



INSIGHT SERIES

RELATIONSHIPS BEYOND MEMBERSHIPS





INTRODUCTION

1. WELCOME
2. DRIVERS OF CHANGE IN THE INDUSTRY
3. THE RELATIONSHIPS BEYOND MEMBERSHIPS PHILOSOPHY
4. 6 STRATEGIES FOR BUILDING HEALTHIER, MORE SUSTAINABLE, MORE PROFITABLE CLUBS

**SO, WHAT'S
HAPPENING
IN FITNESS
RIGHT NOW?**



LES MILLS

FITNESS HAS NEVER BEEN BIGGER

75%

of the population over 18 either exercise regularly or would like to

74%

of regular exercisers are currently doing gym-type activities

32%

of the adult population attend a Fitness Facility

FITNESS IS THE WORLD'S BIGGEST 'SPORT'

SOURCE: Les Mills Global Consumer Fitness Survey 2019

LES MILLS

THE WORLD IS CHANGING ALL AROUND US

MEMBERSHIPS & PROFIT

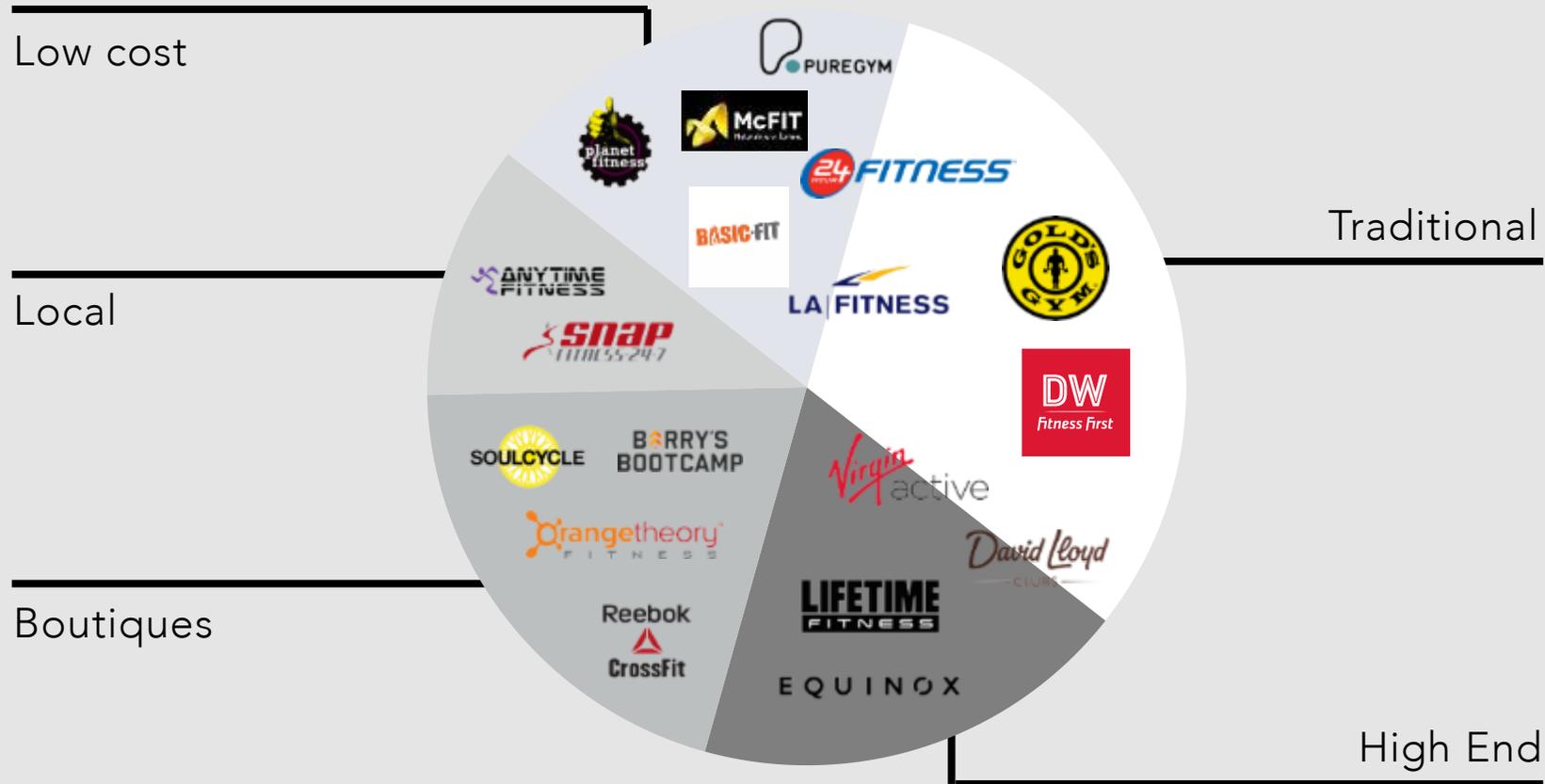
1. Competition
within the
sector

2. Shifting
Demographics

3. Marketplace
disruption



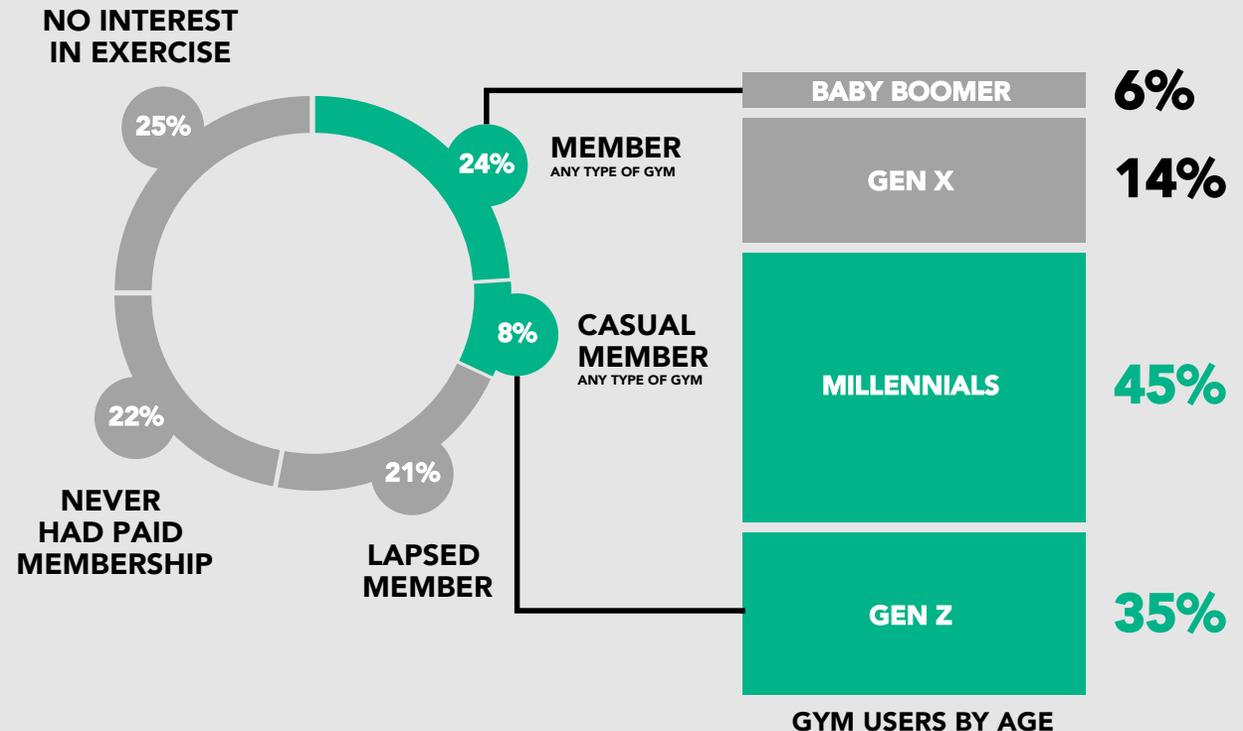
#1 CHALLENGE: COMPETITION HAS DRAMATICALLY INCREASED



#2 CHALLENGE: DEMOGRAPHICS HAVE SHIFTED SIGNIFICANTLY

80%

Of all those **paying** for fitness
are Millennials or Gen Z



SOURCE: Les Mills Global Consumer Fitness Survey 2019

MILLENNIALS & GEN Z ARE MOVING AWAY FROM FULL SERVICE CLUBS, WHICH ARE QUICKLY LOSING MARKET SHARE TO BOUTIQUES

Despite their high cost, small boutique gyms with a single activity are the most popular venue in the US*.

Typical clubs are aging. Average age of customers in US/typical fitness clubs: 39 years old.*

* IHRSA Health Club Consumer Report 2018

#3 CHALLENGE: MARKETPLACE DISRUPTION – CONSUMERS HAVE MORE CHOICE THAN EVER BEFORE

100%

Usage of an app or online workout has increased by 100% in the last 3 years

You are facing competition from digital disruption even if you don't currently have an offer in this space.

What you can offer:

- Virtual exercise
- Fitness apps and devices
- Online solutions
- Customers have more convenient, and sometimes more motivating, alternatives to fitness facilities.

FREE



NIKE TRAINING CLUB

100M USERS

LOW COST



KAYLA ITSINES

**33M SOCIAL FOLLOWERS
\$5 SUBSCRIPTION**

PREMIUM



PELOTON

**600K SUBSCRIBERS
\$700M REVENUE**

THIS IS AN ESTABLISHED BEHAVIOUR

85%



Of all gym and casual members report working out at home

28%



Of home exercisers use a paid or free app

100%

Increased use online workout/apps over the past 5 years.

SOURCE: Les Mills Global Consumer Fitness Survey 2019

A man with short, dark hair is riding a stationary exercise bike. He is wearing a black sleeveless athletic top with a small 'Reebok' logo on the right shoulder and black shorts. He has a thoughtful or questioning expression on his face, looking upwards and to the right. The bike is black with blue accents. The background is a dark, smoky grey. Large white text is overlaid on the left side of the image.

**WHAT ISN'T
CHANGING
IN THE WORLD
OF FITNESS?**

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RETENTION REMAINS THE CLUB INDUSTRY'S LARGEST CHALLENGE

50%

Typical fitness
facilities lose up to 50%
of their memberships
every year*



* An average global view, data collected from IRHSA 2018

RETENTION: AN OVERARCHING CHALLENGE FOR CLUBS

MEMBERSHIPS & PROFIT

1. Competition within the sector

2. Shifting Demographics

3. Marketplace disruption

RETENTION



THIS IS NO NEWSFLASH

- Retention has been a key issue for clubs for a long time
- The best clubs have already beaten retention and have turned the stats around
- But many are still struggling to keep hold of their members



A GLOBAL PERSPECTIVE



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WHAT'S BEHIND THE PROBLEM OF MEMBER RETENTION?

FITNESS IS HARD WORK

People drop out if their expectations of results are not met quickly or they fail to find motivation to keep coming.

Unfortunately, because members are largely left to build and sustain an exercise habit for themselves, lots will drop out in the first few weeks...



LES MILLS



AND RUNNING A CLUB IS HARD WORK TOO

Many clubs are simply too busy trying to get new members and running the facility to give member experience as much attention as they would like to.

WHERE DOES THIS LEAVE CLUBS?



THE STARK TRUTH

A woman with blonde hair in a ponytail, wearing a black and grey sports bra and black leggings, is captured in a dynamic pose as she steps up onto a blue and red exercise platform. She is wearing white sneakers and has a focused expression. The background shows a modern building with large windows and a clear blue sky.

MANY GYMS ARE NOW IN THE BUSINESS OF SELLING MEMBERSHIPS, NOT FITNESS.

Unfortunately, losing members has become the norm.

Clubs are providing access to exercise, rather than supporting members in forming and sustaining a habit and positive relationship with exercise.



**WE'RE IN THE
MOTIVATION BUSINESS**

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AN ACQUISITION & RETENTION MINDSET

OPPORTUNITY FOR GYMS
TO CREATE REAL AND
LASTING DIFFERENTIATION

ACQUISITION MINDSET

What will attract new people?
What's the latest fad?



What makes the best first
impression on prospects?



What makes exercise
look easy?



What makes us
look different?



How can we get
more referrals?



ACQUISITION & RETENTION MINDSET

What is best suited to delivering the types
of motivation & results people want?

What do people need to develop love
for exercise and a sustainable habit?

What do people who enjoy exercise need
to enjoy it more?

How can we get more people to talk about us
in a positive way motivating others to come?

Have we earned the right to ask for a referral?
How do we get our customers to advocate for us?



ACQUISITION WILL ALWAYS BE PART OF THE AGENDA. IT'S THE MINDSET THAT NEEDS TO CHANGE





OUR PHILOSOPHY

***RELATIONSHIPS
BEYOND MEMBERSHIPS***
LES MILLS





WHAT ARE RELATIONSHIPS BEYOND MEMBERSHIPS?

These are when a member has fallen in love with fitness and fallen in love with their club.

A woman with blonde hair in a high ponytail is captured in a dynamic running pose against a dark, textured wall. She is wearing a black sports bra, black leggings, and grey and white sneakers. The lighting is dramatic, highlighting her muscles and the texture of the wall. The overall mood is energetic and focused.

6 STRATEGIES TO BUILD RELATIONSHIPS BEYOND MEMBERSHIPS

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STRATEGY

01

GIVE MEMBERS
MOTIVATION



MOTIVATE YOUR MEMBERS

This is the biggest value you can offer members and is why they come to you.

01

KEEP THEM ON TRACK

02

HELP THEM SEE RESULTS

03

SUPPORT THEM IN THEIR LOVE OF EXERCISE



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**MOTIVATION =
RESULTS =
RETENTION**

**MOST MEMBERS AREN'T MOTIVATED ENOUGH
TO COME MORE THAN ONCE A WEEK**

Average attendance per member
is 1.9 visits per week but...

