

# MASTER MOTIVATION

REAP THE REWARDS



## MEMBER MOTIVATION IS THE ONE THING YOU CAN'T LIVE WITHOUT

75%

of consumers say they want to exercise more regularly but face barriers.

#1

Of these barriers, lack of motivation is the number one reason why they don't work out more.



## CONNECTION IS YOUR MOST POWERFUL TOOL

Nobody left the gym because they had too many friends.

58% of members report being **highly motivated** by the **social aspect** of attending the gym.

2X

Gym members find live classes more than twice as appealing as livestream options.<sup>1</sup>

2/3

Two-thirds of gym members prefer working out in groups.

#1

Group exercise classes are now the single most popular gym activity, outstripping both strength and cardio training.

20%

Group exercisers who visit your club just once per week are 20% more likely to be loyal members than those who visit 3 times per week and only workout on the gym floor.<sup>2</sup>



## LIVE EXPERIENCES ARE YOUR SILVER BULLET

Do you have the three ingredients for motivating live experiences?



### Pulsating workouts

Participants in quality group exercise attend 3+ times per week and stay members of their club 50% longer than those who don't.<sup>3</sup>



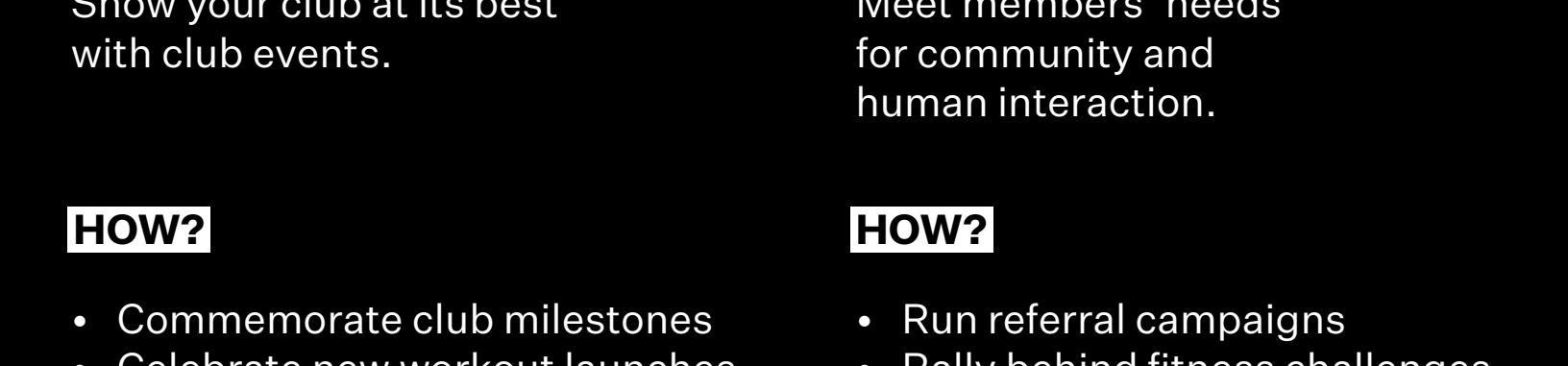
### Community

59% of prospects say people are a significant factor in choosing a gym, and 30% of club prospects look for 'a good atmosphere'.<sup>1</sup>



### Great Instructors

Instructor led fitness are driving club recovery, with class occupancy having reached 120% of pre-COVID levels.<sup>1</sup>



## CRANK YOUR MOTIVATION TO THE MAX

Re-engage members and win new ones.

### Tap into the live revival

Show your club at its best with club events.

#### HOW?

- Commemorate club milestones
- Celebrate new workout launches

### Ramp up the social experience

Meet members' needs for community and human interaction.

#### HOW?

- Run referral campaigns
- Rally behind fitness challenges

### Your people are your power

Your team are game-changers for member motivation.

