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MANIA[®]
FITNESS PRO CONVENTION

**HEALTH & FITNESS
BUSINESS SUMMIT**



Post-Pandemic Plunge
SARA KOOPERMAN



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ONLINE CERTIFICATIONS

- Comprehensive Manual
- Automated Exam
- Detailed Study Guide
- Downloadable Certificate
- Educational Videos
- LIVE COURSE FREE

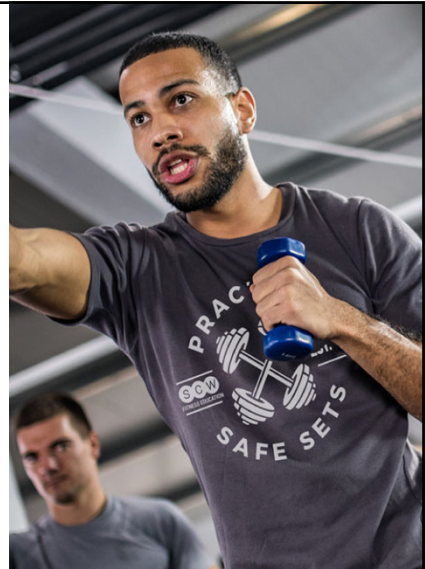
scwfit.com/certs



RECORDINGS
\$40 FOR 40 DAYS



EQUIPMENT
50% OFF



CLOTHING
UP TO 50% OFF



SCW FREE RESOURCES

- **Spotlite E-News**
- **Tidal Waves – The Aqua Newsletter**
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- **Tuesday Weekly Webinars**
- **NEW Weekly Webinar Podcast**

www.scwfit.com

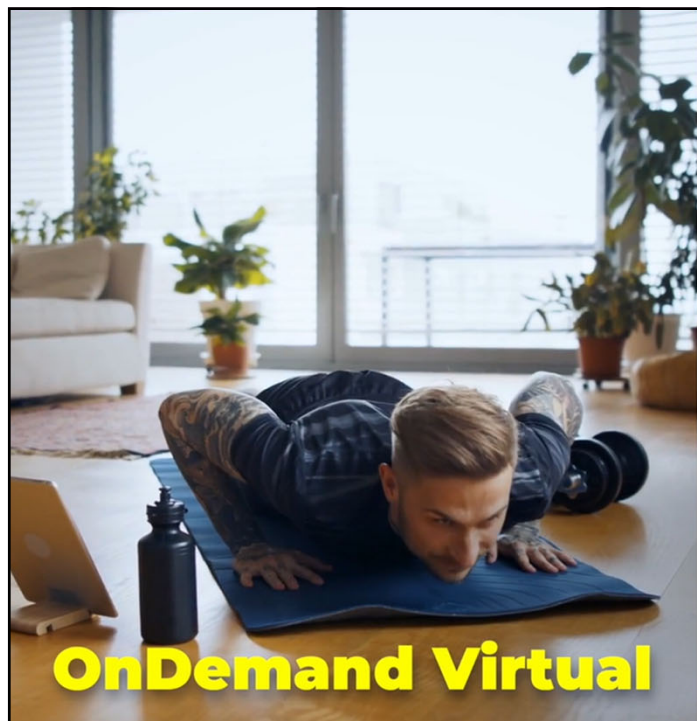


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TOSS or TAKE



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TOSS or TAKE



Virtual Meet-Ups

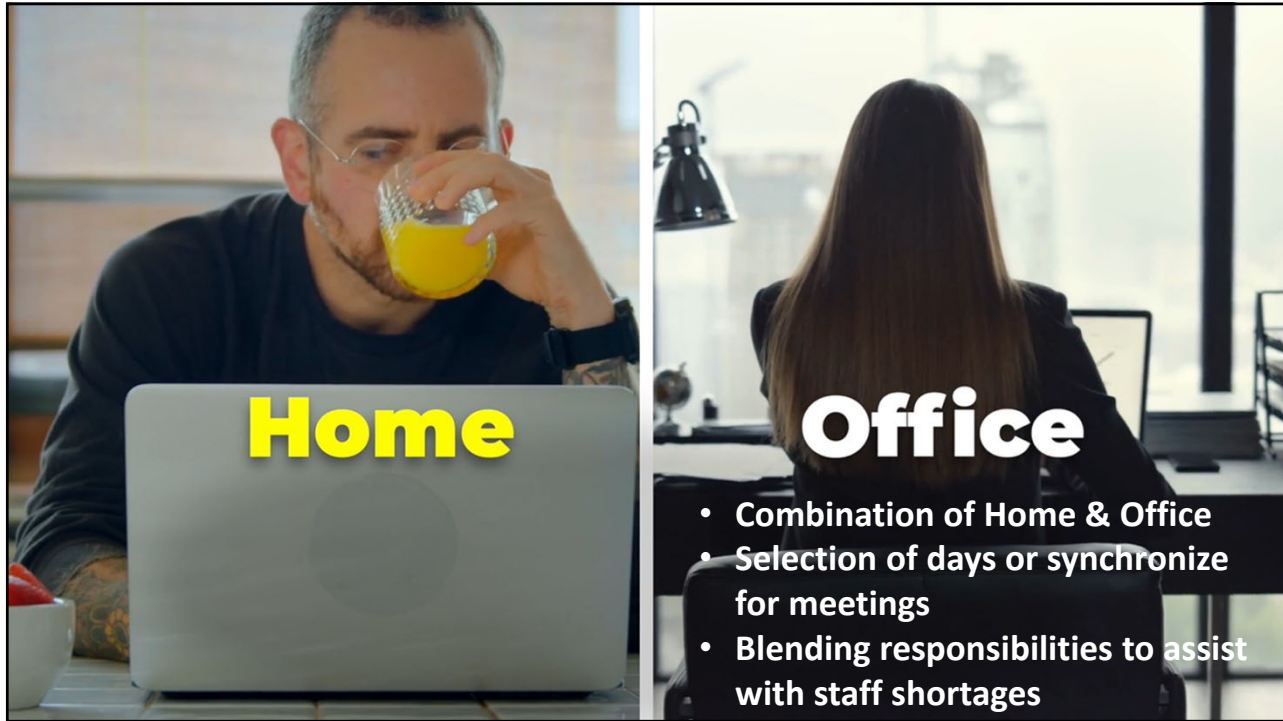
Business Retreats

- Figure out a way to get face-to-face
- Keep virtual for convenience
- Keep virtual veeeery short
- Have a contest for the best meeting location or theme

Live Group Classes

6-Week Weight Loss Programs

- Conduct Surveys to determine programming
- Re-evaluate likes & dislikes
- 4 weeks may work better than 6 = less commitment



Home

Office

- Combination of Home & Office
- Selection of days or synchronize for meetings
- Blending responsibilities to assist with staff shortages



Online

- Have your online store synchronized
- Keep you club current
- Watch closely & review often

In Store

One-on-One

OnDemand

- Have your own staff do your OnDemand
- If not, your clients can go anywhere
- PT remains key – but again, in-club is best

Pods

- Lift your masks
- Lift your pods
- REMOVE YOUR BARRIERS

Open Function Rooms



Cleanliness

- Clean is important
- Clean when visible
- Don't overdo it!

Sanitation

- Recycling is important
- Show your bins
- Include plants
- Generate electricity



Recycling



Electricity Generating Equipment

- Wellness is a \$4.2 trillion business
- Anti-Aging \$1083 billion
- Nutrition is \$702 billion
- Fitness is \$595 billion

Meal Planning

Vitamins



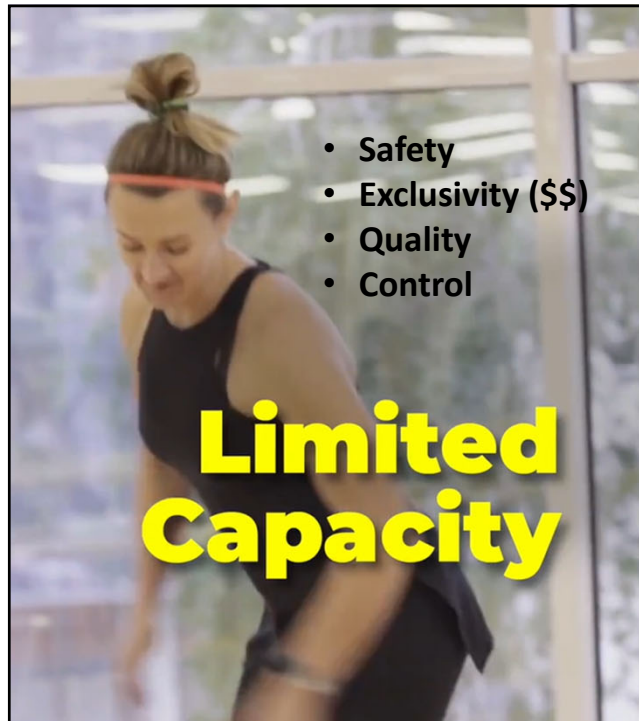
GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018