66%

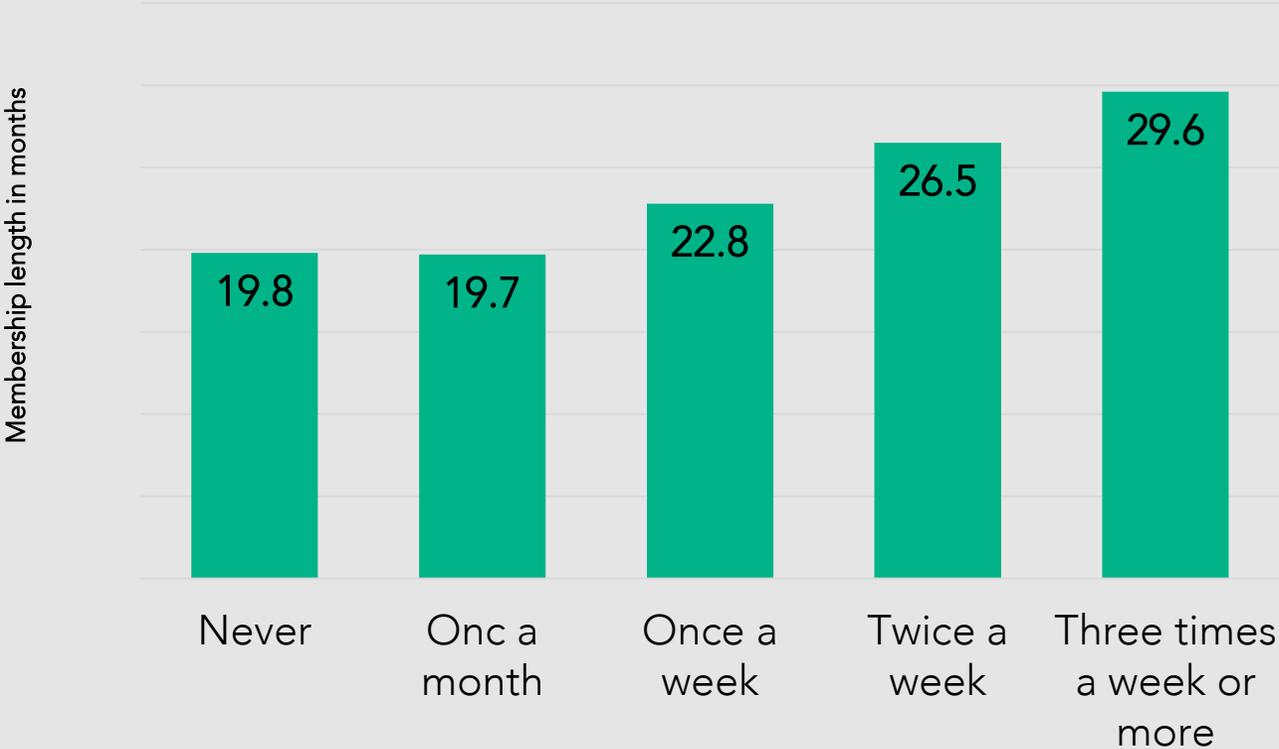
members use their club fewer
than 1.9 times per week

43%

use it less than once a week

MOTIVATED MEMBERS COME MORE OFTEN – MEMBERS WHO COME MORE OFTEN STAY WITH YOU FOR LONGER

Members who attend Les Mills classes three times a week or more have an average membership length that is 49.5% longer than those not attending at all.



SOURCE: Exploring trends in LES MILLS™ class attendance and the impact of attendance on membership metrics Les Mills & uk active Research Institute ° Base: All live and cancelled memberships



MAKE FREQUENCY A KEY METRIC

**THIS IS HOW YOU KNOW YOU ARE SUCCEEDING
IN MOTIVATING YOUR MEMBERS**

More members exercise with you more often. Attendance is the most important metric in our industry. But it remains one of the least measured by club managers.

2

**visits per
week per
member**

3-5

**workouts a
week to
drive results**

MOTIVATE YOUR MEMBERS, SO NOBODY ELSE CAN

IF YOU MOTIVATE YOUR MEMBERS, THEY ARE FAR LESS LIKELY TO BE SWAYED BY THE SAVINGS OR ADDED EXTRAS OF A DIFFERENT CLUB.



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SUMMARY

- Find out your average attendance.
- Think about what you could do every day to keep members motivated.
- Make visit frequency a KPI.





STRATEGY

02

ENGAGE AS MANY MEMBERS AS POSSIBLE
IN ASSISTED AND SOCIAL EXERCISE



WHAT IS SOCIAL AND ASSISTED EXERCISE?

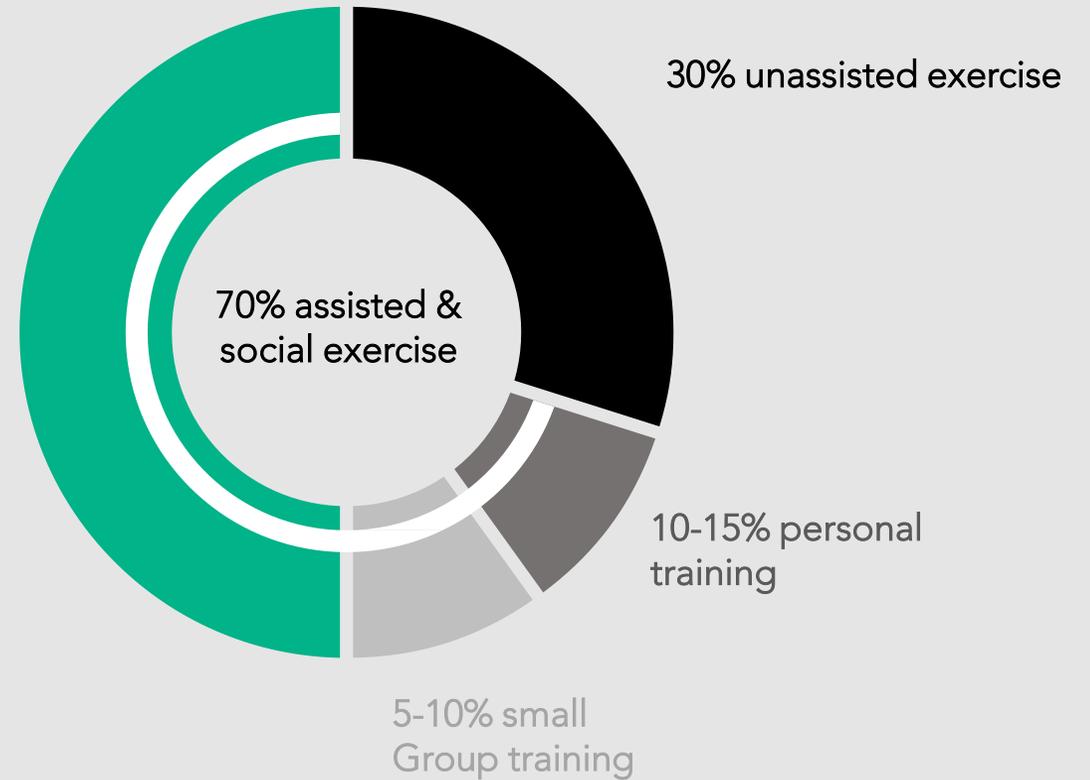
PERSONAL TRAINING
SPORT EVENT TRAINING
GROUP EXERCISE
TEAM TRAINING

70/30 BENCHMARK FOR HIGH-PERFORMANCE FACILITIES

Contribution to weekly club attendance

YOUR GROUP EXERCISE ATTENDANCE PER WEEK SHOULD BE EQUAL TO YOUR MEMBERSHIP SIZE

50% group exercisers



4 AREAS TO CONSIDER

1

**GROUP
EXERCISE**

2

INSTRUCTORS

3

STUDIO

4

**CONSUMER
DEMAND**

GROUP EXERCISE: THE STATS

45%

gave group exercise as a reason for attending their gym

49.5%

members who attend Les Mills classes three times a week or more have an average membership length that is 49.5% longer than those not attending at all

SOURCE: *How Do The Activities Members Usually Take Part in and How Often They Attend Affect Loyalty? Report by CEA in association with TRP **Exploring trends in LES MILLS™ class attendance and the impact of attendance on membership metrics Les Mills & ukactive Research Institute



LES MILLS

1.9x

IHRSA'S figure of 1.9 member visits a week is half the amount of ...

4x

...Members who attend GX – who use their facility 4 times per week on average

THE POWER OF GROUP EXERCISE

22%

Les Mills attendees are significantly more likely to have been a member of their facility for three or more years compared to gym only members.

18%

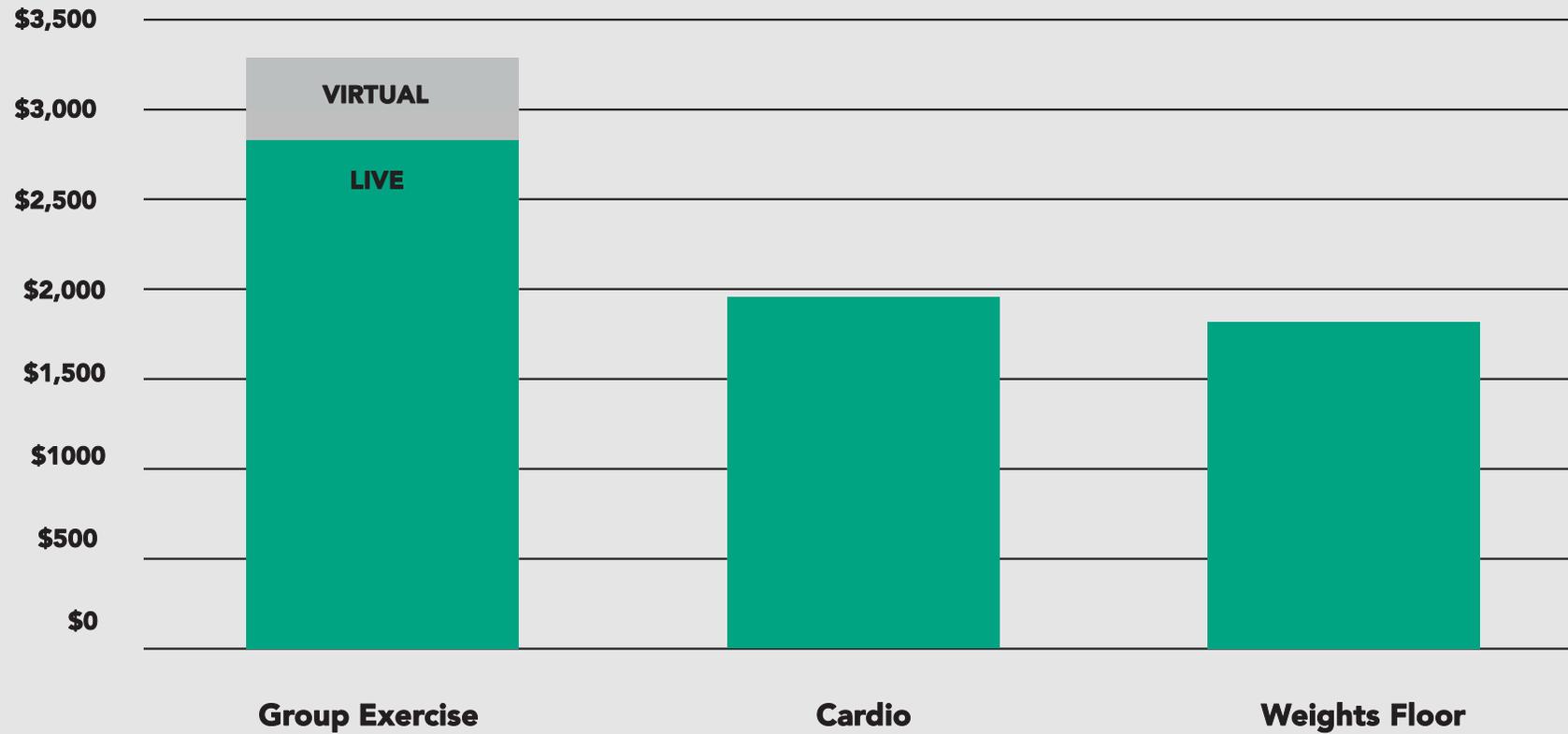
Group Exercise attendees are stronger advocates for their fitness facility, recommending to four non-members on average. 10% have recommended to 10 or more non-members.

A fitness instructor, a woman with her hair in a bun and wearing a black sports bra and leggings, is leading a group exercise class. She is wearing a headset microphone and has her arms outstretched. In the background, there are red exercise balls and other participants. The text "GROUP EXERCISE IS GOOD FOR BUSINESS" is overlaid on the left side of the image.

