers can easily access a suite of world-class, scientifically-backed workout programs to keep their members engaged wherever they want to work out.

Fitness On Demand started as a platform for on-demand fitness classes but has now grown to offer a comprehensive suite of solutions, including TV channels, digital signage, on-demand fitness, workout programming and tracking via mobile app, personal training programming, and more. The company is also actively developing solutions for additional TV displays, engagement tools and heart rate displays as well.

According to Peat, one of the problems with TV screens in the gyms currently is that they play standard channels which means shows, movies, news, etc. with no audio or captions. To him, it's boring and doesn't do anything to elevate the member experience.

"Fitness On Demand offers short form, non-audio based channels that are more engaging to gym goers coupled with digital signage that promotes the facility's offerings," said Peat. "On top of this, allowing users to display their heart rate, earn points and log their strength sessions into one platform is rare in this industry. Without Fitness On Demand, you would need several providers to achieve this."

Fitness centers need to provide solutions to members that are accessible both in their four walls and outside."

— Andy Peat

Fitness On Demand also provides gym owners and managers with reporting on who their members are and surveys on what members would like to see/experience in the gym. Plus, it allows owners to use custom and preset notifications and challenges as a marketing and engagement tool.

FITNESS ON DEMAND'S CORE FOUR PLATFORMS

Flex App • A fully customizable app that gives you the perfect mix of innovation, motivation, and personalization that keeps people coming back with over 1,200 on-demand classes, workout challenges, push notifications and more.

Group Studio • Improve acquisition and retention rates by providing the on-demand content people want. Stand out from the competition and get more value from your studio space by instantly offering over 1,200 new classes at a fraction of the cost of hiring additional instructors.



Broadcast TV • Trade-in your expensive cable subscription for an entertainment experience tailor made for your facility and your budget. It's easy to provide fast-paced content like trivia, fun facts, news and sports highlights that people want instead of wasting your money on programming they can't easily follow while working out.

Digital Signage • Create more value with every screen by sharing content that keeps people engaged while advertising your own events and promotions. Unlike traditional static flyers, digital signage gives you the flexibility to create interactive content that resonates with your audience and brings movement to your screens.

■ To learn more, contact
■ sales@fitnessondemand247.com.

▲ Fitness On Demand provides fitness content both inside and outside of the facility.



▲ Peat aims to help more customers engage and empower users.

“By empowering gyms and fitness studios to cater to the diverse needs of members globally and transform their digital offerings, Fitness On Demand is redefining the industry standard in member acquisition and retention,” said Peat. “What’s more, it will simplify the installation process, lowering costs and barriers for clubs to begin offering their own virtual fitness solutions.”

Overall, Fitness On Demand is going way beyond its history in group class fitness content to become a true partner, helping customers engage and empower users, market exceptionally and create tangible impact on their bottom lines.

Peat said he enjoys working with a great team on a shared journey toward

this goal, along with the challenges that come with the fast-evolving nature of the fitness industry, and ensuring the product strategy is met and provides customers with value. He’s most fulfilled when customers enjoy their product and find value in its use, which is what he aims to do in this role.

“Product timing was the key to the early success,” said Peat. “Now it’s about listening to customers on what value they are needing from the products and what we can do to help grow their business. Our success in the future will come from continued innovation and relationships with customers. We always need to offer value and be good partners to our customers.” ■

PRODUCED IN PARTNERSHIP WITH FITNESS ON DEMAND

To learn more or request a demo,
[contact sales@fitnessondemand247.com](mailto:sales@fitnessondemand247.com).

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[SCAN HERE]



LEADERSHIP

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go but ought to be." – Rosalynn Carter, a former first lady of the U.S.

This quote perfectly summarizes the essence of being a leader. You have to take action to support others and motivate them to always do the best thing for your organization, which might not always be the easiest path forward. Here are various tips from industry leaders to help you navigate being a leader in today's world, and how to keep your employees motivated and engaged:

CRAIG COTE CEO OF MOUNTAINSIDE FITNESS

43. When you're lucky enough that your managers bring you a problem, you should work to understand it and the circumstances. Then help them fix the problem rather than directly telling them how to fix it or worse, fix the problem for them.

44. Commit time and energy toward childcare managers. If you have multiple clubs, then commit at least quarterly meetings offsite/ outside of a physical club in

order to conduct a professional meeting culture with agendas, discussion items, and take away items for the manager and their staff.

KRISTEN GREEN GENERAL MANAGER OF AQUAFIT

45. Take care of your team. As Theodore Roosevelt said, "People don't care how much you know until they know how much you care." It's critically important as a leader to take care of your team members and support their personal and professional goals.

46. Effective communication is essential as a leader, as it enables you to convey your vision, inspire and motivate teams, provide clear instructions, and build trust among team members. It helps generate trust, builds rapport and encourages collaboration toward a common goal.

Bonus: Lead with integrity and be a positive role model. Integrity is the foundation

on which leadership is built. Those who lead with integrity gain the trust of the team, and create a positive and inclusive workplace culture where everyone feels valued.

SHAWNA WINTERS VICE PRESIDENT OF OPERATIONS UFC GYM

Bonus: A good leadership tip is to lead by example. Demonstrate the values, work ethic and behavior you expect from your team. When your team sees you actively embodying the qualities you promote, it fosters trust and respect. This approach can inspire your team to follow suit, and creates a positive and cohesive work environment.

Bonus: When someone approaches you to shake their hand, always stand. It shows respect and professionalism. In leadership, small gestures like this demonstrate attention to detail, respect for others and an understanding of social norms.



CRAIG COTE



KRISTEN GREEN



SHAWNA WINTERS



KILEY MUTSCHLER

LOCKER ROOMS

*Locker rooms play a vital role in providing individuals with a secure and private space to change, store personal items, maintain hygiene, and prepare for or recover from physical activities. Few things can be more off-putting to a member than a dirty, outdated locker room. **KILEY MUTSCHLER**, a regional manager for Active Wellness, shares two tips on how to elevate your locker room experience:*

47. Improve the quality of your locker room smell by replacing toxic air fresheners/ fragrances with a modernized and clean scent. Use a glass diffuser and reed set with a non-toxic essential oil — try eucalyptus, lavender or lemongrass — for an instant upgrade.

48. Elevate the aesthetic in your locker rooms by providing wooden clothes hangers and remove all of the dry cleaning and/or wire hangers that are left behind. It will instantly enhance the look and feel of the space.



MARKETING

Marketing is the process of getting the public educated on and excited about an organization's products and services. In a saturated market, having a great marketing strategy could be what sets your gym apart from others in your community. A marketing team is essential to consistently meet the needs of today's consumers. Here are various tips to improve your marketing efforts in today's digital age:

TIFFANY LEVINE

Vice President of Marketing and Public Relations for Club Greenwood

49. Invest in an in-house marketing team, one full or part-time graphic designer, a photographer and videographer, or someone comfortable using an iPhone. An in-house team helps elevate your brand and keeps your branding consistent. Be sure to interview people and find out if they're comfortable walking into a group fitness class to take pictures.

