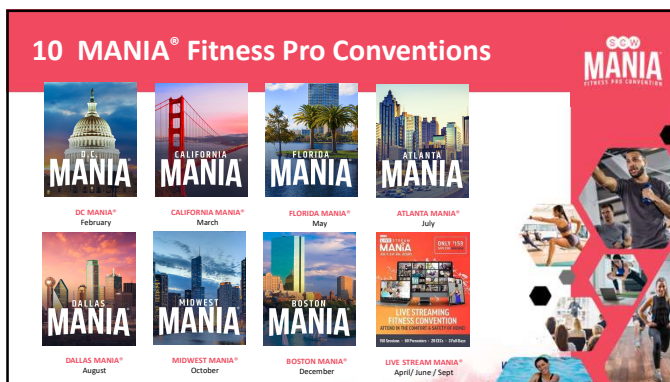




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5



6

Influence of Group Exercise

- Realization that Group Fitness is the heart & soul of a facility
 - They were the 1st to connect
 - Didn't realize the pandemic would last
- Personal Trainers are PERSONAL – loyalty?
- Retain our Influencers?
- How do we get them back?



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7

Set-up OnDemand Classes

- Are they FREE or do we charge
 - Purchase outside source
 - Local/Favorite Instructor
- Instructor Driven – Facebook?
- Always provide & build “value”
- Begin to charge NOW!



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8

Internet Connection

- Direct Plug-In to Router
- WIFI (Google Wifi or Router)
- Check the speed of your WIFI
- Close all essential applications
- Limit amount of devices in the house/club
- Scare your family!



9

Online is not FREE

- Set a Schedule
 - Watch Local Governor's Postings
 - Be ready to adjust
- Let your clients know the schedule
 - Publish on site & social media – Sunday
 - Email the schedule / or Text
- If you were FREE
 - Remind them of reason for transition
 - Set a time ... let them plan and consider



10

11

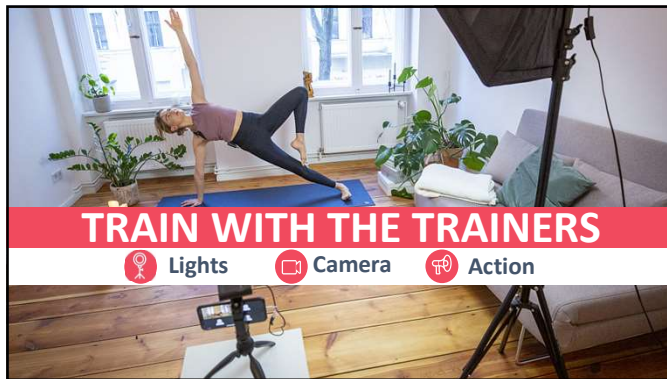
Digital solutions for sign-ups (OnDemand)

- Talent Hack <https://www.thetalenthack.com/home>
- Forte <https://www.forte.net/index>
- Virtuagym <https://business.virtuagym.com/>
- Gympass <https://www.gympass.com/us>
- Mindbody <https://www.mindbodyonline.com/>
- FitGrid <https://www.fitgrid.com/>
- Uscreen <https://www.uscreen.tv/>
- Teachable <https://teachable.com/>
- Uscreen <https://www.uscreen.tv/>
- Yondo <https://www.yondo.com/>
- Classfit <https://www.getclassfit.com>
- Vimeo <https://vimeo.com/>
- YouTube <https://www.youtube.com/>
- Facebook Live

