

GROUP FITNESS

WHAT WORKS, WHY & HOW

WHAT YOU WANT

LAUNCH & DEVELOP NEW CLASSES

+ Keep your programming exciting and fresh - and have something new to offer seasonally

IMPROVE EXISTING CLASSES

+ Understand that the success of a class is attributed to many factors - the format, the instructor, the timeslot, and the demand

BOOST MEMBERSHIP

+ Group fitness is a selling tool; it's fun, visual, and it can be used to generate referrals and leads

RETENTION

+ Use community driven challenges to engage members and reward usage and always welcome feedback

WHAT YOU NEED

ROCKSTAR INSTRUCTORS

SOLID SCHEDULE

AWARENESS

ENGAGEMENT

SUCCESS METRICS

ROCKSTAR INSTRUCTORS



WHERE TO FIND THEM:

- Host open auditions
- Host open trainings
- Scout the competition
- Recruit internally
- In unexpected places

HOW TO KEEP THEM:

- Offer continuing education
- Host staff meetings
- Acknowledge rockstars
- Mentorship
- Competitive compensation
- Foster innovation from within

SOLID SCHEDULE

- + SOMETHING FOR EVERYONE - ALL AGES & STAGES**
- + TURN-KEY PROGRAMS W/ PROVEN TRACK RECORD**
- + VARIETY OF MODALITES**
- + TIME SLOTS THAT ALIGN WITH CLUB TRAFFIC**
- + MAXIMIZE OFFERINGS & MINIMIZE SPEND**
- + EXCITING CLASS DESCRIPTIONS**

CREATE AWARENESS

If you want people to attend your party, you have to invite them. But you do not have to rely on billboards or elaborate campaigns to create awareness and generate buzz about your offerings.

- + Host 'teaser' demo classes prior to adding a class to the regular schedule.
- + Ask your instructors to promote/announce new offerings in their classes.
- + Work with your marketing team to create promotional materials such as in-gym signage and 4-up flyers.
- + Use social media to spread the word. Share a teaser video, use descriptive copy and a photo to create a compelling post or use a Facebook event to invite your members to a special 'sneak peek' class sampler.
- + Outdoor events is another great way to showcase a demo and gain exposure.

MEMBER & STAFF ENGAGEMENT



EDUCATE YOUR STAFF

- + Host a private class sampler for your staff so that they experience the workouts for themselves! Not only will they have fun, but they will be able to speak to the workout and share their personal experience with members.
- + Share a one-sheet overview with your staff so that they have all the talking points at their finger-tips when presenting to new prospects and members.