50. Purchase an iPhone for your marketing team so they don't have to use their personal phones. The club retains all of the photos, and another benefit is you can use the iPhone to create shared albums with other instructors or managers so they can share photos that will go to the club iPhone and be used for social media.

51. Search Engine Marketing is crucial for health club sales, so stay on top of it. People will always search for a gym or pool near me. If you work with an agency, meet with them monthly to inform them what departments need to be promoted. For example, we increase our camp budget as soon as the new year hits and increase pools in March. If camps fill up early, we can move funds to other campaigns.

52. Investing in Search Engine Optimization (SEO) for your website is essential to saving marketing dollars. Focusing on your organic SEO and local SEO can reduce your pay-per-click spending. You can do this in-house or use an agency to ensure all essential keywords regarding the page topic are built into your web pages so

your club, gym or studio comes up in the first 10 search results in Google and other browsers.

53. Are you wondering if your gym should encourage influencer marketing with user-generated content (UGC)? There's a lot to consider. Encouraging more of it could upset other members, depending on the size of the weight room or gym. As a result, some gyms are creating UGC spaces with squat racks and phone holders in more private spaces away from their main weight rooms for content creators.

KARI BEDGOOD

Chief Marketing Officer for Active Wellness

54. Email marketing remains strong. Your subscriber lists are owned unlike real estate on social media. Focus on personalization and relevancy. Strategize on how email marketing enhances a unique, branded experience throughout the customer journey.

CHERYL BARNETT

Chief Revenue and Marketing Officer at Chuze Fitness

Bonus: Your first party data is the most valuable data you can utilize. Ensure you have a good CRM program in place to engage with your current members and speak to your former members. Also use your first party data to understand who your consumer is, target your prospects better and track how your marketing is performing.

Bonus: Social media is still king in marketing. Understand your demographic so you know how to adjust your messaging based on where they spend their time browsing versus purchasing. Utilizing the right social influencers for content and messaging can enhance your paid media.

Bonus: Embrace AI and proceed with caution. AI can be a great tool to help with analysis or spark ideas. Utilize these ideas as a starting point to layer on your personality and brand positioning to separate you from your competitors.



TIFFANY LEVINE



KARI BEDGOOD



CHERYL BARNETT



MEDICAL FITNESS

Looking to find a way to stand out in the industry, many clubs turn to fitness rooted in medicinal studies. Here, two industry operators share trends they've noticed in medical fitness and how they're capitalizing on them:

SUE BORESKIE CEO OF REH-FIT CENTRE

55. Guidance from staff. Many people are interested in taking part in physical activity but will have some medical issues that need to be considered. They will be coming to centers wanting guidance from professionals. The background of staff is important. Staff will have to be proactively approaching clients as they use your center. They may be intimidated to approach staff so don't wait.

56. Many are suffering with various mental health issues and are openly looking for the right environment. We always knew we had to consider the whole person but mental well-being has definitely decreased in the last three years. Members who come to your center are looking for social interaction and connecting with people more than ever. Organize regular social events where people can connect and meet others. This can also be done in combination with regular physical activity programs where you can add a coffee/refreshment time after classes.

KEVIN MCHUGH REGIONAL VICE PRESIDENT OF GENESIS HEALTH CLUBS

57. Start ahead of the curve in providing preventative care programs to members and the community. Start with arthritis programs, but use industry experts to provide the programming. Don't write them yourself because the medical community looks for vetting and having a vetted program will provide you access to these professionals.

58. Move to diabetes which is a universal issue for your members and community. Open your doors for the general population to attend these pay for preventative care programs. It's not about membership. However, there will be a member benefit if you really care about achieving positive outcomes for all program participants.

Bonus: Clubs need to understand the important role they can play in mental wellness for their members and community. Show your members how they can best utilize your club to feel better every day. Mental wellness is not just yoga and mind/body classes. Invest the time and study the research. Every club can do it.



SUE BORESKIE



KEVIN MCHUGH

MENTAL HEALTH & WELL-BEING

Recognizing the link between physical and mental health has become crucial for fitness clubs. From messaging to programming, showing your members you want to help them improve their health in all ways cultivates a welcoming space and community they want to be a part of.

Here, two industry experts share how their clubs promote mental health:

BRYAN WELCH

GENERAL MANAGER AT POINT LOMA SPORTS CLUB

59. We spend many hours each month working with our team members on active engagement and making sure every guest at some point during their time in the club will be met with a smile, an easy conversation or guidance if needed. It's these daily positives which over time can empower and improve someone's mindset right alongside their physical strength and endurance.

60. We like to partner with local wellness professionals and host group health events or ongoing individual events for our members. This is sort of a farmers' market for mental and physical health, and we carefully interview and screen the professionals to be sure their energy matches the club's highly

optimistic focus. Working on self-improvement doesn't have to be drudgery but instead should be diverse, interesting and satisfying.

MEREDITH DEANGELIS

CHIEF MARKETING OFFICER OF VILLAGE HEALTH CLUBS & SPA

61. Create a welcoming environment. Make sure you create a safe and comfortable environment for members to focus on themselves. They should feel supported by the staff and taught how to use all aspects of the club. Have trainers give complementary fitness orientations to get them familiar with the equipment.

62. Design places for relaxation and recovery. Have quiet places in the club for members to relax, stretch and decompress. Offer stretching classes and trainer-assisted stretching. Invest in recovery equipment to assist with post-workout recovery.

63. Ensure your yoga program offers a variety of classes from beginners to advanced. Incorporate classes like sound meditation, tai chi, restorative and deep stretch in addition to traditional yoga classes. Offer specialty yoga classes each month as a unique class with specific intention.



BRYAN WELCH



MEREDITH DEANGELIS



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DANA MILKIE of
EGYM

Top Tips

As the fitness industry advances, personal trainers will rely more on data to make well-informed decisions for their clients. Club operators will play a vital role in supporting their trainers by ensuring members have undergone a consistent and impactful onboarding experience. By providing trainers with personalized insights and data into members' current fitness levels, they can prescribe best-in-class plans. Here are three tips for achieving success within your personal training department:

1. As part of the member onboarding process, evaluate members across four fundamental fitness pillars: strength, cardiovascular endurance, flexibility and metabolism.
2. Encourage personal trainers to analyze the onboarding results and data before connecting with potential clients.
3. Once the personal trainer identifies opportunities, they should create a personalized training recommendation tailored to the individual's goals.

More From EGYM

EGYM offers clubs a reliable, consistent, high-value onboarding experience by leveraging our data-driven ecosystem of products. By assessing members across four essential pillars — strength, cardio, flexibility and metabolism — the onboarding experience enables personal trainers to pinpoint opportunities more easily and cater to specific fitness outcomes. The combination of personalized data and trainer expertise will enhance the overall value and revenue of your club.

