

NATIONAL FITNESS TRADE JOURNAL

Summer 2014

The Industry Guide for Fitness Facility Management

A photograph showing two women running on treadmills in a gym. In the foreground, a woman with blonde hair tied back, wearing a pink long-sleeved top and black pants, is running on a treadmill. Behind her, another woman in a purple hoodie and grey pants is also running. The treadmills have large touchscreens displaying various fitness data. The gym has large windows in the background showing a scenic outdoor view.

Frontrunner: New Precor
Experience Series Treadmills

see page 6

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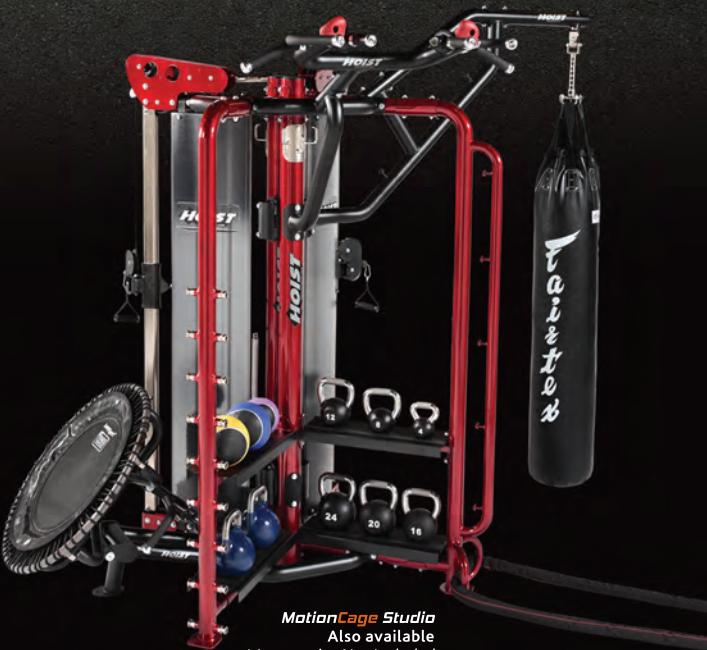


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Frontrunner: New Precor Experience Series Treadmills

Fitness Provider Needs Inspire Equipment Redesign

By Adam Hubbard, Director of Product Management, Precor



For years, Precor® has been a leader in treadmill quality, reliability and service—and it's not about to start running in place. Always forward-looking, the Woodinville, Wash.-based fitness equipment company has once again set a new standard in state-of-the-art treadmill technology with its completely redesigned Experience™ Series.

The next-generation equipment is designed to eliminate common pain points typically encountered by its three primary stakeholders: Facility operators, exercisers and service technicians.

To identify and eradicate these pain points, Precor, over the course of three years, conducted an extensive research project to obtain valuable insights from these three core groups—insights the company would subsequently apply to the design of its new models – the 885, 835 and 811.

In response to the research's eye-opening takeaways, Precor has created a new product that delivers a highly personalized, maximum-comfort experience for exercisers while also reducing cost of ownership for commercial customers through long-term reliability and operational efficiency.

FITNESS PROVIDERS

Treadmills typically are the core of any fitness center's cardio offerings, so it is vital that the equipment stay attractive and up to date. The Precor treadmill research project gathered feedback from several dozen of its commercial customers, including health clubs and universities across five countries. According to these fitness providers, the following treadmill characteristics are highly valued when determining what equipment to purchase for mass use:

- Reliability, above all else. Malfunctioning machines result in unhappy club members and a spike in maintenance and repair costs. The equipment must be stable, hardy and durable, with service parts readily in stock.
- Energy Efficiency. Machines with efficient motors and reduced consumption have lower operational costs.
- Cost. Not just the purchase price of the equipment, but also how operational and maintenance savings impact total cost of ownership (see reliability, energy efficiency).
- Aesthetics. Treadmills with an attractive, modern appearance elevate members' and potential members' opinion of the club.

By incorporating these demands into the treadmill redesign, Precor remains a leader in customer satisfaction. For starters, the equipment's 4 HP AC Drive Motor supplies higher torque and lower power usage than ever before. Moreover, the treadmill line's next-generation

motor drive system promises improved performance and efficiency.

Precor also made sure these were the “smartest” treadmills it’s ever made. Case in point: An “Active Status Light” has been added to each machine to alert club staffers at a mere glance of its current operating condition (more details on this breakthrough feature later in this story).

And to improve visual aesthetics, Precor opted for a sleek, simple and modern look.

“The new design looks aerodynamic and fast,” said Chris Pacifico, co-owner of Eclipse Fitness in Green Brook, New Jersey. “This treadmill is much more stable than other brands.”

EXERCISERS

To further understand the challenges of fitness operators, Precor observed and interviewed more than 200 real-world treadmill exercisers. Several common “wants” emerged, including:

- A comfortable, low-impact machine. The machine should feel solid and stable, and feature an abundantly wide running surface.
- A sense of privacy. Users don’t like to feel on display or to have their personal space violated. Therefore, they prefer a lower deck height and large handrails that provide separation from other exercisers.
- Ample storage space. Exercisers often bring personal items like water bottles, but also mobile devices to multitask as they exercise.
- Newness and cleanliness. Many exercisers select the newest looking treadmill because they assume it will operate better and more smoothly.
- Low noise levels. The reason for this preference tends to vary by gender. Generally, men like a quieter treadmill because they equate it with quality, while women prefer less noise because it draws less attention to them.

As a result of this feedback, the new Experience Series features a redesigned frame that improves console stability while delivering a solid feel and quiet operation. Meanwhile, its next-generation Ground Effects® Impact Control System (GFX®) allows each machine’s 22” x 60” running surface to absorb high-impact movements while providing maximum stability and a solid push-off.

Precor also improved the performance and efficiency of its Integrated Footplant Technology™ (IFT), which recognizes changes in an individual user’s stride and adjusts the belt speed accordingly.



To create a sense of user privacy and insulation, Precor lowered its new treadmills’ step-up height to 9.5” while also extending the length of the handrails. Additionally, an improved dashboard console design promotes cleanliness and offers ample storage space. Designed to give off minimum vibrations, the dash neatly stores metal bottles and keys in near silence, and conveniently secures even the largest phones in the perfect position for quick access and usage.

SERVICE TECHNICIANS

As a final step, Precor consulted another stakeholder group contributing to operator

success: service technicians. With arguably the most experience “looking under the hood,” this group of independent technicians cited the following criteria:

- On-product diagnostics that indicate the source of a malfunction, so technicians aren’t unnecessarily replacing parts at random.
- The ability to replace the belt and deck without moving the treadmill or disassembling the trim strips or side frame.
- Common fastener sizes and lengths to avoid tool changing and reassembly guesswork.
- Reduce small cracks or seams that are tough to clean.

With this feedback in mind, Precor designed the new models to be even easier to install, clean, maintain, troubleshoot and service. As requested, there is now a more easily replaceable belt and deck, and common fastener sizes and lengths.



A particularly key addition for technicians is the aforementioned Active Status Light that allows facility staff and maintenance personnel to quickly assess the operating status of a machine, based on the light’s color and whether it’s solid or flashing.

By addressing the needs of fitness operators, exercisers and technicians through insight-driven design, Precor has once again solidified its longstanding reputation as a frontrunner in the treadmill space, always outpacing the competition.

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A Better Way to Work Your Abs on The Abs Bench

by Sean Gagnon

Fitness expert and author, Phil Campbell, the creator of the Sprint-8 Cardio routine, has created a unique abdominal training method that involves the idea of pre-exhausting your upper abs before training your lower abs. The Abs Bench is the perfect abdominal machine to use because the exercises can be performed on a single machine without moving around to other equipment.



Many people today continue to erroneously believe that proper ab training requires a high number of repetitions to be effective. But there's a better way, a simpler way, and here it is: Train the upper abs separately from the lower abs, and train the upper abs first.

