

EVERY USP SHOULD BE ABOUT YOUR PSU

A GUIDE FOR FITNESS BUSINESSES

// BY MEL TEMPEST //

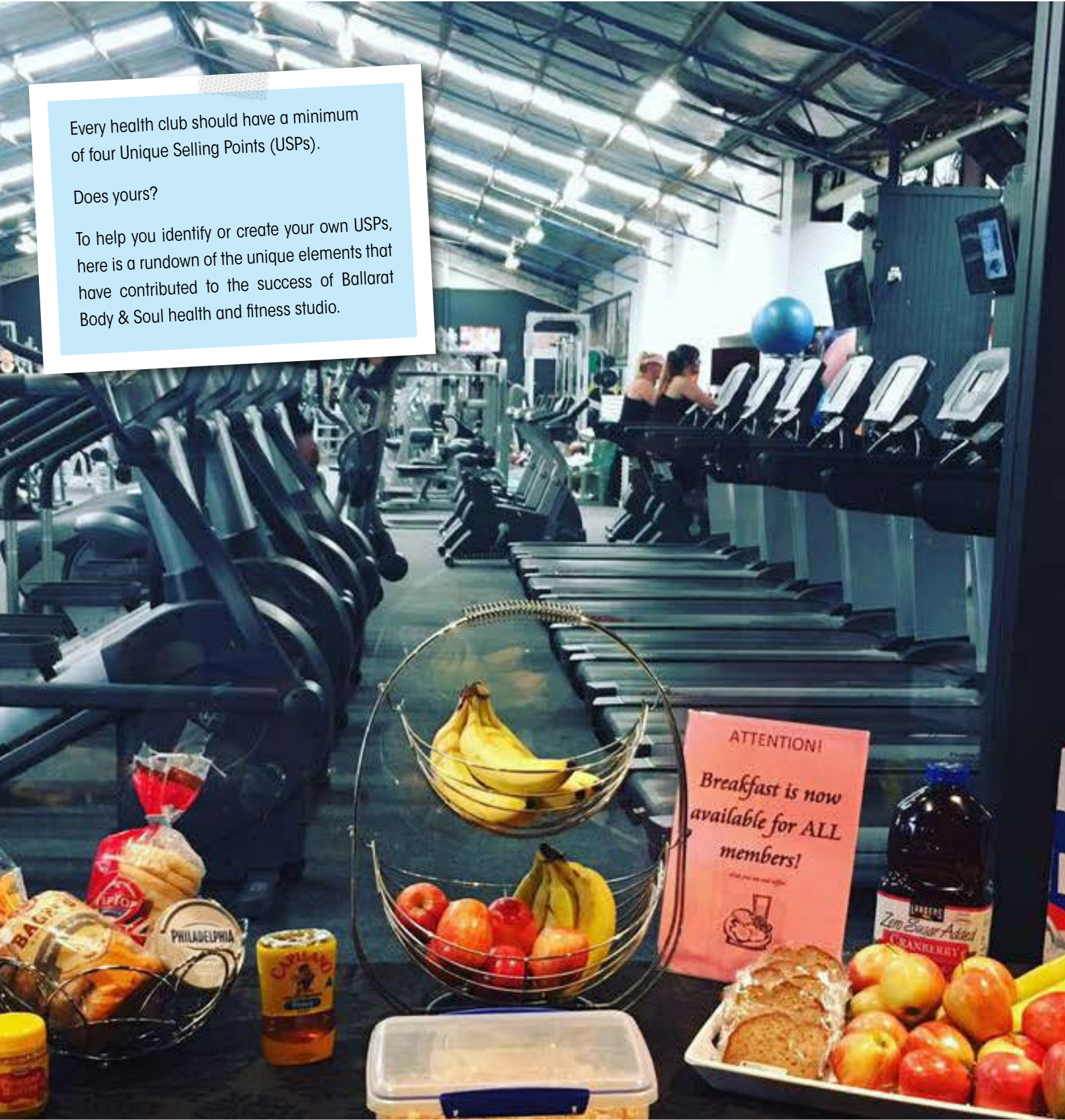
Your Fitness Business Coach and
Club Owner of Ballarat Body &
Soul Health & Fitness Studio



Every health club should have a minimum of four Unique Selling Points (USPs).

Does yours?

To help you identify or create your own USPs, here is a rundown of the unique elements that have contributed to the success of Ballarat Body & Soul health and fitness studio.



1

FREE BREAKFAST

A complimentary member's breakfast ensures they have a nutritious, healthy and delicious start to their day. We buy the basics (e.g., cereal, toast, coffee, tea), which our members can enjoy for free, and we also purchase additional items (e.g. Paleo muffins, granola bars, pancakes) from local businesses, which our members can then buy if the basics don't appeal. This value-add service is just one of the many ways to ensure the studio is a place where our members want to be.