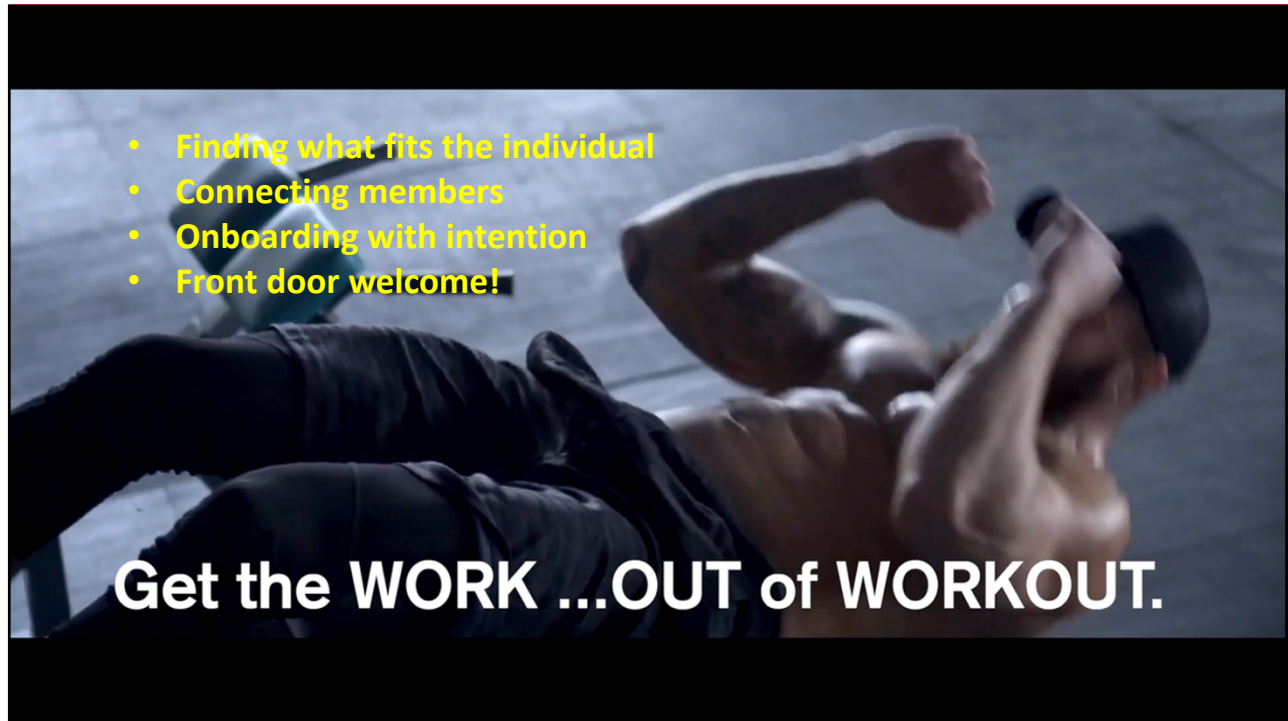
Parking Lots



- Sporting Goods Stores
- Vegan Restaurants
- Plastic Surgery Centers

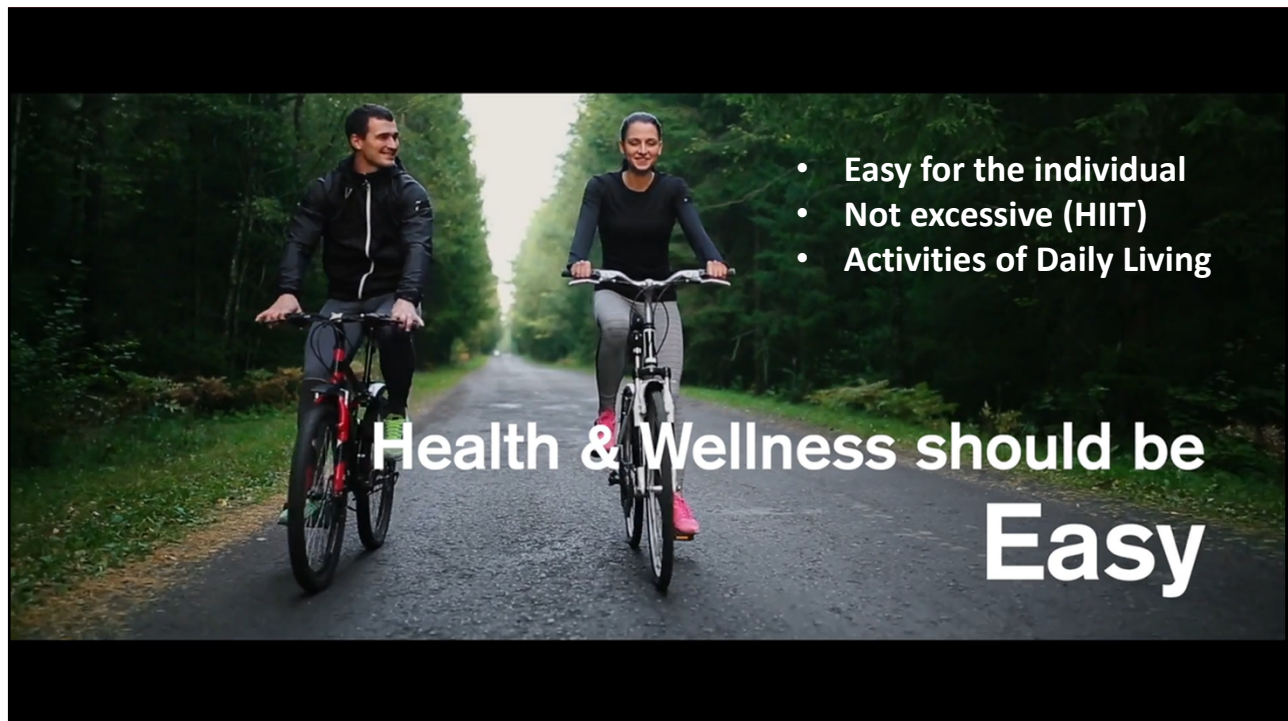




A man in a black cap and dark clothing is lying on his back on a gym floor, performing a sit-up. He is holding a water bottle in his hands. The background is a blurred gym setting.

- Finding what fits the individual
- Connecting members
- Onboarding with intention
- Front door welcome!

Get the WORK ...OUT of WORKOUT.

A man and a woman are riding bicycles on a paved path through a wooded area. The man is on the left, wearing a black jacket, and the woman is on the right, wearing a black long-sleeved shirt and grey leggings. They are both smiling and looking towards the camera.