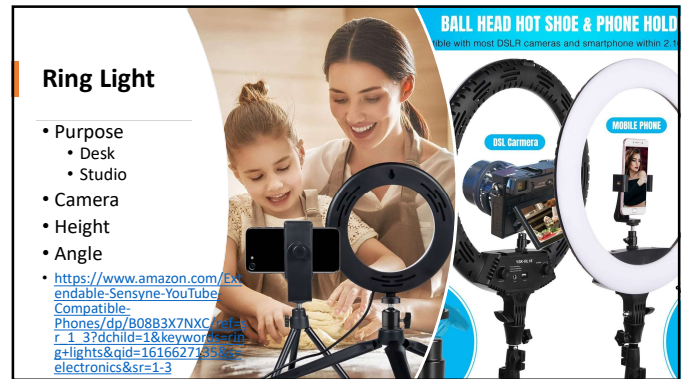


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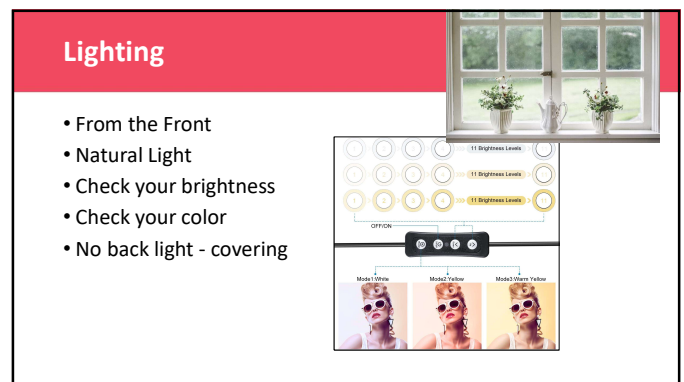
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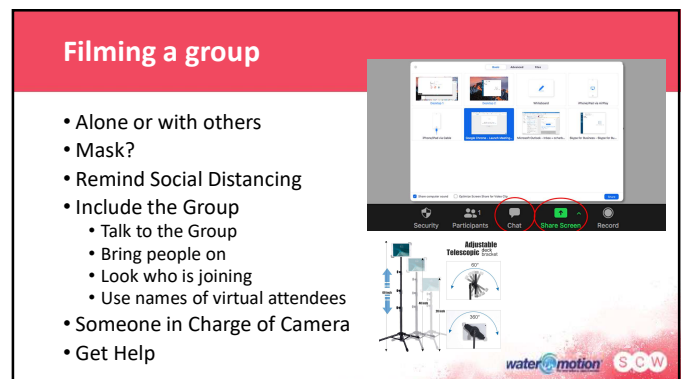
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16



17



18



19

AirPods Pro as microphones

- Noise Cancelling
- Integration with computer or portable device
- Multi-function
- Falling out?
- One in - disconnect from zoom
- Must RECHARGE!

20

Wireless Headset Microphone

- Visible
- Skin tone
- Plug (adaptors)
- Compatibility
- [KIMAFUN Skintone Mic](#) (\$59)
 - Blue Tooth
 - Plug piece into Computer Audio input

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Speakers

- Bluetooth Speaker
- Portable/Case
- Waterproof
- \$99 Bose
- \$12.50 for charger
- Look at space
- Hours of playtime

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22

Sound System

- Portability
- Weight
- Height
- Wheels
- Wireless Mic
- Music input
- Volume Output
- <https://www.avnow.com/>
- Discount Code = SCW10

What's in the Box:

- PA Speaker
- Wireless Microphone
- Headset Microphone
- Backpack Transmitter
- Remote Control
- Power Cable
- 4x 1.5 AA Batteries
- Screws

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23

MAKE SURE YOU CAN RETURN IT!!

- Can you Return
- Full Refund
- Warranties – product & service
- Reputation
- Always review
- Meet face-to-face or Zoom
- Get names & numbers
- Extended Warranties
 - Parts & Labor

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24

Clothing

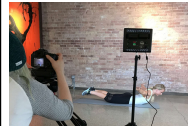
- Simple & Clean
- No Patterns
- Make sure you can move
- Google what you like & copy
- Take a selfie
- Film yourself & check



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25

Backdrop/ background



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26

Outdoor Workouts

- Governmental Regulations
- Insurance
- Landlord
- Neighbors
- Ground
 - Edge of Golf Course
 - Backyards
 - Dogs? Bugs?
- Visibility
 - Student Preference



27

Capacity – Indoor & Outdoor

- Tents
- PVC Pipes
- Ballet Barres
- Obstacle Courses
- Heat Index
- Humidity
- Timing – morning vs evening
- ALWAYS 6 ft apart (even if it doesn't look like it!)

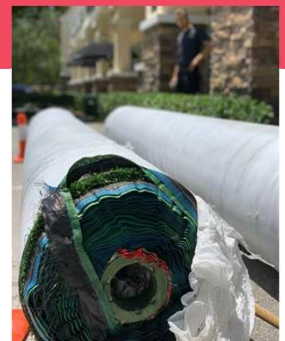
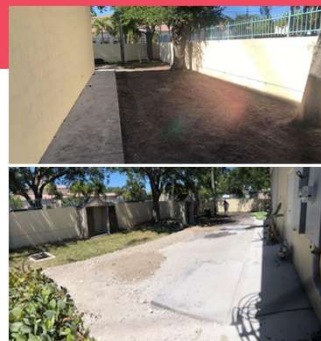


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Parking Lot Workouts



29




30

Membership CHARGING

- \$59 Platinum
 - Live
 - Streaming
 - OnDemand
 - 3 Free PT Sessions
- \$49 Gold
 - Live
 - Streaming
 - 1 Free PT Session
- \$39 Silver
 - Streaming
 - OnDemand
- \$29 Basic
 - OnDemand

	Beginner	Enhanced	Solo Training	Personal Training
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SELECT SELECT SELECT SELECT



YOUR SAFETY
IS OUR #1 GOAL

BEFORE YOUR FIRST WORKOUT

Read & Accept the New Code of Conduct

All Members are required to sign & update their Code of Conduct prior to their first workout. Accepting now will help minimize contact and crowding at the Front Desk.

