

Article: Do You Need Help with Your Training Program

FITx Training Systems has helped clubs across the country significantly improve their personal training program as well as triple their training revenue within six months. Every club qualifies, in any market, in virtually any part of the country. Put in simple terms; if your club has members, check-ins, and new signups each month, you qualify. It doesn't matter how many members or signups, the opportunity, and revenue potential is, and always has been right in front of you. Our job at FITx Training Systems is to provide you two important things, 1) prove that tripling your personal training revenue is possible, and 2) give you everything you need to make that happen.

But first, before we show how to improve your training program, we want to recognize those individuals who truly love what they do for a living. We need to acknowledge the trainers, for whom we believe sincerely have the club and their clients best interest in mind. Additionally, we need to recognize the club owner, for whom we also believe wants only the best for their members and trainers. The passion and dedication you both portray toward improving the lives of others can never be questioned. Unfortunately, you both carry the burden and pressure, on a daily basis, which results directly in either the success or failure of the training program. Yes, some months may be good, but mostly never consistent enough to truly be satisfying. It has always been your responsibility to figure it all out. For example; how to consistently attract new clients, how much to charge, how to train, and how to keep clients happy. Additionally, and not to mention, the tedious tasks of billing, collecting money, and handling cancellations. You've had to worry about it all. All the responsibilities that have to do with running a business. When actually as a trainer, your best asset is training clients, and as a club owner, your best quality is managing the success and growth of your membership base. It was never your lack of desire or intention; it was the lack of structure and proper business tools that you needed. That's where we come in.

Until today, the fitness industry provided no help or program that assisted health clubs with running a successful training program. As a club owner, your only option was to hope for the

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best and put complete faith in your trainers. As a trainer, the club owner was hoping you could do it all and figure it all out while you trained. Yes, some trainers are successful, and some show good results for the club. But truthfully, having two or three trainers with ten or even twenty clients each by no means represents a successful training program. As a trainer or club owner, you've been conditioned to believe; "this is how it is," "this is good enough," or worse "any training sales is better than no training sales." We are here to tell you, "there is a better way." A way that can increase your training sales three or even five times. Or in most cases, finally having a training program that has never been successful in the past.

First, you need to know what the possibilities are. Training sales for an average ten thousand square foot club with about two thousand active members can reach over sixty thousand per month in training revenue alone. This is not fictitious or unrealistic. The secret is having a structured training program that operates your "entire" training department. It's not enough anymore to implement group training or purchase a third party themed program. You need a program that includes extensive marketing tools to attract consumers consistently day after day, month after month. You need a training program that exceeds your member's expectations, and lastly, you need a program that creates loyalty and social benefits similar to CrossFit or Zumba. A program that lets you do what you do best as a club owner and allows trainers to do what they do best; entertain and improve the lives of others.

The program we're referring to that has successfully helped club's across the country improve their training program is called FITx. FITx is the first and only all-inclusive fitness training, marketing, and sales product developed exclusively for health clubs. FITx is an affordable turnkey licensed training program that will significantly increase your training revenue, improve member retention, as well as, give your club a significant competitive advantage over the competition. FITx provides a series of consumer friendly and affordable themed training programs, in addition to a complete array of powerful business tools, giving you complete control over your clubs' trainers, training quality, and revenue potential.

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We truly believe you will love the FITx training program. Let us show you the possibilities for your club. Let us provide you something you can be proud to offer your members and clients. 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 business.

FITx Training Systems

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