For more information contact EGYM at egym.com, us-sales@egym.com or call 720.900.2526.



DAVE CORLEY of
Human Touch

Top Tips

Differentiation and Competitive Edge: Set your health club apart from competitors by providing unique and effective recovery services that can attract health-conscious individuals looking for a full-service wellness experience.

Diversify Service Offerings: Having one or two modalities is not enough for members and is viewed as an attempt to “check a box” for recovery. By incorporating more modalities, such as massage therapy, cryotherapy, and hydrotherapy, operators will begin to see ROI.

Improved Member Satisfaction: Providing access to recovery amenities like saunas, steam rooms, and foam rolling areas allows members to relax and recover post-workout, leading to increased loyalty and positive word-of-mouth referrals.

More From Human Touch

Human Touch Chairs are pivotal assets for health clubs, enriching member experiences and bolstering financial returns. The Novo XT PRO and the footless Novo XT PRO SE models offer an autonomous recovery solution, delivering premium massages without the need for a professional. These chairs are a standout feature in higher-tiered membership packages alongside other top-notch amenities. By integrating these chairs into club spaces, operators not only elevate the overall membership experience but solidify their position as providers of unparalleled wellness offerings, ultimately driving revenue growth and fostering member loyalty.

Dave Corley is the VP of strategic accounts at Human Touch. He can be reached at 636.346.5100 or dcorley@humantouch.com.



PROFIT CENTERS: PERSONAL TRAINING

A great profit center for health clubs is personal training (PT). A successful PT program is made up of great personal trainers. Two industry experts share what trainers should know to help them improve your program:

ZACH LANDRY
FITNESS DIRECTOR OF CROSS GATES
FAMILY FITNESS

64. Teaching trainers how to build value versus a hard sell will have the greatest impact on their success in getting new clients. Show them how you can improve what they're doing, not change everything they're doing.

65. To keep clients coming make sure you are "future pacing" them. Clients want to know the plan and what's coming next. An example is what the next exercise progression is. This will keep them engaged and wanting more.

LANIE SCHRUBBA
FITNESS DIRECTOR AT RENAISSANCE
ATHLETIC CLUB

66. Operators should create a close relationship between the sales department and the PT department. Those responsible for selling memberships are going to be the best source for helping trainers recruit potential clientele.

67. Encourage and support your trainers with continuing education and professional development. The fitness industry is constantly evolving and if your trainers can keep up with the demand for innovation from their clients, they will be more likely to succeed.



ZACH LANDRY



LANIE SCHRUBBA



THE · EXCHANGE

Additional Insights from Professionals on **PROFITS AND REVENUE**

SPECIAL
PROMOTION



ALEXANDRA LYON of
The Sales Arms

Alexandra Lyon is the VP of operations at The Sales Arms.
She can be reached at alexandra@thesalesarms.com.

Top Tips

Do not underestimate the importance of nurturing your current member base. It's easy to get caught up in chasing new sales and working your hottest leads, but it will always be easier to retain existing members than to sell new ones. Minimizing attrition is crucial to building a predictable business, and it will allow you to truly enjoy increased revenue and profits as you convert new members without losing older ones. Further, be sure you're looking for opportunities to upsell your current clients. Those with high utilization may be great candidates for one-on-one training, a higher-ticket membership or a retail purchase.

More From The Sales Arms

The team at The Sales Arms is comprised of former club owners, general and regional managers, and lead instructors with experience in a wide variety of boutique brands and modalities. We are uniquely positioned to help health clubs grow their revenue and profits because, in addition to providing high-level business consulting, we aid in the execution of daily processes. Club owners can rely on us to nurture prospects, close sales, manage marketing campaigns and forge B2B grassroots connections to increase organic lead flow, all with the goal of protecting your investment and driving your business forward.

Get more members.



Finding new members is hard when you're busy running your club—let UpSwell make it easy for you. Since 2008 we've helped over 2,500 fitness studios and health clubs find new members through our direct mail and digital marketing solutions. We're the experts in fitness marketing so you don't have to be.

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MOBILE APPS

According to *Business of Apps*, a B2B publication for the global app industry, 150 billion mobile apps will be downloaded by 2025.

At Wellbridge Health, the club app gives members autonomy over their experiences and helps staff by taking care of simple tasks. Here, two leaders at Wellbridge share some of the functions the club's app performs:



KRISTI BARNES

KRISTI BARNES
MARKETING
MANAGER, AND

68. Wellbridge gets the most out of quickly communicating with our members and instructors using our club app. We can send announcements, various programming options, referral offers, instructor substitutions and more. The carousel feature showcases a variety of options and also links to our website providing additional information. Our members love it.



YAEI DOUGHERTY

YAEI DOUGHERTY
THE STUDIO FITNESS
AND PILATES MANAGER

69. Reservations and touchless check-ins are the highlights of our club app. With the full spectrum of amenities Wellbridge offers — including swimming, workshops, studio fitness, live streaming, on-demand classes and more — we help members find the workout of their choice.



OUTDOOR FITNESS

Returning to the outdoors for fitness and recreation has been a growing trend. Offering programming outdoors varies opportunities for engagement and can appeal to a new sect of members.



ANNE MARIE SKYLIS

Here, **ANNE MARIE SKYLIS**, the vice president of group fitness at Chelsea Piers Fitness in New York, gives tips on how to plan a successful outdoor fitness class:

70. Pick the right instructor. They need to love being outdoors, have a history of rallying a crowd, and be flexible and creative. Their energy will bring people anywhere so make sure you're thoughtful when deciding who represents you when outside.

71. Choose wisely the space you use. Not all classes fit in all places — jumping is tough on concrete, outdoor parks have off-leash hours, and Bluetooth and mics can be challenging in big open spaces. Plan for the challenges before you commit and know what you're willing to work with.



WAYNE MORRIS



CHUCK OSTERINK



PICKLEBALL

In 2022, 36.5 million people played pickleball according to the Association of Pickleball Professionals, and that number is growing. Many clubs are looking to add designated spaces for the sport to meet the demand.

Here, two industry leaders share tips for designing successful pickleball spaces:

WAYNE MORRIS CEO OF CENTER COURT PICKLEBALL

72. The colors of the court should be at least two-toned with the kitchen being a different color. The color of the walls should never be a light color as players will have a hard time seeing the balls.

73. Court size is critical. Each court should be at least 30 feet by 60 feet — if not larger — and individually fenced. Put drink rails and seating on and around the fence to allow for socialization and viewing. Great lighting is necessary for both indoor and outdoor spaces.

CHUCK OSTERINK PRESIDENT AT MVP SPORTS CLUBS

74. With the growth of pickleball and demand for court time, tennis and pickleball continue to vie for the same resources. When looking at space allocation, the investment in dedicated pickleball courts can drive membership growth as people are willing to pay for dedicated space.