[Read & Accept the Code of Conduct](#)

[illegible][illegible]

Small Group & Personal Training

GROUP PERSONAL TRAINING TIPS & TRICKS

Programs designed for Group Personal Training are designed to be fun, challenging, and effective. They are designed to be a great way to get your clients motivated and to help them reach their goals. They are also a great way to build a strong relationship with your clients and to help them stay motivated.

Marketing Small Group Sessions

One of the best ways to market your small group sessions is to offer a free trial session. This will allow your clients to experience the benefits of your program and to see how you can help them reach their goals. You can also offer a discount on your first session to encourage them to sign up.

Marketing One-on-One Sessions

One of the best ways to market your one-on-one sessions is to offer a free consultation. This will allow your clients to see how you can help them reach their goals and to see how you can help them stay motivated. You can also offer a discount on your first session to encourage them to sign up.

Marketing Virtual Programs

One of the best ways to market your virtual programs is to offer a free trial session. This will allow your clients to experience the benefits of your program and to see how you can help them reach their goals. You can also offer a discount on your first session to encourage them to sign up.

NEVER TRAIN ALONE

It's important to never train alone. This is because you can always find a partner to train with. This will help you stay motivated and to reach your goals. You can also find a partner to help you with your workouts.

SMALL GROUP MEMBERSHIP

MONTHS	PRICE PER MONTH	TOTAL PRICE
1	150	150
3	120	360
6	110	660

PERSONAL TRAINING

SESSIONS	PRICE PER SESSION	TOTAL PRICE
1	50	50
10	450	450
20	800	1600
30	1000	3000

NEVER TRAIN ALONE

It's important to never train alone. This is because you can always find a partner to train with. This will help you stay motivated and to reach your goals. You can also find a partner to help you with your workouts.

SOLUTION 1 CROSSFIT MEMBERSHIP OPTIONS

SESSIONS	PRICE PER SESSION	TOTAL PRICE
1	50	50
10	450	450
20	800	1600
30	1000	3000

LEANFIT ONE-ON-ONE PERSONAL TRAINING

SESSIONS	PRICE PER SESSION	TOTAL PRICE
1	50	50
10	450	450
20	800	1600
30	1000	3000

PERSONAL TRAINING

SESSIONS	PRICE PER SESSION	TOTAL PRICE
1	50	50
10	450	450
20	800	1600
30	1000	3000

NEVER TRAIN ALONE

It's important to never train alone. This is because you can always find a partner to train with. This will help you stay motivated and to reach your goals. You can also find a partner to help you with your workouts.

VIRTUAL PROGRAMS

On Demand Classes, Live Virtual Fitness Classes, Online Personal Training, Challenges, Virtual IM Games, ERM OC Coaching

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Personal Training

LIVE 1-ON-1 VIRTUAL TRAINING

Stay on track with your goals, from the comfort of your home.

1 MEET VIRTUALLY
with your personal trainer

2 WELLNESS ASSESSMENT
Get goals and get started

3 GET STARTED

IN-CLUB & VIRTUAL 1-ON-1 PERSONAL TRAINING

GET 12 SESSIONS FOR PRICE OF 10!

THRU AUGUST 2021

Online Personal Trainer

WATERMOTION

38

Live Classes

- 10 persons, 25% of space
- Teacher has to wear mask
- 6 ft by 6 ft – 36 square feet/person
- No movement
- Own equipment
 - Yoga
 - Pilates
 - Strength – no equipment
- No high-intensity with heavy breathing
- No contact like martial arts
- Stickers on the floor

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39

LEVERAGE YOUR AQUA PROGRAM

Pools Are Safe

- ✓ Beginners
- ✓ Older Adults
- ✓ Rehab
- ✓ Cross Training

Pools Are Sanitary

According to the CDC, pool chemicals provide 6 times the strength needed to kill the coronavirus (Covid-19).