Work the upper abs like you would other upper body groups with similar number of reps for the upper body. And once the upper abs are exhausted, and cannot be used to synergistically assist the lower abs, turn your attention to training the lower abs separate from the upper abs. Phil's routine has been modified below to make it more user friendly for the average member. The premise is the same however - Tire out the upper abs then burn out the lower. Give it a shot!

Here is the workout. Upper abs 4 sets 20 reps. Lower abs 2 sets 20 reps. That's it. This workout takes so little time that you could even work this muscle group 3 or 4 times a week.

The best way to perform this workout is to find an abs machine where you can do only an upper-body quarter crunch, without engaging your lower abs at the same time. A machine that uses upper and lower abs in the same exercise will not work and defeats the purpose. The exercises must be separate.

That's why The Abs Bench is the perfect abdominal machine for this routine. It allows the user to perform forward crunches (upper abs), as well as reverse crunches (lower abs), separately (or together) on the same machine.

For the upper abs we want you to perform 'half reps' for a total of 20. What we mean is come only half way up, return and repeat. This will keep your abs under constant tension while only engaging the upper abs!

Recover for one minute and repeat for 4 x 20 reps. As you get stronger decrease the amount of rest between sets or increase the resistance by adding 5 pounds to the upper bar on The Abs Bench. Remember the body responds to progressive exercise.

Now that upper abs are exhausted your upper abs cannot synergistically kick-in to assist lower abs with the reverse crunch exercise on The Abs Bench

When you try to train your lower abs before the upper abs are exhausted, the upper abs and hip flexors will compensate and "help" perform the exercise, causing the lower abs not to work hard enough. Once the upper abs are exhausted, when you lift your legs during your reverse crunch exercise on The Abs Bench, you should feel little or no assistance from the upper abs. You will instantly feel your lower abs working.

Perform 2 sets of 20 FULL Repetitions on the lower crunch. Rest 1 minute between sets. We recommend having some resistance for the lower crunch right from the outset. Again, as you get stronger reduce the rest between sets or add more resistance. Remember - progression is the key!

Trying to work all of the ab muscles at the same time is less efficient and can take a long time. It also results in needless extra stress on the spine. Using the protocol described above allows you to train your abs more efficiently and more frequently. And The Abs Bench makes it easy to perform this workout all on one machine.

Variety Abounds

You've heard it said that variety is the spice of life. They same is true of your training. By constantly challenging your body with new stimuli you force it to continue to adapt and improve.

The Abs Bench allows unlimited training protocols because of its independent movements. Here are a few more examples.

WORKOUT 1:

15 reps upper crunch
15 reps lower crunch
15 reps double crunch.
Rest 1 minute and repeat for 2 sets

WORKOUT 2:

15 reps double crunch
15 reps upper crunch
15 reps double crunch
Rest 1 minute and repeat for 2 sets.

WORKOUT 3:

15 reps double crunch
Hold upper body crunch and perform
15 lower crunch
Hold lower body crunch and perform
15 upper crunch
15 reps double crunch
Rest 1 minute and move on! One set of
this workout is plenty!

As you can see the training options are limited only to your imagination on The Abs Bench. This makes it a very versatile piece that your members will love and get years of great use out of.

Dont Take My Word for It

I could go on and on about all of the great benefits of The Abs Bench but I'm sure you would love to hear from actual customers. Here are just a few of the great comments I've gotten recently:

"LOVE LOVE LOVE THE ABS BENCH!
We have one and I think it is one of the best ab benches EVER!"

S. Gory
Fitness Lady Health Clubs



"My members LOVE The Abs Bench!"

B. Bentley
The Weight Room Plus

"My members loved The Abs Bench so much that we ended up adding it to our other Planet Fitness clubs in CA."

Cecelia
Planet Fitness, Citrus Heights CA

The Abs Bench is the real deal and it will make a great addition to your club just as it has for your fellow owners above. Give your members a better way to train and they will be sure to thank you for it!

Sean Gagnon is the Vice President of The Abs Company. He can be contacted at 866-219-5335 or by email at info@TheAbsCompany.com.

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How Smartphone Technology Creates a Unique Club-Branded Entertainment Experience – and Personalized Marketing

For much of the past decade “The Member Experience” has been one of the most commonly used catchphrases in the fitness industry. The theory is when club operators enhance the member experience good will follows along with improved retention, referrals and sales. The member experience includes everything your customer knows, likes (or dislikes) about you and your business. This experience is personal and therefore foundational to your marketing and communications. It is the result of how well you deliver products and services.

You are building a business and a brand personality. Many factors influence the member experience including the look and feel of your club, how well you train and motivate your staff, and how well you inspire and empower your members. Nothing destroys a good club experience, or tarnishes a brand, faster

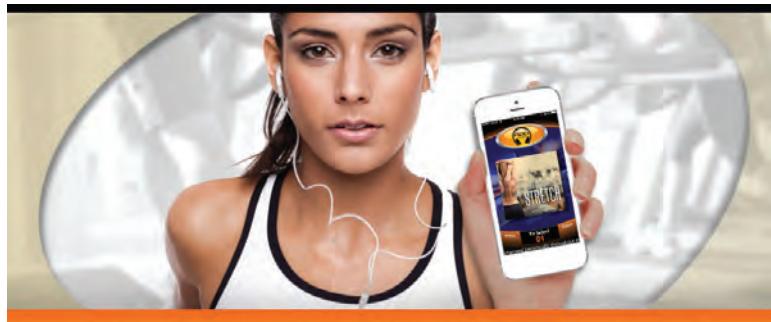
than boredom rendered by unengaged people, mind-numbing cardio or tedious strength training. Boredom is club

Kryptonite. Boredom creates a superhero-sized buzz kill that drives an otherwise rewarding experience to its knees.

Entertainment makes all the difference. In the 80s gym scene the introduction of TVs created a popular amenity providing exercisers with a welcome diversion. Membership grew. A succession of innovative entertainment products, including wireless FM and 900 MHz TV audio transmitters and receivers, advanced the offering. A wider choice of TV channels, personal screens and large flat-screen monitors enabled club operators to make a statement as their members enjoyed favorite programs, news and sports while they exercise. Integrated receivers and TV monitors in today's cardio machines make each

session an exclusive first-class personal experience.

In our 24/7 connected digital age, over 70% of members use their smartphones while in the club and exercising.



Now, a simple AppAudio download from iTunes or the Google Play store allows members to enjoy club TV audio on cardio equipment or anywhere in the facility.



Scrolling Message Ticker



Social Media Features



Scrolling Ad Panels

The member experience is shifting as technology and engagement tools evolve. Now, a simple AppAudio download from iTunes or the Google Play store allows members to enjoy club TV audio on cardio equipment or anywhere in the facility. They select the TV channel and roam the gym freely with uninterrupted program portability and digital wireless sound.

The AppAudio application also provides a club-branded menu of exclusive marketing features. This exciting technology was developed through a partnership between MYE Club TV Systems and MYZONE, two groups passionate about increasing the value of the member experience. The MYE Club TV product development team created most

of the innovative fitness entertainment technology used today. Distributed by CFM, MYZONE is the leading tool for developing more relevant facility-member and trainer-client relationships and has been installed in over 1,000 MYZONE upload hubs in 27 countries. Club owners and managers throughout the industry are celebrating the AppAudio application and the opportunity to provide untethered wireless entertainment and more efficient member engagement.

Club managers use the AppAudio platform to enhance member communications with branded graphics, scrolling text banners and advertising panels. The AppAudio menu tab easily accesses a variety of features including

class schedules, social media links, reward coupons and help topics. Forget about monster billboards in Times Square or Piccadilly Circus, or even Super Bowl commercials, because the most valuable advertising is the most personal – the 6-inch billboard and constant companion by everyone's side every day, even in the middle of a workout – their smartphone.

CFM is the exclusive worldwide distributor of the AppAudio system. For more information, call CFM +1 312-870-4800, visit www.cfm.net or call MYE Club TV Systems at 800-779-6759 or 661-964-0217 or visit www.myelclubtv.com.