75. Pickleball is so much about community that you want to design your facility in a way to maximize the opportunity for people to connect. Include social spaces and other connection points where members can meet and gather before and after playing.



RETENTION

The reasons to stay with a fitness club evolves throughout a member's lifetime.

ADAM HEALY, the general manager at Waverley Oaks Athletic Club, shares tips for how to improve the chances of retention throughout the stages of membership.

76. Make it easy to say yes at the start. Break down all fears or hesitations with month-to-month plans and eliminate the fees. Their excitement

to get started fuels their success in the first 60 days. Then they're hooked.

77. Connect new members with your technology right away. Setting them up with your app as soon as they join makes it easier for them to explore all you offer and try new things. It also allows you to better communicate with members which builds further loyalty.

78. Provide members with more than just exercise at your club.

Create community through charity like food or toy drives, member appreciation socials, pop-up shops in your lobby, fundraisers like Pedal to End Cancer and Friday Night Fun events. Members want to connect with your team in different ways.

79. Give your members services that few others have and deliver excellence in these areas. It seems like a simple answer, but it takes detailed analysis of where the op-

portunities are, if those opportunities align with your culture and how you can establish an operational plan to be the best.

Bonus: Use a continuous communication system where members can express their feedback and ideas. Whether it's surveys, a QR code or an old-fashioned suggestion box, giving the members the opportunity to feel heard goes a long way to keeping them coming back.

RECOVERY



CHAD SHAW

Recovery is a growing area within the industry. New modalities are being developed, and members are realizing the importance of recovery after exercise.

Here, two industry experts share tips for offering recovery to best serve members:

CHAD SHAW COO FOR FIT ATHLETIC CLUB

80. Practice contrast therapy. The alternating use of warm and cold temperatures in quick succession is an ancient recovery method known as contrast therapy. At our club, the sauna and cryotherapy chamber are extremely popular with members. This recovery technique is shown to relieve tension, enhance circulation, improve immunity and boost mental health post-workout.

81. Diversify recovery modalities. It's crucial to utilize a variety of modalities to achieve full recovery and feel your best. Some new and tried-and-true recovery therapy options include laser light, massage and aquatics. As a holistic health center, we offer these and more in-house to provide

comprehensive support to help members reach their goals.

82. Implement active recovery programs. Incorporate low-intensity activities like yoga or light cardio into your exercise routine to bolster recovery after a workout without compromising your fitness goals. Active recovery aids in muscle repair, increases blood flow and reduces soreness. For our members, we offer yoga and deep stretch classes on-site at our clubs.

SHELDON MCBEE EXECUTIVE DIRECTOR AT UNIVERSAL ATHLETIC CLUB

83. Holistic wellness beyond workouts. Transform the gym experience by expanding beyond traditional exercise. Integrate recovery services, such as red light therapy, PEMF, massage chairs and oxygen training, while also emphasizing the value of recovery classes. Our well-attended athletic stretch classes provide members with a guided recovery option. Offering complimentary compression therapy as part of the membership not only adds value but introduces

members to premium services. Over 10% of our weekly check-ins engage in these offerings, enhancing overall satisfaction and club utilization.

84. Branding tiers for health and vitality. Introduce membership tiers that emphasize health and vitality and offer more than just access to equipment. Enhanced memberships include a spectrum of rejuvenation services and personalized guidance from trained staff. This unique approach allows for the creation of exclusive experiences, redefining membership tiers and catering to members' individual health goals with services like red light therapy, oxygen training, cold therapy, lymphatic drainage, PEMF and more.

Bonus: Maximize personal training impact. Elevate personal training agreements by providing up to a 25% discount on recovery services. This not only becomes an upsell opportunity but also enhances the client experience. Our trainers integrate tools like red light therapy and PEMF into programming, creating a more comprehensive and goal-oriented training regimen for clients.



SHELDON MCBEE



ADAM HEALY

RISK MANAGEMENT

Modern times mean modern problems club operators should be aware of when planning risk management strategies. **BRIAN RAWLINGS**, the vice president of FITLIFE Insurance Program, shares two tips that can prevent or help when sticky situations happen:

85. Review your lease terms. Many gyms and fitness clubs lease their buildings. Some of the key terms to review would be who is responsible for maintenance and clearing of sidewalks and parking lots and liability associated with those areas and who is responsible for property losses due to roofs that are in disrepair.

86. Use surveillance footage. In an increasingly litigious society, we are finding more and more the true value of video surveillance to often tell the real story of what happened when a member alleges to have been injured on equipment, a confrontation with another member or staff person, or a slip and fall incident.



BRIAN RAWLINGS



SOCIAL EVENTS

Social events are a great way to foster deeper connections with members and create community within your club. From holiday parties, local outings and social hours, the possibilities are endless.

Here are three pieces of insight from a study done by OnePoll, an international marketing research agency, on what social events people want to attend:

87. Some of the most popular events include those that explore local attractions or areas like after-hours at a museum or gathering at a local restaurant. In fact, 73% of responders would attend these events.

88. Though almost half also claim they wouldn't attend an event if they didn't know anyone attending, 42% of people would happily attend an event just to connect with others. Encouraging staff who members interact with the most to be there could increase participation and foster stronger connections.

89. Know your audience. While comedy and trivia nights are popular in San Francisco, California, live music and concerts are a bigger hit in New York City.



SMALL GROUP TRAINING

Many clubs are seeing success in small group training (SGT) because participants can have the community experience from big classes and still receive individual feedback from trainers.

Two industry experts share tips for designing successful SGT programming:

STEVE BORING

FITNESS DIRECTOR FOR ROCHESTER ATHLETIC CLUB

90. Engage your staff, and the members will follow. Allow your staff to have the lead role in creating the type of small groups you offer. Let their personalities shine through. You will always be more successful marketing a great person than marketing a time slot.

91. Be aware of fitness trends but don't hop from trend to trend without reason. Consistency is the key to long-term success. Build consistency through relationships and easy-to-follow programming. The basics are important, and they never go out of style.

VICTORIA TOLBERT-ASHLEY

NATIONAL DIRECTOR OF GROUP FITNESS AT XSPORT FITNESS

92. Diversify offerings with niche market classes. Go beyond the conventional SGT approach by introducing a process for curating niche market classes. These specialized sessions have the potential to generate heightened interest and swift revenue. Examples could include sport-specific or event-specific classes. Embrace current trends, as today's clients seek not only the ultimate experience but also tangible results.

93. Emphasize intentionality in a group formation. Deliberately consider intentionality when assembling groups, aiming to connect participants who share a common cause or goal. For instance, create groups such as "Cancer Crushers," "Pound Purgers" or "Socialite Sizzlers." This approach enhances the sense of community and fosters a shared commitment among participants.