- Easy for the individual
- Not excessive (HIIT)
- Activities of Daily Living

**Health & Wellness should be
Easy**



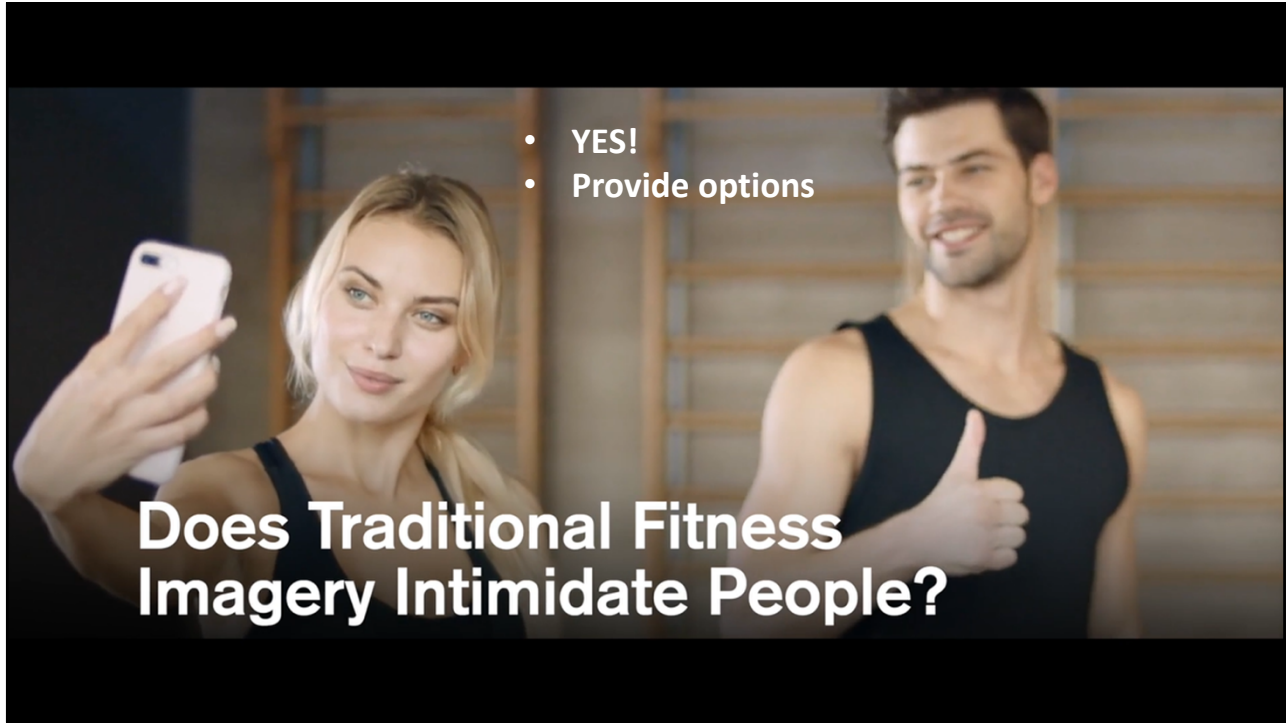
- Set Individual Goals
- Weddings, Christenings, Hikes, Rides
- Try connecting the entire group

It should be
Attainable



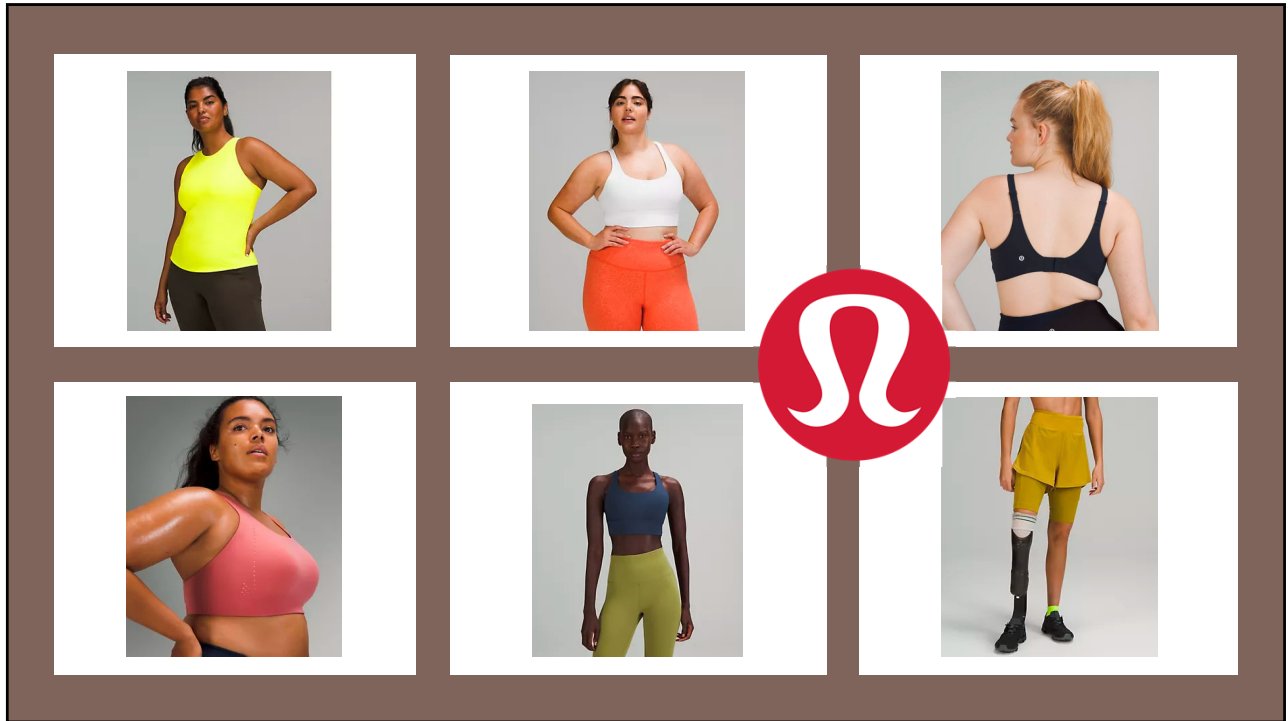
- Contests
- Games
- Group goals

And it should be
Fun

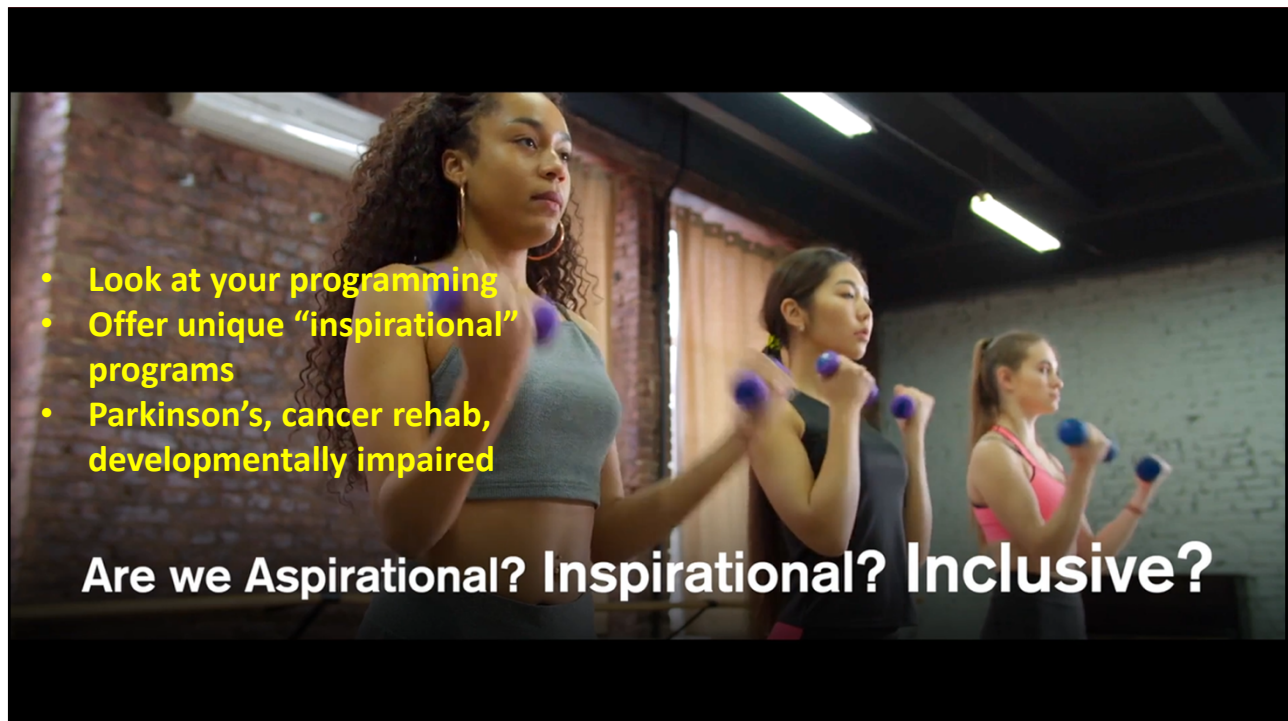
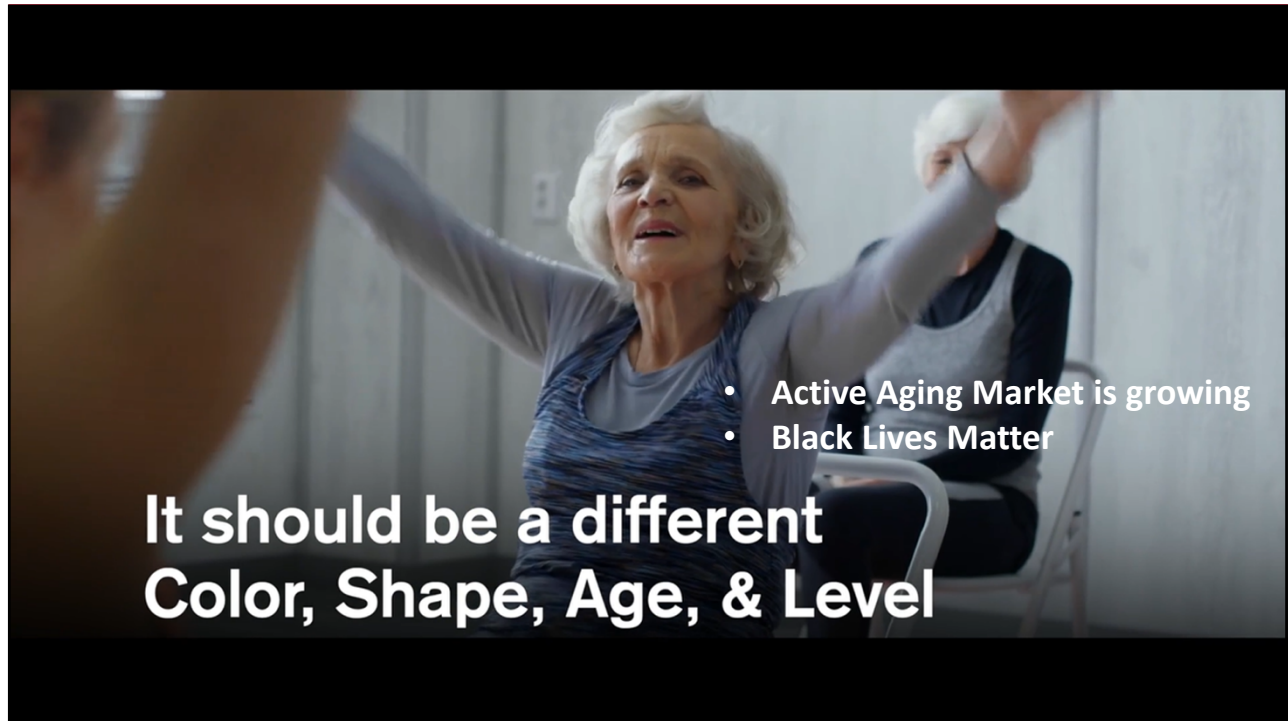