GROUP EXERCISE IS GOOD FOR BUSINESS

LES MILLS

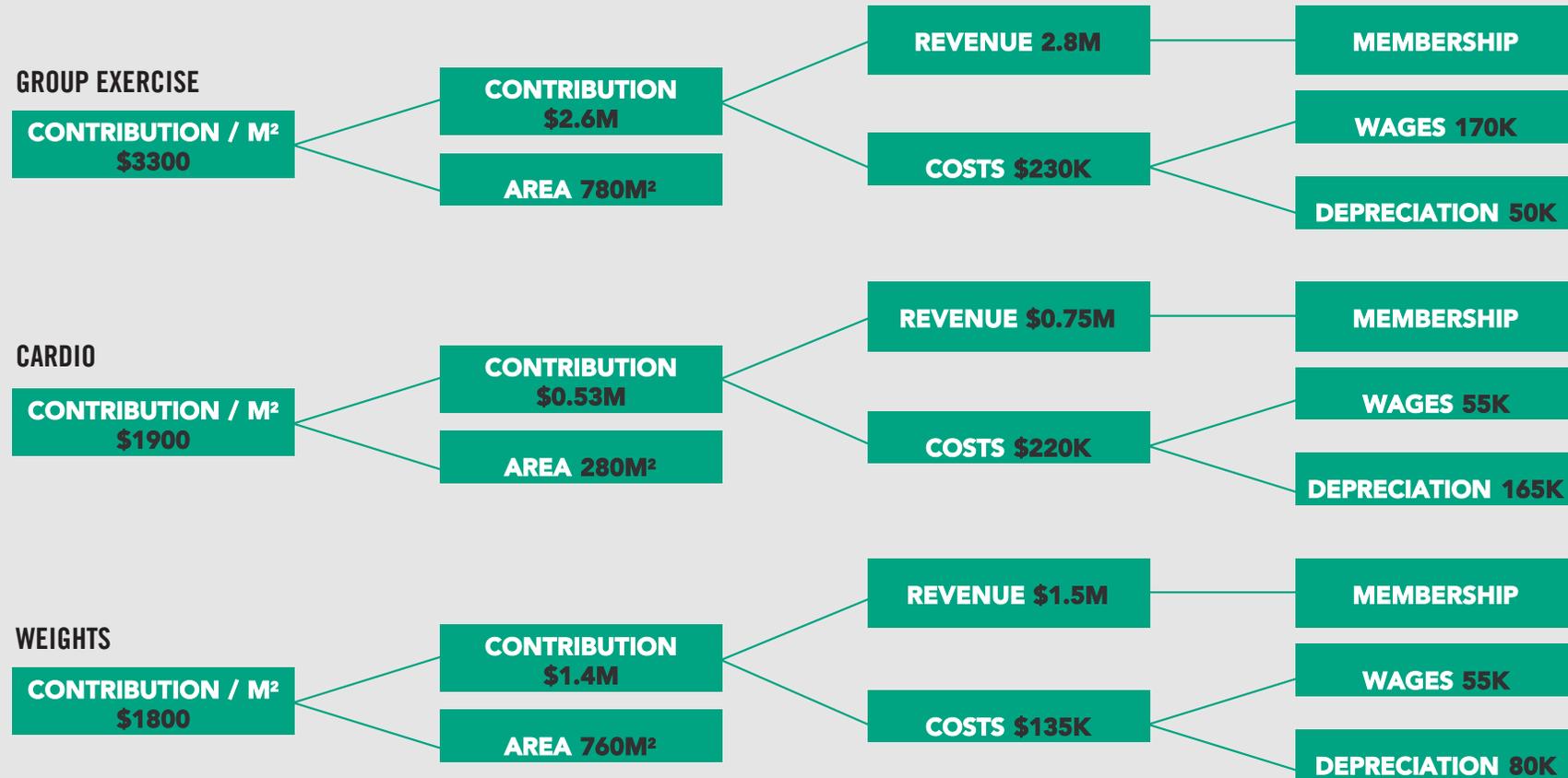
GROUP EXERCISE IS MORE PROFITABLE PER M²



SOURCE: IHRSA data, Capacity Evaluation Workbook. Typical gym example shown: GX area = 780m².

NB. Does not include other benefits such as increased member retention, referrals and price.

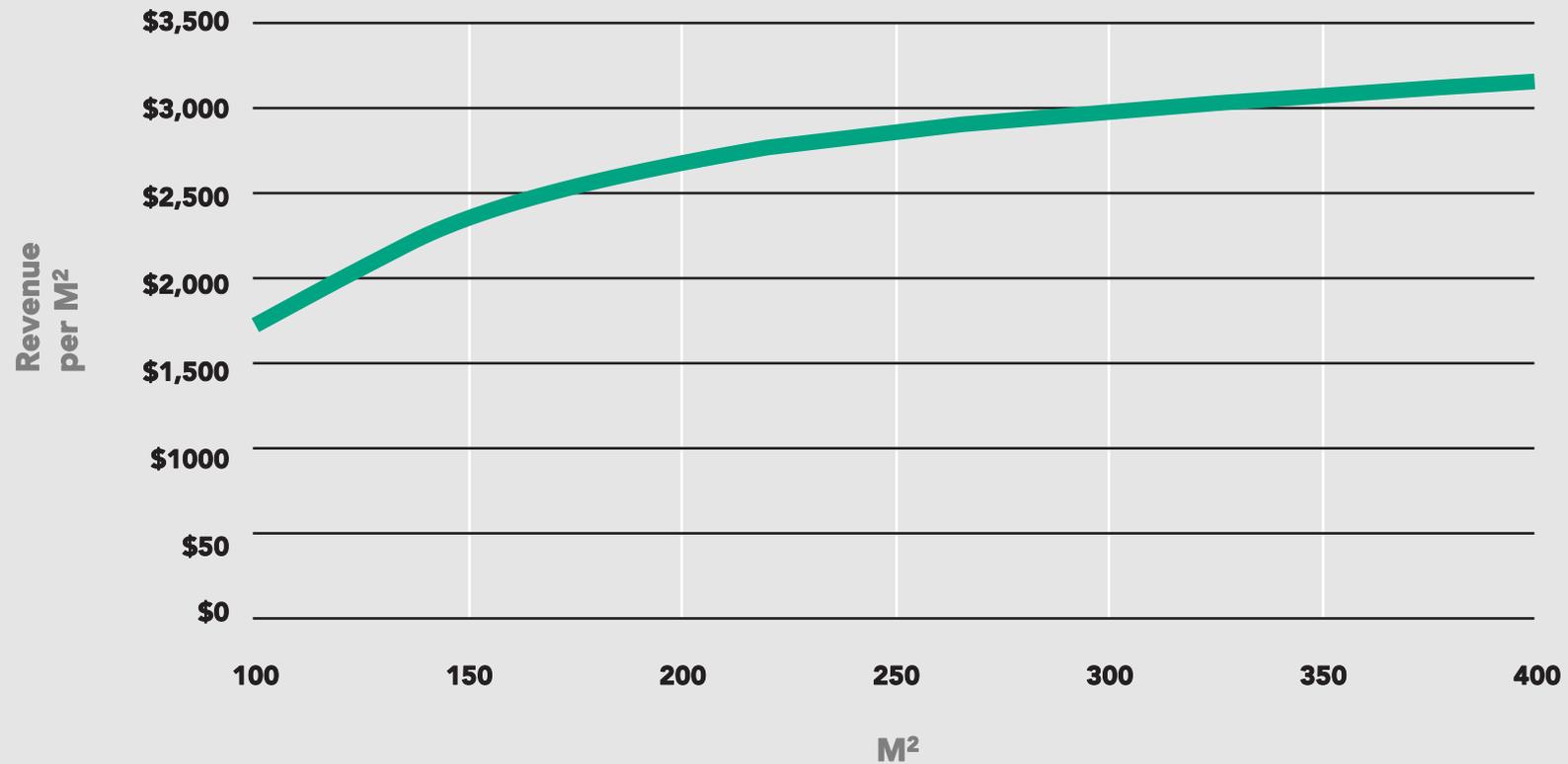
WHY GROUP EXERCISE IS MORE PROFITABLE



SOURCE: Capacity Evaluation Workbook. Les Mills New Zealand gym example shown

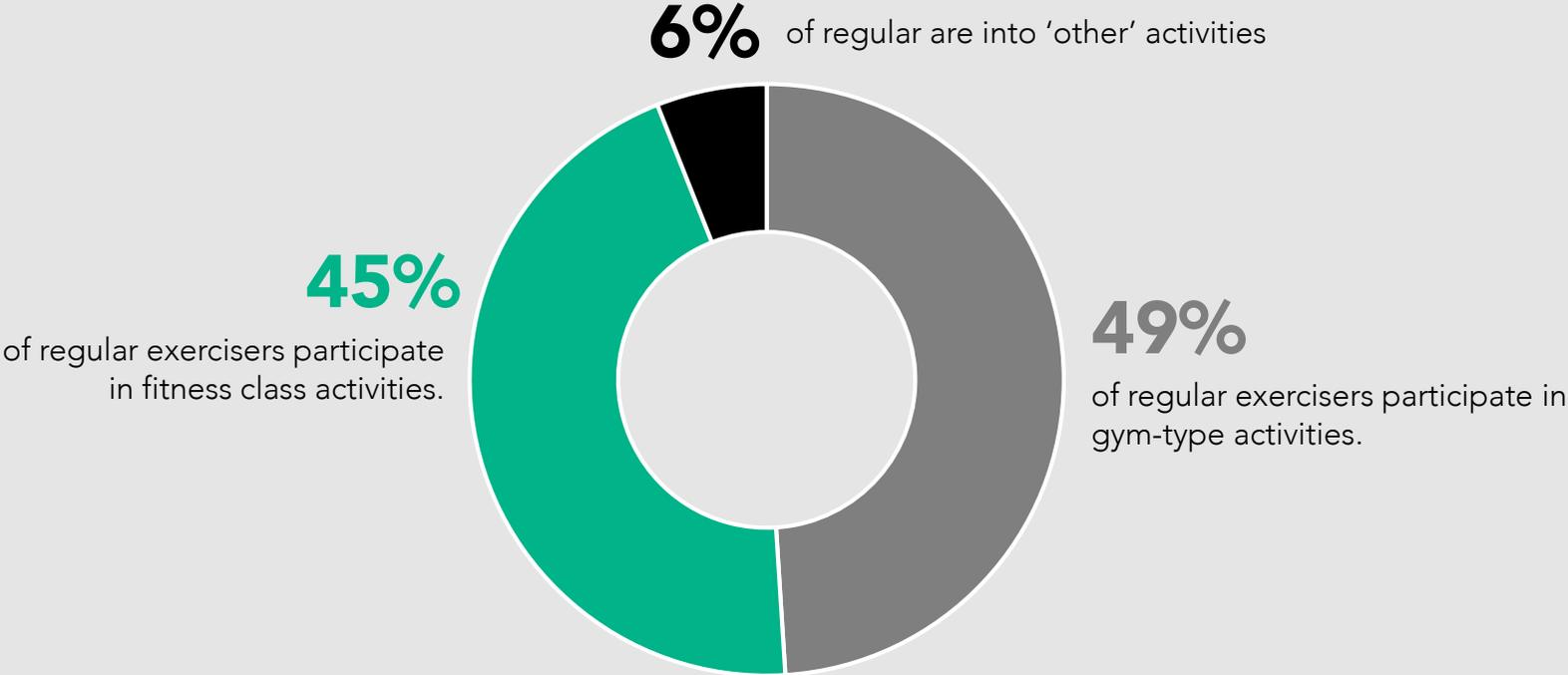
BIGGER GROUP EXERCISE STUDIOS ARE BETTER

Because revenues grow faster than costs



SOURCE: Capacity Evaluation Workbook. Typical gym examples shown. Includes contribution from Virtual

DO YOU DEDICATE 45% OF YOUR CLUB FOOTPRINT, FOCUS, TIME, EFFORT & INVESTMENT TO GX?



SOURCE: How Do The Activities Members Usually Take Part in and How Often They Attend Affect Loyalty? Report by CEA in association with TRP



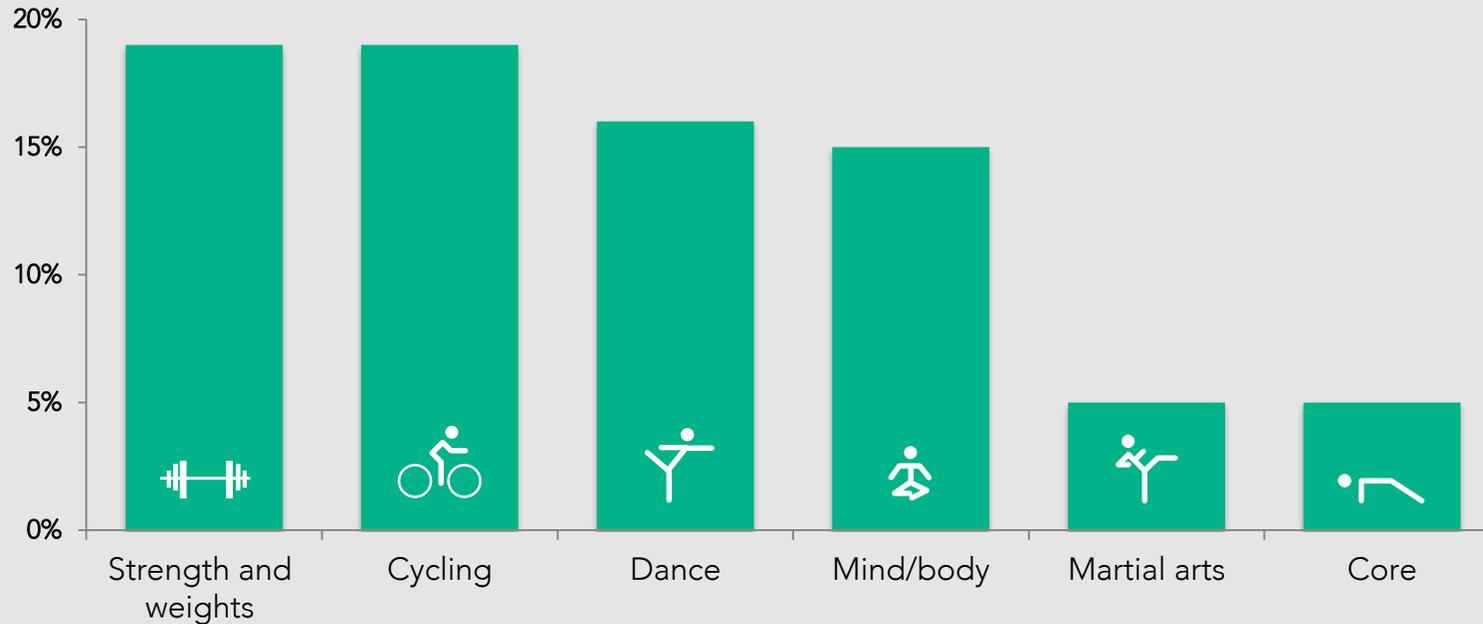
**STAY IN TOUCH
WITH CONSUMER
DEMAND**

LesMILLS

WE CAN HELP YOU MAXIMIZE YOUR TIMETABLE

RESEARCH INSIGHT 1:

Only six genres drive 84% of global group exercise attendance



RESEARCH INSIGHT 2:

HIIT is in the top 5 fitness trends globally since 2013

**WE HAVE A SOLUTION
FOR EVERY CATEGORY**

STRENGTH AND WEIGHTS

MIND AND BODY

MARTIAL ARTS

HIIT

CYCLING

DANCE

YOUTH



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INSTRUCTORS

RECRUIT MORE AND TRAIN THEM TO MASTERY

Your instructors are your front line and your best tool in building long-lasting connections with your members.