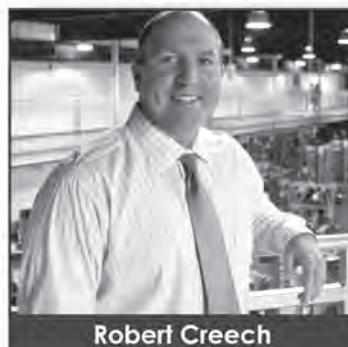
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Our Mission Continues

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You've invested your life in becoming a fitness professional that makes a difference; maybe it's time to invest a in mastering the skills you need to keep your business fresh, financially successful and growing in the years to come.



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Why Every Facility Should Have a Jacobs Ladder

Almost 10 years ago, Jacobs Ladder LLC bought the patent and rights to build Jacobs Ladder. “It’s been a wild ride.” Explains president Bob Palka. “When we first bought the assets and the patent, I had no idea where it would take us. Last month, we were at the NFL combine, IHRSA and FIBO. Trade show attendees have gone from, ‘What is that?’, 10 Years ago to, ‘I have been dying to try Jacobs Ladder’ today.” When Jacobs Ladder first started the operations in July 2004, very few people had experienced the high intensity, low impact nature of Jacobs Ladder. Today, Jacobs Ladder is a preferred supplier of Gold’s Gym and Anytime Fitness. It can be seen in UFC gyms, university strength facilities, military installations and professional teams around the country and the world. Jacobs Ladder LLC has shipped product to over 40 countries and boasts 20-25% of its sales internationally.

In the past 5 years, Jacobs Ladder has grown by over 30% per year and continue to grow at a strong pace with the introduction of new products like Jacobs Ladder 2 and, their most recent product, the Stairway. The Stairway uses the same drive train as Jacobs Ladder but in a stair climber form. “I can remember people telling me that the workout was too hard and that it would never take off. They would tell me that most people who work out, really don’t want to be working out. Yet, the thing that



kept us going were the people that were using Jacobs Ladder. They loved it and we knew our challenge was to get this product in front of as many people as possible.” NBC helped out because in September of 2009, Jillian Michaels asked for it on the *Biggest Loser*. She had fallen in love with it while training at Peak Performance in New York City with renown trainer Joe Dowdell.

Since that time, gyms all over the world have fallen in love with the high intensity, low impact nature of Jacobs Ladder.

“Obviously Jacobs Ladder is a great workout, but it is important for our new clients to realize their fitness level when they first come in. So, we put them on Jacobs Ladder. It is the best testing device I have ever seen. Then, every month we bring them back to show them how they have improved. It is definitely something that you need in every club and the reliability has been phenomenal!”

Ron Hemelgarn
Hemelgarn Enterprises
NFTJ Lifetime Achievement Award Winner – 1998

"I would not even think of opening a gym without a Jacobs Ladder!"

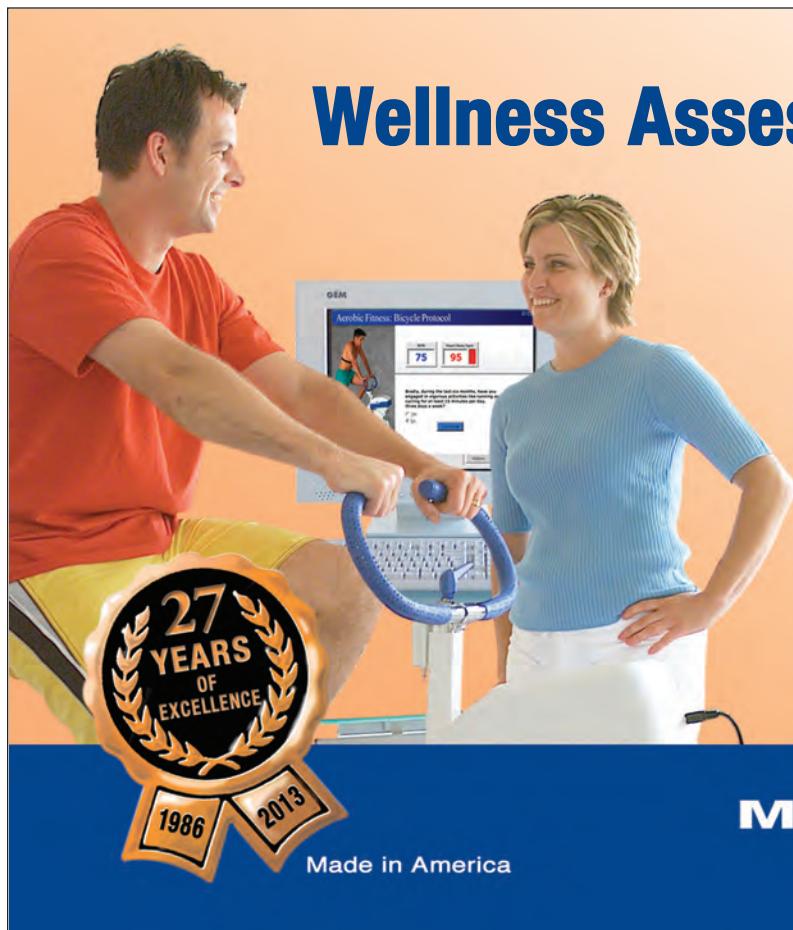
Tony Gray
The Rush Fitness Complex
Knoxville, TN

Once on it, Jacobs Ladder users are first intrigued by the workout. It is very engaging because you are climbing a ladder so, it is not boring like some cardio workouts. Then, the user gets a feel for the intensity. Normal users may only go for 5-10 minutes in their first workout because they are not used to the movement. It then becomes a challenge. Jacobs Ladder has recently launched a challenge to all Gold's Gym and Anytime Fitness locations. Jacobs Ladder will send out t-shirts to any client that climbs to the top of

Mount Everest (29,035 feet). Then they post their picture on the Jacobs Ladder Facebook page (<https://www.facebook.com/jacobsladderexercise>). It is a great way to get clients excited about the workout and get the gym some exposure as well. It has gone so well, Jacobs Ladder is considering opening the challenge up to gyms across the country.

Nonetheless, with all of the growth, Jacobs Ladder LLC concentrates on building durable products that will be in the market for years to come. "We believe we have a design that works" says Jacobs Ladder General Manager, Dave Dezik. "It not only works because of the workout for clients but because of the durability for gym owners."

For more information call (866) 697-4100, or e-mail info@jacobsladderexercise.com.



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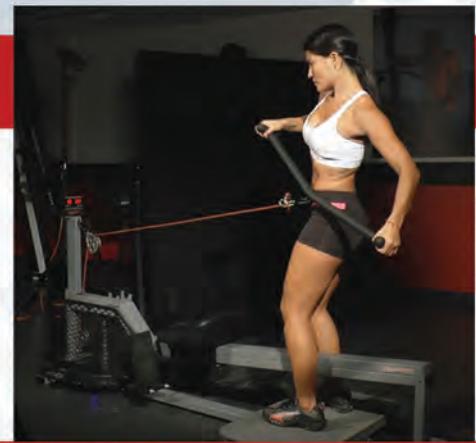
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TRUE Heart Rate Control – a TRUE Workout Advantage

Helping individuals reach their health and wellness goals is what the fitness industry is all about. Helping people learn how to effectively do that is something TRUE Fitness has worked on over its more than thirty-year history.

From the beginning, TRUE has focused on new technology and performance that help consumers live a healthier lifestyle. One area that Frank Trulaske, founder and CEO of TRUE Fitness, always believed in, and has become a signature of TRUE, is Heart Rate Control workouts and training.

Many of us have heard the term Heart Rate

Training. But what does it really mean? Heart Rate Training means that you are exercising at the correct intensity for your fitness level (Target Heart Rate) to ensure you see the results you want in the time you need.

How does it work? First, calculate your Maximum Heart Rate (Max HR) by subtracting your age (example: 30 years) from 220. That means that during exercise, your heartbeat should not exceed 190 beats per



minute at any point. To train most effectively, you should stay within your Target Heart Rate Zone, which is about 70-85% of the Max HR for healthy, moderately active people. Therefore, your Target Heart Rate Zone (for a healthy 30 year old person) is between 133 and 162 beats per minute.