- YES!
- Provide options

Does Traditional Fitness Imagery Intimidate People?



A grid of six photographs showcasing diverse women in various athletic outfits. The photos are arranged in two rows of three. The top row shows a woman in a bright yellow tank top and dark pants, a woman in a white tank top and orange pants, and a woman in a black sports bra and black pants. The bottom row shows a woman in a pink sports bra and black pants, a woman in a blue tank top and green leggings, and a woman in a yellow and black athletic outfit with a prosthetic leg. In the center of the grid is the Lululemon logo, a red circle with a white stylized 'L' shape.



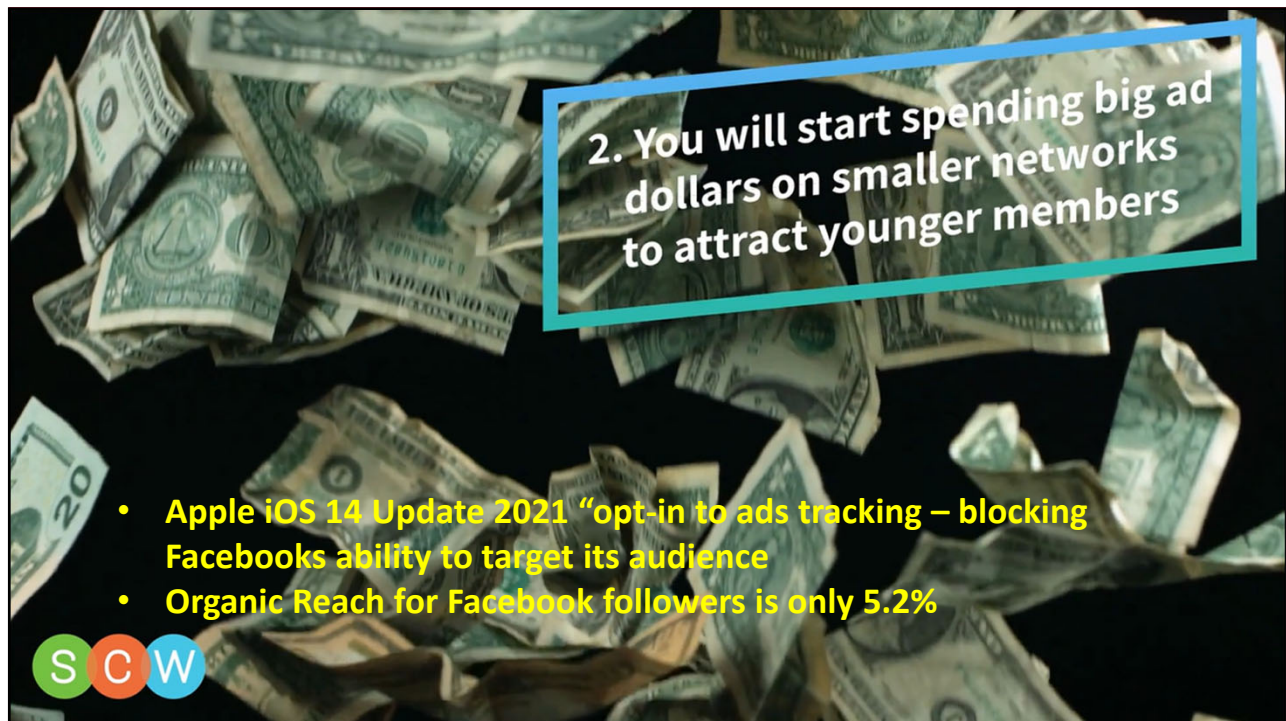




1. TikTok will become the most important social network for marketing

- TikTok grew 45%, Instagram only 6%
- Search for TikTok has grown by 173%
 - Instagram Reels only 22%
 - Facebook Stories decreased by 33%
- TikTok is the highest grossing APP \$540 million (Tinder \$513, YouTube \$478)

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2. You will start spending big ad dollars on smaller networks to attract younger members

- Apple iOS 14 Update 2021 “opt-in to ads tracking – blocking Facebooks ability to target its audience
- Organic Reach for Facebook followers is only 5.2%

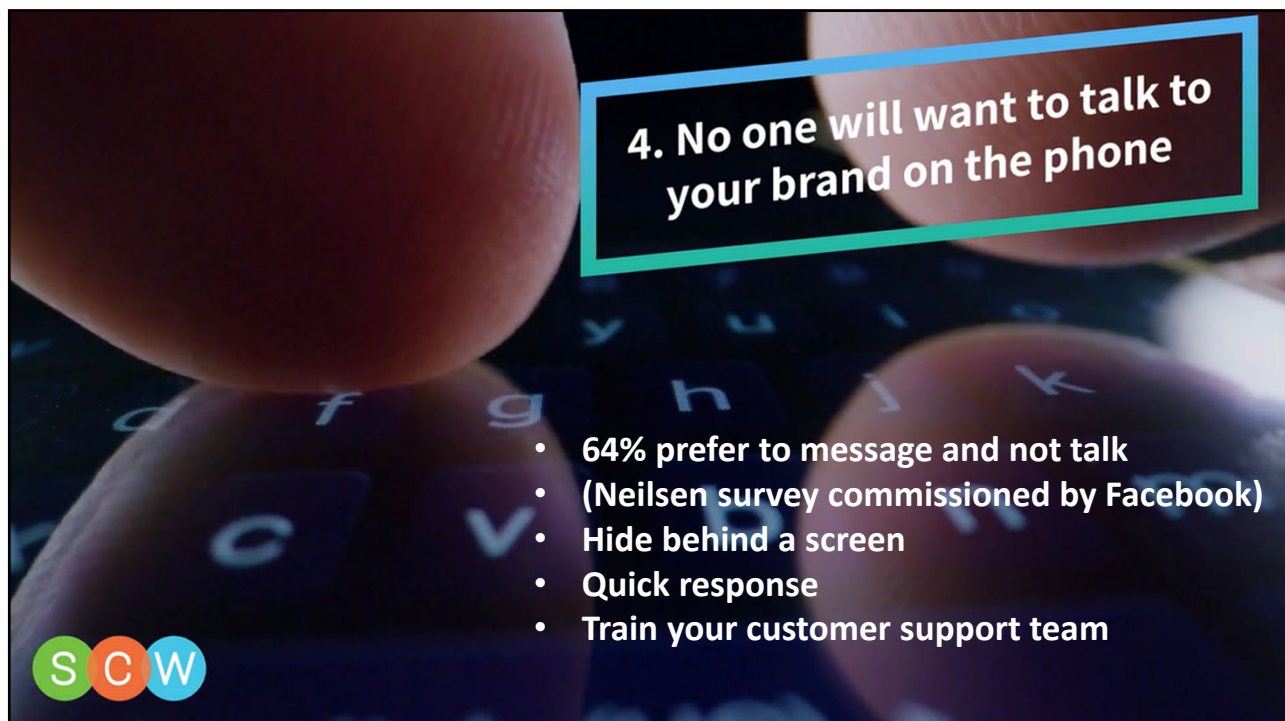
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3. Shoppers will expect to buy your memberships, programs & products directly on social media

