

GET YOUR MEMBERS OFF TO A  
'SMART START' + BOOST RETENTION



**LES MILLS**

## **LES MILLS SMART START**

### **SMART AND SLOW IS THE WAY TO GO**

Les Mills' SMART START program is designed to get your members off to a great start by gradually introducing people with little to no previous experience to the ACSM-recommended level of exercise\*.

It enables you to provide new members with a clear template for achieving a healthy lifestyle in just six weeks, while optimizing adherence and boosting the chances those first few weeks will turn into a lifelong love of fitness.

*\* The ACSM guidelines for health and fitness recommend a minimum of 150 minutes of moderate to high intensity exercise a week, ideally achieved through three to five 30 to 45-minute workouts and a mix of cardiorespiratory exercise, resistance exercise, flexibility exercise and neuromotor exercise.*

## **GET YOUR FREE WORKOUT PLANNER**

See the last page of this guide to access your free, printable 6-week workout planner, so you can get new members off to a SMART START today.





## **PROVEN DESIGN**

The SMART START program is based on the Get Fit Together research conducted in 2011 by Dr Jinger Gottschall from Penn State University.

## **THE RESEARCH:**

- Followed 25 sedentary adults with a BMI over 30 through a 30-week program of LES MILLS™ group fitness classes.
- Started with an initial six-week period encouraging the exercisers to 'dip their toes' into fitness before building up to a six-day-a-week exercise schedule.

## **THE RESULTS:**

- Participants delayed the onset of cardiovascular disease by an average of 3.6 years.
- Over the course of the 30-week study, 20 of the 25 study participants never missed a workout – a compliance rate of 98.8 per cent, which is almost unheard of in exercise studies.

## **THE KEY TAKE-OUTS:**

- It is possible to encourage the most exercise-resistant people into a healthy lifestyle.
- People with little to no exercise experience should start smart and slow – steadily building the frequency, duration and intensity of their workouts, while enjoying themselves.
- For new exercisers, working out in a group is the most effective way to build exercise adherence.



## GET THE FULL TOOLKIT

As a Les Mills partner, you'll receive a full marketing toolkit to implement SMART START in your facility, including:

- A printable 6-week workout planner for new members
- SMART START information brochure for your front desk
- "Getting started" and "Learn the moves" videos
- Social media assets
- Research articles for you to share on your own channels.

### TAKE IT IN STEPS

When it comes to motivation, you know your members well. The more you know about them, the better you can help them get started. Here are some tips to help you get started.

The great news is you're not alone. The thought and motivation you need to get started are within you. You just need to take the first step. Here are some tips to help you get started.

- 1 CONTROL YOUR WORKOUT**  
Set a goal for your workout. It could be as simple as 30 minutes of cardio, or as challenging as a full-body workout. Make sure you're tracking your progress and celebrating your wins.
- 2 FREQUENT SMALL MOVEMENT**  
The more you move, the better you'll feel. Try to incorporate movement into your daily routine. It could be as simple as taking the stairs, or as challenging as a 10-minute workout.
- 3 CELEBRATE THE MILESTONES**  
Celebrate your progress. It could be as simple as a high-five, or as challenging as a reward. Make sure you're celebrating your wins, no matter how small.

### FOLLOW A PLAN

**SIX WEEK WORKOUT SCHEDULE**

WEEK	SESSIONS	DURATION
1	1.00 session	1.00 session
2	2.00 sessions	1.00 session
3	1.00 session	1.00 session
4	1.00 session	1.00 session
5	1.00 session	1.00 session
6	1.00 session	1.00 session

**THE NEXT 12 WEEK CHALLENGE**

WEEK	SESSIONS	DURATION
7-18	1.00 session	1.00 session

The SMART START fitness schedule is proven by science and combines a mix of cardio, strength, core and flexibility exercises.

**CARDIO** is great for burning calories and improving heart health.

**STRENGTH** training builds lean muscle and helps with long-term weight loss.

**CORE** strength is vital for building a strong body to combat the effects of aging.

**FLEXIBILITY** makes it easier to move, maintain mobility and improve your posture.

## GET YOUR FREE SMART START WORKOUT PLANNER NOW

Turn to the next page to get your free, printable 6-week workout planner for new members.

**TO PARTNER WITH LES MILLS AND GET THE FULL TOOLKIT, CONTACT OUR TEAM TODAY.**

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# SMART START PLANNER

NAME \_\_\_\_\_

START DATE \_\_\_\_\_

## ACTIVITY PLAN



**CARDIO:** \_\_\_\_\_  
Great for burning calories and important for heart health.



**STRENGTH:** \_\_\_\_\_  
Build lean muscle. Helps with long-term weight loss.



**CORE:** \_\_\_\_\_  
Create the best platform for all other exercise.



**FLEXIBILITY:** \_\_\_\_\_  
Reduce chances of injury. Improve posture.

## SIX WEEK WORKOUT PLANNER

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

## SIX WEEK WORKOUT SCHEDULE

WEEK	CARDIO	STRENGTH	CORE/FLEXIBILITY
1	1 x 20 min	1 x 20 min	1 x 10 min
2	2 x 20 min	1 x 30 min	1 x 20 min
3	2 x 30 min	1 x 30 min 1 x 20 min	1 x 25 min
4	2 x 35 min 1 x 20 min	1 x 60 min	1 x 40 min
5	2 x 50 min 1 x 20 min	1 x 60 min 1 x 20 min	1 x 60 min
6	2 x 60 min 1 x 30 mins	1 x 60 min 1 x 40 min	1 x 60 min

## THE NEXT 12 WEEK CHALLENGE

WEEK	CARDIO	STRENGTH	CORE/FLEXIBILITY
7-18	3 x 60 mins	2 x 60 mins	1 x 60 mins

Follow the SMART START Six Week Fitness Schedule as a guide to gradually increasing your workout times - [lesmills/smartstart](https://www.lesmills.com/smartstart)

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