The more time members spend exercising guided by a well-trained, motivated instructor, the better.

They are far more likely to stay motivated, get the results they want and fall in love with fitness.



**COMPLETE YOUR
LIVE GX OFFER WITH
A VIRTUAL ONE**

LES MILLS

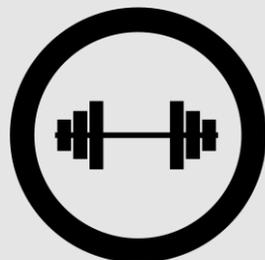
HOW TO SUCCEED WITH VIRTUAL

STUDIO SETUP IMPORTANT
& RAPIDLY IMPROVING

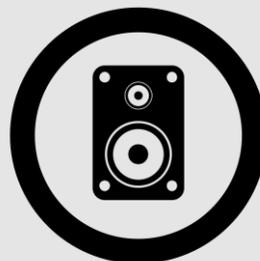
You need high quality:



Coaching



Workouts



Music



Filming

WE CAN HELP YOU MAXIMIZE YOUR TIMETABLE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
6:30 AM	BODYPUMP	RPM	BODYPUMP	RPM	BODYPUMP
7:30 AM	RPM	BODYPUMP	RPM	BODYPUMP	BODYFLOW
.....>>>>>>
9:30 AM	BODYSTEP	BODYFLOW	BODYSTEP	BODYFLOW	RPM
10:30 AM	tone		tone		tone
.....>>>>>>
12:10 PM	BODYCOMBAT	RPM	BODYPUMP	RPM	BODYCOMBAT
1:10 PM	BODYPUMP	BODYSTEP	BODYCOMBAT	BODYSTEP	BODYPUMP
.....>>>>>>
5:10 PM	BODYATTACK	BODYPUMP	BODYSTEP	BODYPUMP	RPM
6:10 PM	BODYPUMP	BODYATTACK	BODYPUMP	BODYCOMBAT	BODYJAM
7:10 PM	BODYFLOW	BODYJAM	RPM	BODYFLOW	

A vibrant, high-energy fitness studio with blue and purple lighting. The scene is filled with people exercising, and a DJ booth is visible in the background. The overall atmosphere is dynamic and modern.

**MAKE YOUR STUDIO
SOMEWHERE PEOPLE
LOVE TO EXERCISE**

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**DOES YOUR STUDIO
LOOK LIKE THIS?**

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RIDE

OR THIS



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SUMMARY

Are you set up to maximize your social and assisted exercise potential?

- Club footprint (balance of space allocated to exercise forms)
- Instructors
- Programmes
- Timetabling
- Studio

Which area will you focus on first?



A man with short dark hair, wearing a black t-shirt, is sitting at a desk in an office. He is smiling broadly, looking down at a computer monitor. The monitor is on the right side of the desk. There is a keyboard and a mouse on the desk. In the foreground, the back of a person's head and shoulders is visible, suggesting a meeting or collaboration. The background is a plain, light-colored wall.

STRATEGY

03

ENGAGE MEMBERS
FROM DAY ONE

A thick, solid teal horizontal bar that spans across the width of the text area below the main title.

THE FIRST 6 WEEKS ARE CRITICAL

THE FIRST 6 WEEKS ARE CRITICAL

Success takes six months of hard work and requires specific focus and support. Until then, there is a high chance that new members will revert back to their old habits

6 WEEKS

6 MONTHS

1 YEAR



WHAT'S GOING WRONG?

New members with little to no exercise experience are at the highest risk of dropping out.

57.5% of members who leave do so because of low added value, lack of guidance or poor induction.

GETTING MEMBERS ON THEIR WAY



THE BEST WAY TO HELP MEMBERS
GET STARTED IS TO GIVE THEM A
PRESCRIBED EXERCISE SOLUTION
THAT'S TAILORED TO THEM.

CREATING A PERSONALISED PLAN

Get to know the member. Here are 5 areas to focus on:

01

Goals and motivational drivers

02

Availability to exercise in the week

03

Preferences

04

Barriers to exercise and level of self-motivation

05

Budget



KICKSTART THEIR JOURNEY

Now you should be equipped to deliver a personalized action plan to a new member and send them in the right direction for what they need.

4 things to do next:

01

Educate them on what they should do to get back into having a healthy lifestyle and achieve their goals:
Frequency – Duration
Activity – Intensity

02

Make specific recommendations about what to do in your club, when and why – help them navigate options and make it simple!

03

Tell them how to get started – produce a plan for the first 6 weeks.

04

Discuss what they should do next - Intensity/HIIT vs. Volume



ONBOARDING IS A TEAM SPORT

Everybody at your club should be working towards this goal. If you can maximize the opportunities to support a member from day one, you are far more likely to build a strong bond with them.

It shouldn't just happen in inductions.

WE'VE GOT ALL THE TOOLS FOR SUCCESSFUL ONBOARDING

SMART START WORKOUT PLANNER

NAME _____

CARDIO ACTIVITIES _____

STRENGTH ACTIVITIES _____

CORE ACTIVITIES _____

FLEXIBILITY ACTIVITIES _____

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1							
2							
3							
4							
5							
6							

Follow the SMART START Six Week Fitness Schedule as a guide to gradually increasing your workout times – lesmills.com/smartstart



	DESCRIPTION	DURATION	INTENSITY	EQUIPMENT	RESULTS
LES MILLS BODYPUMP	BODYPUMP™ is a weights class for absolutely everyone. Using light to moderate weights with lots of repetition based, BODYPUMP gives you a total body workout that burns lots of calories.	55 Minutes	Moderate to high intensity	Barbell, plates & high-adjustable step	Increases strength & endurance Tones & shapes Helps maintain bone health
LES MILLS BODYCOMBAT	BODYCOMBAT™ is a high energy martial arts inspired workout. You'll learn how to punch, kick and strike your way to superior fitness and strength.	55 Minutes	High intensity	Nil	Tones & shapes Increases strength & endurance Builds self-confidence
LES MILLS BODYBALANCE	BODYBALANCE™ is a new yoga class for anyone and everyone. It uses a range of movements and motion set to music that will improve your mind, your body and your life.	55 Minutes	Low intensity	Yoga mat optional	Improves joint flexibility & range of motion Tones & shapes Balances mental well-being
LES MILLS RPM	RPM™ is an indoor cycling class, set to the rhythm of motivating music. It burns a lot of calories and gets you fit.	45 Minutes	Moderate to high intensity	Indoor stationary bike	Improves heart & lung fitness Increases leg strength & endurance
LES MILLS BODYATTACK	BODYATTACK™ is a high energy fitness class with moves that combine athletic movements like running, lunging and jumping with strength exercises such as push-ups and squats.	55 Minutes	High intensity	Nil	Improves agility, coordination, strength & endurance Improves heart & lung fitness
LES MILLS BODYSTEP	BODYSTEP™ is a full body cardio workout that gets everyone from new comers to fitness veterans energized. This class will really tone your butt and thighs.	55 Minutes	Moderate to high intensity	High-adjustable step, optional weight plates	Improves heart and lung fitness, agility & coordination Increases strength & endurance
LES MILLS BODYVIVE 3.1	BODYVIVE™ 3.1 features the optimum mix of strength, cardio and core training. This is a great cross training option for busy people on the go!	55 Minutes	Low to moderate intensity	Resistance tube	Improves heart & lung fitness Tones & shapes Strengthens the core Reduces stress
LES MILLS BODYJAM	BODYJAM™ is the ultimate combination of music, culture and dance. If you want to dance, there's nothing like it.	55 Minutes	Moderate to high intensity	Nil	Burns calories Tones & shapes Develops self-expression Improves coordination
LES MILLS SHBAM	SHBAM™ is a fun, easy, mindy-addictive dance workout. Your instructor will guide you through simple (yet saasy) dance moves, all set to a party playlist.	45 Minutes	Moderate intensity	Nil	Burns calories Tones & shapes Develops self-expression Improves coordination
LES MILLS CXWORX	CXWORX™ provides the vital ingredient for a stronger body while chiseling your waist line. A stronger core makes you better at all things you do – it's the glue that holds everything together.	30 Minutes	Moderate to high intensity	Resistance tube Weight plates	Tightens & tones Core muscles improve functional strength for balance, mobility & injury prevention
LES MILLS GRIT STRENGTH	LES MILLS GRIT™ Strength is a 30-minute high-intensity interval training workout, designed to improve strength and build lean muscle. This workout uses barbells, weight plate and body weight exercises to blast all major muscle groups.	30 Minutes	High intensity	Barbell, plates and sometimes you'll need a high adjustable step	Rapidly improve strength Increase lean muscle Get fit fast
LES MILLS GRIT CARDIO	LES MILLS GRIT™ Cardio is a 30-minute high-intensity interval training workout that improves cardiovascular fitness, increases speed and maximises calorie burn.	30 Minutes	High intensity	Nil	Rapidly improve cardiovascular fitness Increase speed Maximise calorie burn during the workout
LES MILLS GRIT PLYO	LES MILLS GRIT™ Plyo is a 30-minute high-intensity interval training plyometric-based workout, designed to make you perform like an athlete.	30 Minutes	High intensity	A few heavy plates and sometimes you'll need a high adjustable step	Rapidly improve athletic performance Increase endurance Build a lean, athletic body

*Shorter class format available



SMART START: A PROVEN WAY TO FITNESS

THE FIRST STEP TO FITNESS ISN'T A LEAP.

THE KEY TO LONG-TERM FITNESS IS TO START SLOW, BUILD STEADILY AND ENJOY YOURSELF. USE THE FITNESS SYSTEM PROVEN TO HELP.

GET RESULTS LIKE THESE – AND KEEP THEM.

5%
DECREASE TOTAL BODY FAT MASS

57%
INCREASE IN CARDIO FITNESS

16%
TRUNK FAT REDUCTION

ASK AT RECEPTION FOR MORE INFORMATION AND A WORKOUT SCHEDULE.



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LESMILLS.COM/SMARTSTART

DID YOU KNOW?

A study conducted by **Pennsylvania State University** introduced **25 inactive adults** to group fitness slowly by allowing them to **'dip their toes'** into exercise. The result was that **20** of the group never missed a workout in **30 weeks**. Not only this, they lost body fat, gained lean muscle and prevented the chances of developing cardiovascular disease. This led to **Smart Start**.



LES MILLS

LESMILLS.COM/SMARTSTART

Group Fitness is Effective in Reducing Cardiovascular Disease Risk Factors in Healthy Adults by The Pennsylvania State University, University Park, USA

Group Fitness is Effective in Reducing Cardiovascular Disease Risk Factors in Healthy Adults by The Pennsylvania State University, University Park, USA

TAKE IT IN STEPS

When it comes to motivation, our brains are mysterious creatures. One minute you're pumped, full of enthusiasm. A few weeks later the excuses start to creep in, and before you know it you haven't been to the gym all week.

The good news is you're not alone. The thoughts you experience when you're just getting started with fitness are part of a well-studied science¹. Research shows there are a few key things that will guarantee you keep coming back for more.

- CONTROL YOUR WORKOUT**
 Take steps to actively manage both the duration and intensity of your training. Trying anything new can be intimidating and the key to success is to go easy on yourself and start slow. If you're heading into a fitness class, you don't have to stay for the whole workout. Give the first few tracks a go, and build up slowly from there.
- FREQUENCY BEFORE INTENSITY**
 It's more important to get into the habit of exercising, before you worry about how hard you're working. Remember to take the easier options offered by your instructor and feel good about what you can do – not what you can't.
- CELEBRATE THE IMMEDIATE WINS**
 Focus on the gains that occur as soon as you become active: increased energy levels, feeling more positive, or the endorphin high you get straight after a workout. These things happen straight away, and are much better to focus on than long-term aesthetic goals like getting a smaller butt.

FOLLOW A PLAN

SIX WEEK WORKOUT SCHEDULE

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

THE NEXT 12 WEEK CHALLENGE

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

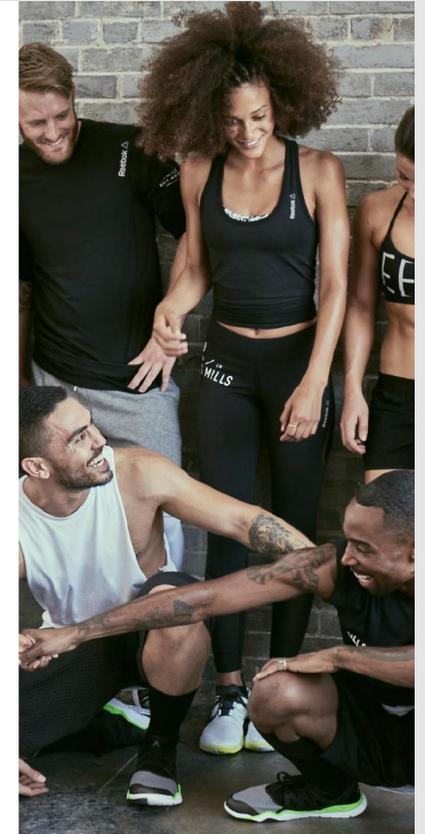
The **SMART START** fitness schedule is proven by science and combines a fun mix of cardio, strength, core and flexibility sessions.