- Social Media is an \$80 billion industry by 2025
- 81% research on social media before they buy
- **IMPULSE PURCHASES** – under \$100, Low risk, guarantee

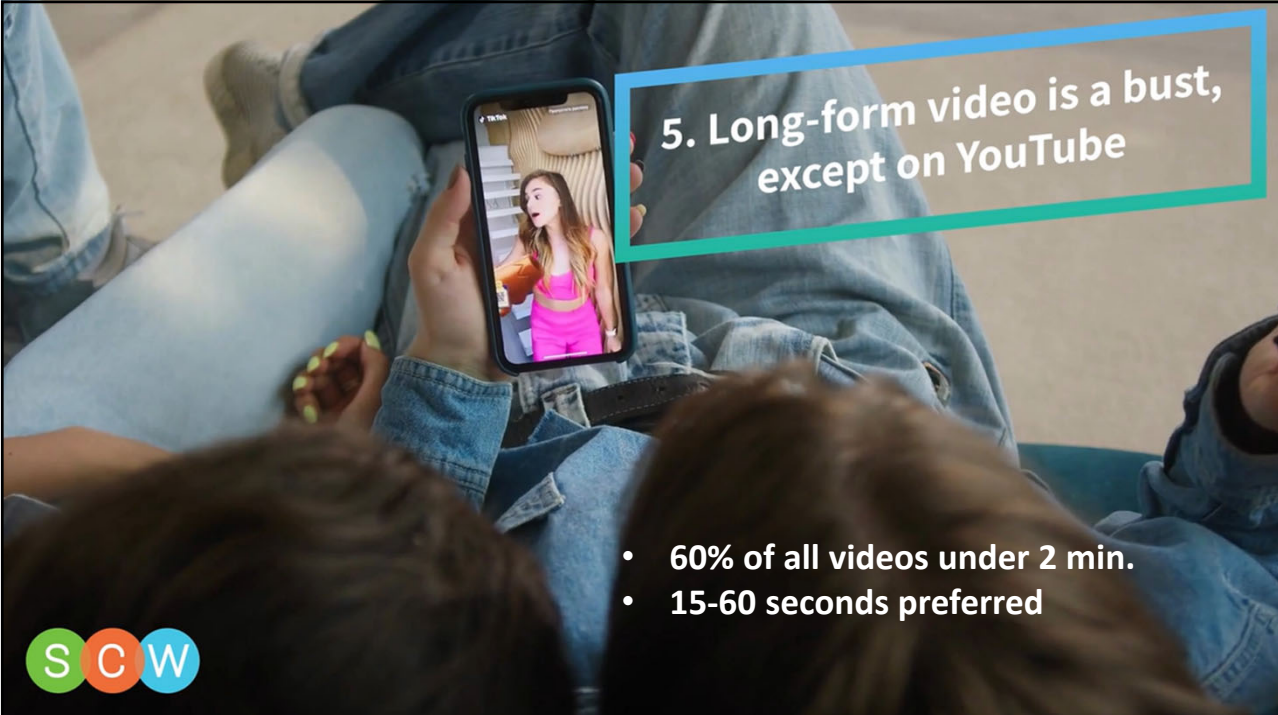
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4. No one will want to talk to your brand on the phone

- 64% prefer to message and not talk
- (Nielsen survey commissioned by Facebook)
- Hide behind a screen
- Quick response
- Train your customer support team

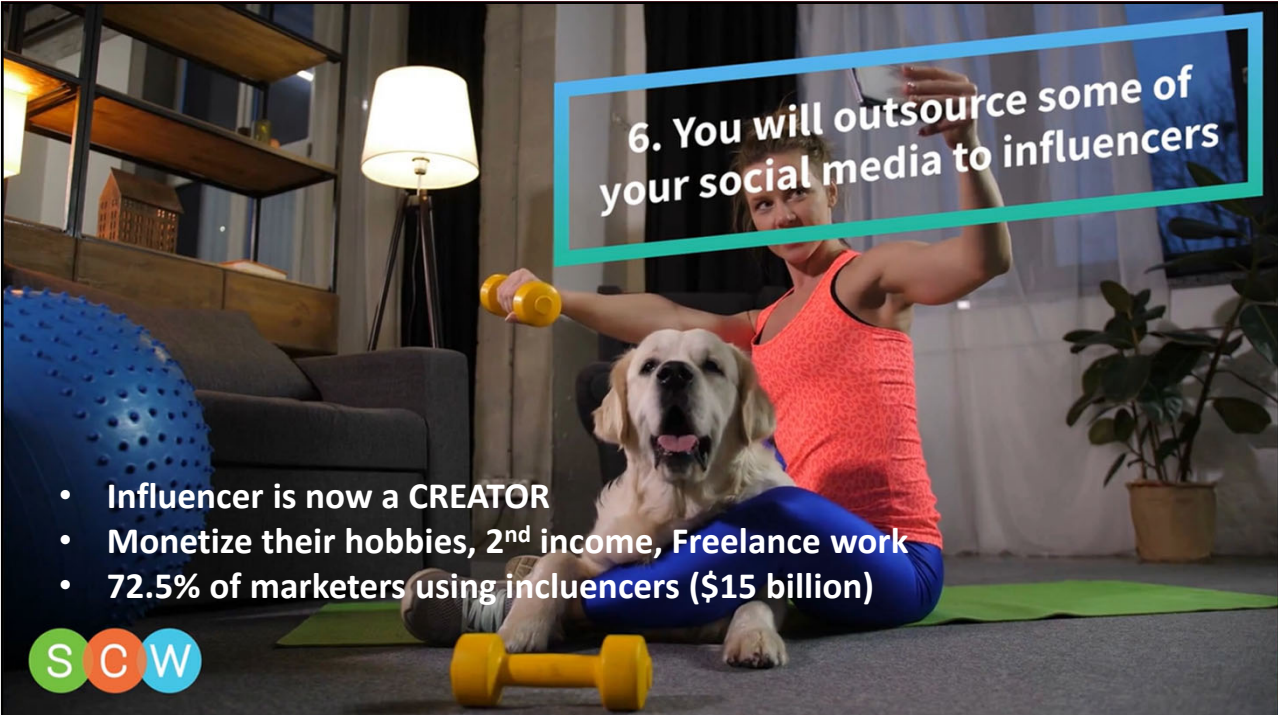
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5. Long-form video is a bust, except on YouTube

- 60% of all videos under 2 min.
- 15-60 seconds preferred

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6. You will outsource some of your social media to influencers

- Influencer is now a **CREATOR**
- Monetize their hobbies, 2nd income, Freelance work
- 72.5% of marketers using influencers (\$15 billion)