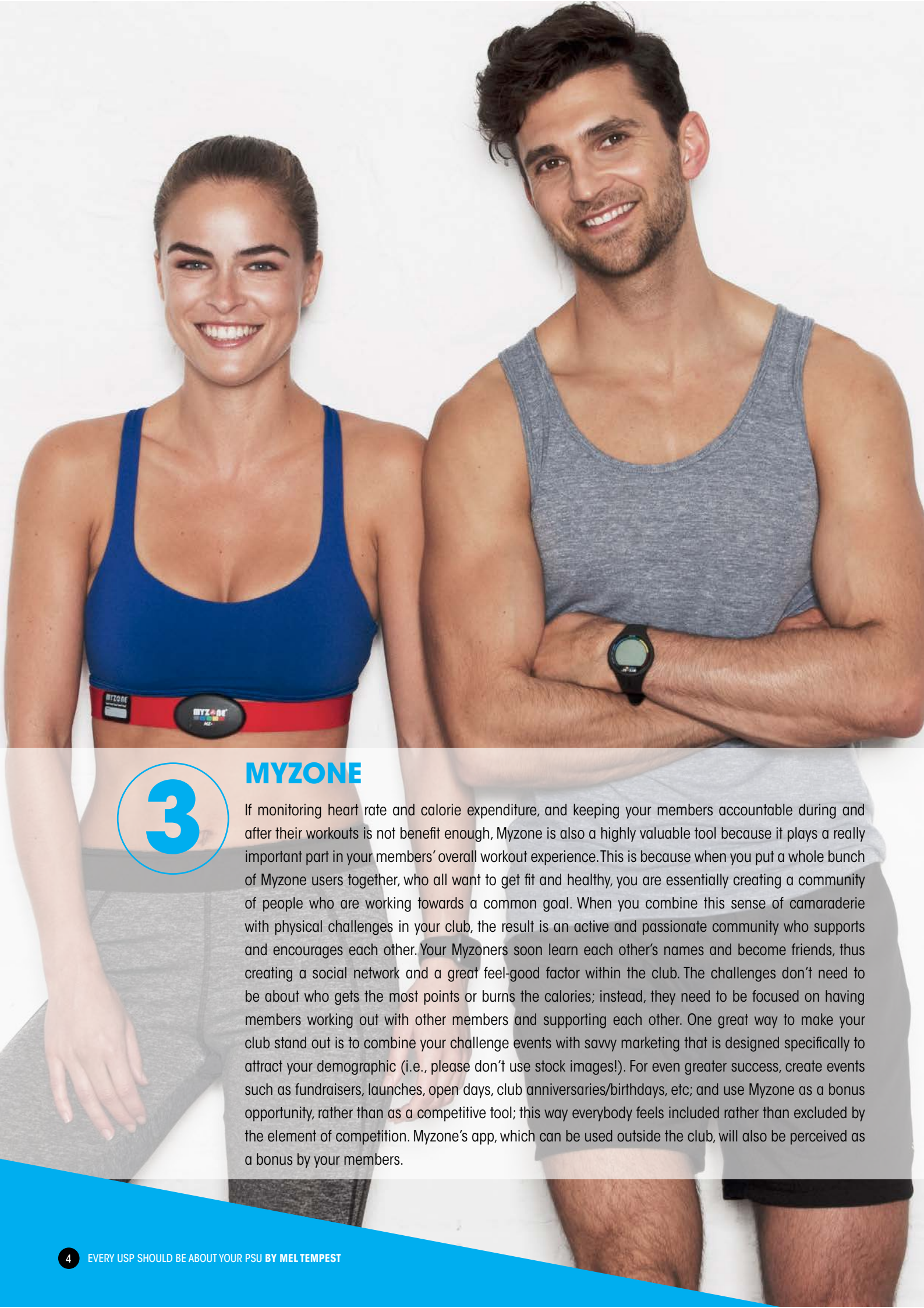


2

VIRTUAL CLASSES

Virtual Cycle classes allow members to enjoy a cycling experience during those times when they can't attend 'live' classes. Virtual Cycling enables you to offer classes during quieter periods without creating any additional wage strain. These sessions make great 'mums and bubs' classes during off-peak times, as mums can bring the baby along in a capsule while they work out. Virtual Classes are also ideal for shift workers and beginners who are unsure as to whether the program is suitable for them. Because sessions can run anywhere from 15 to 90 minutes each, members can use the shorter classes as a warm up. Some of the classes include scenic backgrounds and these can be used by instructors during the 'live classes'. When using Virtual Cycle, members often report that class times feel 'so much quicker!' At Ballarat Body & Soul, we offer Wexer Virtual as well as Virtual Freestyle Cycle and Les Mills RPM™.