The American College of Sports Medicine (ACSM) recommends exercising within your Target Heart Rate Zone to achieve maximum results. This Target Zone serves two purposes:

- 1) It makes sure that you don't over train. We all know what overtraining is. We start a new program or make a resolution. We get excited and start out at full speed, only to pull a muscle or run out of energy too quickly to finish. Staying within your Target Heart Rate Zone keeps you from working too hard.

- 2) It makes sure that you work hard enough. After you've been training for a while, your body begins to adapt to the activity: you can run longer at higher speeds.

This is great, it means that you're seeing results. BUT – if you want to continue to see results, you have to push yourself



TRUE was a pioneer in the fitness industry by putting focus on manufacturing treadmills that offer integrated Heart Rate Monitoring and custom Heart Rate Control programs.

a little bit. Staying within your Target Heart Rate Zone makes sure that you're working hard enough to continue to see results.

TRUE was a pioneer in the fitness industry by putting focus on manufacturing treadmills that offer integrated Heart Rate Monitoring and custom Heart Rate Control programs. TRUE Heart Rate Control programs keep the user within two to three beats of their target heart rate the entire workout. The TRUE HRC programs adjust both speed and grade to keep the user at their desired target heart rate. This provides an optimal workout whether the user wants to walk, jog or run, or no matter what their fitness level is. They will be able to achieve an accurate, consistent heart rate workout.

TRUE's Heart Rate Control workouts also let the user customize their workout, by deciding what their maximum speed and maximum elevation will be and how long they want their work out to be.

"By utilizing TRUE's patented Heart Rate Control® technology, you can customize workouts based on the specific target heart rate you wish to achieve," says Trulaske. "While the innovation Heart Rate Control technology is now nearly twenty years old, it remains the



smartest way to exercise and safely achieve the results you are wanting."

An added feature on TRUE product is TRUE's HRC Cruise Control. This is the easiest way to use Heart Rate Control. When using Cruise Control the user only needs to know what their desired target heart rate is, and wear a chest strap monitor. It is as easy as that. TRUE HRC Cruise Control allows you to "lock in" on your targeted heart

rate. Once your target is entered, TRUE HRC Cruise Control will adjust speed and incline automatically throughout the duration of your workout to maintain your target heart rate (operates just like the Cruise Control in your car.)



About TRUE Fitness

TRUE Fitness has had the same simple philosophy of delivering superior products, service and support for over 30 years. Today, TRUE® is the global leader in premium cardio equipment for the commercial and residential markets. Our goal is to be the leader in technology, innovation, performance, safety and style. TRUE has received many awards for its commercial and retail product over the years and remains the benchmark for the industry. Fitness facilities and consumers invest in TRUE products for their durable commercial platforms used in all its cardio products, commercial, light commercial and residential alike. For more information on TRUE Fitness, visit www.truefitness.com or call 1.800.426.6570.

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Creating Popular Group Strength Classes

A popular group strength class can become one more reason to stay a member of your club or to join your club. Recognizing this potential, many clubs have bought equipment for group strength but have yet to create a successful class around it. This article will provide tried and true guidelines to get your group strength classes up and running successfully.

At the outset, be encouraged by the fact that 6,000 CrossFit "box gyms" have figured it out, often with makeshift facilities and equipment and high fees. So there are lots of opportunities to take it to the next level and trump your competition.

For starters, ask yourself what popular exercise classes have in common. Here are three things most will recognize. They are fun. They feel like a great workout.

They attract a broad spectrum of ages and conditioning levels.

Some classes can be profit centers for personal trainers. Others will be covered by dues and led by group exercise instructors. Both will add to the perception that something new and exciting is happening at your club.

Making it Fun

When you think about popular exercise classes, you realize they almost always involve people performing the same

motion together. Fitness authorities have begun using the term, "social exercise." It follows that the equipment you buy should make this possible. This doesn't mean you have to buy several expensive resistance machines. Torque Fitness has designed its X-Rack and X-Lab systems for affordable accessories such as straps, resistance bands, body weight stations, and accessory trays. These enable everyone to perform the same motions together in an exhilarating full body group exercise experience.



With plenty of spaces for inexpensive accessories and stations, Torque's X-Rack enables endless full body exercise variety and workout creativity.

A Great Workout

Unlike systems with one station for each exercise, Torque group exercise systems incorporate multiple stations for each exercise. Resistance bands and suspension straps allow endless combinations of body movements to keep it always fresh and invigorating. In addition, accessory storage trays with medicine balls, kettle bells, and other popular accessories take variety even further. For this reason, Torque systems incorporate the most accessory storage trays in the industry. With ample accessories, muscle groups can be hit in a variety of ways for more complete muscle targeting. And with no two group sessions quite the same, workout boredom is a thing of the past.

A Broad Spectrum of Ages and Conditioning

With the accessories mentioned above, participants can adjust their body position and other factors to set the beginning resistance level and increase it as they progress. This means the same group can attract beginner, intermediate and advanced level participants representing all ages and conditioning levels. More advanced members serve as role models, and a team atmosphere encourage each member to progress toward ever higher levels of fitness and endurance.

Space Conservation

Some clubs may be holding back due to lack of space. Many group strength

systems require clubs to rearrange their space to accommodate the product. Torque's X-Rack and X-Lab are modular and can be configured to fit your space. The X-Rack wall-mount and free-standing systems have add-on modules as participation increases. . The X-Lab features multiple accessory storage trays that conserve floor space. The X-Lab Edge fits in a corner. These products offer multiple ways to fit existing spaces.

Covered by Dues or Extra Fees

Clubs can offer more advanced personal trainer-coached classes for fees, or more mainstream classes covered by dues. With scalable systems, each approach can start small and grow with participation. The personal trainer -coached classes will lean toward science and technique, while the mainstream classes will lean toward fun and exhilaration.

Summary

A popular group strength class can become one more reason to stay a member of your club or to join your club. With 6,000 CrossFit "box gyms" showing the way, it's ready to be taken up a notch in clubs. Torque Fitness offers products that fit your facility, are scalable to any group size, and accessorized to attract all ages and conditioning levels.



Torque's space conservation philosophy is embodied in the X-Lab Edge which fits in a corner.

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GymValet vs. Disposable Wipes

Create a Clean and Safe Workout Environment and Save Thousands of Dollars

Do you want to save thousands of dollars per year on equipment cleaning costs and benefit from the great reputation that comes with being a “clean facility?” Hopefully, you answered “Yes!”

It is well documented that a clean facility, and more specifically clean equipment, is one of your best sales and marketing tools—for member attraction and retention—as well as a great insurance policy against the spread of germs and viruses that can live on the surfaces of unclean exercise equipment. Remember...members go to the gym to get healthy, not to get sick!

To have a healthy workout environment in your facility, frequently touched, body-contacted, surfaces need to be cleaned after each use. Clean less frequently, and you run the risk of user-to-user bacteria or virus transmission, as well as having the unpleasant “gym smell” of unclean equipment.

Unsure of the best method for achieving consistent and effective equipment cleaning and sanitizing? Let's examine two of the most popular systems: 1) Disinfectant spray bottles and towels, and 2) disposable pre-moistened wipes. At GymValet®—the industry's #1 holder for spray bottles and towels—we strongly support the spray bottle and towel cleaning method for three documented and practical reasons:

1) Cost: Research has shown that in equal-use situations disinfectant spray bottles and towels can save you up to 90-95% versus disposable wipes. For many facilities that represents savings of \$5,000-\$15,000 per year!