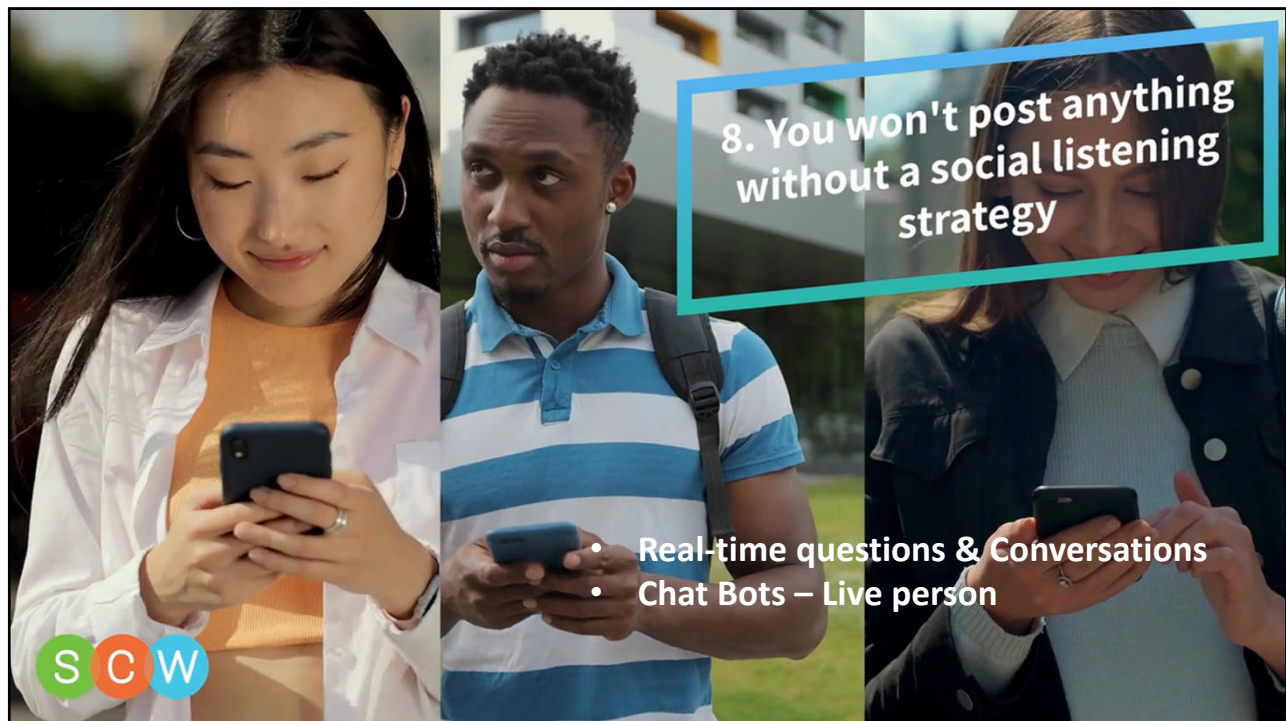
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7. You will need to learn paid advertising (even if you don't do ads yet)

- Find an Influencer
- Top instructor, trainer, local celeb/member
- Look for a following – promote multiple brands

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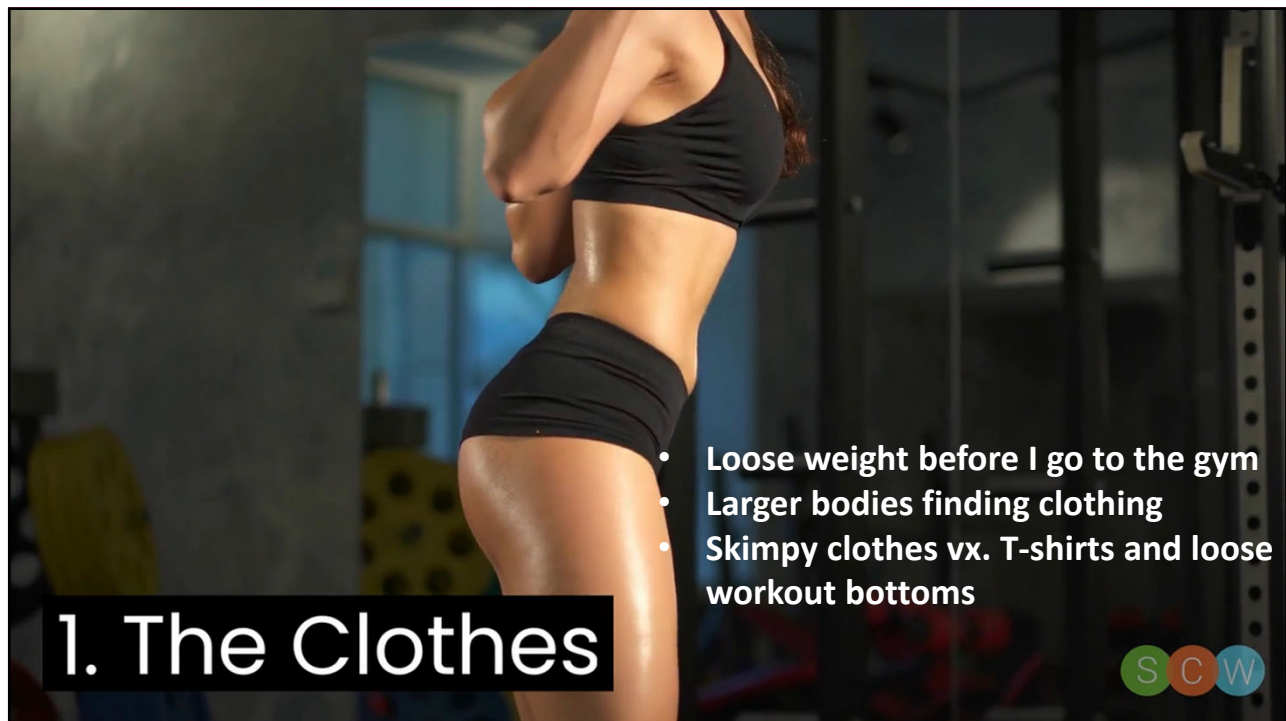
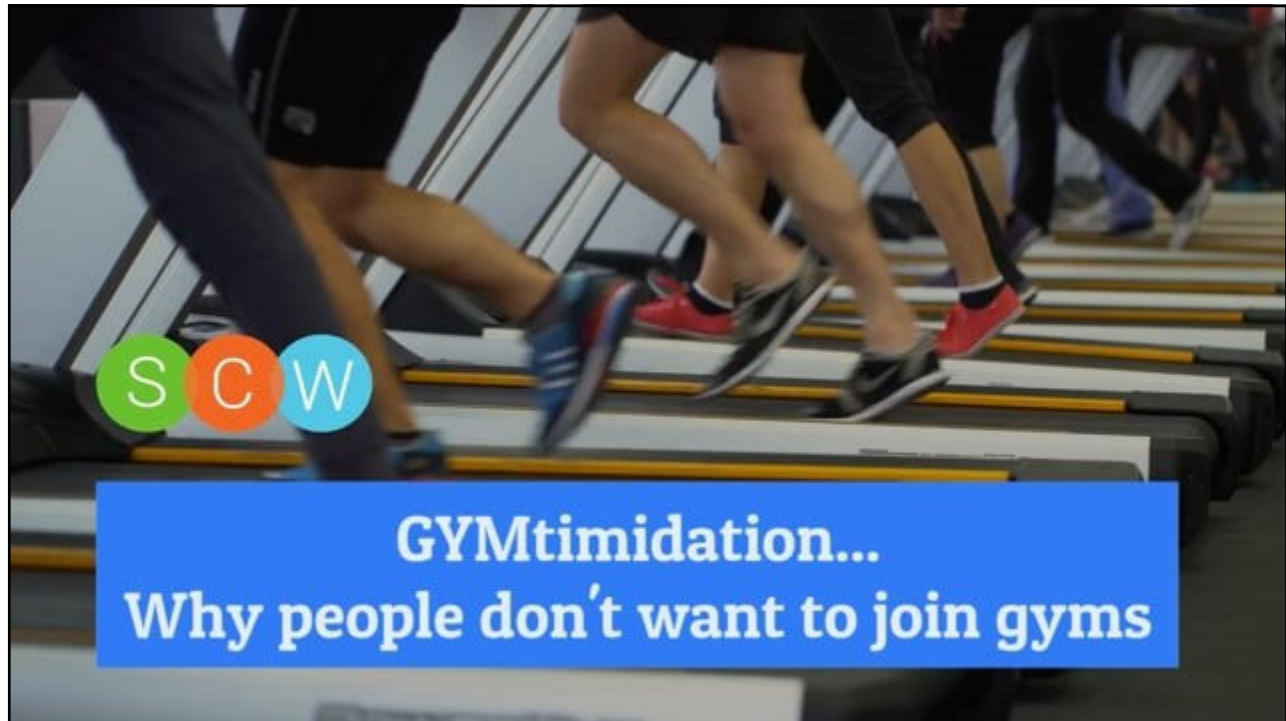


8. You won't post anything without a social listening strategy

- Real-time questions & Conversations
- Chat Bots – Live person

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- Intimidating: Black, metal, cold equipment
- Complicated tech – Hit Quick Start
- Can larger members fit?
- Have someone walk the floor

