

Article: 3 Ways to Increase Your Club's Training Revenue

When it comes to your fitness training program, what's most important to you? Revenue, sales, programming? What would you like to improve? Are you frustrated? This email will share how the most successful health clubs in the country operate their fitness training program.

First, and most importantly, the most successful clubs in the country DO NOT try and create their own programs, and they certainly DO NOT try and create their own in-house marketing. They all learned quickly that licensing a program from a company that specializes in fitness training is much more successful than trying things in-house. The most successful clubs have taken the burden off their trainers, relieving them from having to "think of everything." A licensed program provides all the training, marketing, and business tools. A licensed program is more successful and simply makes things easier. Similar to a brand name like CrossFit, Zumba, or Hammer Strength; a licensed training program provides the power of a brand name that has a much greater impact on attracting new customers, in addition to a unique identity that almost eliminates competition.

[Click Here](#) to learn about the FITx Licensed Fitness Training Program.

Second, and just as important, the most successful clubs have learned how to keep the best trainers happy and long term. They learned they are the most important people on the gym floor and should be rewarded and paid well for their talent and expertise. These clubs eliminated trainers from leaving and taking clients with them. Trainers that work for the most successful clubs realize they can't make more money anywhere else. The power and effectiveness of a licensed brand continually generates more leads, clients, and revenue than any trainer or group of trainers can achieve on their own.

Third; great marketing combined with a clear understanding of what your program is, and how the consumer views it, results in consistent training revenue month after month, year after year. Ask yourself: How do I describe our training program? What is the first impression of our training program to the members and the public? And lastly, if your trainer quits, is

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sick, or goes on vacation, what happens then? The most successful clubs never lose clients, sales continue, and their clients continue to train uninterrupted. The marketing and brand of a licensed program will assure your training program remains consistent for the clients and will generate revenue regardless of who or how many trainers are employed. Lastly, a branded, structured training program is easy to explain and visualized by your members and the public leading to even more sales potential.

The most successful health clubs use FITx.

FITx is a licensed, all-inclusive training program designed exclusively for health clubs. FITx provides all the training, marketing, sales, and business tools to assist in operating your entire fitness training department successfully. FITx will significantly increase your training revenue, improve member retention, as well as, provide your club a significant advantage over the competition. FITx includes a series of consumer friendly and affordable training programs that are extremely marketable, in addition to powerful business tools that give you complete control over your clubs' trainers, brand, and revenue potential. FITx is without question the most profitable and successful training program for health clubs.

We truly believe you will love the FITx training program. Let us show you the possibilities for your club. Contact us today for a short presentation. We will demonstrate how FITx can improve not only your training department but improve the performance of your entire club.

FITx Training Systems

p. 609.380.4993

www.FITxTraining.com