Going a bit more in-depth, we studied ALL of the costs associated with the installation and regular use of disposable pre-moistened wipes, and GymValet-



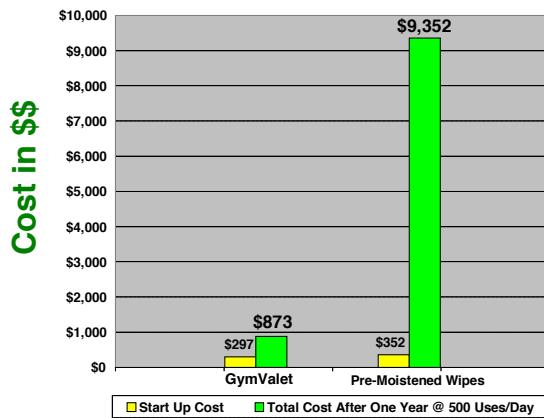
attached spray bottles and reusable towels. The results showed that the installation costs for the systems were very comparable. With regular use, however, the difference in system costs was extremely significant! The disposable pre-moistened wipes system cost a staggering 11 times more than the GymValet's spray bottle and reusable towel system (see Graph below!).

The bottom line on cost is that at approximately five to nine cents per individual wipe, facilities that use wipes find their equipment cleaning costs skyrocketing! One last cost-point that can't be overlooked is that in actuality the per-use cost of disposable wipes can run from five up to approximately 35 cents. This is because poor wipes perforation frequently leads to 3-4 wipes unnecessarily being dispensed per pull. Compare that to the 0.4 cents per use cost of using disinfectant spray bottles and towels.

2) Effectiveness & Convenience: The GymValet holder puts the spray bottle and towel right on the equipment—within one step

EQUIPMENT CLEANING ECONOMICS

Annual Equipment Cleaning System Costs



Ratio of Costs:

Wipes : GV = 11:1
(Assuming 1 wipe per use)

ALL START-UP AND REPLENISHMENT COSTS ARE BASED ON INDUSTRY AVERAGES FOR THE LISTED PRODUCTS.

- GymValet start up cost is based on: 8 GymValets, 8 spray bottles, 24 towels, and 2 gallons cleaning solution.
- GymValet annual total includes towel washing and drying costs.
- Disposable wipes start up cost: 4-700 count containers, 4 holder-stands w/wastebaskets.
- Annual GymValet cleaning system totals include cleaning solution costs.

or arm's length of the exerciser. This facilitates immediate cleaning before and/or after use. On the other hand, single-use disposable wipes come in bulky dispensers that are often located a good distance away from the equipment. This requires the exerciser to waste valuable exercise time walking between the equipment, the dispenser and the wastebasket.

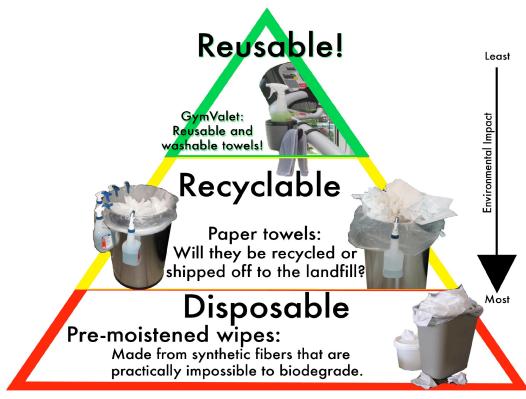
Any equipment cleaning system is only effective if it is used regularly! Inconvenient placement of cleaning supplies is directly correlated to non-compliance with user-to-user equipment cleaning recommendations. It's human nature; convenience breeds compliance! If a facility using disposable wipes is not spending a significant amount of money on wipes, most likely the wipes are inconveniently placed and members can not and do not clean and sanitize the equipment as frequently as they should. Guaranteed!

3) Environmental Responsibility: Single-use disposable wipes create a lot of waste. One roll of disposable wipes generates several garbage cans full of wipes waste. And, wipes are generally made from synthetic fibers that are practically impossible to biodegradable—not very eco-friendly!

Compare that to sanitizing equipment using a spray bottle and reusable towel where no waste is generated! Yes, the towels must be washed on a regular basis, but research shows that gym-quality towels (that cost about \$1 each) can be washed several hundreds times before being "retired." Let's do some simple gym math: If an average equipment wiping towel is used 50 times between washings, and is washed 300 times before being retired, that's 15,000 uses—for \$1. That's good value, and being environmentally responsible.

To best visualize the relative environmental impact of commonly used equipment cleaning methods please refer to the Environmental Pyramid.

Environmental Pyramid



The Environmental Pyramid shows that disposable wipes cleaning, and spray bottle and reusable towel cleaning are on opposite ends of the Environmental Impact spectrum—with disposable wipes being the most negatively impactful. In the middle of the impact scale is the, potentially, recyclable spray bottle and disposable paper towel cleaning system (that has been calculated to be at least five times more expensive than the GymValet/reusable system). Make your

impact with an environmentally friendly equipment cleaning system, not in the landfill.

“ Since we made the switch from wipes to the GymValet, our members love the convenience of having the ability to clean on the spot. As an owner, the cost savings are more than anticipated and the staff loves the ease of maintaining the bottles & towels. This was a great investment. ”

*Mike Moorman, Owner
Women's Fitness Company, Medford, OR*

Finally, when discussing reusable towels, one common question that must be addressed is: “*Doesn't a towel, that is used repeatedly to wipe away sweat, become germ-laden from the sweat?*”

Actually, the opposite is true. Spray bottle and towel equipment cleaning proves to be a very sanitary and effective method for sanitizing exercise equipment surfaces. With each use the towels are being refreshed and replenished with more germ-killing sanitizing solution. A significant amount of disinfectant remains on the towel at all times making it safe to reuse. This point was validated, through double blind analytic testing conducted by the Chief Microbiologist, Mario Markovic, at St. Vincent Charity Medical Center (Cleveland, Ohio).

Therefore, contrary to gut-reaction belief by facility members and/or facility management, a towel wetted with disinfectant solution IS clean and safe for reuse.

It is in the best interest of fitness facility owners and managers to evaluate the equipment cleaning system they provide—for both their best interest, as well as that of their members and the environment. Every attempt should be made to provide an equipment cleaning system that is the most economical, effective and convenient, and environmentally responsible.

In conclusion, installing GymValets with disinfectant spray bottles and reusable towels will make you feel safe and secure that you are providing your exercisers with the most economical, effective and environmentally responsible equipment cleaning system possible. Your members will love the convenience and safety the GymValet method offers, your equipment cleaning costs will be cut by up to 95% versus disposable wipes and you will improve your image as an environmentally conscious facility. And, your reputation as a “clean” facility will lead to new member attraction and increased member retention rates.

GymValet can supply your facility with all of the accessories needed for cost efficient and effective spray bottle and towel equipment cleaning, and hand sanitizing. Choose from our selection of: 1) Commercial spray bottles and sprayers, 2) hospital-grade sanitizing solution, 3) spa-quality towels, 4) dilution containers, and 5) foaming hand sanitizer. One-stop shopping for the industry's best products, at great prices. To learn more call (866) 435-2009, or write to bruce@gymvalet.com.





