



## How to Run a Successful Fitness Study

# One Studio Generated

**150 Leads in One month**

## Here's How you Can Too!

"At FBA one of our biggest priorities is connecting our members so they can leverage the combined experiences of each other to maximize their growth potential."

Josh Leve, FBA/SUCCEED! Founder & CEO



**FITNESS  
BUSINESS  
ASSOCIATION**

**MORE AT  
[WWW.FBASUCCEED.COM](http://WWW.FBASUCCEED.COM)  
[WWW.FBAFITNESS.COM](http://WWW.FBAFITNESS.COM)**

## Running a Fitness Study

Whether you're an independent trainer working with clients in their homes, are operating a studio, or you're large enough to have a staff, this program can be done and done well! It truly is one of the best ways to reach the de-conditioned population in your market — a population that isn't walking into your business now.

First we need to make the distinction between the words "campaign" and "program." They're featured throughout this whitepaper, however, they are not used interchangeably. "Campaign" refers to the marketing piece of the Study and "program" refers to the structure of the 21 days. The primary focus of this whitepaper is to teach you how to market this campaign.



## What Is a Fitness Study?

A fitness study is marketing program aimed to attract the 84% of the population that doesn't currently exercise in any type of facility, large or small. As the name suggests, this is a Study and throughout the study participants should never be made to feel like they will ever be sold something (training package, membership, etc). Instead the focus of the Study is to measure the health benefits of regular exercise in a controlled and safe environment. How it's developed and implemented will be unique to each fitness studio.

By marketing this program as a "study," participants should understand that at no time will they be sold. The purpose is to understand, evaluate, and enhance the well being of participants. Your job as the studio owner/operator is to take the participants through a series of initial exercise tests, develop a three-week customized program for them, and then reassess at the conclusion.

Your goal of the "study" is to create a controlled, non-intimidating environment to maximize the success of each participant — culminating in a final emotional questionnaire. If they kept up with the study requirements

for the three weeks, you'll be able to showcase the many benefits that come with living a healthy lifestyle. You will have proven to them that by exercising regularly, taking care of their health, and eating right, they will feel better and have more energy.

Keep in mind your target market are those who are intimidated and overwhelmed by what you do seamlessly every day. They are the same people who won't walk into a fitness studio until they first lose weight!

Many of these folks have experienced frequent failures dotted with small, fleeting successes. When marketing and running this program, you need to ensure participants understand it's safe, that you have their best interest in mind, and are creating a non-intimidating environment for them to get started.

The added bonus for you as the studio owner is once your participants become engrained into the culture of your studio, you have the ability to turn many of them into long-term clients which not only helps them immeasurably but also leads to client referrals!

01

### Why Run a Fitness Study?

That's easy! You're running this campaign to get more long-term clients. As you identify areas of your business that you want to grow, channel these prospects into the study environment. (Hint: use your Marketing Plan as your guide.) Let's say you'd like more clients in your private, semi-private and small group programs. Use the time slots you already have in place and fill the gaps with these prospects.

02

### How Long Should You Run a Fitness Study?

Typically the ideal length of time is 3 weeks. This gives the participants enough time to see moderate improvements in their health, while also becoming 'regulars' inside your studio. They're able to build relationships with your staff, instructors, trainers, and each other — all leading to buying into your culture of living a healthier lifestyle.

03

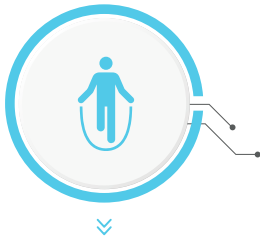
### Getting Started: How to Structure Your Fitness Study

Prior to the first day of the Fitness Study you'll need to structure your program. Doing so means mapping out each of the following areas (we'll go into each a little more below):

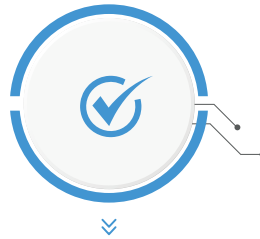
Your kick off party, initial assessment, program structure during the 21-days, final assessment, and emotional questionnaire.