 **LES MILLS**
VIRTUAL



3

MYZONE

If monitoring heart rate and calorie expenditure, and keeping your members accountable during and after their workouts is not benefit enough, Myzone is also a highly valuable tool because it plays a really important part in your members' overall workout experience. This is because when you put a whole bunch of Myzone users together, who all want to get fit and healthy, you are essentially creating a community of people who are working towards a common goal. When you combine this sense of camaraderie with physical challenges in your club, the result is an active and passionate community who supports and encourages each other. Your Myzoners soon learn each other's names and become friends, thus creating a social network and a great feel-good factor within the club. The challenges don't need to be about who gets the most points or burns the calories; instead, they need to be focused on having members working out with other members and supporting each other. One great way to make your club stand out is to combine your challenge events with savvy marketing that is designed specifically to attract your demographic (i.e., please don't use stock images!). For even greater success, create events such as fundraisers, launches, open days, club anniversaries/birthdays, etc; and use Myzone as a bonus opportunity, rather than as a competitive tool; this way everybody feels included rather than excluded by the element of competition. Myzone's app, which can be used outside the club, will also be perceived as a bonus by your members.

FRANK NASH • MEL TEMPEST

FITNESS BUSINESS EVENT

The new era of fitness business

CALLING ALL CLUB, STUDIO, PT AND GYM OWNERS



Learn from the successes and mistakes of highly successful club operators who understand the industry and the challenges of your business. Takeaway tools include:

- How to derive income from social media
- Top tips to gain and retain members
- What's hot in the US and how to make it work in your club
- How to use wearables to create a tribe and generate income
- The truth behind functional training
- What lies ahead in 2017

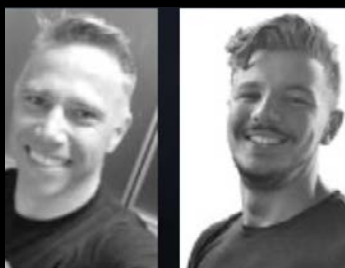


WHEN

Thursday 20 October, 9am to 5pm
& Friday 21 October, 9am to 1pm

WHERE

Ballarat Body & Soul 24/7 GYM,
950 Humffray Street South, Ballarat,
Victoria Australia 3350



SIGN UP NOW!

Go to <http://meltempest.net/fitbiz/new>

POWERED BY



4

NEW EQUIPMENT

At Ballarat Body & Soul, we recently introduced brand spanking new STAGES indoor bikes, and this has helped us create a greater sense of community spirit within the club. If you think indoor cycling has taken a downward turn in popularity, then you're just not doing it right! Part of our installation strategy was to reduce the total number of bikes available in the room, from 28 to 16. What this did was create greater demand and, in turn, it changed the dynamics within the club. Our cycling culture has shifted just by moving equipment around! The result includes an increase in the number of members cycling, and with the new bikes ready to go, we know this community will grow even more.





5

FUNCTIONAL TRAINING AREAS

If at one point or another, you have complained about other gyms or new functional training / CrossFit-style clubs in your area, then you need to immediately stop it, and start making plans to set up a functional training space in your club. Yes, this may mean you need to get rid of some existing equipment, but by doing so your club can and will become a truly multi-purpose facility with something to offer that growing population who are embracing this new era of training. Although functional training has been around for hundreds of years, it definitely looks different now! And when you understand the importance of creating a community / social network / tribe then you'll see that functional training is one way you can achieve this. Note: this does not mean you need to go and buy a functional training franchise! Instead, recruit some help from other successful club owners and come up with a creative solution as to how your facility could offer this type of training. Add some classes on your timetable (not too many), and then up-sell participants to small group training.