#### HOW?

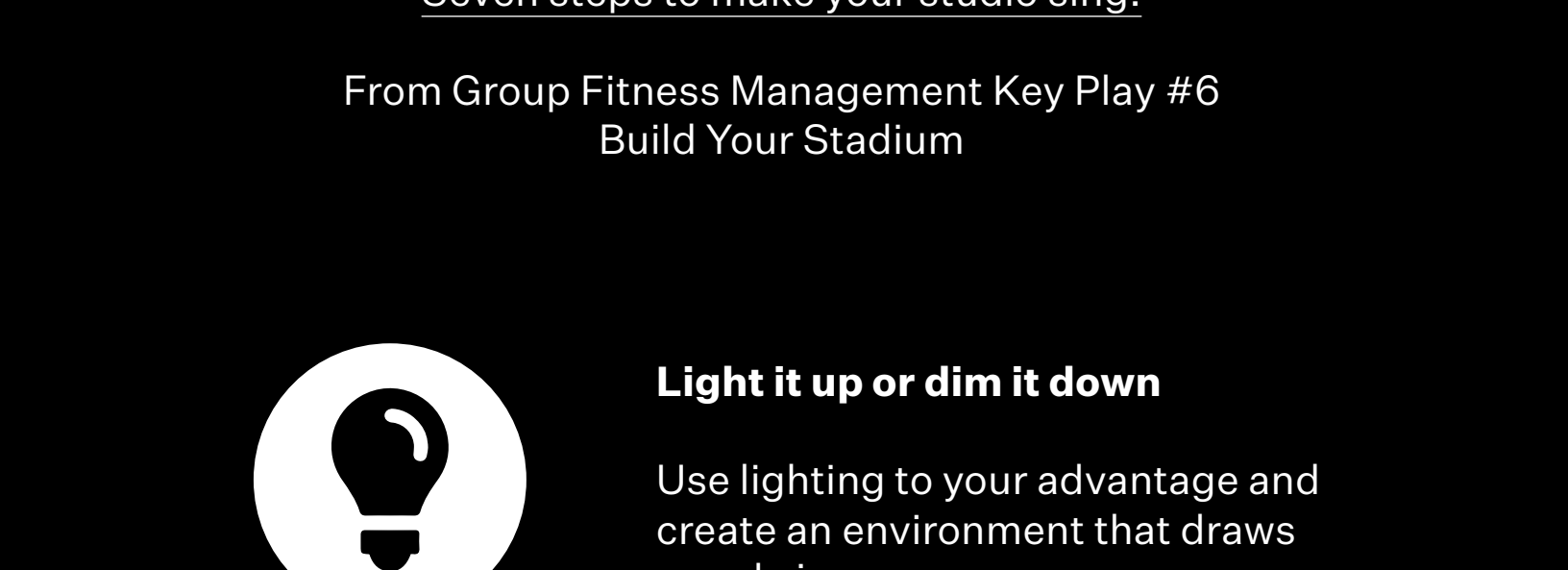
- Provide powerful customer onboarding
- Train your team to offer social support

### Make a marketing splash

Deliver strong marketing campaigns to motivate your existing members and entice fresh faces.

#### HOW?

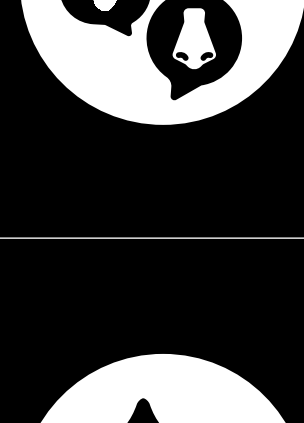
- Leverage social gifting
- Design engaging studio décor



## CREATE A BUZZ IN YOUR CLUB

Seven steps to make your studio sing.

From Group Fitness Management Key Play #6 Build Your Stadium



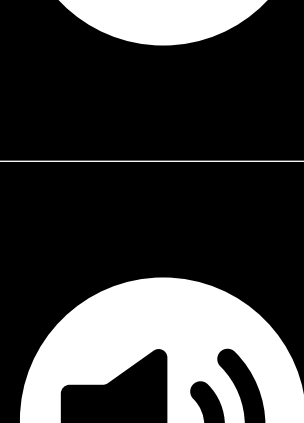
### Light it up or dim it down

Use lighting to your advantage and create an environment that draws people in.



### Dial up décor

Make your studio shine with large wallpapers, posters and digital screens to promote your brand.



### Create a sensory experience

No one will have a great experience in a club that looks amazing, but smells or feels dirty.



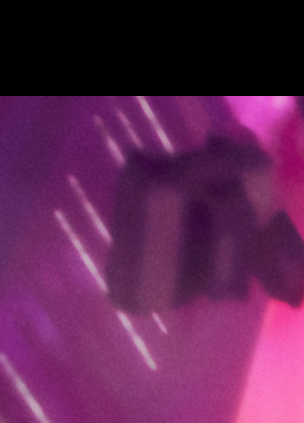
### Keep it fresh and updated

Make tweaks regularly to delight your members with every new change.



### Apply theatre design principles

Incorporate a stage to focus attention.



### Get professional design input

Everyone has a different budget, hire the best quality designer you can afford.



### Invest in quality audio

Aim for concert quality sound.

## 50+ YEARS OF INDUSTRY EXPERIENCE

Group Fitness Management on Learning Studio: Your golden ticket to successfully motivating your members.

Drawing on 50+ years of operational experience from over 20,000 clubs and 140,000 instructors across the world, Group Fitness Management equips you with 8 Key Plays for delivering a motivating member experience - and a highly regarded industry certification.

This carefully crafted learning journey provides you with essential insight that enables you to shift your club's performance.

MOTIVATING EXPERIENCES. MOTIVATED MEMBERS. THRIVING CLUB.