STEVE BORING



VICTORIA TOLBERT-ASHLEY

SOCIAL MEDIA MARKETING

Social media is a great tool to connect with members when they're not physically in your club. Sharing well-curated content can be a way to stand out in the industry and generate leads.

Here, three industry experts share campaigns they've had success with:

BREA BALLARD VICE PRESIDENT OF MARKETING AT TRUFIT ATHLETIC CLUBS

94. To boost social media engagement, consider hosting live Q&A sessions featuring your training staff and fitness instructors. Promote the events, invite member questions and offer valuable workout tips. This fosters a deeper sense of community, allowing members to connect with staff and build trust, ultimately enhancing the gym experience.

95. Boost social media engagement by promoting a fitness challenge tailored to your gym. Encourage participants to share their progress on social media platforms using a dedicated hashtag. By fostering a community of support and accountability, you'll amplify brand visibility and inspire

others to join the challenge.

Bonus: To optimize your social media strategy, adhere to the one-third rule. Allocate one-third of content to promotions, one-third to member engagement, and one-third to tips and motivational posts. This balanced approach ensures diverse, engaging content and fostering community interaction while subtly promoting your gym's offerings.

CAITLIN DALY SOCIAL MEDIA MANAGER AT CLUB LA MAISON HEALTH AND FITNESS

96. Make your social media social, not a billboard. Beyond club announcements, share engaging content on social media. Interact with potential members, celebrate their milestones and create a sense of community. By fostering connections beyond club walls, you make them envision themselves as valued members, enhancing engagement and loyalty.

97. Developing a distinct club identity and online voice is key to transitioning your community from in-person to online. Shaping a relatable

personality transforms your account into more than a business — it becomes a friend on social media, fostering a sense of camaraderie and community across digital platforms.

98. Feature members for personalized content, driving engagement with active participation from friends and family through comments, likes and shares. This inclusivity fosters relatability, motivating potential members and instilling a sense of belonging. Incorporating members makes workouts more relatable and creates an inviting club environment for everyone.

DEBBIE LEE SENIOR MARKETING DIRECTOR AT GAINESVILLE HEALTH & FITNESS (GHF)

Bonus: Hands down, the single most engaging topic is anything related to staff. This is a huge differentiator in our market, especially with our owner, Joe Cirulli, and our GHF ambassador, Billy Bob, who is 99 years old. We also get high engagement on highlights of GroupFit instructors and employee milestones.

Bonus: Share employee or gym events. Our participation in our city's Christmas parade, employee award events, behind the scenes decorating for Christmas, after photos of our newly renovated sauna, plans of our upcoming 11,000-square-foot expansion and new equipment being delivered are successful things we've shared.



BREA BALLARD



CAITLIN DALY



DEBBIE LEE



COLLEEN KENNEDY

SALES

The World Health Organization defines health as "a state of complete physical, mental and social well-being, not merely the absence of disease or infirmity."

*Here, **COLLEEN KENNEDY**, the director of sales at The Houstonian Club, shares how the organization taps into all aspects of health to increase sales:*

99. Since the pandemic, prospective members of all ages

are very interested in belonging to a community. Therefore, each manager of every department is responsible for creating programming in their area which would foster those relationships. We call it a "club within a club." We even have a knitting group which formed out of our yoga program.

100. We have a robust schedule of programming, social events and educational programs. We capture these impactful events and programs and share them through our website, app, social media and press releases. The goal is always to create memorable experiences with a consistent level of service that members will share with prospective members for word-of-mouth referrals.

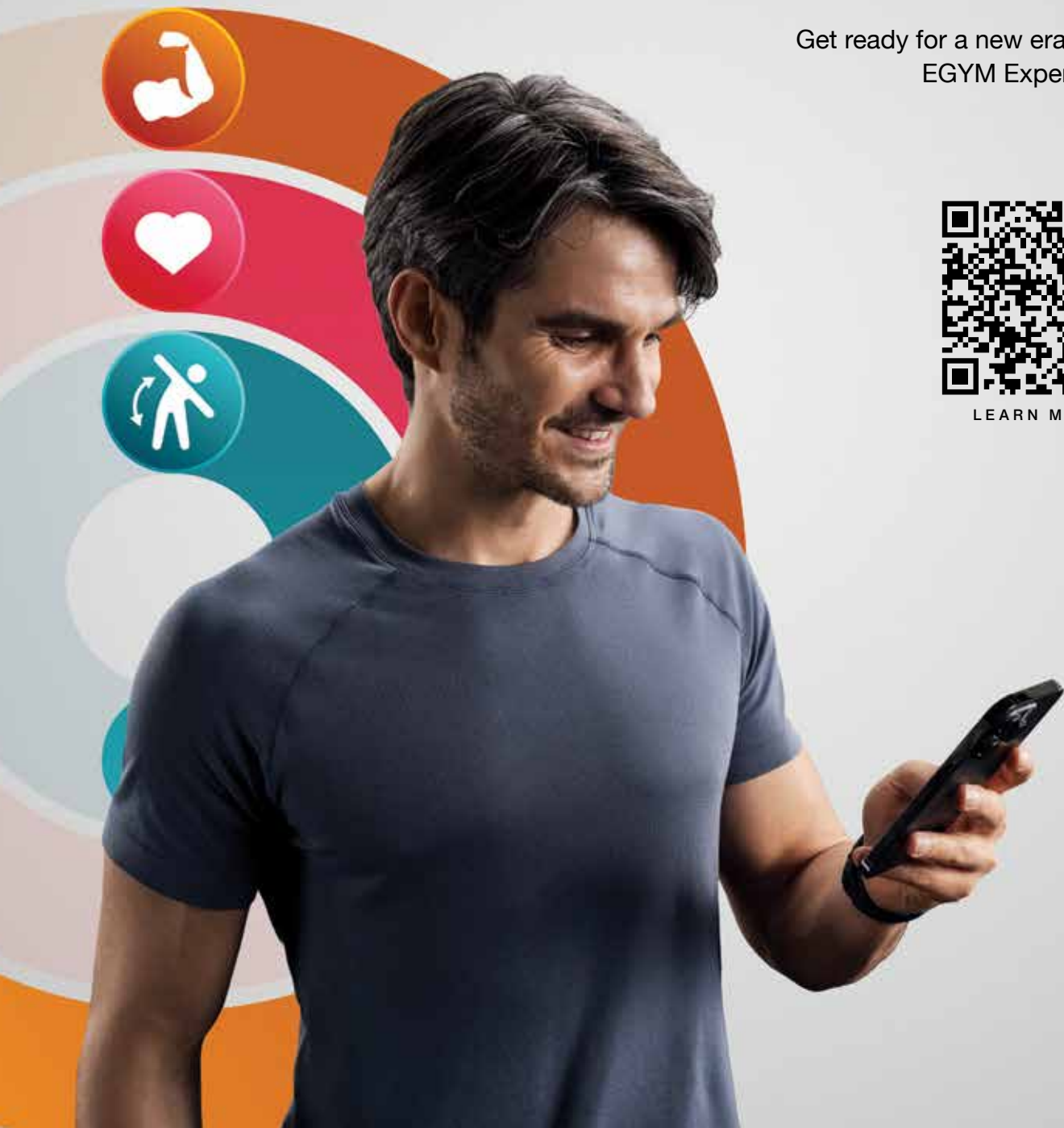
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DANA MILKIE of
EGYM