- 1** Have a kick off party. Typically the first Sunday of the month works best. If you receive a lot of sign ups you can stagger the time of their initial fitness assessment for every 30 minutes. The purpose of the kick off party is to provide a platform to introduce yourself, have some food & drink, get people engaged, etc., Another recommendation is to give a quick speech about the purpose of the Study, how great it is that they're participating, what to expect, etc.
- 2** The initial assessment. The next step (and done on the day of the kick off party) is to take the participants in small groups and put them through a very simple workout. The type of workout will be different for each facility based on the equipment you have. Typically what can be done is a 1-minute run/walk, push-up test, sit-up test, resting heart rate, etc. Get about 5-7 exercises in and write down how well each participant performed. IMPORTANT NOTE: You'll want to keep this information for the end of the Study to compare and demonstrate their progress.
- 3** The basic program. After the mini-workout is complete you'll need to have proper documentation so you can provide each participant with an understanding of what's expected of them over the next 21 days. This is where you set them up for success. You'll need to inform them how your Fitness Study is going to work.

**SAMPLE STRUCTURES CAN INCLUDE:**



Requiring participants to workout at your studio a minimum of three times per week.



Granting them access 24/7, just ensure they check-in (so you can hold them accountable). This check-in system for each participant doesn't need to be fancy; a simple piece of paper with their name, date, and time of check-in works perfectly.



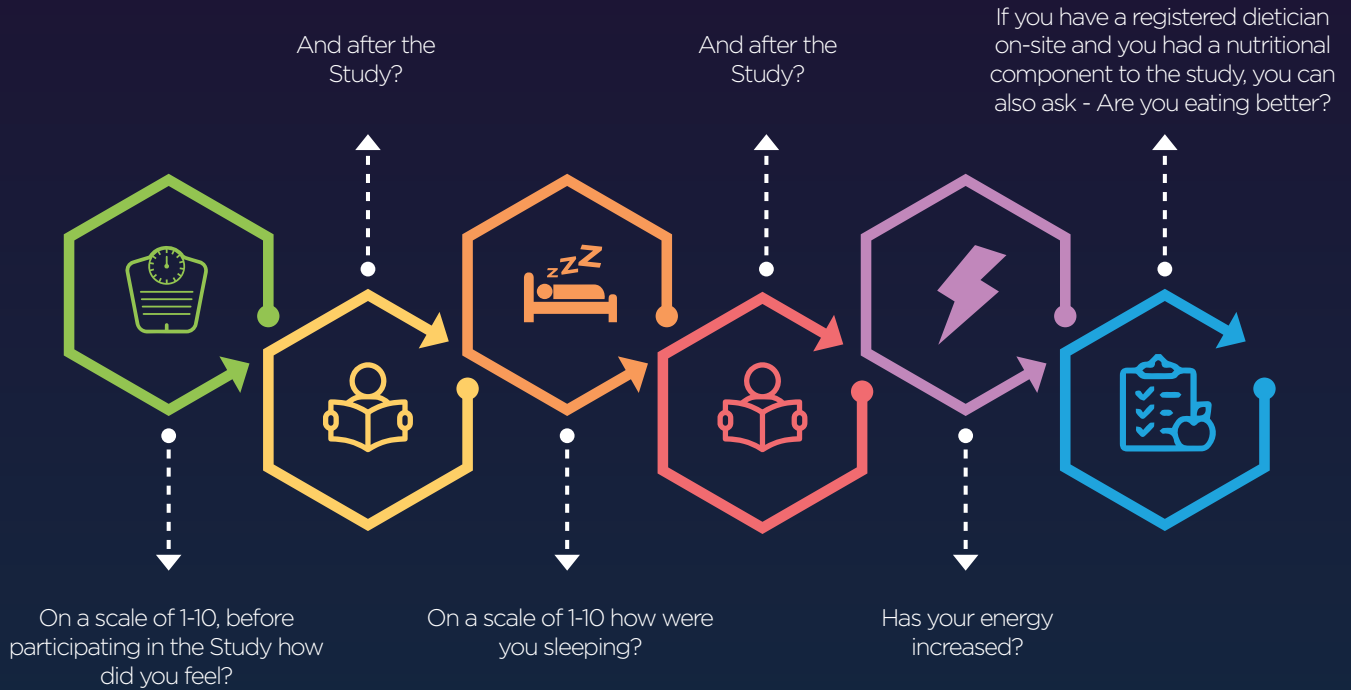
Of the three workouts per week, one can be a group session, a boot camp, a group exercise class, whatever your studio can handle based on its size and number of trainers/instructors.