CARDIO exercise is great for burning calories and important for your heart health.

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

CORE strength is critical for building a strong body to create the best platform for all other exercise.

FLEXIBILITY reduces chances of injury, increases mobility and improves your posture.



LES MILLS

SUMMARY

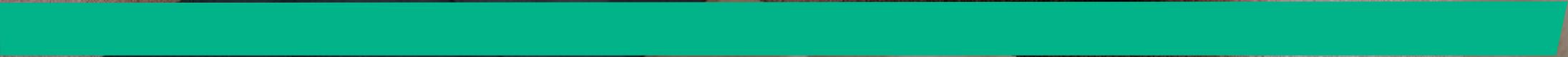
- Define your onboarding process.
- Get the right tools.
- Put it into action.



STRATEGY

04

THINK OUTSIDE
YOUR FACILITY



ENHANCE YOUR CLUB'S VALUE PROPOSITION WITH AN 'AT HOME'/ONLINE COMPONENT

01

Protect your patch

02

Member retention & relevancy of fitness prescription at point of sale

03

Grow average revenue per member selling premium memberships (or adds on).

04

Re-engage unconverted prospects and lapsed members. 21% of the adult population are lapsed members of a fitness facility, and that 31% of those would consider re-joining, you realize how big is this untapped opportunity for clubs...

05

Attract new members

LES MILLS ON DEMAND – THE IDEAL CLUB PARTNER

HOME FITNESS SOLUTION DESIGNED FOR YOUR MEMBERS

- Huge library of proven workouts
- Online customized versions of the most popular fitness classes taught in 20,000 health clubs all over the planet
- The highest quality of workouts, instructors and filming production
- Continuously updated, backed by the latest research
- Cover every major genre of group exercise training
- Delivered via almost every major device and platform



THE ONLY PLATFORM DESIGNED TO INTEGRATE AND SERVICE THE CLUB MARKET

- Turn-key technical and business models
- Zero risk, zero investment
- The only solution designed to drive people to you not away

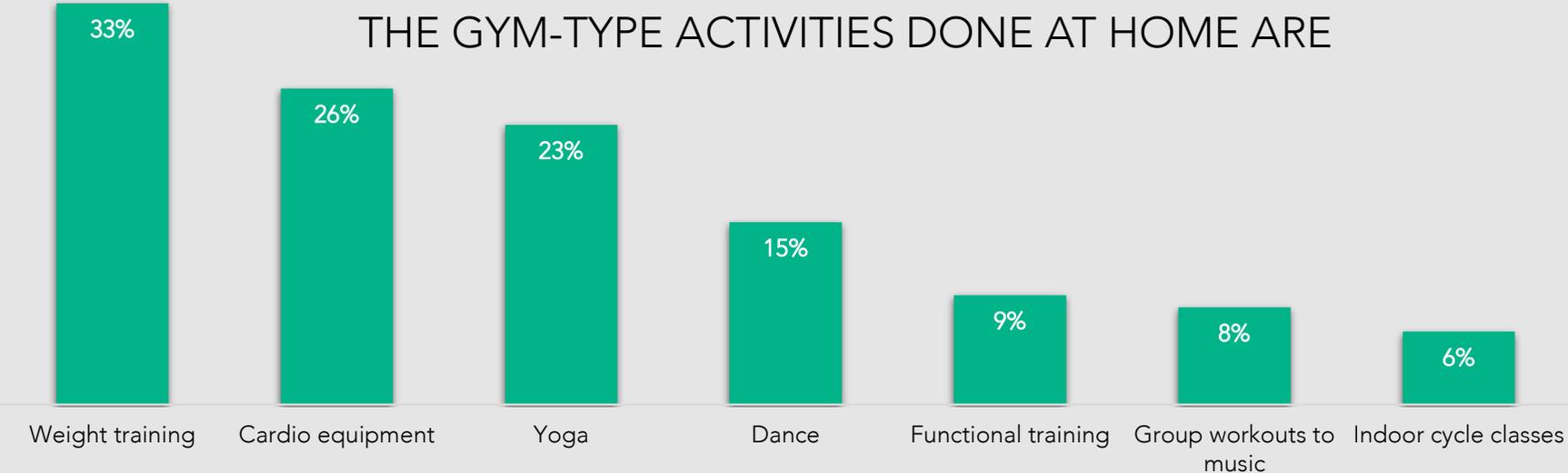


THE APP EFFECT

85%



Home exercise complements gym participation with 85% gym members & casual members also doing gym type activities at home



Source: Les Mills Global Consumer Fitness Survey 2019

THE APP EFFECT

23%

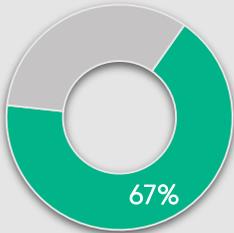


100%

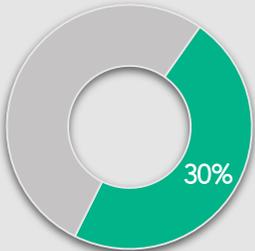
Of regular exercisers participate in online or app workouts

Increased use online workout/apps over the past 5 years.

Gym members



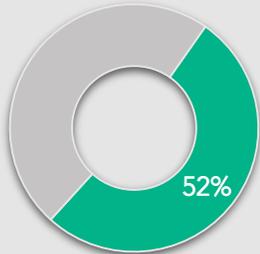
High gym / fitness centre users (5 to 6 times per week)



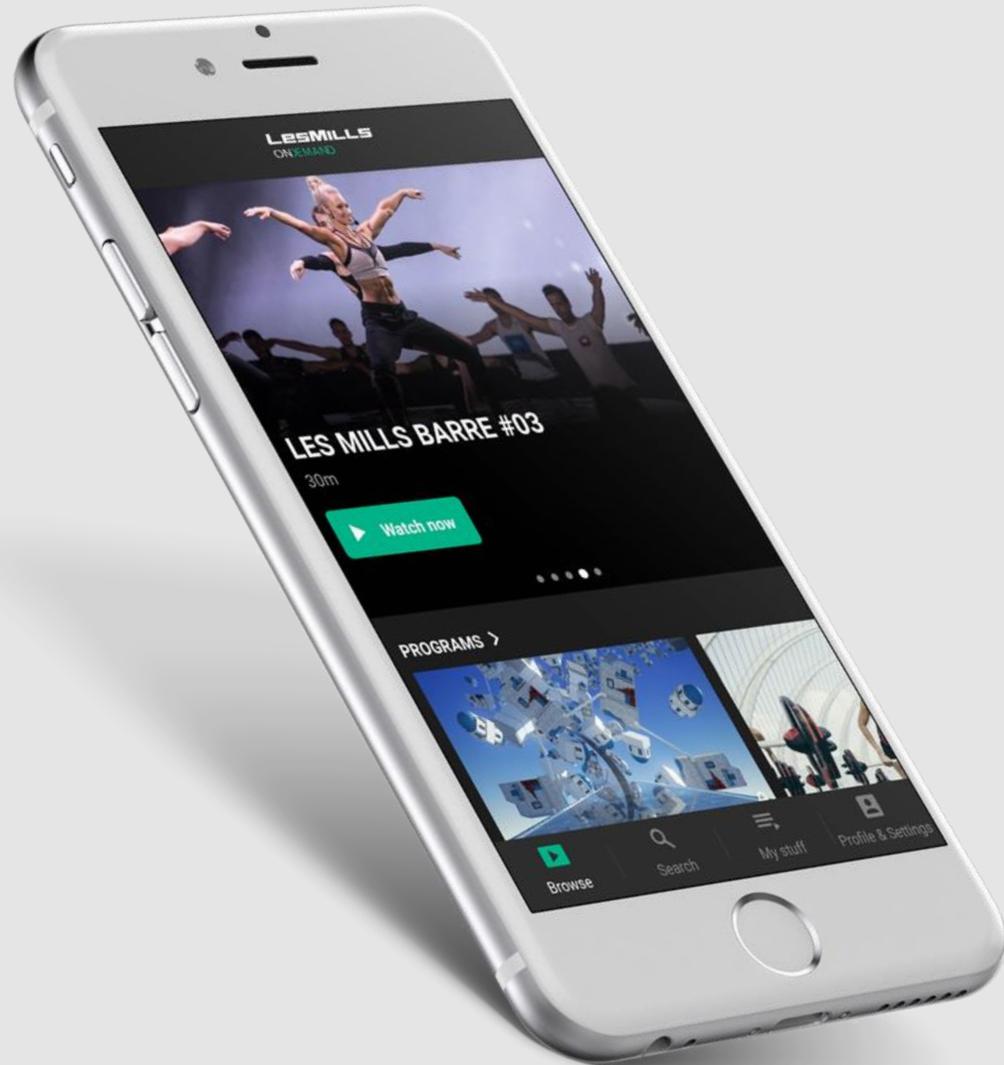
The younger generations (Millennials 28% & Gen Z 28%)



Females



Source: Les Mills Global Consumer Fitness Survey 2019



FULLY INTEGRATED SOLUTION NETPULSE PARTNERSHIP

An integrated mobile brand experience.

For clubs to stay connected with their members integrate LMOD within your very own club app to attract and retain members.

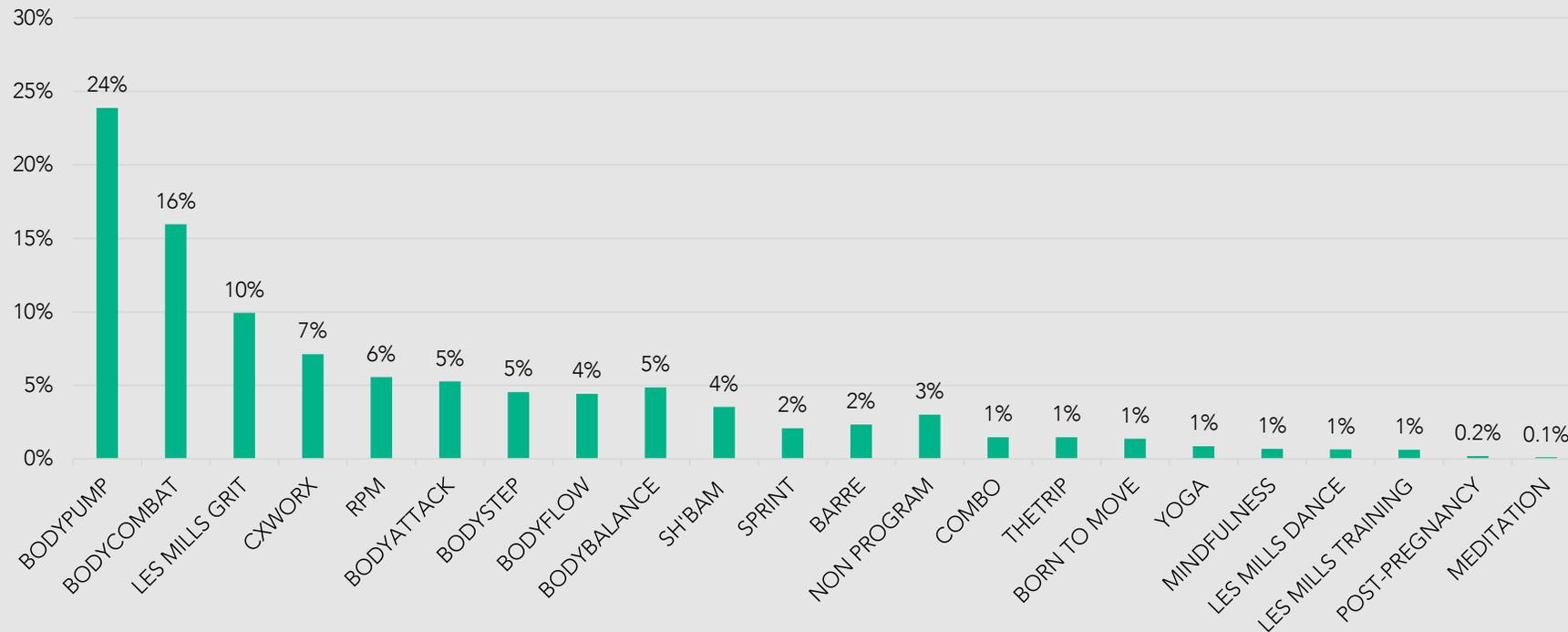
Enable your members to sign up for LMOD by clicking on a LMOD tile within your own custom club app which is integrated within your MMS.

Integrate LMOD within a new or existing membership tiers, opening a revenue stream, increasing membership yield.

Not yet joined the digital app revolution? Netpulse is able work with you on your own custom app with LMOD included.