Top Tips

Your members want a holistic, connected fitness journey both inside and outside your facility walls. Whether hitting the weights during a strength training session or embarking on a weekend hike, they want to have a comprehensive understanding of their health and get the rewards their workouts deliver. Here are three tips we suggest to inspire your members and empower them to track their progress effectively:

1. Offer a branded member app that tracks workouts inside and outside the gym and connects to wearables.
2. Create a personalized training plan for each member that incorporates a variety of exercises across the entire fitness floor.
3. Ensure automated check-ins for members are scheduled to track progress and perform strength tests.

More From EGYM

EGYM Genius is an AI-powered feature that connects the entire gym floor, including EGYM Smart Strength and all analog equipment within the gym, and curates hyper-personalized training plans for members based on goals, training activity and available equipment. By analyzing billions of data points, EGYM Genius continually optimizes training plans and tracks workout progress to deliver the perfect, personalized training plan every time.

For more information, contact EGYM at egym.com, us-sales@egym.com or call 720.900.2526.



ADAM GUIER of
Freemotion Fitness

Top Tips

1. **Digital content leads to retention.** It's no longer enough to simply engage members inside a facility. Today's operators must offer a true omnichannel fitness journey, providing an entire ecosystem of exercise offerings, physical and digital, to engage members wherever they are.
2. **Content is key.** Not all digital fitness content is equal. To be engaging, it must be interactive and experiential. Members who enjoy what they're doing will be hungry for more.
3. **Invest in interactivity.** Investing in interactive equipment that responds to content is something members can't get anywhere else — which means they will keep wanting to revisit to experience it.

More From Freemotion

In 2020, we launched a revolutionary, interactive cardio line — the 22 SERIES — which seamlessly integrates with the iFIT digital platform. The entire design process of the 22 SERIES machines was geared toward member engagement. With iFIT, users can access a plethora of workouts, virtual landscapes and training programs. Each 22 SERIES cardio machine features auto-adjusting technology that controls the speed, resistance, incline or decline in sync with the on-screen coach's command and route topography. As a result, the 22 SERIES goes beyond traditional cardio machines by making members feel as though they are running, walking or cycling alongside their coach.

Adam Guier is the VP of North America Sales at Freemotion Fitness. He can be reached at 619.315.9914 or adam.guier@ifit.com.



BRAD HOUX

STAFFING

So you've hired qualified staff, but how do you keep them? **BRAD HOUX**, the vice president of operations of Midtown Athletic Clubs, shares three tips for how to create a position employees don't want to leave:

101. Foster a culture of feedback that flows both upstream and downstream. Leaders need to be vulnerable and model the behavior of both giving and receiving feedback. When a safe space is created for giving feedback, team members will feel more empowered and connected to the success of the organization.

102. Align around your purpose. Why do you exist? Team

members want to know they contribute to a greater cause beyond financial growth for the company.

103. Create a job they want. Livable wages and good benefits are table stakes. Prioritize full-time opportunities over part-time. Offer cross training, career planning and professional development. In a battle for talent, the employer offering the best jobs wins.

STRENGTH

A Harvard T.H. Chan School of Public Health study found strength training can lead to better mobility and decrease risks of cardiovascular disease, cancer and diabetes. Because the benefits of these workouts are becoming more well-known, many people are flocking to these areas in gyms.

Two industry experts share tips for how to educate members and provide a good experience in strength areas from the first rep:

PRESTON PETERSEN

VICE PRESIDENT OF FITNESS
AT GENESIS HEALTH CLUBS

104. Progressions are important. Many people are skipping basic movements in a controlled environment to perform more complex multi-joint movements before they're ready. Moving too fast oftentimes compromises the exercise experience and deters the member from compliance. Offer an onboarding program geared toward the members' needs and a follow-up system with your personal training team to make sure they are using the club and the programs as suggested.

105. Lower the intimidation factor. Design the strength section of the gym to allow beginners to feel comfortable. Make sure the areas that attract the more advanced lifters are not an obstruction to

the areas that typically attract beginners. In simpler terms, keep the heavy lifting to one or two areas and be intentional about ease of entry for a novice.

RAPHAEL KONFORTI

SENIOR DIRECTOR OF FITNESS BUSINESS
AND OPERATIONS AT 24 HOUR FITNESS

106. Strength is popular, however members still need education on properly performing it, especially with the higher risk of injury. Provide guidance on strength equipment through your staff and digitally.

107. Plate-loaded equipment is expanding across gym floors. Ensure you've budgeted correctly for weight plates and been thoughtful about the placement of plate towers to make it easy for members to load and unload weights.



PRESTON PETERSEN



RAPHAEL KONFORTI



THE · EXCHANGE

Additional Insights from Professionals on
CONNECTED FITNESS



DEVIN PARRICK of
TrainerMetrics

- 1. Always evaluate your clients.** Keep in mind the only fair way to assess anyone is versus a previous version of themselves.
- 2. The key to success is consistency.** Create and enforce a standard operating procedure where the trainer and the client agree upon assessment, frequency and accountability.
- 3. Set SMART goals.** Effective goals are specific, measurable, achievable, relevant and time bound.
- 4. Keep it simple.** The objective is to identify meaningful trends that keep clients engaged, and there's no greater gamification than progress toward goals.

More From TrainerMetrics

TrainerMetrics rescues personal training teams from the black hole of paperwork by digitizing and automating the entire workflow from intake, assessment, programming, progress reporting and sales forecasting.

Seamless integrations maximize your existing technology investments and ensure your data is always synchronized and accurate. Process automation and user dashboards keep your teams up to date on outstanding tasks, client results and staff performance. Give your teams the productivity tools they need to succeed.

Devin Parrick is the CEO of TrainerMetrics. He can be reached at 424.241.2318 or sales@trainermetrics.com.

TRACKING TECHNOLOGY

Wearable or body measuring technology has become commonplace in the fitness industry, but some members are reluctant to adopt their use.

Here, **MARY EDWARDS**, the director of fitness at Cooper Fitness Center, shares two tips to promote the use of tracking technology:

108. Make login/set-up a part of new member sales and orientation processes. Then, run engagement opportunities periodically to help users with questions or engage new users.