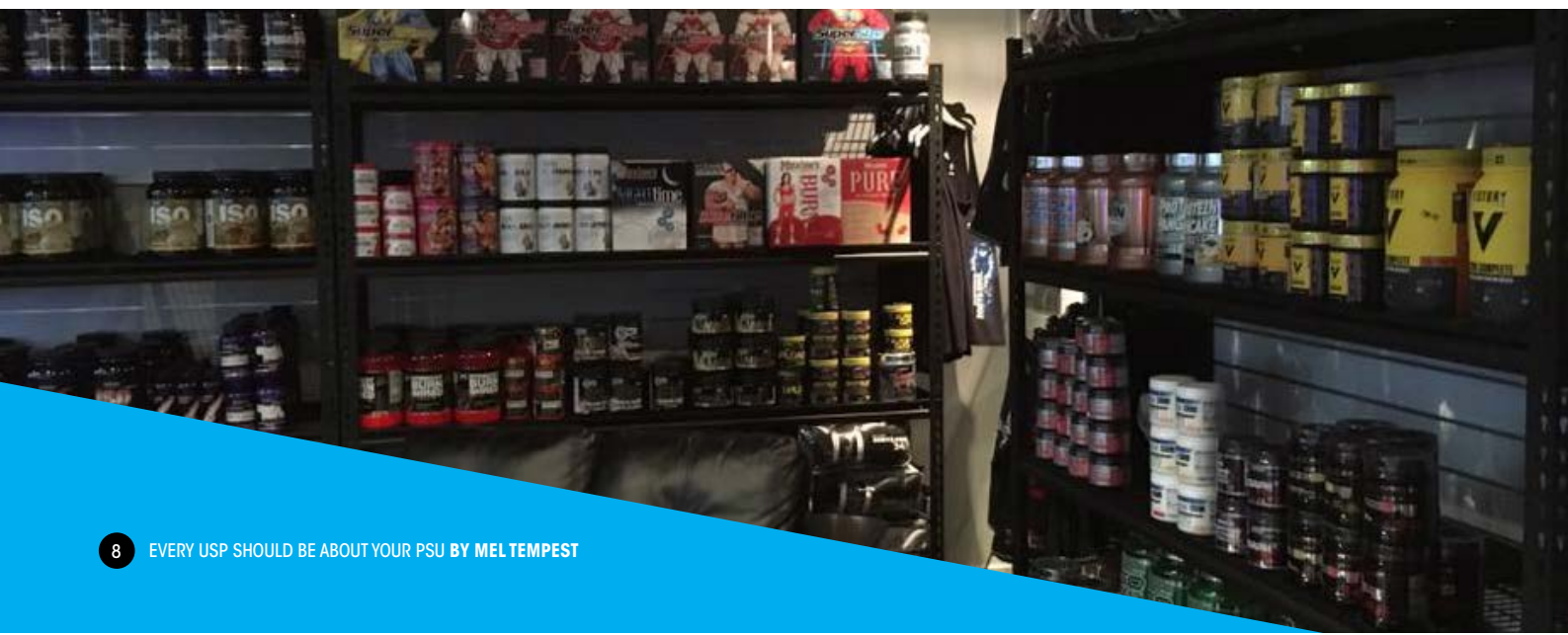




6

SECONDARY SPEND

Secondary spend opportunities can be an effective and significant source of income. It's important to recognise that the decision to buy will always lie with the members. Supplements, for example, may enhance results for some members, but not for others. The bottom line is, if your clients want to use supplements, then you should sell them – just make sure you sell them the *right* products. With correct training program and a healthy food plan, supplements really can produce some great results – which means those members will have an experience that they'll want to tell their friends about! Retaining clients is based on the whole package you can offer them – not just the membership itself. In our club we also have a beauty salon so our members can get fit and healthy, and then look even better, thanks to our onsite beauty services. In what ways does your club offer the whole package?





7

YOUR TEAM

Here's the kicker – your team is your club's number one USP! At our club we have a team of 21, which includes our frontline team who you can see pictured above. These guys are the meet and greet of the business. Their typical duties include sales, admin, maintaining an inviting walk-in experience, conducting tours, making and receiving calls and, of course, they also have to clean and tidy up at the end of each shift! Sometimes they may have an allergic reaction to cleaning but are gently reminded that everyone has to do it. In our club, we have a flatline management structure so we are all treated the same, and are provided with the same opportunities. It's up to each individual, therefore, as to what they do with those opportunities. Our philosophy is that it's a privilege to be part of someone's health and fitness journey and it's important that the team shares this perspective. As a club owner, I enjoy watching my team grow and become the best version of themselves.



ABOUT THE AUTHOR



Mel Tempest has decades of proven success in fitness business leadership, having assisted many health clubs achieve impressive new levels of growth. Mel understands that every club is unique and she prides herself on being in touch with the latest international industry trends, and being able to adapt them for local clubs to use here in the Australian market. Mel is a Thomas Plummer Speaker School and Social Media graduate. She is also an international Fitness Business Presenter and Social Media Rockstar who thrives on helping other fitness business owners grow their success. Mel is also the owner of her own health club – *Ballarat Body & Soul Health & Fitness Studio* – where she works hands-on every single day, and she's the author of *The A-Z Guide To Running A Kick Ass Fitness Business*. Mel has also written an autobiography and she was responsible for opening Australia first ever male-only gym, which resulted in national media coverage and industry recognition.

CONNECT WITH MEL TO FIND OUT MORE

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