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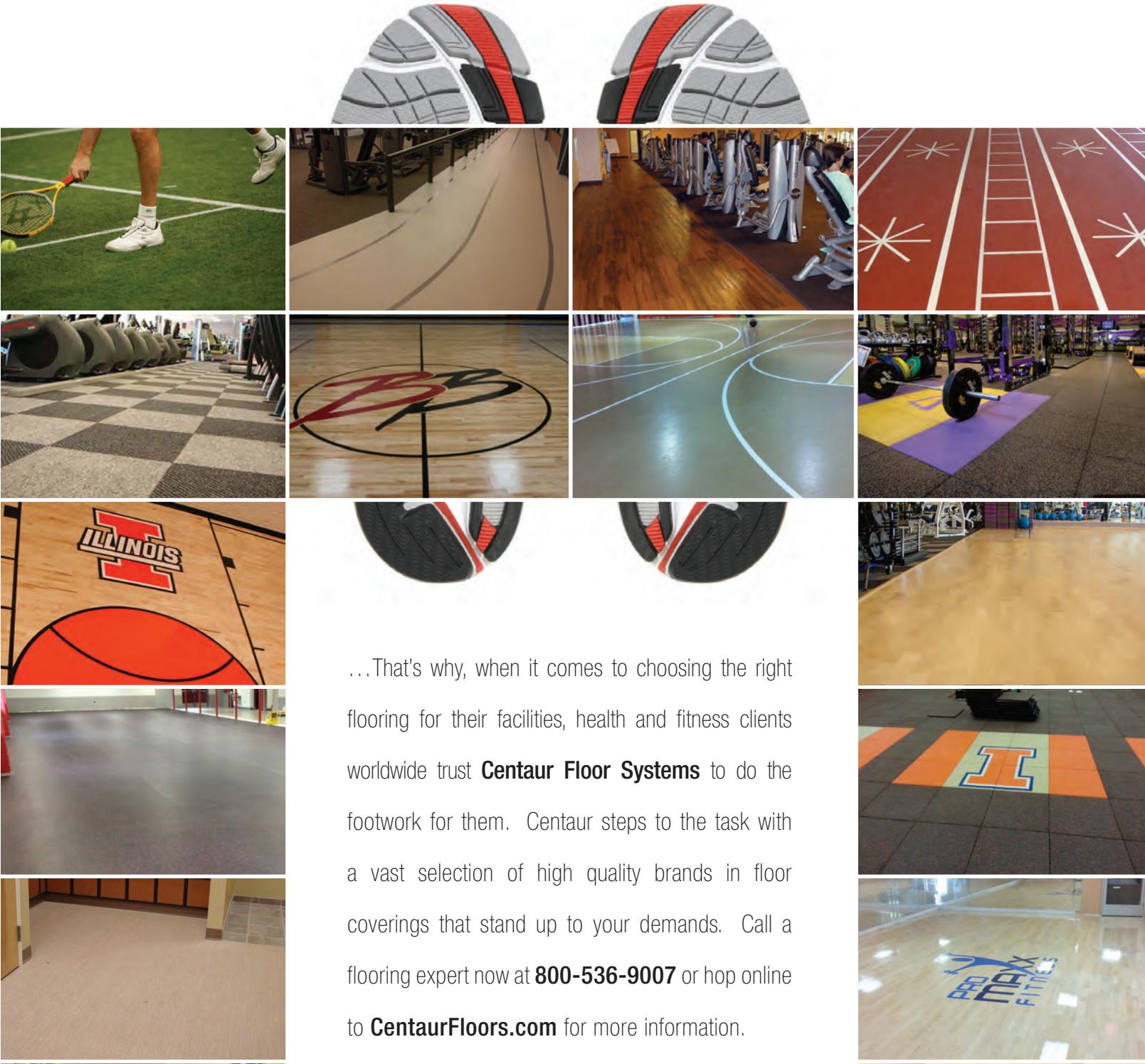


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A Nautilus® For Every Niche

By Regina West

In late 2013 to early 2014, many fitness industry professionals read and paid close attention to the annual fitness trends list compiled by American College of Sports Medicine. This list predicted the top fitness trends for 2014 according to more than 3,800 ACSM professionals.

Savvy club owners know the difference between short-lived fitness fads and fitness trends with more staying power. The profitability of their clubs depends on their ability to tell the difference. They are likely to invest in equipment and accessories that will support trending activities that will be around for a while. Having been the most recognized brand name in fitness equipment for decades, Nautilus® Commercial Fitness also understands the difference between fads and trends. Nautilus® Commercial Fitness has endured and triumphed over gimmicky equipment for over 40 years. The company values fitness pros who, in turn, recognize great fitness products; products that facilitate important corners of the market and stand the test of time. Nautilus® Commercial exercise equipment was built with the scientific approach of creating the most effective, efficient and safest work-out. As

Nautilus ONE® with remote controlled fiber optic lights. Pick your color. Change it depending on your mood or choose a strobe effect. Distinguishes facilities from the pack and allows for club branding. Each ONE® machine features a QR code. When users scan it with any mobile device, a demo video specific to that machine and hosted by noted Exercise Physiologist, Dr. Wayne Westcott, can be played on-the-spot, ensuring the safest, most effective work-out. ONE® equipment can also be outfitted with the FlexTech® virtual training device for real-time, computerized coaching and progress tracking.



ACSM List Of Fitness Trends For 2014

1. High-Intensity Interval Training
2. Body Weight Training
3. Educated, Certified, Experienced Fitness Professionals
4. Strength Training
5. Exercise + Diet Programs
6. Personal Trainers
7. Fitness Classes And Programs For Older Adults
8. Functional Fitness
9. Group Personal Training
10. Yoga
11. Exercise For Childhood Obesity
12. Worksite Health Promotion
13. Core Training
14. Outdoor Activity
15. Circuit Training
16. Outcome Measurements
17. Wellness Coaching
18. Sport-Specific Training
19. Worker Incentive Programs
20. Boot Camp

technological advances are made, Nautilus® Commercial engineers have also improved and innovated equipment by using exercise science; not gimmicks or by jumping on the “fadwagon”. As Nautilus® Commercial equipment and the fitness industry have evolved, consumers have always found a Nautilus® for every niche.

So on to the 2014 trend list. High Intensity Interval Training (HIT or HIIT) bumped the 7 year incumbent at the number one spot, which had been Educated, Certified and Experienced Fitness Professionals (now at #3). This top fitness trend for 2014 simply has Nautilus® written all over it, as told by Med-Fit Systems' CEO, Dean Sbragia. (Med-Fit Systems is the American company that manufactures Nautilus® Commercial equipment.) Sbragia relayed that Nautilus® founder, Arthur Jones, is largely

credited with having invented the HIT method of strength training. Nautilus® has been touting the benefits of HIT training from its beginnings. Today, exercisers still enjoy time-efficient and highly effective HIT work-outs with the modern Nautilus ONE®, EVO® and NOVA® selectorized strength lines and XUpload® plate loaded equipment. Users also enjoy less intense Strength Training with the same. (See #4 on the list.) All of these lines feature machines with unique cam design, patented four bar linkage, or a combination of both, to provide maximum muscle group isolation, efficiency and safety. We have also witnessed HIT branching out into cardio exercise (or HIT Cardio). Studies and articles in publications including *The American Journal of Physiology*, *The Journal of Strength and Conditioning Research* and *Journal of Applied Physiology* are reversing everything that we previously thought



Xplode Zone™ - "A Revolution in Functional Training."
Fully customizable, with or without Nautilus® cable stations.

about cardio exercise. Short, intense bursts of cardio exercise on equipment like the soon-to-be-introduced Nautilus® K10 LED Vertical Climber, followed by short periods of rest or recovery, are now found to produce the desired effects of fat burning far more efficiently than traditional "steady state cardio" where exercisers might spend an hour or more on multiple cardio machines. While the K10 will easily fill the bill for HIT cardio, it is also versatile, featuring 30 levels of resistance, from 20-165 steps per minute, to accommodate nearly all fitness levels. Also notable, Nautilus® Commercial cardio products with new advanced LED displays utilize performance algorithms that are based upon ACSM scientific analysis of energy expenditure. Competitors often embellish calorie burn. However, it often leads to exercisers eating a 700 calorie dessert, thinking they burned 700 calories at the gym, when they only burned 400.

Nautilus ONE® with the FlexTech® virtual training device naturally slides into filling the niche for Outcome Measurements (#16 on the list). ONE® equipment also awesomely features optional fiber optic lights and standard on each unit, a QR code. These unique QR codes can be scanned with any mobile device to view an on-the-spot demo video that is specific to that machine and hosted by noted Exercise Physiologist, Dr. Wayne Westcott. (Guidance by #3 on the list - Educated, Certified, Experienced Fitness Professionals.) Throw in QUICKfit by Nautilus®, the personal training app (#6 on the list) developed by Nautilus® in conjunction with Apple®, and users may progress throughout the levels with expertly dosed exercises.



Nautilus® has long addressed the exercise needs of the senior citizen population, even cooperating with scientists on research studies on the topic. Modeled after these studies, the company developed Aging Gracefully by Nautilus® programming for senior citizens. The program prescribes a regular Nautilus® strength training regimen to increase the freedom and independence that come with improved function. (See #7 and #8 on the list.)