ENGAGE YOUR MEMBERS

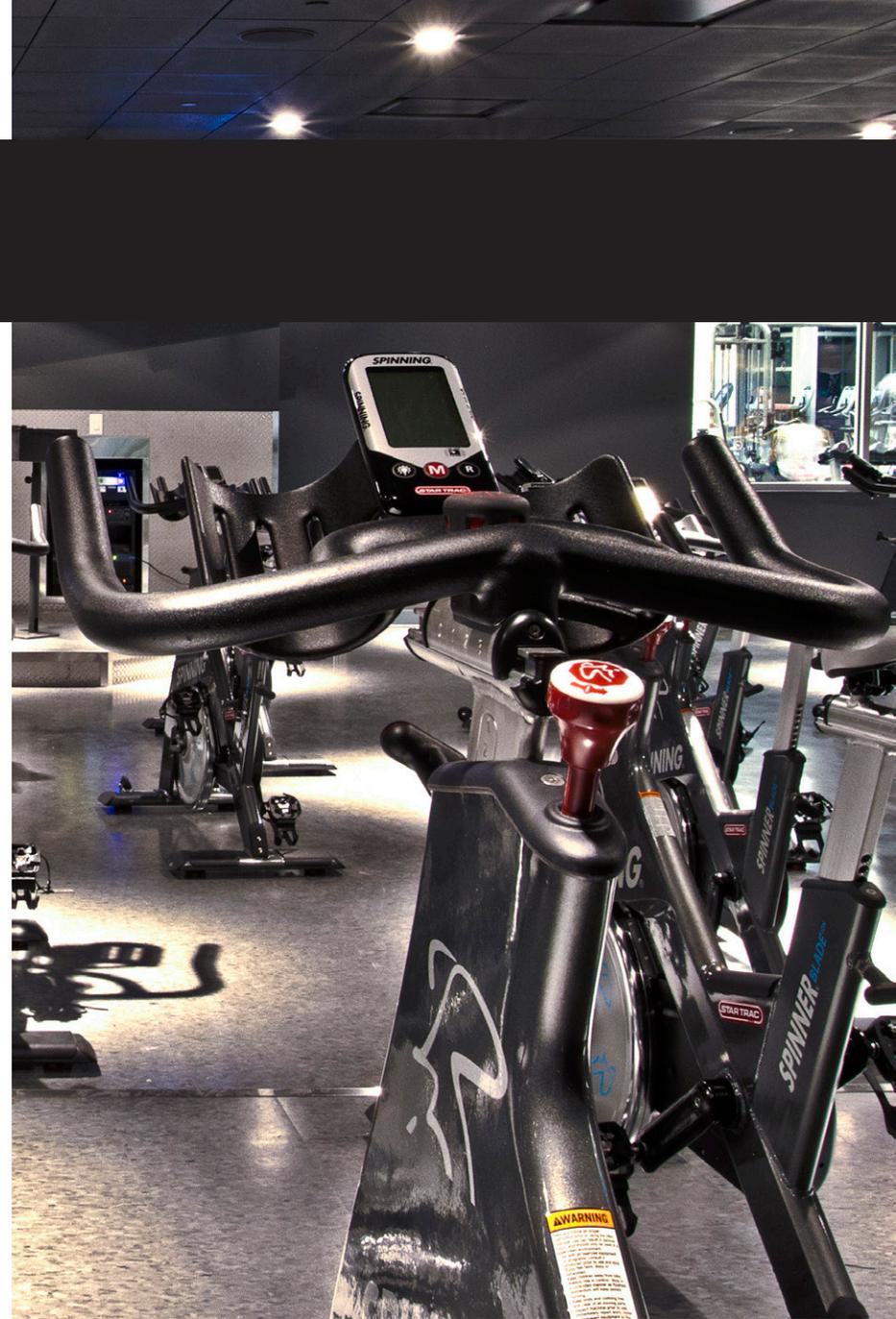
- + Create a challenge that provides an incentive for attendance, i.e. 8-week Beach Body challenge
- + Offer 'holiday' themed classes, i.e. Partner Yoga, Ex-Factor Boxing
- + Host an event with a member mixer, i.e. POUND & Pour
- + Encourage in-club hours for your Group Fitness Director/Coordinator

SUCCESS METRICS

MYTH: Group Fitness is solely a cost center

While group fitness is not always directly tied to driving revenue, it can and it does effect the bottom line on the P&L.

- +Manage your budget
- +Track attendance
- +Identify Key Performance Indicators
- +Make well informed decisions based on metrics, not emotion or 'gut'



ABOUT CYRUS FIT INC

CYRUS FIT INC is a highly specialized consultancy firm founded by fitness veteran, Donna Cyrus.

Over the past 30 years, Donna has made significant contributions to the fitness industry, spearheading the development of innovative programming for leading gym chains, consulting for boutique concepts, and launching products that have become household names.

Under Cyrus Fit Inc, Donna has assembled the dream team of fitness with expertise across every sector – from programming to studio design, business development and operations, branding, public relations, digital content creation, licensing, franchising, and more.

A team of seasoned professionals and young business minds behind the fastest growing fitness formats in the world, whom share Donna's vision and mission...to move fitness forward.

GET IN TOUCH

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Q & A DISCUSSION

THANK YOU