At the end of the day, the structure will be completely customized based on your offerings.

- 4** During the Study. After the initial kick-off and each participant has a full grasp of what's expected of them, comes the time when you and your team shine. Any time you see a Fitness Study participant check-in, make them feel welcome. Don't overdo it, but say hello, ask how their day is going, see if they have any questions — show them what it means to become a part of your culture!
- 5** During their group training sessions, make sure they're feeling supported. Set up a table with Gatorade, water, bagels, fruit and keep them engaged. Also, it's important to note that during these 21-days, you're going to have people drop off — unfortunately it's just human nature. Don't be discouraged, life happens.

**6**

Emotional questionnaire. This is the critical part. While your Fitness Study is a study, your ultimate goal is to change someone's life. And what better way to do that than by continuing their fitness regimen at your studio. Once their final assessment is completed, take participants through a very short questionnaire. Ask the following questions or create some of your own:



Again, these are simple questions to show the value of the Study and how important exercise should be in their daily routine. Then you can set them up with a 'special offer' to become a client —after which it's all about closing!

Keep in mind, a fitness study is going to be unique for each business. There are certain key pieces that you need to incorporate, but the layers you can add are extensive and wholly dependent upon your ability to successfully support the campaign and program from start to finish..



# How to Get People to Show Up / The Campaign Components

The magic is in the mix! To get people to show up you need to create compelling creative with a clear message and use it in every piece of marketing you produce. Below are three packages for small, medium and large budgets.

## Small Budget

Guerilla Marketing is your best friend. This type of marketing is innovative, unconventional, and at a low cost. Guerilla marketing is also a great way to spread the word among local small business owners. Of particular interest should be the businesses your clients patronize. If your current clients shop there, you can bet that your prospective new clients are shopping there, as well. The less money you have to spend, the more time you will spend. (Guerilla marketing can be effective for just about every budget and in most every market, too.) Helpful examples include...

Handing out invites to your Study to people walking along the street

A sandwich board outside your studio enticing people to sign up.

Door hangers, take ones, & double-sided flyers

**Social Media is a fantastic way to boost an ad and target your audience, sometimes only \$50-\$100 will easily do the trick. If you go this route, we suggest the following:**

Create a landing page with information related to the study (include as much information as possible) what it's about, who your target audience is, etc.)

Include some video if possible. It could be a video testimonial from clients that have previously achieved results or a video of yourself inviting people to the study and telling them (in 60 seconds or less) what to expect.

Capture information — name, phone number and email are essential to ensure proper follow up.

## Medium Budget

- Guerilla Marketing as detailed above, with the alternate option of using the double-sided flyer as a newspaper insert.
- Prospect E-blasts are a low-cost way of reaching prospects and informing them of your program. Try to cross-promote with local businesses and get an ad in their newsletters as well.