109. Create website content to support the purpose, proper use benefits, etc. of these technologies. For example, we have a page on heart rate tracking with Myzone with a video and FAQ. Plus, we've incorporated this content into one of the monthly Fitness Files articles our personal training staff help write.



MARY EDWARDS

Getting Creative with Outdoor Training Spaces



Unique areas to add outdoor fitness spaces at your facility.

If you're interested in creating an outdoor training space for your facility but you're not sure where to put it, here are three places you should consider.

The Parking Lot

If you have ample parking for members and redesignating some spaces wouldn't pose an inconvenience, an outdoor training space can be created in your very own parking lot. For this area, it would be important to construct a fence or other barrier to create a zone that's safe for members and secure from outside traffic or other hazards.

Secure storage will be an important consideration here as well. The equipment you select should include dedicated, lockable storage for all integrated accessories and components. Otherwise, you'll run the risk of your training gear growing legs and finding a new home.

With the addition of rubber or turf flooring along with custom colors and branding, you can turn a parking lot training space into a true extension of your facility

— one that will welcome existing members and attract new ones.

Old Basketball or Tennis Courts

If the basketball or tennis courts at your facility are no longer being used or are underutilized, consider turning that space into a dedicated outdoor training zone.

With custom flooring, outdoor-rated strength equipment and accessories — and lockable storage customized to reflect your facility's colors and branding — your members will never realize that your high-quality outdoor training zone was once an old basketball or tennis court.

The Roof

If the structure of your facility enables it, a rooftop training space creates an exciting new experience for members without adding extra real estate. The rooftop exercise zone can simply be an extension of your most popular training facilities indoors. For example, bring outdoor-rated strength and functional equipment outside.

Structural considerations will be important here, and you

may find the best solutions are freestanding training stations that don't require anchoring. Additionally, integrated storage will be crucial to avoid members bringing accessories in and out of the facility. Any equipment and accessories that are placed on the roof should be weather-resistant, designed for outdoor use and have dedicated storage.

Finally, if none of these options are available in your current space, consider investing in a mobile training solution designed to bring training on the road. Through the use of mobile gyms, clubs and organizations can train members in new locations — such as community parks, fields, beaches and more. Just don't forget to request the appropriate permit.

Gone are the days of being confined to the four walls of your facility. It's time to think outside the box.

➔ **Nick Vay is the vice president of commercial sales at BeaverFit. He can be reached at nick.vay@beaverfitusa.com or visit beaverfitusa.com.**

PROGRAMMING

SHIFT HAPPENS!

How to create mindful and meaningful studio fitness experiences for Gen Z.



Group fitness has evolved quickly. Much market research has been conducted, and we can read the findings, but how do we leverage this knowledge? We're lagging behind when we force classes into the same studios with the same formats, expecting the same results as our prepandemic world. Sparking new trends, Gen Z is becoming one of the biggest consumers of fitness in our clubs, and we must adapt to keep up. Here are some actionable steps to make a shift:

Vocabulary Shift

Move away from the terms group fitness and Group X. They are dated, much like aerobics. Let's shift to "studio fitness" and term our spaces likewise – Cycle Studio, Mind/Body Studio, Main Studio, etc. This conjures images of boutique fitness to website and club visitors. We can offer many boutique style classes under one roof.

Space Shift

Strength training, wearable technology, influencers and anything consumable in the moment are trending. Inside studios, offer spaces with props for members to use when a class isn't in progress. Selfie or video stations, alternative lighting, and individual stations with rigs, heavy weights,

TRX straps, turf, ring lights and other options will increase studio usage at off peak times. Highlight these spaces on social media and when classes are in session. Spaces like these will market themselves with your members tagging your club in their social posts and Instagram Reels.

Physical Shift

Just because you're offering a group class does not mean it must be held in the studio. Circuit classes held on the turf or fitness floor, running/training classes on the treadmills, or cross training between cardio and strength machines offer amazing opportunities to cross pollinate your traditional class goers with your traditional strength trainers. Why not offer an outdoor class in an outdoor space called The Playground?

Schedule Shift

Switch offerings up quarterly. The new generation of fitness consumers crave series classes that are purpose driven with a beginning and an end. The Saturday 9 a.m. class with the same format week in and week out is a thing of the past. This generation wants fast results, thus committing to a series makes sense. Classes offered in a series that also include an educational component are

a great way to capture all generations of class consumers while keeping classes fresh and exciting. For example, a dance format that starts with basic steps and builds for 12 weeks into something inspirational, sweaty and motivational leaves members hungry for the next build. A strength series that starts with basic lifts and gives progressions and weight increases over an eight-week series, delivers results and gives members an understanding of how to lift on their own. How about a progressive treadmill class that culminates in a group race? Create community with limitless possibilities.

Instructor Shift

Leverage the personal training staff. They have the opportunity to stand in front of potential clients when leading a studio class. Widely, personal trainers have specialties that would fit perfectly into a series class. The commitment is brief, and there's opportunity to educate on a specific skill and build a book of clients from current gym goers. Shift happens. Embrace it.

➔ **Carter Collins owns IFTA – for quality, affordable certifications, visit ifta-fitness.com – and is the VP of studio fitness for Fuel Fitness Clubs. She can be reached at carter@ifta-fitness.com or ccollins@fuelfitnessclubs.com.**

Maximizing Club Revenue: Strategies for Optimal Collectability



How to achieve a high collectability rate.

In the competitive realm of the fitness industry, achieving a high collectability rate is a remarkable feat, signaling operational excellence and a commitment to member satisfaction. But it can also be the difference between keeping your doors open and closing shop. Through strategic planning, efficient execution and partnerships, clubs can begin their journey to success by implementing the key strategies outlined below.

Empowering Member Services Personnel

Establishing a dedicated Member Services department is a critical step toward high collectability rates. Clubs ensure members receive optimal support and assistance by empowering frontline staff with accurate information and superior customer service training. Additionally, transitioning bookkeeping responsibilities to this team can streamline operations and enhance overall efficiency.

Simplifying Membership Options

Another effective tactic is simplifying membership offerings to reduce confusion and

streamline communication. By consolidating options into a few clear categories, clubs facilitate decision-making for staff and members. This clarity can lead to improved sales and increased member satisfaction.

Accurate Data Collection with Member Control Access

Accurate data collection is essential for maintaining high collectability rates, and clubs can achieve this through innovative member control access solutions. These devices allow front desk staff to stop members with outdated information such as email addresses, credit card numbers and billing information. By addressing data discrepancies promptly, clubs can ensure accurate billing and communication with members.

Proper Billing Timelines

Strategic billing schedules are crucial for maintaining financial stability and member satisfaction. Aligning billing dates with members' paydays can optimize payment collection and minimize issues with declined payments. Prompt communication and resolution of payment discrepancies are essential for preserving member trust and loyalty.