For those who prefer to train per the #2 trend on ACSM's list (Body Weight Training), #8 (Functional Fitness for the non-senior crowd), #9 (Group Personal Training) or #20 (Boot Camp), the Xplode Zone™ functional training system with Nautilus® cable stations does quadruple duty toward filling these lucrative fitness cubbies.

The Xplode Zone™ truss system is noted as a "revolution in functional training". It is designed modularly, to be fully customizable for functionality and to enable its users to maximize space for group training. The equipment shrinks the footprint by nearly 33% versus other body weight resistance models. The Xplode Zone™ line comes with a variety of options such as pull-up bars, dip bars and an Olympic bar attachment. It includes attachment points for heavy bag, body weight training straps, training rope, rings and other accessories. Every Xplode Zone™ can be custom built in terms of space and functionality, with or without Nautilus® functional training cable stations. If desired, the paint can also be treated for exterior use for outdoor Boot Camp or other activities.

The Utopia Food & Fitness chain (fully outfitted with Nautilus® Commercial equipment) handsomely demonstrates the #5 movement on the ACSM list (Exercise + Diet Programs) as satisfied by Nautilus® Commercial. These facilities are a prime example of blending efficient Nautilus® circuit training with nutritious, prepared meals and education to garner a "lasting, healthy weight loss solution".

And the examples continue throughout the list, showing that Nautilus®

Commercial strength and cardio equipment provide complete fulfillment for every fitness trend - a Nautilus® for every niche. Further evidence that Nautilus® stands firm to its motto, "Stronger Than Ever". Perhaps Nautilus®, itself, is worthy of a spot on the list of tried-and-true fitness trends.

Nautilus® Commercial Fitness provides interactive webinars that bring the showroom to you! Staff training is FREE, using either a webinar or a personal visit from a representative. To find out more about Nautilus® Commercial equipment and programming, contact: info@medfitsys.com www.nautiluscommercial.com 800.874.8941 +1 276.773.2881

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We Make Fitness / Wellness Assessments Work for You!

By: Rob Rideout, VP/Sales/MicroFit, Inc.

Thirty-eight years ago, I landed my first fitness assessment contract. I tested twenty police officers a day for three days, charging \$75 per officer. I earned \$4500 and realized I could make a great living providing this valued service. Ten years later, I co-founded MicroFit, Inc. and for the past twenty-eight years, we have refined our programs for fitness and health professionals to enhance their client services and profitability.



Touring Your Facility

A proper facility tour is critical in establishing your credibility. Here is a time-tested idea: Start with a complimentary assessment of blood pressure or body fat. A simple one page report helps to change your prospect's mindset from: the "fear of being sold" to: "How can I improve?" They will now be more receptive to your presentation!

Fitness centers often require assessments before members can start exercising. By adhering to this standard, you maintain a professionalism that sets you apart from those who don't. Clearly, one size does not fit all in your facility. Fitness assessments provide baselines so exercise recommendations can be tailored to each individual.

Reduce Your Liability

A Fitness assessment can play a key role in identifying a "Red Flag" before a client begins an exercise program. It can save your facility from a costly lawsuit if it falls within the guidelines set forth by the American College of Sports Medicine (ACSM). Your compliance will create an atmosphere of confidence in the way you conduct your business.

Educate to Motivate

Education plays an important role in retaining members! MicroFit provides useful, on-going fitness data. The goal is to motivate your members toward healthier lifestyles. The result will be increased participation, goals achieved, retention, and more referrals.

"After a careful review of available fitness assessment software, we chose MicroFit, due to their excellent database features, simplicity of operation, and educational/motivational results presentation, as well as other factors such as the professional assistance they provide."

Dr. Wayne L. Westcott, Fitness Research Director for Quincy College & the South Shore YMCA

Building the P.T. Relationship:

Fitness assessments create a professional relationship between trainers and new clients. Consider this approach: Offer an intro package with four 1/2 hr. personal training sessions. This introduces the trainer, who now has an opportunity to "audition for their business." Selling a package with at least one fitness assessment will increase retention by setting realistic short-term goals in the beginning and by helping members to "jumpstart" their exercise programs. This offers real value for new clients and an excellent way to sell the benefits of having a personal trainer.

Should trainers give away fitness assessments? Absolutely not! Does your dentist give away free fillings and follow-up office visits? Why should it be different for a qualified fitness professional? I suggest you charge \$50 to \$75 per thirty-minute assessment. Bottom line: fitness assessment revenues add up fast!

"I used the MicroFit FAS-2 system in our Health Coach Wellness and Vitality Center. Office visits went from 20 per week to 100 per week. This system is vital for establishing compliance, accountability and consistency. I highly recommend the MicroFit FAS-2 system for any fitness center striving to build a profitable personal training business."

Aaron Lertzman, C.P.T., Prime Fitness Consulting, Phoenix, AZ

Standardizing Your Service

Having a structured fitness assessment system in place allows you to build consistency into all your programs, making staff training much easier. This results in a testimonial portfolio based on your standardized fitness assessments, which also provides group outcome reports that you can use to negotiate with insurance groups and corporations for a piece of their wellness business.

"Most providers of healthy living programs try to offer the best results all the time. With MicroFit, in three separate associations, I have been able to provide complete new member interviews, expert assessments, and professional reporting from open to close, seven days a week. We are able to offer expert motivational tools, real goal setting, and can break down the barriers to exercise and help our members reach their goals."

Bryan Soper, Executive Director - YMCA in Hudson, Wisconsin

A Powerful Marketing Tool

Use fitness assessments for community outreach. Health fairs, sporting events, and open houses are great venues. Offer free blood pressure or body fat screenings. Learn about each participant; provide them an attractive color report, as well as information about your facility. Invite them to visit you with a complimentary pass. This can also be an effective way to introduce your corporate fitness offerings.

Boost Corporate Sales

When approaching companies, you must be able to show results. Group fitness data can monitor employee progress. HealthWizard 5 software generates advanced group trend and other statistical reports that help employers identify health/fitness problems and to address them with your help.

"Comprehensive Club Management (CCM Inc.) has benefited from the MicroFit Software for many years. Our company was one of the first to utilize this program in the Pacific Northwest. We use MicroFit in our Clubs and Corporate Fitness Centers. MicroFit has been a critical component of the service that we provide our corporate accounts; it has always been one of our most valuable Value Added Services, as perceived by our clients."

*Wayne Westwood
President CCM Inc.
Past President of IHRSA*



The Health Club - Health Care Connection:

Fitness Centers are seeing more "boomers" joining, as doctors are prescribing exercise for disease prevention/management. Fitness pros offering standardized health/fitness assessments are uniquely positioned to partner with outpatient and rehabilitative healthcare services. With MicroFit solutions, you can confidently promote your services to doctors and other health professionals who will provide you with a steady stream of referrals.

"MicroFit plays a vital role in establishing a starting point for our acute patients, athletes, and wellness clients alike. We realized this integrated system has the unique potential to add a whole new dimension of wellness and prevention to any fitness facility, bridging the gap between health care and health clubs."

*Dr. Phil Santiago, Secretary-General – (FICS-Sports.org)
Julie Lynn Scarano, D.C.
Santiago Chiropractic Associates*

In summary, a properly designed fitness assessment program produces dividends. I briefly touched on several service/profit center concepts. From selling a membership with personal training; adding value to existing programs; limiting your liability; reaching out beyond your facility to attract new members or corporate clients; and forming strong alliances with your medical community; you can now have the tools to do the job right! The key is for you to leverage your investment in staff and facilities to increase your overall



profitability. MicroFit, Inc. is proud of its record in helping health clubs and other organizations to become more effective in delivering fitness and other health related services in their communities.

"Active Sports Clubs values our partnership with MicroFit for several reasons: 1) MicroFit's impeccable commitment to employee training/customer service; 2) the product is reputable and stellar for its defined assessment protocols; 3) the presentation, in an integrated fashion is impressive to the consumer; and 4) their overall process allows for the fitness professional and the member to engage in a consultative interaction that sets a foundation for results and success for the new member."

