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OPERATIONS MANUAL

AUGUST 2020

FITNESS
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INTRODUCTION

WELCOME TO FIIT30

GET FITTER, LEANER AND STRONGER – FAST.



FIIT30 is Fernwood's HIIT-based small group training designed exclusively for women to deliver serious results in a seriously short time.

Working in a group of 8-10 women under the guidance of Fernwood's best Personal Trainers, this 30-minute whole body workout will help you to burn fat, build strength and tone muscles you never knew you had.

Heart rate monitors track your performance as you lift heavier, push harder and move faster with each session, all with the support and motivation you can only get from your Fernwood tribe.

ALL NEW FIITRIGHT

MAKING IT RIGHT, FOR ALL FITNESS TYPES.



FIITRIGHT is a lighter alternative for deconditioned members, women just starting their fitness journey or those returning after a long break.

Still working in small groups, under the guidance of a Fernwood Trainer, this 30-minute whole body workout will build foundations of strength and functional movement so that you can kick start your journey to your desired health and fitness goals.

Whether you want to build up your fitness to participate in **FIIT30**, are recovering from an injury or you enjoy a slower paced workout, **FIITRIGHT** is the perfect workout.

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YOUR FIIT3O SPACE

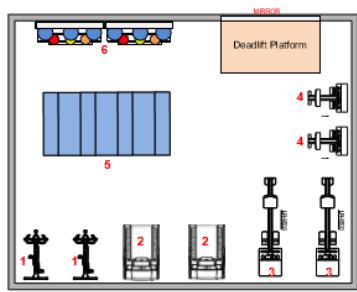
As **FIIT3O** is one of our core offerings and incorporated into the New Member Journey, the training area must be a ‘wow’ factor in your club so it attracts members’ attention and encourages them to take part.

Create atmosphere in your **FIIT3O** space by incorporating the **FIIT3O** logo on the wall and injecting energy with colourful equipment and accessories, as well as upbeat music during classes.

In accordance with the compliance rules, **FIIT3O** must always have its own set of equipment, separate from the gym floor. This ensures a great member experience for all participants.

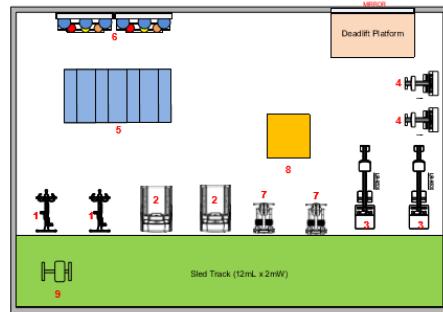
Layout examples:

50m² Area



- 1/ Bionic Cycle
- 2/ SpeedFit Treadmill
- 3/ Concept 2 Rower
- 4/ Ski Ergometer
- 5/ Functional Rig
- 6/ Accessories

100m² Area



- 1/ Bionic Cycle
- 2/ SpeedFit Treadmill
- 3/ Concept 2 Rower
- 4/ Ski Ergometer
- 5/ Functional Rig
- 6/ Accessories
- 7/ Power Tower
- 8/ Tyre Flip
- 9/ Sled

FIIT3O EQUIPMENT

We have put together a minimum requirement for equipment that will keep set-up costs as low as possible, while still providing your trainers with a variety of pieces to use in their programming. This will allow them to continuously program different **FIIT3O** sessions to keep members engaged and motivated.

There are three equipment categories:

01. Compulsory (the minimum required to be compliant)
02. Recommended pieces
03. Pieces to take your **FIIT3O** program to the next level

Note 1. Please see the compliance checklist for more details.



FIIT30 FEATURE WALL

Make the **FIIT30** logo a focal point in club. It should be positioned in a way that draws attention to your **FIIT30** space and utilised as a powerful marketing tool.



FIIT30 MUSIC

Music is an important component that can make or break a workout. Your **FIIT30** playlists should include a mix of old and new upbeat songs to create an energised, motivating and fun atmosphere. Having the right music playing will not only motivate your participating members but will also draw the attention of other members on the gym floor.