Utilizing Add-On Solutions When Necessary

In addition to internal strategies, clubs can leverage add-on solutions to streamline

operations and enhance billing processes. Partnering with specialized providers offers access to tools and technologies designed to optimize efficiency and maximize revenue collection. By integrating these solutions seamlessly into existing operations, clubs can enhance their ability to achieve and maintain high collectability rates.

When looking for add-on solutions to help with your billing processes, finding a partner that works with your existing facility management software is imperative. In many cases, your software provider will offer these services, giving you the added benefit of knowing that the information in your software database is also used to process your billing, returns and collections.

Conclusion

Achieving a high collectability rate requires a comprehensive approach encompassing efficient member services, simplified offerings, accurate data collection, strategic billing and strategic partnerships. By implementing these strategies, clubs can enhance operational efficiency, improve member satisfaction and achieve tremendous financial success.

➔ **John Heppenstall is the senior sales executive at Jonas Fitness, Inc. He can be reached at john.heppenstall@jonasfitness.com or visit jonasfitness.com.**

OPERATIONS



Timetable Hacks for a Winning Studio

Three tips to ensure your facility is extracting full value from its group training studio.

From the rockstar instructors you choose to deliver workouts, to the frequency and diversity of the programs offered, a thriving studio is all in the planning. Here are three simple tips to ensure your facility is extracting full value from its group training studio.

1. Benchmark your studio's performance.

Legendary management consultant Peter Drucker famously said, "You can't manage what you don't measure." By assessing your studio's current state of play, you can better map out your growth targets. Some of the world's most successful facilities offer programming for 60 to 80% of opening hours. Instructor-led live classes should make up the lion's share of the day, supported in off-peak with on-demand virtual programming. Your ideal weekly group training attendance should be around the size of your total membership. If you're not currently benchmarking your group training attendance, you can estimate it by multiplying the average attendees per class, by the amount of classes held per week. From there, you should aim for total weekly facility visits that equal twice your membership, with 50% of visits generated by group training.

2. Schedule your timetable horizontally. Analyzing your timetable day by day is important, but scheduling horizon-

tally – not vertically – is where you win. Horizontal timetabling allows you to be flexible with your timeslots, and crucially, broadens the scope of who they attract. So offer each core program at least two or three times a week within a one to two-hour timeframe for maximum impact. If you're scheduling strength workouts at the same time every evening, you're missing out on a cluster of members who can make it an hour earlier, or those who can only make the morning slots. For example, timetabling the same class at the same time every day means there's a chance to swap out one of those for something else. A lot of members might only be able to attend the 6 p.m. timeslot, so it's important to offer them variety in their training to keep them coming back.

3. Offer a broad range of programming.

Modern members make purchasing decisions set against a backdrop of unprecedented choice and expect their fitness experiences to offer the same flex. Curating an irresistible studio that drives loyalty requires a diverse timetable spanning multiple genres. To reach a broad audience, core group training programs should include strength, cardio and mind/body, while also being mindful of emerging trends.

➔ For more information, visit lesmills.com.



WEARABLE IOT: Connecting Bodies, Minds and Communities

The benefits of investing in wearables and connective equipment.

From Apple watches to Garmin's and even the rise of the screenless wristband Whoop, wearable IoT devices are helping people connect with their bodies and communities. With RFID, integrated GPS, pedometers and even heart rate monitors, IoT has allowed fitness to become even more social with these devices tracking the who, what, when, where and how of people's exercise routines, with the options to share it with friends through apps like Strava. Not only has this given endurance athletes the ability to optimize their training and share their routes with fellow elites, but it's also invited a larger market of people to connect with their bodies through health and wellness insights, along with the drive to get up and work out.

Like the pedometers before them, these bands have given people an innate incentive to work out – competition. By sharing mileage, speed, calories

burned, power output and steps taken, people have been driven outside and to the gym to try and meet or exceed their friends' and their own goals on virtual leaderboards and through PR badges. From a logistical standpoint, the GPS capabilities of these watches have brought functionality to this social nature, allowing people to share their cycling and running routes, along with potential hazards, detours and even sprint sections for which people can compete. This has even created virtual clubs, nationwide competitions and a stronger-knit community of athletes where safety can be prioritized through user-generated input.

As mentioned, these capabilities were initially targeted toward endurance athletes, but as this hardware and software continues to advance, it gives more and more people the ability to understand their bodies and reach goals beyond physical appearance. With live heart rate

readings to sleep quality, pulse oxygen levels and heart rate variability, these watches generate health and wellness insights that create personal goals for any athlete through benchmark scores like Vo2 maxes, resting heart rates and even recovery scores that track how well their body bounces back after their most demanding workouts – pushing them to push themselves, rest and recover so they get more out of the work they put in.

So, how do gyms tap into this market of athletes tracking their gains through IoT? By focusing on investing in equipment that connects to these watches for integrated stats, setting up in-house competitions, or even putting up friendly reminders for patrons to “start activities” when exercising, gyms position themselves as a means to these end goals guests have while supporting them tracking and sharing their journey with friends.

➔ **Kara Blaisdell** has served as the director of communications and public relations for the fitness IoT technology company Radianse for five years. For media or demonstration questions, she can be reached at kara.blaisdell@radianse.com.

OPERATIONS



Future-Proof Your Gym

How to take control with health club software solutions.

Ditch the daily grind and ignite member engagement. Health club software isn't just about managing your gym, it's about revolutionizing it. Imagine freeing yourself from tedious tasks to focus on what truly matters: creating an engaging environment that skyrockets your growth.

Navigate the Software Landscape

With a wide array of options available, finding the perfect fit is key. Consider your gym's size, budget and essential features to select the software that becomes your strategic partner.

Embrace the Transformation

Invest time in mastering your chosen software. The deeper your understanding, the greater the results. Witness a surge in efficiency, exceptional customer service and explosive revenue growth.

Benefits that Fuel Your Success

- **Effortless Efficiency:** Automate everything from member management to scheduling, billing and marketing. Free yourself for strategic planning.
- **Delighted Members:** Offer a seamless experience with convenient online access for bookings, account management and payments. Watch

member satisfaction soar.

- **Revenue Rocket Fuel:** Gain valuable insights into member activity and trends. Target marketing campaigns with laser precision and unlock new revenue streams.
- **Data Fortress:** Protect your most valuable asset – member data. Enjoy robust security features to ensure information remains safe and sound.

Ready to Join the Revolution?

- **Protect Your Data:** Regular backups shield you against unforeseen events.
- **Empower Your Team:** Comprehensive training ensures staff leverage the software's full potential.
- **Stay Ahead of the Curve:** Embrace continuous software updates to access the latest features and functionality.

Don't just manage your gym, unlock exponential growth. Unleash the power of health club's software and start your transformation today.

➔ **Carole Oat, a former large club operator for 15 years, is the national sales manager for Twin Oaks Software. She can be reached at 860.829.6000 x281 or coat@tosd.com.**

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