Bill McBride, President-CEO for Active Sports Clubs

For more on MicroFit Health/Fitness Assessment Systems, call 800-822-0405 or e-mail sales@microfit.com to receive Free demo CD & product catalogue. For an invite to a Free comprehensive webinar, contact: rob@microfit.com

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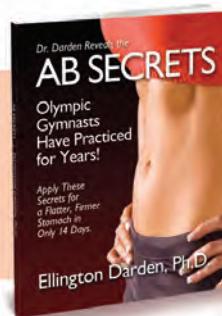
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What the heck is Cyber Liability Insurance? And YES; you need to consider this.

There is a new threat to business owners and especially club owners. In this age of incredible technological advances in data collection, electronic fund transfers, and dues processing, club owners need to be aware that they have an increased exposure to cyber liability. In short, cyber liability has evolved over the last 10 years and was originally designed to protect the computer and technology industry. It protected companies from alleged wrongful acts arising from the performance of services as a technology consultant. In essence, it protected against hacking and inadvertent leaking of personal information that may cause harm to a third party.

Today, cyber liability is designed to protect any industry, especially ours, that obtain personal information from their clients only to have that information compromised or “hacked”; holding the club ultimately responsible for mishandling of that sensitive personal information. Even clubs that use third party billing companies are at risk. If a club or their billing company is gathering bank information, credit card numbers, health history, and personal data such as social security numbers, then the club can be held accountable if that information is compromised or stolen.

In essence, cyber liability insurance protects the club from breaches in security of private client information and inadvertent HIPAA violations. This coverage also extends to the personal information of your employees as well. Here a few examples of what can happen:

1 Member information was on one of your employees laptops that was stolen from the gym. The laptop contained member's names, addresses, and social security numbers, or bank account information, dates of birth, cell phone numbers and medical information on your members. This information is then sold to a hacker or an identity thief.

2 A Trojan horse attacks your billing company and you are unable to collect dues. In the meantime, your cash flow stops and you need to hire experts to find the bug, fix it, and work with your bank's internet processing until the problem is fixed. Can you operate 40-60 days without your billing check? Many clubs cannot afford to pay their bills without the cash flow of their billing check even for a couple of weeks.

3 Your club sponsors a golf tournament or outdoor fitness challenge and you inadvertently use a logo or a name of a manufacturer or product on your website without their permission...and get sued.

4 Your third party collection company had a breach of security and one of their employees was able to download all of your client information requiring all of your members to cancel their credit cards...have them reissued and then sign new agreements for payment withdrawal costing you thousands of dollars...not to mention claims from your members and cancellations of memberships.

According to Philadelphia Insurance Company, the cost to comply with federal and/or state notification to your clients of possible breach in their personal information is \$203.00 PER CLIENT. If you have 2,000 members, that is \$406,000. Your regular liability and property insurance will NOT cover this exposure.

Although your potential fiscal existence can be compromised by just one claim from cyber liability, the cost to obtain the coverage is relatively inexpensive. We recommend that you contact your agent to find out more information on this coverage or you can also contact me at ken@theinsuranceguy.com, or call (800) 668-2340 and I will be happy to send you more information.





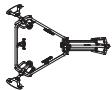
Chemistry In Motion

Health club exercise classes that catch fire have one thing in common – participants doing the same motions together. Even rowing is resurging under a group program. This made it a no brainer for Torque to design its X-Lab so the class can do the same exercises together. No other system taps into group chemistry this way, which is way more fun and inspiring. The base unit accommodates a class of eight, and add-on units take it to 10, 14, and beyond. This makes it easier for trainers to conduct ever larger classes and grow the revenue accordingly.

The X-Lab Ramps Up Profitably as Participation and Revenues Grow

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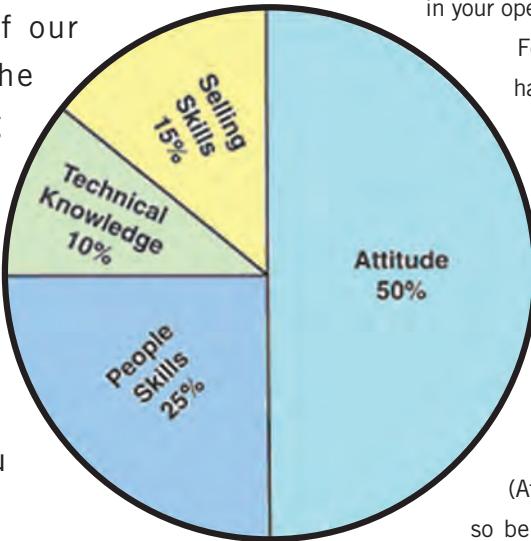
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Danger Lurks For The Unprepared

By Gary Hood, Global Fitness Association, LLC

I've explained to many of our members that being in the fitness business is like playing hardball—not city league softball, where everything you do counts toward success. The fitness industry is one of the most difficult businesses to prosper in, so why not do and be the best you can to make success happen?



Research shows that our industry experienced approximately two hundred closures last year. That's over sixteen fitness facilities closing every month. We need to take a closer look at what we're doing as an industry to cause this.

So what does a fitness business do to ensure it has the very best possible chance for success? The answer is to be the best you can be, open to new ideas, and stay ready to make changes in your operation.

For the last 40 years, the fitness industry has operated on three basic premises: sales, service, and cleanliness. What are they and how do they work?

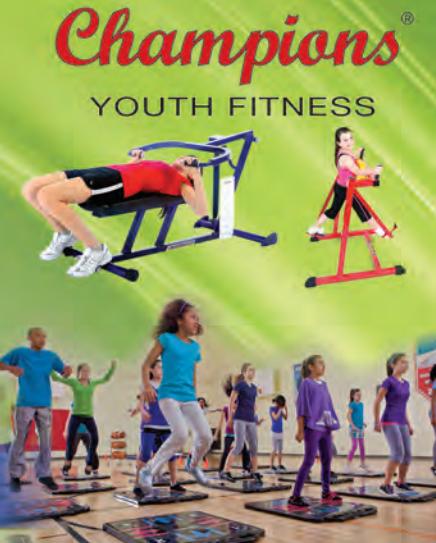
Sales – The club industry will routinely experience cycles when members literally flow into the clubs like high tide and other, sparse times when we'd give anything to get a prospect. Every potential member is of great value to your club. Your actions (Attitude) have a big impact on your success, so be approachable (People Skills), provide

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excellent service (Technical Knowledge), be a team player, take pride in your work, and most of all, know your product (Selling Skills). In addition, a well-thought-out formula on getting the guest to register; giving a proper tour and a clear, understandable price presentation; and knowing how to overcome objections are just as important.

Service – Effective service begins immediately after the sales presentation, when you call or write to say, “thank you” or schedule the new member’s first workout. Remember that long-term members or customers are more important than merely closing a sale. Research shows it costs six times more to attract a new customer than it does to keep an existing one. Focus on retention, not just making sales. There are effective ways for you and your staff to follow up, ensuring your fitness facility is always on a customer’s mind.

Cleanliness – Your members are picky—and they should be. Coordinate general cleaning, maintenance, and repairs of your facility like clockwork. There’s no excuse to have a dirty, broken-down facility, one that your members will talk about to family and friends.

As you head through spring and into summer, it’s more important than ever to analyze where you’ve been and where you’re heading. In order to master the three basic premises, you need to build your facility on a solid foundation. For many of us, that means a good commercial lease, a place you can call home long-term for your business. We’ll take a look at negotiating and renegotiating leases in an upcoming issue, so stay tuned.

As president and CEO of Global Fitness Association, I invite all of you to find out more about GFA and the valuable resources it provides for this growing and challenging industry.

A special thank you to all the people that visited our website last month. We set an all time record with more visitors and new members than ever before. Thanks for making us your number one resource.

Thanks to Nancy Wilson and Gary Gresham for contributing to this article. For more information about Global Fitness Association, general consultation, and help with lease negotiation, contact Gary Hood at 775-298-1616, or email gary@gfatoday.com.

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