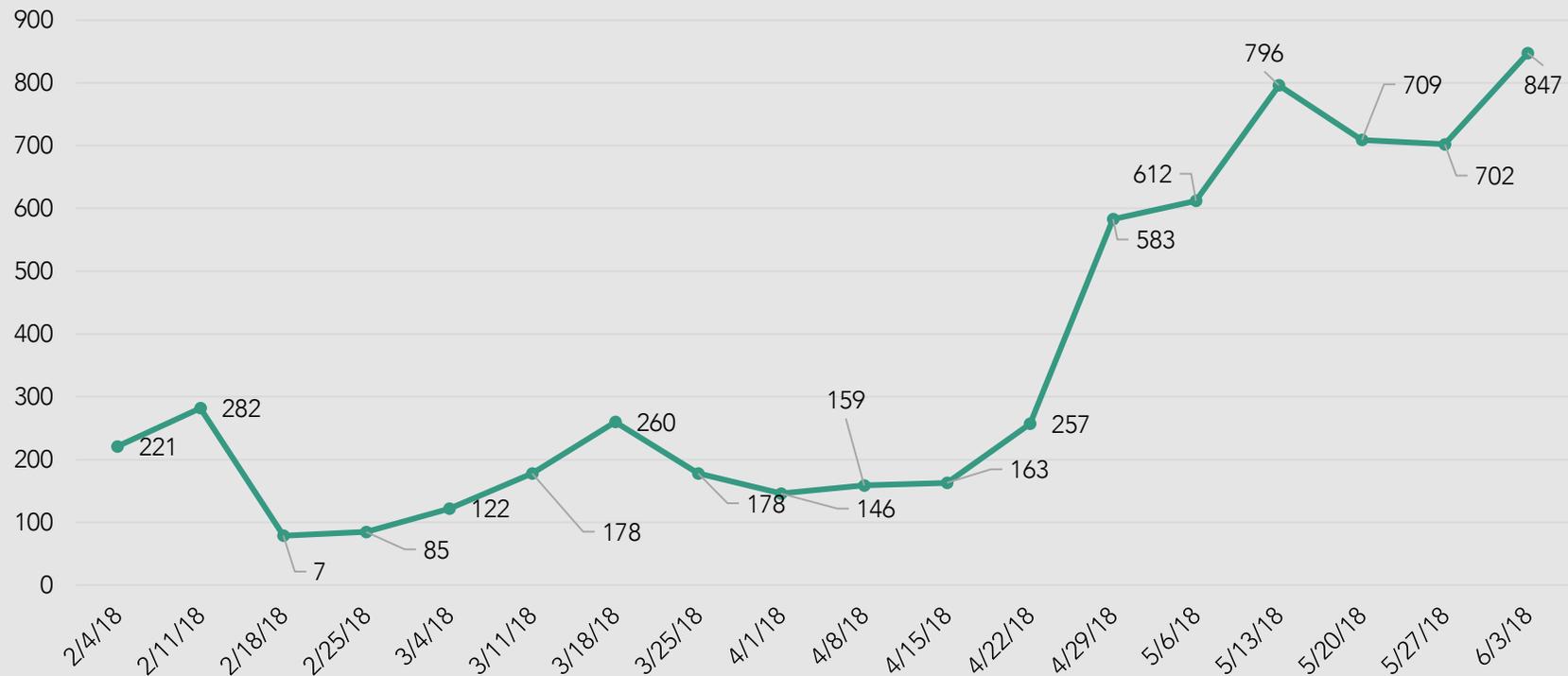
INSIGHTS: LMOD USAGE BODYCOMBAT, BODYPUMP & GRIT = MOST VIEWED PROGRAMS

% Of all videos watched



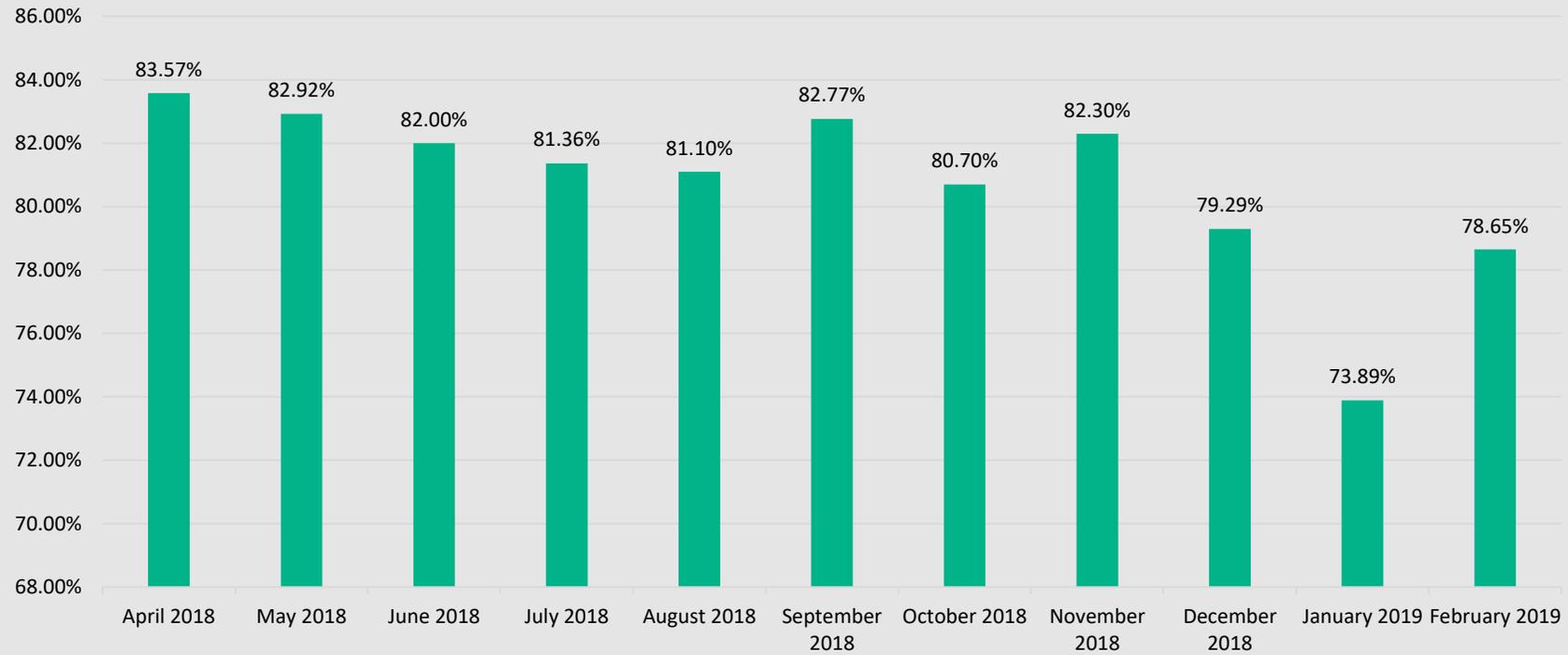
INSIGHTS: CUSTOMER USAGE SUBSCRIBERS LOOKING FOR LIVE CLASSES IS INCREASING

Find a class views



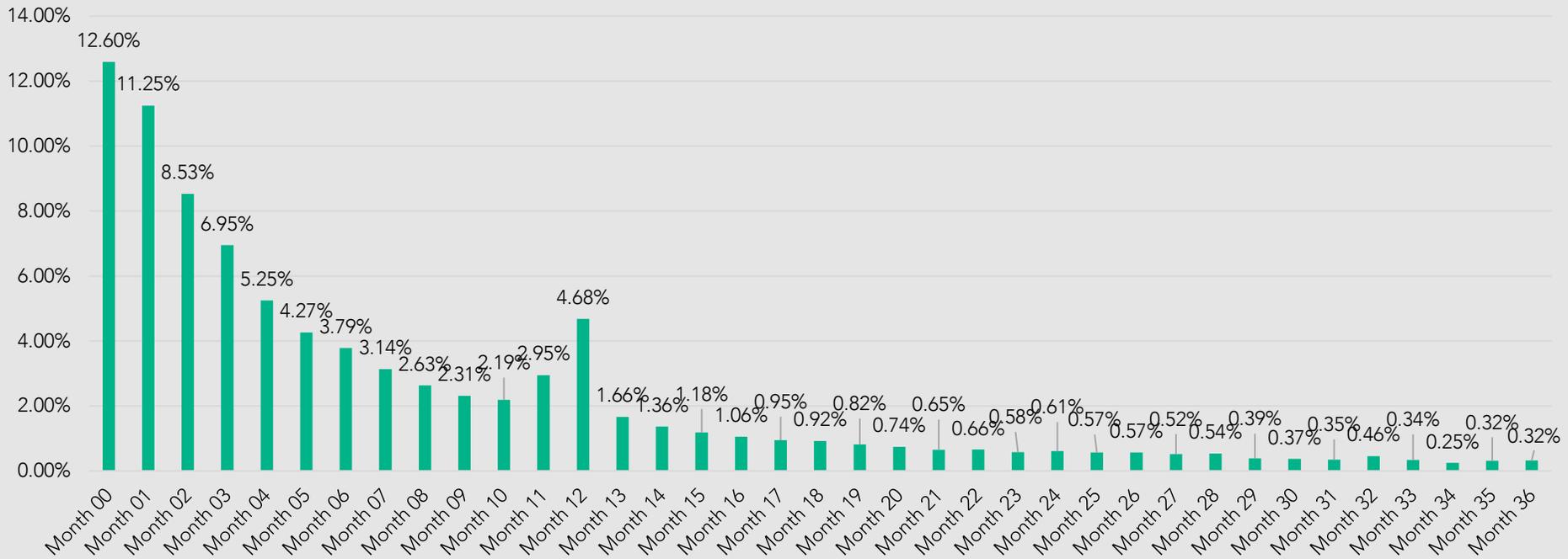
INSIGHTS: TRIAL TO PAYING CONVERSION REMAINS CONSISTENT

**LMOD customers converting from
trial to paying subscribers**



INSIGHTS: CHURN RATE DECREASES OVER SUBSCRIPTION LENGTH

Churn rate at each stage based on all conversions since launch



FUTUREPROOF YOUR BUSINESS

By connecting with tomorrow's members and building a love for exercise early on

If half the population is obese and have no connection with exercise, who is going to join your facility in a few years' time?

- At home
- Online workouts
- Birthday parties
- School, kinder garden, camps, kid clubs etc – Run classes

Engage them where they are



Is your club offering youth fitness classes if you have the capability and motivation?



“

BY THE WAY, I HAVE TO LET YOU KNOW,
AN UNEXPECTED PERK HAS BEEN THAT

MY KIDS LOVE ON DEMAND!

MY 6 YEAR OLD DAUGHTER DOES THE “KIDS’ FREE”
WORKOUTS, AND MY 8 YEAR OLD SON JOINED ME IN
THE ADULT BODY COMBAT CLASS. HE HAS PRETTY
GOOD STAMINA SINCE HE HAS GYM AT SCHOOL 3
TIMES A WEEK AND DOES GYMNASTICS AS WELL, BUT I
WAS SURPRISED HE MADE IT THROUGH ALMOST THE
WHOLE FIRST WORKOUT. I THINK WE’RE GOING TO
JUST TURN OUR LIVING ROOM INTO A GYM – HA!

KATHY, USA

”

LES MILLS

THE TECHNOLOGY DISRUPTION
HAPPENING IN THE INDUSTRY DOES
NOT HAVE TO BE A THREAT, IT CAN BE
AN OPPORTUNITY.

**ENSURE THAT YOU
ARE PART OF THIS
TREND, NOT A
BYSTANDER**

LesMILLS

STRATEGY

05

EDUCATE
YOUR MEMBERS





HELP MEMBERS LIVE HEALTHIER LIVES

You should look to add value to your relationships with members outside of workouts and general club experience too. Assisting members in living healthier lifestyles will help them stay on track with fitness and help them see the results and get the motivation they are longing for.

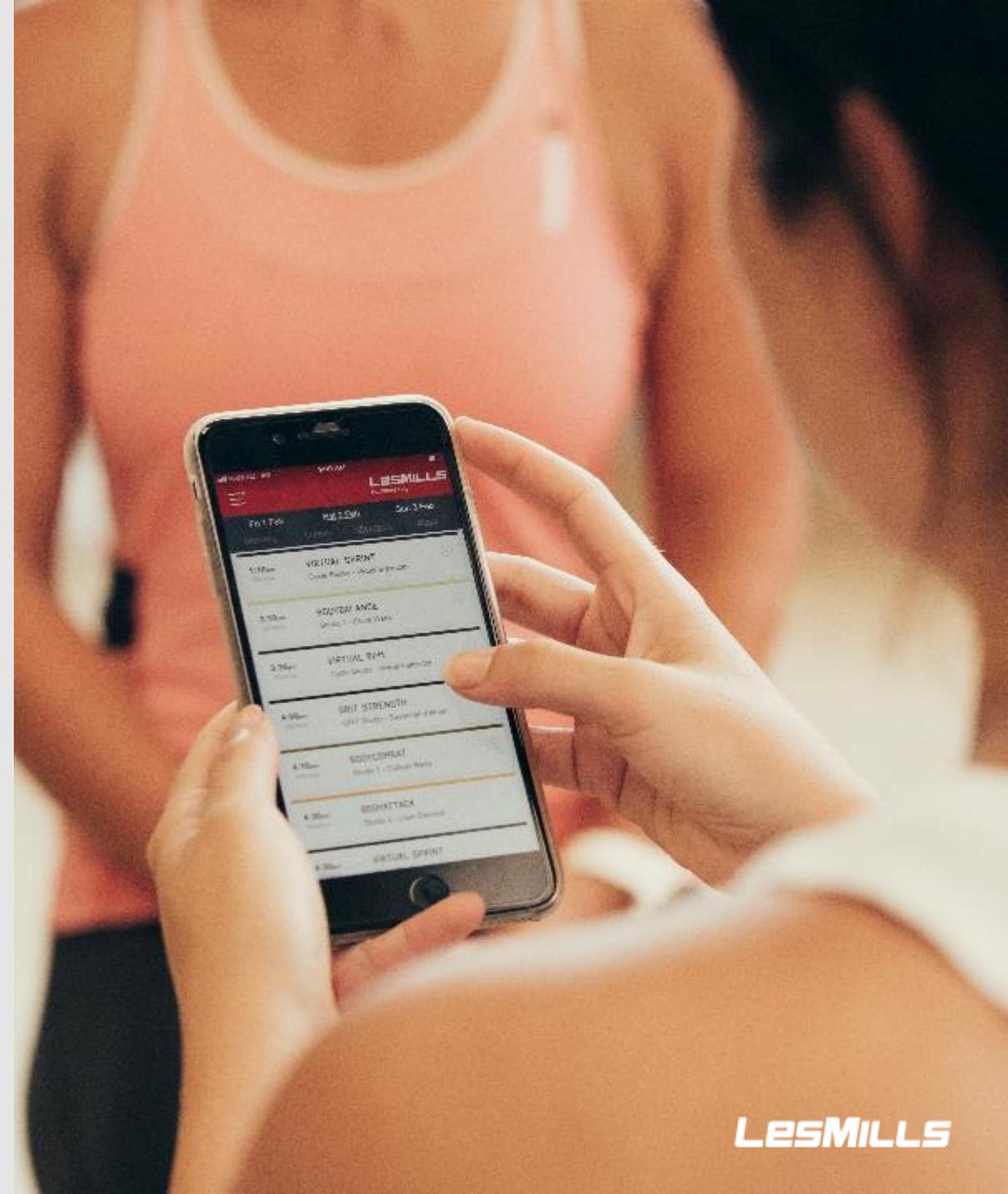
WHAT YOU CAN OFFER

Research on results

Members will feel much more confident about programmes and training if they are able to see that it has worked in the past. Showing your members previous participant's results and the science behind exercise is a great way to build a stronger relationship with them.