Tips on music:

- ▶ Prepare a variety of playlists in advance and update them regularly.
- ▶ Ask your **FIIT30** participants and trainers for their favourite workout songs and add them to the list.
- ▶ Include sing-along songs everyone loves.
- ▶ Have a portable speaker system for your **FIIT30** sessions that has phone/MP3 connectivity.
- ▶ Ensure the music you are playing is royalty free or covered by APRA/One Music licensing fees.



CLUB OPERATIONS

PRICE STRUCTURE

FIIT30 offers amazing value for our members. We highly recommend that FIIT30 has a high price point of no lower than \$25 per week for unlimited sessions.

Our recommended price presentation:

- ▶ \$49.95/week = membership (12m/18m) + unlimited FIIT30
- OR**
- ▶ Add on unlimited FIIT30 as flexi component for \$25 per week

STAFF REQUIREMENTS

FIIT30 TRAINERS

Your **FIIT30** Trainers are the key to creating your **FIIT30** culture in club. They will provide our members with an in-club experience that is high-energy and programmed to challenge all fitness levels in a community-based support system. This will encourage members to jump out of their comfort zone and come back for more.

Your FIIT30 Trainers should have:

- ▶ Experience in delivering and programming HIIT training.
- ▶ An outgoing personality.
- ▶ A demonstrated passion for small group training.
- ▶ A demonstrated passion for functional training.
- ▶ A love of motivating and inspiring our members.

Minimum qualifications required:

01. CERT III AND CERT IV IN FITNESS

Why do our trainers need to have Cert IV?

- ▶ FIIT30 is classified as Group Personal Training – which, just like one-on-one PT, requires Cert IV.
- ▶ The Trainers are teaching advanced training techniques and modalities beyond a basic circuit training session such as deadlifts, squats, kettlebells, TRX etc (again, beyond the scope of Cert III).



- Not all sessions will be pre-choreographed i.e. the trainer will be designing their own sessions. Although there will be a database of sessions and ideas from Dr Cribb available to the trainer to use as a resource, they are still required to adapt or design their own if need be.

02. COMPLETE THE ADVANCED FUNCTIONAL TRAINING BY DR PAUL CRIBB AVAILABLE ONLINE [HTTPS://MP-BODY.COM/ARTICLES-1/FIIT30-ON-LINE-WORKSHOP](https://mp-body.com/articles-1/fiit30-on-line-workshop)

03. CURRENT FIRST AID AND CPR CERTIFICATE

Additional recommended qualifications:

- Kettlebell
- TRX/suspension training
- Boxing

Note. If you are unsure as to what your FIIT30 trainers are covered for, contact your insurance company for more information.

FIIT30 STAFF UNIFORM

FIIT30 staff polos will be available to order from Beetle Branding. Polos will include the Fernwood logo on the front with the new **FIIT30** logo and **TRAINER** title on the reverse.



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FIIT3O COORDINATOR

Having a dedicated **FIIT3O** Coordinator will help the club see better results in coverage, revenue and retention as there is someone responsible for driving and promoting **FIIT3O** and **FIITRIGHT** in club.

A FIIT3O Coordinator's responsibilities include:

- ▶ Managing targets
- ▶ Marketing and advertising FIIT3O internally and externally
- ▶ FIIT3O staff management
- ▶ Programming of sessions
- ▶ FIIT3O timetable
- ▶ Retention
- ▶ Following up complimentary sessions
- ▶ General admin

As part of their position, your coordinator should have a certain number of hours each week dedicated to the responsibilities above. The time required would increase as **FIIT3O** grows in club, but we would suggest 2-3 hours a week to begin with.

Your **FIIT3O** Coordinator should be a qualified personal trainer so they can actively participate in running your timetabled **FIIT3O** classes.

FIIT3O TIMETABLE

FIIT3O and **FIITRIGHT** scheduling options are available in PMW in order to have uniformity and compliance across the network. To ensure our members are receiving value for money and to retain our **FIIT3O** participants, the workouts should change regularly.