Pools Are Valuable

- ✓ Members "need" a pool – can't exercise in their bathtub or church basement
- ✓ Your instructors won't leave
- ✓ Your clients won't zoom

40

Use Your Most Expensive Space

What do you spend monthly?

- 💰 Rent/Mortgage - % Of Facility Space
- ⚡ Heating/Electricity
- 🧴 Chlorine/Bromine/Salt
- 🔧 Repairs/Cleaning
- 👤 Staffing – Lifeguards & Instructors

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41

It's in the Details

- Know your Clients
- Know your program
- Be ON TIME
- Greet People ... be there EARLY!
- Test & Record

PLAN

CONCEPT, IDEAS, VISION, THINK, GOOD, YES!

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42

Start your workouts

- Get Certified
- CPR
- Branded Format
- Class/Session Description (50 words)
- Biography of Teacher/Trainer (50 words)
- Length of Class – 30, 45, 60, more?

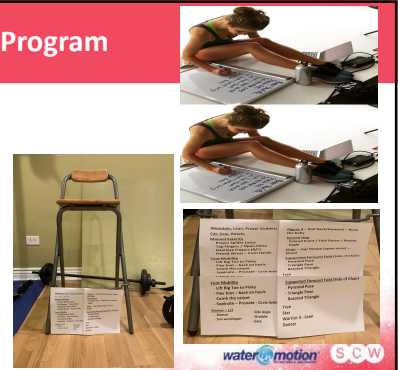


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43

Choreography or Program

- Write it down
- 28 Bold Arial Font
- Handwrite



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44

Music

- Energize – lowers the perception of fatigue
- Have it prepared and pre-selected
- Be organized
- Don't fiddle
- Build & Set a pace
- Recording
 - Live Stream
 - Recording
 - Republishing



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45

What can I do with RoyaltyFreeFitnessMusic.com that I can't do with a Power Music NOW subscription?

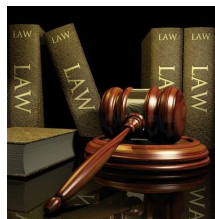
BENEFITS	POWER MUSIC NOW	ROYALTY FREE FITNESS MUSIC.COM
Access to 32-count virtual class music premixed albums and create custom mixes	✓	✓
Rights to live stream & catalog videos using virtual class music on social media	✓	✓
License to upload, distribute and monetize unlimited pre-recorded videos	✗	✓
Rights to distribute videos via on-demand services	✗	✓
License to distribute videos worldwide in perpetuity	✗	✓
Ability to download virtual class music files to a computer	✗	✓

*Power Music NOW members can not monetize content using Virtual Class Music. Click here for full Terms & Conditions.

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Legal

- General Waivers
- Covid-19 Waivers for live
- Insurance
 - www.sportsfitness.com/SCW (-15%)
 - Can you exercise outside?
- Exclusivity
- Non-Competes



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47

Visual Cuing

- 8 feet back from the camera
- Camera Lifted Slightly
- Can they see you?
 - Tell them what is next
- Can you lay down & stand Up?
- Move Freely
- Turn sideways periodically – rehearse



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48



49

Comfortable yet Creative

- Systematic
- Students know what to expect
- Introduce new things at the beginning
 - Review them before you begin
- Take your time to demonstrate
- Be encouraging
- Supportive
- Think about your audience



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50

Teach to the camera

- Over-perform
 - Energy, vitality, enthusiasm, FUN!
- Over-deliver
- Smile
 - Hardwired to look/be happy
- Stay in the frame
- Mark your spots before you begin
- "This is the MOST AMAZING thing I am about to share with you!"



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51

Set Your Intention

- Set a focus or inspiration
 - Focus on Strength, flexibility, coordination
- Remember this is THE MOST exciting part of your day
- Connect with your people



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52

Ask for Feedback

- Ask for Feedback
- Facebook/Instagram questions
 - Open-ended / MUST respond
- Anonymous Surveys
 - SurveyMonkey.com
 - Short questions w/dropdowns
- Get colleagues to review honestly



6 Question Types
That Guarantee
More Facebook
Page Comments
www.surveymonkey.com

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53

Give Yourself Feedback

- Film Yourself
- 3 things I did well
- 3 things I could improve



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54



SCW Fitness on **YouTube**
Just Search "SCW Fitness!"

MANIA Fitness Education -
MANIA Fitness Convention
14 subscribers

Subscribe
& you're automatically
entered to win a
FREE SCW
Certification!

www.YouTube.com/SCWfit

55



www.scwfit.com/GOLDS

Lights **Camera** **Action**

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