Nutrition

Is there nutritional advice you can offer your members? This will support their development and help them achieve results faster.



THOUGHT LEADERSHIP EXAMPLES

Fitness First UK
15 February at 17:30 · 🌐

What is HIIT training? What's it like and why is it so popular? Follow Fitness First Health and Fitness Manager Andy McTaggart's guide to HIIT your Targets. <http://www.fitnessfirst.co.uk/inside-t.../hiit-your-targets/>



STC Training Club (Backa Entré)
17 February at 17:34 · 🌐

Vintertrött? Här kommer några tips från oss.
<https://www.stc.se/.../7-tips-for-att-komma-upp-pa-vintermor.../>

Vintertrött? Here are some tips from us.
<https://www.stc.se/.../7-tips-for-att-komma-upp-pa-vintermor.../>

Translated from Swedish



7 tips för att komma upp på vintermorgnarna - STC
Så här under den mörka årstiden kan det kännas ganska motigt att ta...
WWW.STC.SE

Like Comment Share



HOW YOU CAN DELIVER IT

1. Content marketing and social media
2. Seminars and workshops
3. Through your trainers on the ground

THE OVERALL AIM

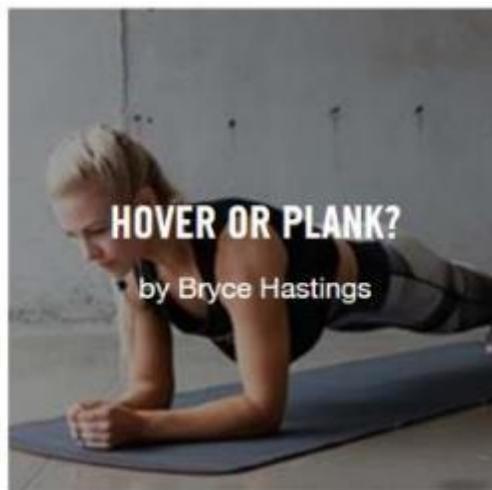
You become a thought leader in the eyes of your member, and a trusted source of information that will help them on their fitness journey.

**EDUCATION CHANGES
LIVES AND YOUR MEMBERS
WILL LOVE YOU FOR IT**



WE CAN HELP YOU DO IT

FITNESS



HOVER OR PLANK?

by Bryce Hastings

Find out which integrated core training option holds up strongest. »

GREEN LIVING

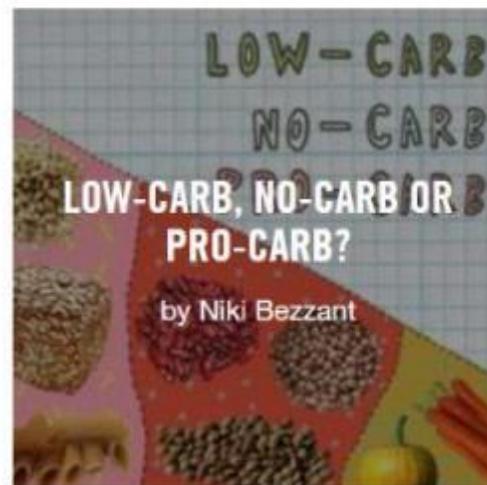


WHAT ARE INSECTS TELLING US?

by Naomi Arnold

Why we need to be concerned about pesticides & herbicides, and what we can do. »

NUTRITION



LOW-CARB, NO-CARB OR PRO-CARB?

by Niki Bezzant

What you need to know about carbohydrates and their effects. »

PREGNANCY & CHILD



BORN TO MOVE LIKE AN AVENGER

by Finlay Macdonald

Press play and join blockbuster super heroes on a mission to fuel kids fitness »

SUMMARY

Be the source of knowledge and inspiration for your members.

Become an expert in their eyes.

What sources of knowledge and information can you draw on?

Who are the experts in your club that you can empower?

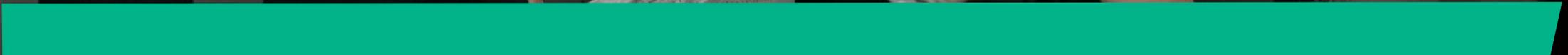
Think about how you can communicate this with your members.



STRATEGY

06

USE MARKETING TO TELL YOUR
STORY AND DIFFERENTIATE



WHAT SORT OF MARKETING ARE CLUBS DOING?



WHAT SORT OF MARKETING ARE CLUBS DOING?



AT SOULCYCLE... WE ASPIRE TO INSPIRE.
WE INHALE INTENTION AND EXHALE EXPECTATION.
WE COMMIT TO OUR CLIMBS AND FIND FREEDOM IN OUR SPRINTS. WE ARE A FITNESS COMMUNITY RAISING
THE ROOF AT OUR OWN CARDIO PARTY. THE RHYTHM PUSHES US HARDER THAN WE EVER THOUGHT POSSIBLE.
OUR OWN STRENGTH SURPRISES US EVERY TIME.
ADDICTED, OBSESSED,
UNNATURALLY ATTACHED TO OUR BIKES. HIGH ON SWEAT AND THE HUM OF THE WHEEL.
CORE ENGAGED, WE RESHAPE OUR ENTIRE BODIES, ONE RIDE AT A TIME.
CHANGE YOUR BODY TAKE YOUR JOURNEY
FIND YOUR SOUL.



WHAT SORT OF MARKETING ARE CLUBS DOING?

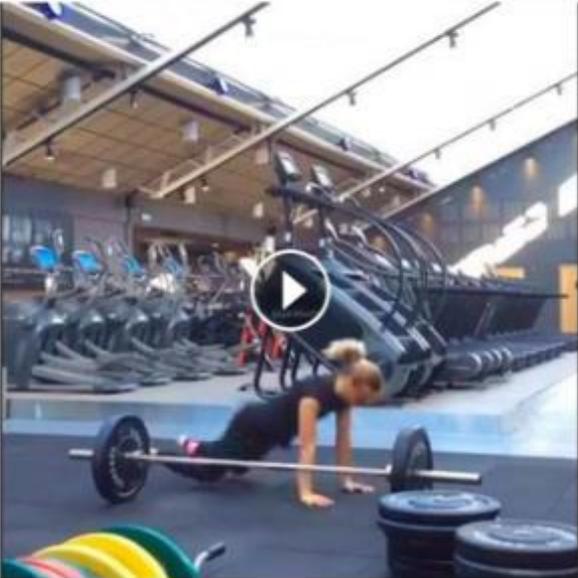


WHAT SORT OF MARKETING ARE CLUBS DOING?

stc STC Training Club (Backa Entré)
25 February at 08:57 · 🌐

Matilda hittade allt hon behövde och gav tummen upp.

Matilda found everything she needed and gave you the thumbs up.
Translated from Swedish



1.4k Views

Like Comment Share

Fun Fitness
13 January · 🌐

Unsere Studenten!

Das Team ist seit Januar 2016 komplett. Wencke und Yannick werden jetzt von Vanessa unterstützt. Die drei sind unsere GRIT - Experten und motivieren Euch montags und mittwochs, jeweils um 17.30 Uhr und donnerstags um 17.15 Uhr. GRIT ist ein hochintensives Intervalltraining, was auch im Leistungssport gerne eingesetzt wird... See more

Our students!

The team is since January 2016 completely. Wencke and Yannick are now supported by Vanessa. The three are our grit - experts and motivate you on Mondays and Wednesdays, each at 17.30 pm and Thursdays at 17.15 o' Clock. Grit is a highly intense interval training, which is also used in the competitive sport will be happy to. You're looking for your challenge - here it is! Grit is a challenge, a healthy grundfitness condition! Who is it today? We are waiting for you - your comedy fitness-Student-team

Translated from German



Like Comment Share



NOT ALL ABOUT NEW MEMBERS

Marketing shouldn't just be seen as a way of attracting new members. It's a great tool for engaging members already in your club too.

CREATING YOUR STORY

MARKETING PROPOSITION EXERCISE

This exercise is designed to help you define, or redefine, the way you should market your club.

01

Consider who you are, and what makes you different.

02

Understand who your members are.

03

Consider what you want them to think, and therefore what you should say.

04

Think about where you could say these things.



MARKETING PROPOSITION EXERCISE

What makes your club different?

Why would somebody choose your club over another one down the road?

What do you want your members to think, feel and say?

Who are your members?

Create a picture of your typical member. Consider their age, gender, background, likes, dislikes and their relationship with fitness.

Where could you communicate to your members?

Where could they encounter your messages? e.g. posters in your club, local newspapers.



HOW TO TELL YOUR STORY

PUT A PLAN TOGETHER

Create a plan for what you want to communicate and when. This doesn't necessarily need to be comprehensive, but should help you stay consistent and regular with marketing.

And be realistic, don't try and do too much, work with the budget and resources you have.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Social media post	█	█	█	█	█	█
In-club communications	█	█	█	█	█	█
Email shot						
Club event						

FREE WAYS TO REACH YOUR MEMBERS



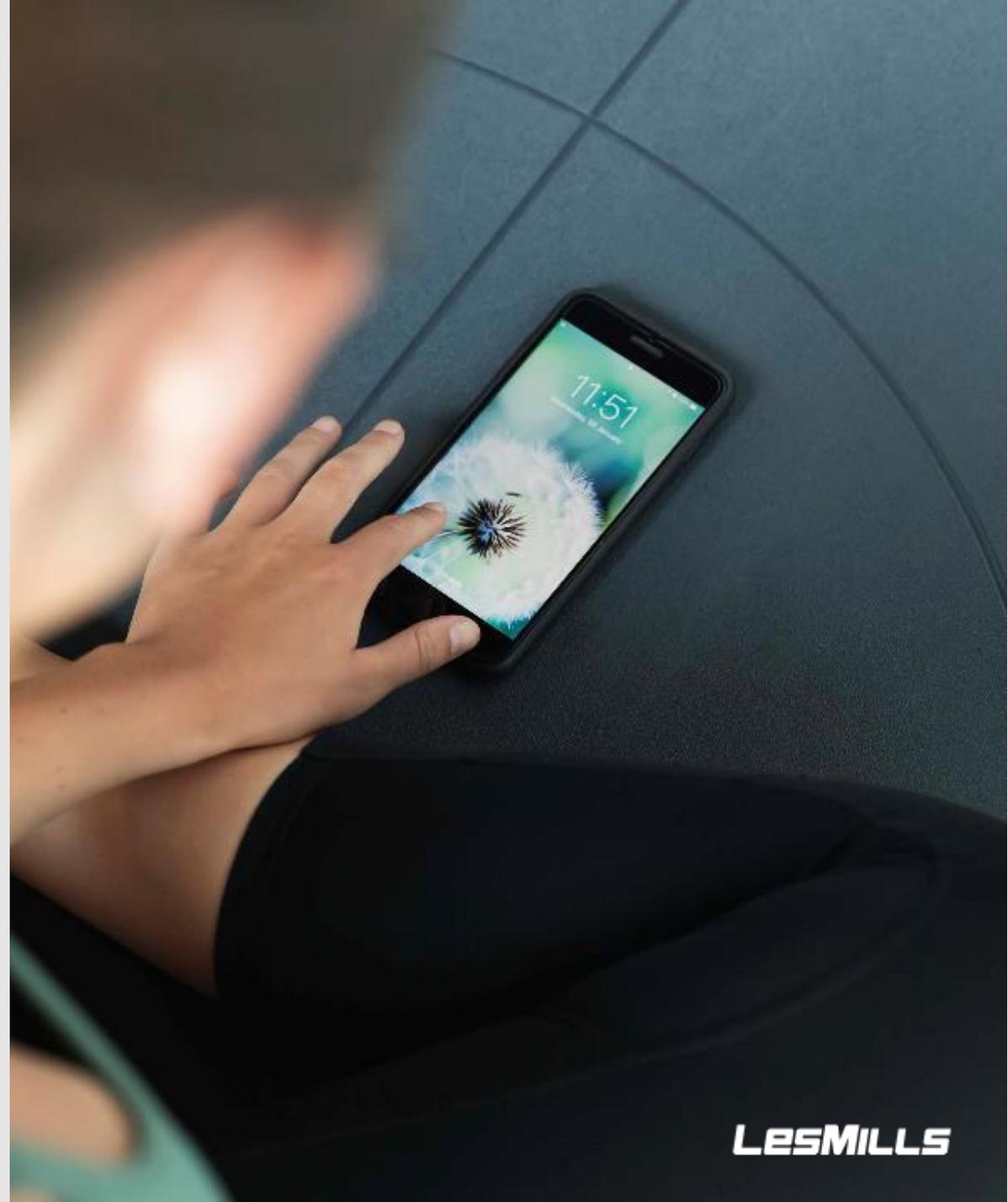
Social media



Your club



Your staff





USE WHAT YOU'VE GOT IN THE LOCKER

Are you using all the materials you have access to? Could they be used better? If not, correct this before producing more or trying anything else.