2. The Equipment

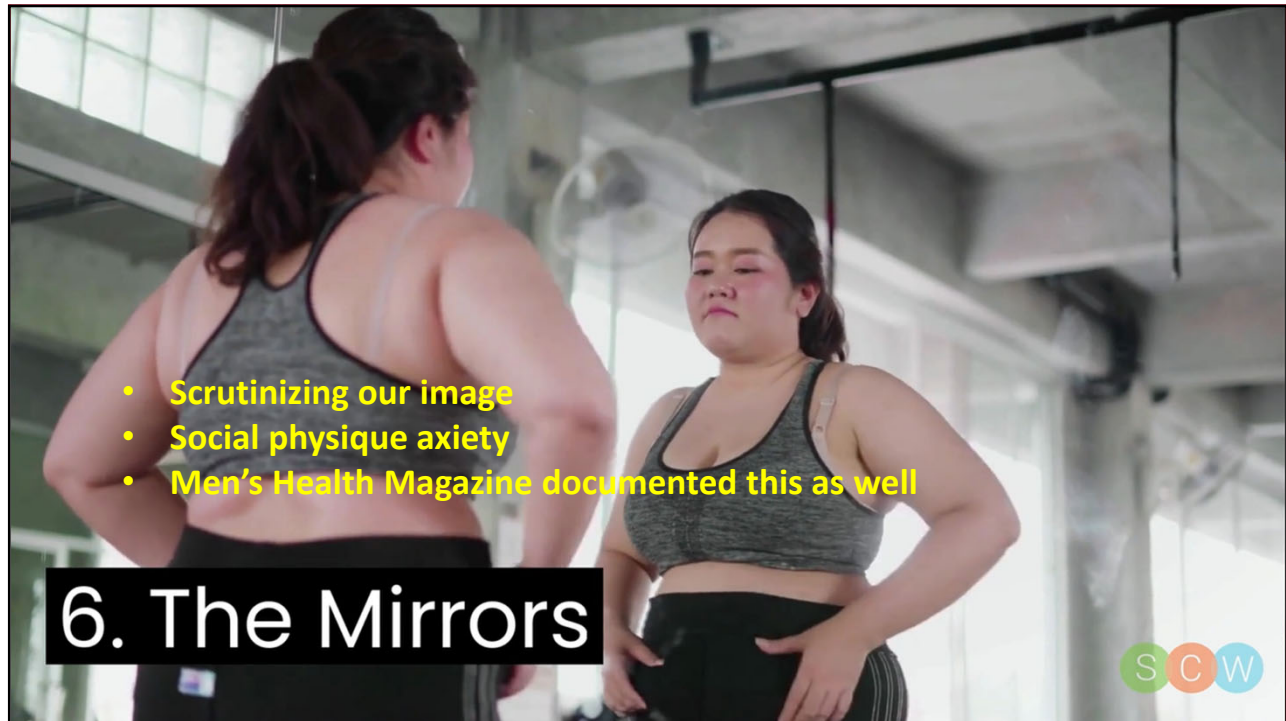


- Front row syndrome
- Back row is lost
- Connect experienced member with new member

3. The Classes










8. The Sell

- Additional Costs - Pressure
- Specialty Classes
- Hidden Expenses
- Supporting Nutrition is required



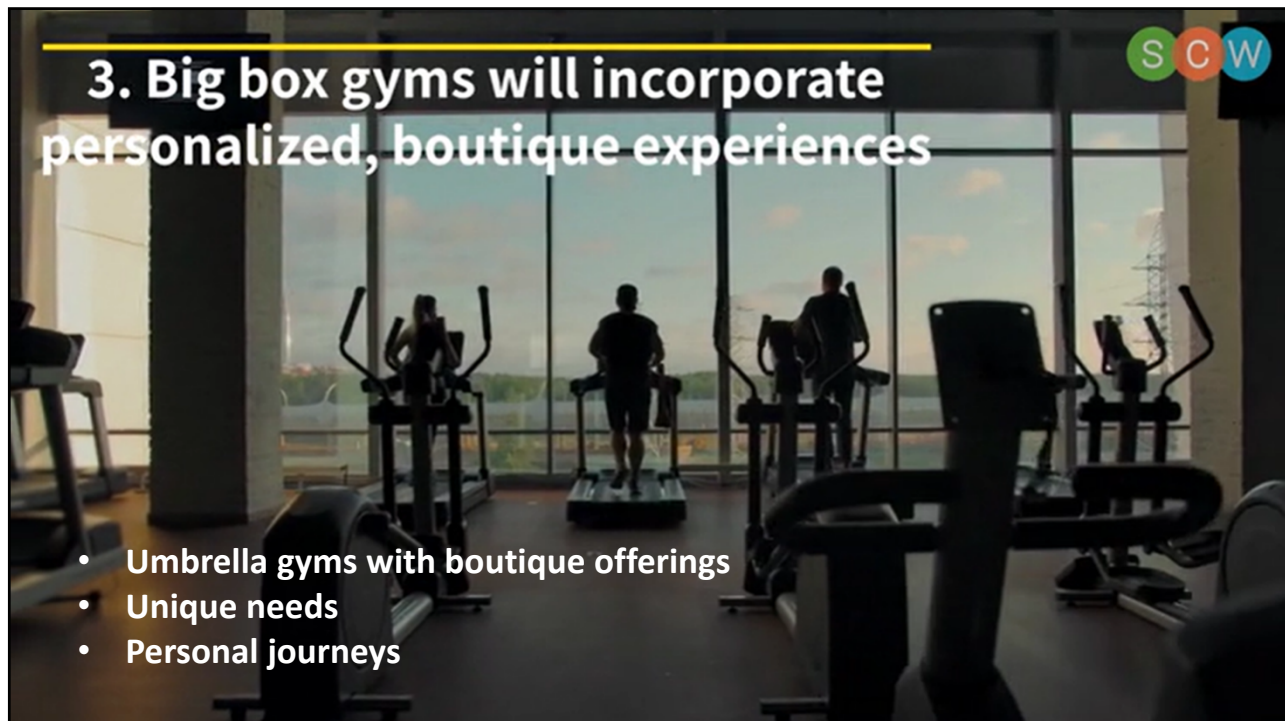
6 Predictions for 2022 Fitness Industry Pivots



A personal trainer in a black shirt is kneeling on a light-colored carpet, adjusting a client's shoe. The client is sitting on the floor. In the background, there is a window with a view of trees, a desk with a laptop, and a dumbbell in the foreground.

2. Personal trainers will become big-time entrepreneurs

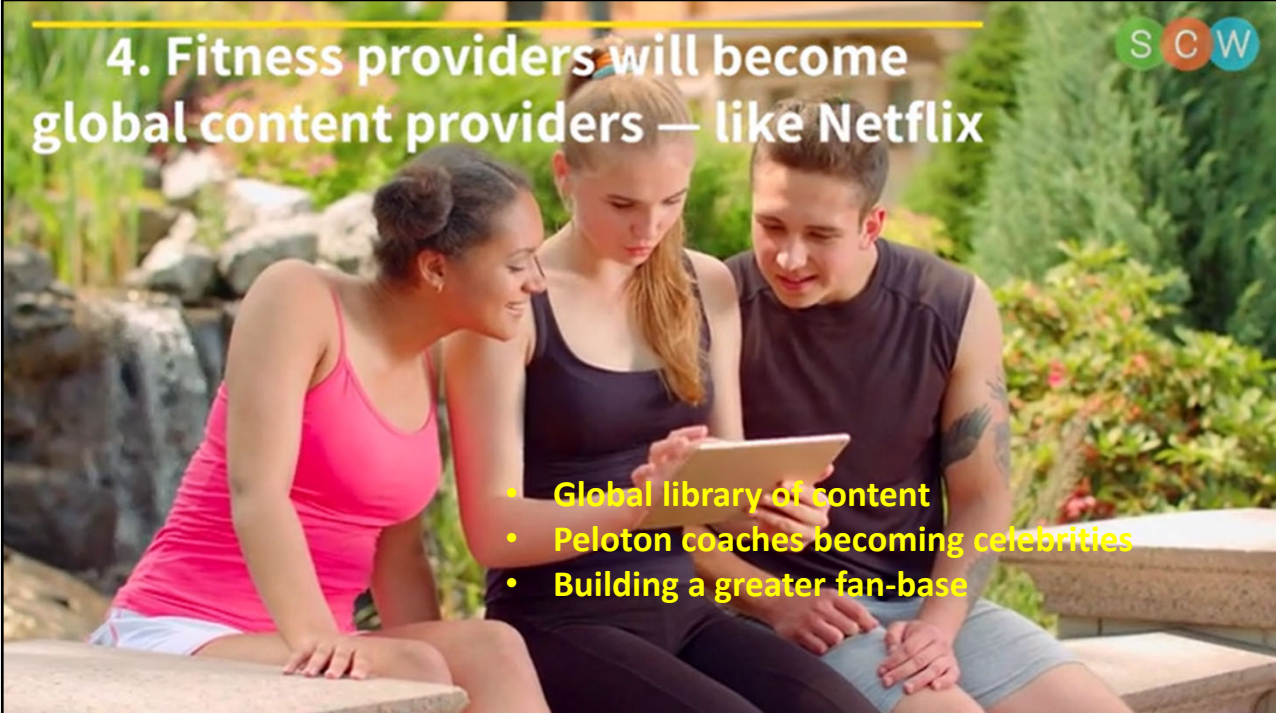
- Boom of influencers
- Find a mission = Get loyal followers
- All-in-one bookings

A large, modern gym with a high ceiling and large windows. Several people are using treadmills. The gym is well-lit, and the windows offer a view of the outdoors.