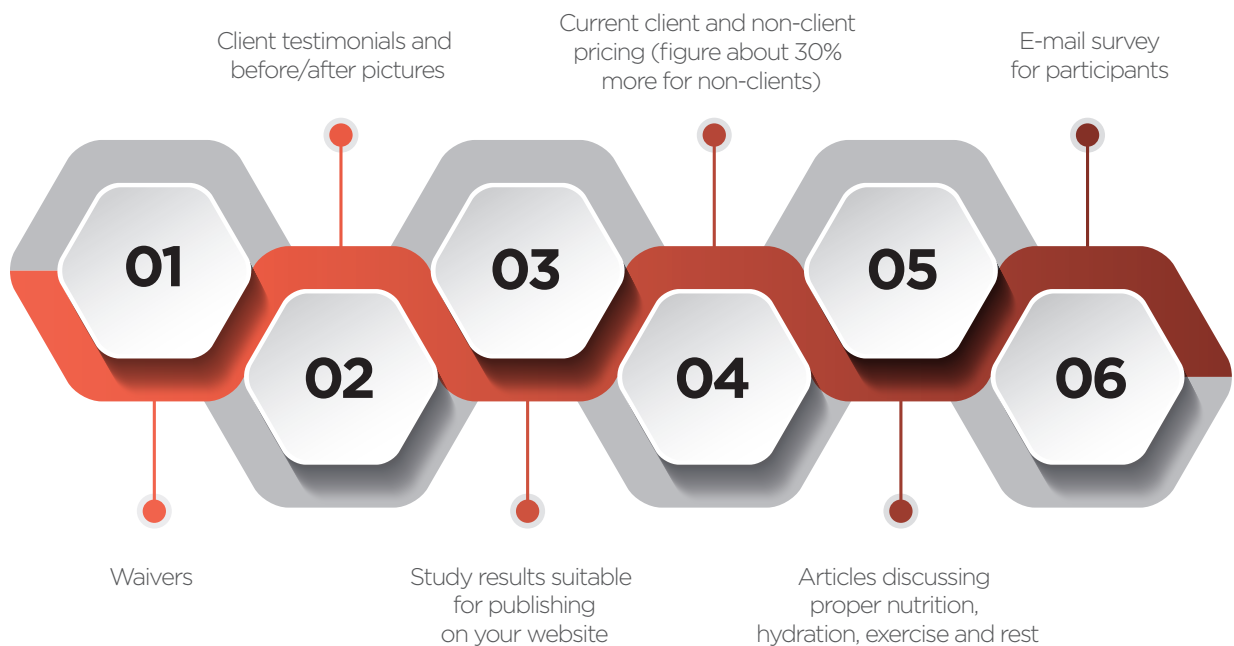
## Large Budget

- Direct Mail is a powerful medium in this context. By choosing mail routes that have identifiers in common with your current clientele, such as age, income level, and location, you are more likely to reach the demographic target you desire.

**Digital Marketing, such as Google Ads, and pay-per-click ads will cost a little more but the audience reach might be worth it.**

- Social Media posts and shares. Use the social media outlets you're active with and watch it go viral!
- Add a landing page for e-blasts, whether you're sending to your lists and/or sending to an outside prospect list. Make it easy for prospects to register right then and there when you've captured their attention. Not only that, you've captured their contact information, too!
- Promote this on your website. Prominently.
- Add URL's to your site and landing pages on all your printed pieces to drive prospects to your website.
- Write a news release to be published in your local paper detailing the program, who it benefits and why you're running it.
- All marketing vehicles employed must have the same message, look, and feel to be easily identified.
- Use a 'register by' date to enable you to easily extend the session dates, as demand requires.
- Have an incentive to 'join now' in place. Be prepared for the possibility that a prospect may decide to commit today!

**You may want to add layers to the program, such as:**





**At the end of the day it's important to remember to put a tracking system in place for each aspect of the program. From the moment people walk in for their initial assessment find out about where they heard about the program. Then keep track of how many people registered, how many actually showed up, participated, completed the program, and ultimately how many prospects you converted to clients!**

### **360 Fitness in Tyler, TX**

360 Fitness has run this program very successfully over the years. Using the "21-Day Fitness Study," they generated 150 leads with 75 — 80 signups for the program. Of those, 75% signed on as long-term members/clients! Worth it? Absolutely!