WELCOME TO BRAND CENTRAL

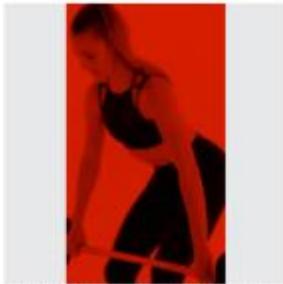
NEW LOOK ASSETS AND EDITABLE
TEMPLATES AVAILABLE NOW

GETTING STARTED 

SEARCH ALL ASSETS 



LES MILLS LAB BODYPUMP SOCIAL MEDIA TILE 3



LES MILLS LAB BODYPUMP INSTAGRAM STORY



LES MILLS VIRTUAL BIKE SOCIAL MEDIA PLAN



LES MILLS GRIT ATHLETIC SOCIAL MEDIA COPY



CYCLE SOCIAL TILE 4



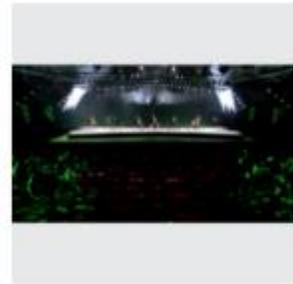
CYCLE SOCIAL TILE 3



CYCLE SOCIAL TILE 2



CYCLE SOCIAL TILE 1



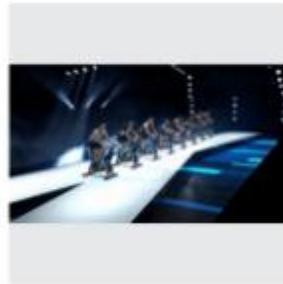
FEBRUARY 2018 BODYBALANCE TRAILER



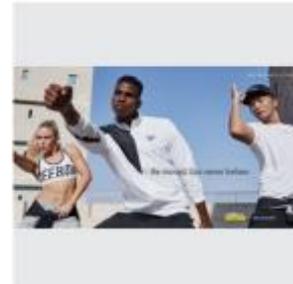
FEBRUARY 2018 THE TRIP 16 TRAILER



FEBRUARY 2018 FULL TRAILER



FEBRUARY 2018 RPM TRAILER



MAY 2019 BODYJAM DIGITAL SCREEN



MAY 2019 BODYFLOW DIGITAL SCREEN



MAY 2019 BODYCOMBAT DIGITAL SCREEN



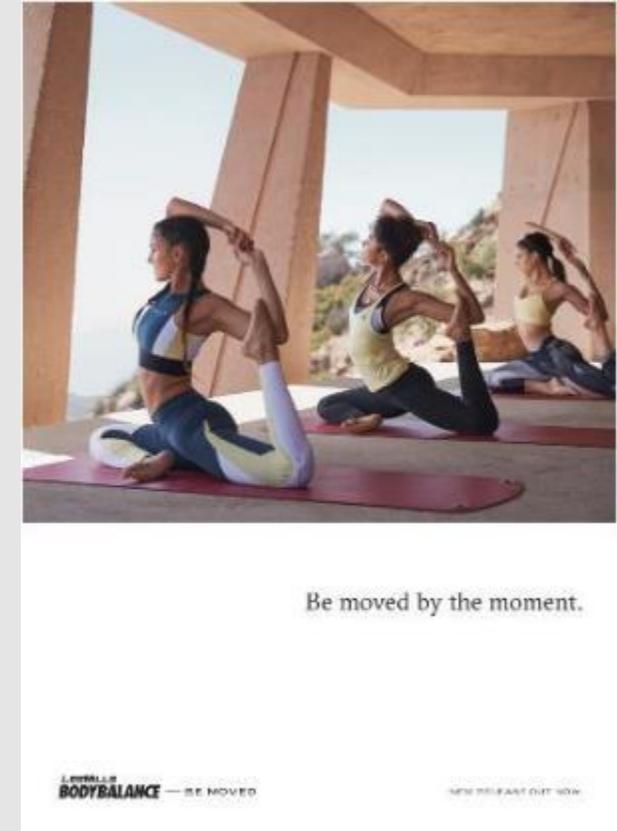
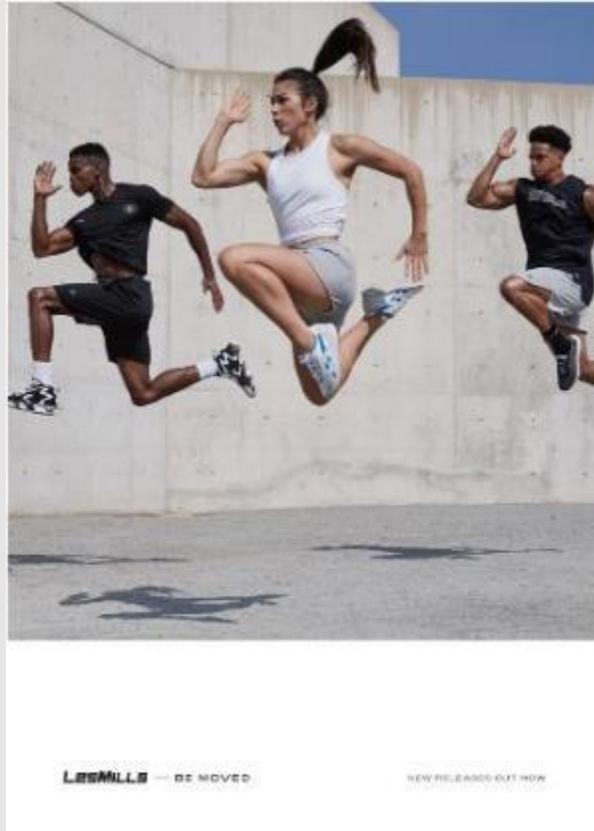
MAY 2019 BODYBALANCE DIGITAL SCREEN

Did you know if you are a Les Mills customer you have access to Brand Central, our online marketing resource?

To produce materials of this standard and variety would be a huge investment for your club, but everything on Brand Central is included as part of your Les Mills partnership.

VISUALS & CAMPAIGNS AVAILABLE

Accessible via brand central



VISUALS & CAMPAIGNS AVAILABLE

Accessible via brand central



LES MILLS

AVOID GIMMICKS AND BE AUTHENTIC

Talk about what's happening

Look at your club's calendar and the people at your club and find the stories and opportunities they could give you for your marketing.

Club calendar

- Are you launching new programmes?
- Do you already offer specific group inductions?

Authentic stories

- Are your instructors doing anything extraordinary?
- Are your members doing anything outside the club, for charity or in sport?

LAUNCHING WITH LES MILLS

We update our programmes on a quarterly basis. We'll help you use these launches as marketing opportunity to engage more members with your club and classes.

Do this successfully and you'll strengthen and grow your membership base with every new launch.



CLUBS LEADING THE WAY



Summit Area YMCA
7 hrs · 🌐

Special one time class happening at the Summit YMCA this Saturday April 6 only--you'll want to SPRINT to this class 🙌

Reserve your spot on the SAY Mobile App or online at www.thesay.org/schedules

SPEED UP RESULTS

Click for more

1 Share · 219 Views

Like Comment Share



westwoodclub · Follow

westwoodclub WESTMANSTOWN Prepare yourself. The time for new releases is upon us. If you want a technique check before we fit into this massive weekend, book in with any of the program coaches. Get the most out of your class! See you there [@theyspacout](https://www.instagram.com/theyspacout)

YUM!
New releases
coming soon
to the gym and
to your home

WEST WOOD CLUB
WESTMANSTOWN

LES MILLS
LAUNCH DATES

EXPERIENCE THE WORLD'S BEST GROUP EXERCISE CLASSES

26 JAN	BODYPUMP 9AM	26 JAN	BOX WORK 10:05AM
26 JAN	THE TRIP 10:35AM	26 JAN	SPRINT 5:05PM
27 JAN	BODYATTACK 10AM	27 JAN	RPM 10:45AM
27 JAN	BODYBALANCE 12:20PM		

PLEASE NOTE
The 2nd times of the BodyPump, BodyAttack & the Trip classes are slightly covered by launch day

NEW MUSIC — NEW MOVES — NEW WORKOUT
ARRIVE EARLY TO AVOID DISAPPOINTMENT!

55 likes · 10,000+ views

Log in to like or comment



24 Hour Fitness
March 21 at 5:01 AM · 🌐

Our #LES MILLS #MakeYourMove party is going strong – don't miss your chance to party with us! Bring friends to experience as many classes as you can. Try #BODYPUMP, #BODYCOMBAT and more. Find classes here: <https://www.24hourfitness.com/classes/studio/> #WhyGX24 #YourResultsYourWay

Click for more

3 Comments · 6 Shares · 1.7K Views

Like Comment Share



DO NOW, REFINE LATER

If you've not done a lot of marketing before, it's always better to try different things and see what works. Inactivity will achieve nothing.

How to know what's working

- See what reaction you get to launches
- Monitor if people are interacting on social
- Keep your ear to the ground in your club

**WHAT'S THE ONE
THING YOU WILL DO
TO IMPROVE YOUR
CLUB'S MARKETING?**



LES MILLS

SUMMARY OF THE 6 STRATEGIES

01

Give members
motivation

02

Engage as many
members as possible in
assisted and social
exercise

03

Engage members
from day one

04

Think outside
Your facility

05

Educate your
members

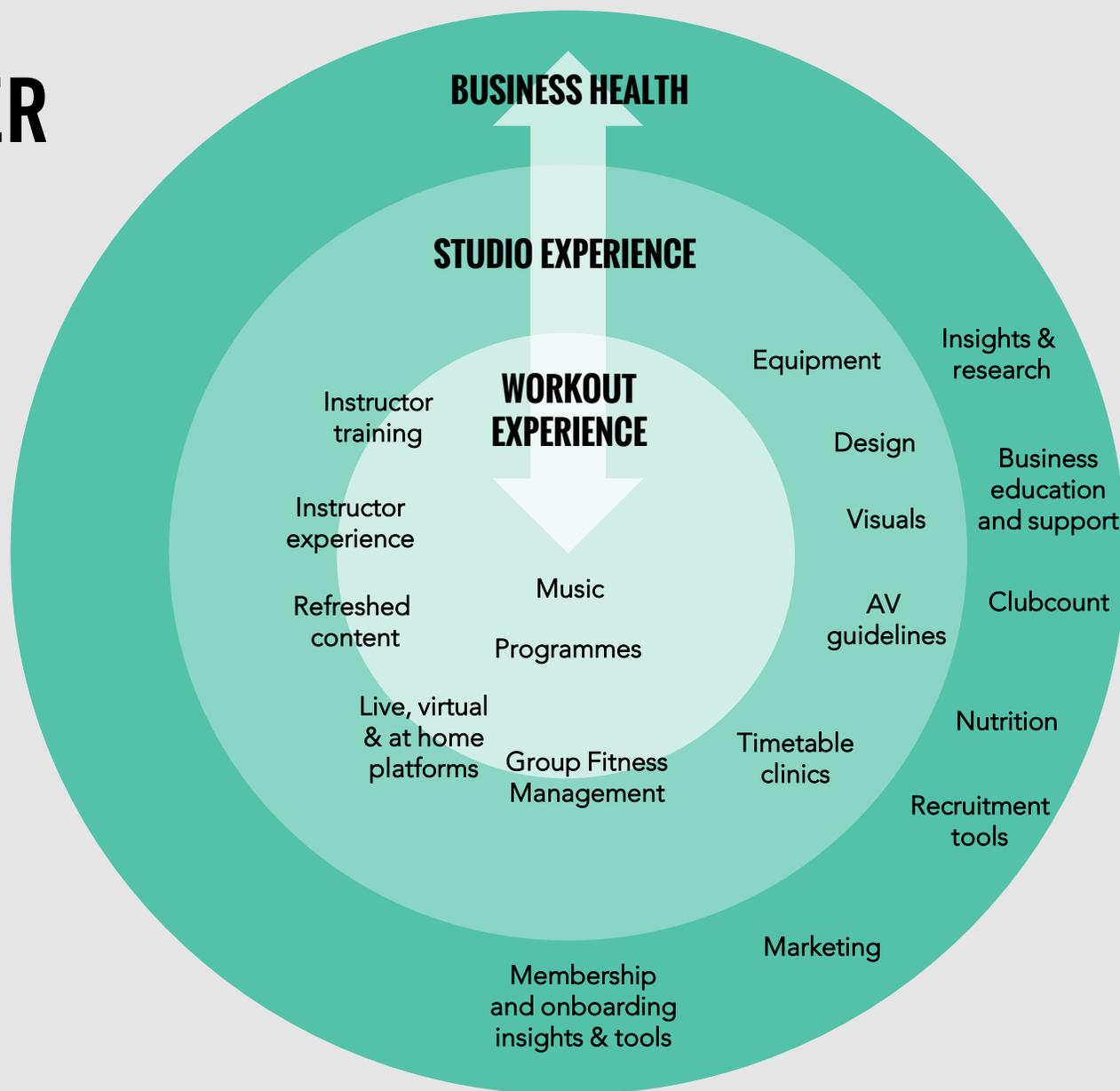
06

Use marketing to
tell your story and
differentiate

WE CAN MAKE IT EASIER

We've been transforming fitness since 1968, making millions of people fall in love with exercise and fitness clubs.

WE PROVIDE YOU WITH:





THANK YOU

LES MILLS