3. Big box gyms will incorporate personalized, boutique experiences

- Umbrella gyms with boutique offerings
- Unique needs
- Personal journeys

4. Fitness providers will become global content providers — like Netflix

A photograph of three people in athletic wear sitting on a stone ledge outdoors. A woman in a pink tank top is on the left, a woman in a dark blue tank top is in the middle holding a tablet, and a man in a dark blue tank top is on the right. They are all looking at the tablet with interest. The background shows greenery and a stone wall.

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- Global library of content
- Peloton coaches becoming celebrities
- Building a greater fan-base

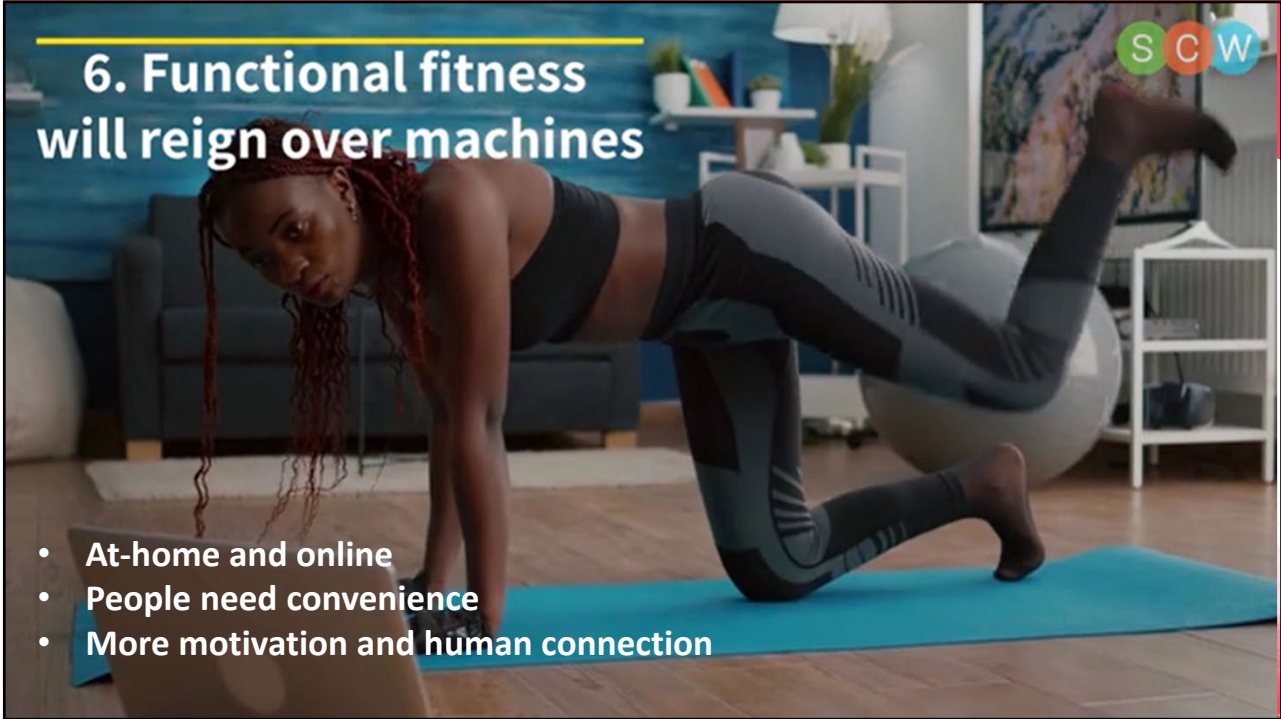
5. Leaderboards will die out

A photograph of four people in athletic wear on a wooden pier. A woman in a dark blue tank top is crouching on the left, looking at a smartphone. A woman in a black tank top is crouching behind her. A woman in a black tank top is in a starting position on a pink mat in the center. A man in a black tank top is crouching on the right, holding a water bottle. The background shows a body of water and a bridge.

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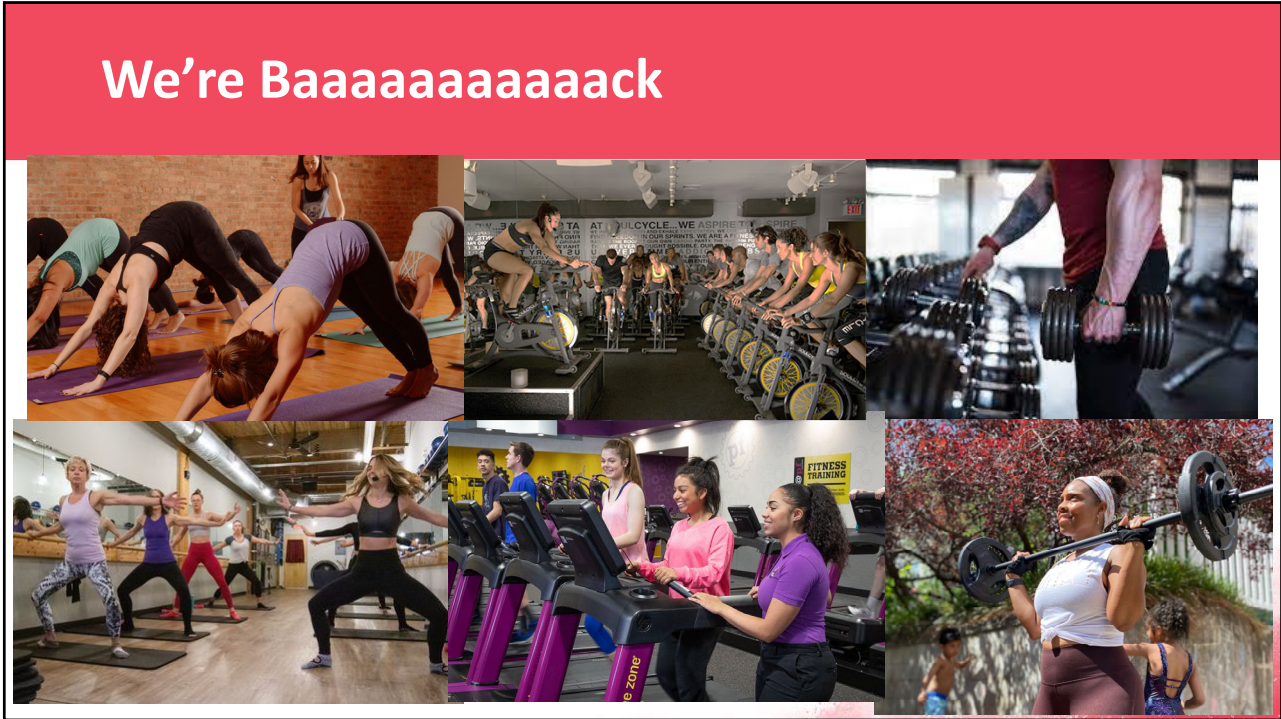
- Small group challenges
- Group goals
- Threshold achievements

6. Functional fitness will reign over machines



- At-home and online
- People need convenience
- More motivation and human connection

We're Baaaaaaack





Toss or Take: <https://vimeo.com/538886839/5d80ceb249>

Fitness is Not a Lifestyle: <https://vimeo.com/560164735/465e5f7a27>

9 Social Media Trends in 2022: <https://vimeo.com/690695313/2b1db0c571>

GYMtimidation: Why People Don't Want to Join Gyms: <https://vimeo.com/690696302/5852100941>

6 Predictions for 2022 Fitness Industry Pivots: <https://vimeo.com/user40201648/review/676007072/1f1e13f2ea>