When setting up your FIIT3O timetable, you need to consider the following:

- ▶ Trainer availability
- ▶ Varied session times
 - » Early - mid morning
 - » Lunchtime
 - » Later - late evening
 - » Sat/Sun morning
- ▶ Start with a minimum number of classes and add to your timetable as your numbers grow
- ▶ Have at least 1-2 classes on each day, with the majority scheduled between Monday-Thursday
- ▶ Schedule a mixture of **FIIT3O** and **FIITRIGHT** sessions



CANCELLATION POLICY

The **FIIT30** cancellation policy states that “any cancellations within 4 hours of a pre-booked session will incur a \$5 fee per class. All **FIIT30** participants must sign a copy of this policy before they attend their first **FIIT30** sli t is up to each club to enforce this policy and to manually manage payments. In Exerp there is a Front Desk product called ‘**FIIT30** Booking Fee’ so that you can charge this to their next direct debit.

Please note. This document is available on the intranet.

SETTING UP IN EXERP

To assist you in selling **FIIT30** in your club, we have set up a few different options for members to opt in and purchase **FIIT30**. When upgrading a member to **FIIT30**, we encourage all clubs to sell it as **flexi add on** and lock the member into unlimited sessions with an ongoing direct debit. However, there are also various front desk products in Exerp.

NEW MEMBER JOURNEY

All new members participate in the 12 Step Induction Passport to encourage them to try a range of club offerings. **FIIT30** and/or **FIITRIGHT** sessions are an important part of the new member journey. Three complimentary **FIIT30** sessions will automatically be added to a new member’s account overnight on the day they join.

Fernwood Trainers can offer feedback to members as to which option is best for their level of fitness. Unless the new member is clearly an advanced trainer with prior knowledge of functional training, all new members should start with a **FIITRIGHT** session to evaluate their level and then move to **FIIT30** where appropriate.

These complimentary sessions also give Fernwood Trainers the opportunity to discuss upgrade opportunities and make recommendations to continue with this service.



THE FIIT3O SESSION

PREPARING FOR YOUR FIIT3O SESSION

- ▶ Ensure your **FIIT3O** space is set up with all necessary equipment
- ▶ Workout is added to the promywellness content builder for access via the Teambeats kiosk
- ▶ **FIIT3O** Trainer is in correct uniform
- ▶ Participants attendance is marked in Exerp
- ▶ Playlist is selected and ready to go

THE SESSION

INTRODUCTION (2-3 MIN)

- ▶ **FIIT3O** Trainer introduces themselves to the group.
- ▶ Checks for current and/or old injuries.
- ▶ Asks if there are any new members to **FIIT3O**:
 - » Take time throughout the session to ensure your new member is getting the best out of their **FIIT3O** session.
 - » All new members should be introduced to a **FIIT3O** buddy. The **FIIT3O** buddy system is to help all new members feel welcomed and part of the **FIIT3O** community – it is important they are buddied up with a friendly, experienced **FIIT3O** participant who can help guide and support the newcomer during the workout.
- ▶ Explain the workout to the group.

THE WORKOUT (25 MIN)

- ▶ All workouts are to be achievable and adjustable for all ages and fitness levels however, **FIIT3O** can be aimed at more intermediate to advanced trainers, and **FIITRIGHT** to beginners or members with health conditions that require more of a functional movement, lower impact approach.
- ▶ Constant motivation and encouragement to members throughout the session.
- ▶ Use members' names.
- ▶ Correct technique where needed.
- ▶ Move throughout the **FIIT3O** area.
- ▶ Ensure the trainers leave enough time to deliver an active cool-down session.



CREATING THE FIIT30 TRIBE CULTURE IN YOUR CLUB

MEMBER EXPERIENCE IN A FIIT30 SESSION

At Fernwood, we pride ourselves on our community culture. Therefore, it's important we create this in all **FIIT30** sessions to differentiate us between our competitors and make it fun for our members.

We strongly encourage group photos in front of the **FIIT30** feature wall and other fun activities in sessions. These activities also give you great video and social content that you can use to promote **FIIT30** on your club's social pages.

CREATING A TRIBE CULTURE

FIRST STEP - FIND YOUR TRIBE LEADER

It starts from the top. If you as the club owner can't do this job, make sure you find a rock star that can. Have a **FIIT30** Coordinator who also actively participates as an instructor.

CREATE A TRIBE FACEBOOK PAGE/GROUP

Encourage members to actively participate on this page and put the **FIIT30** timetable up daily to prompt them to jump into sessions.

SOCIAL OUTINGS

Organise tribe outings for your **FIIT30** members such as bush walks, nights out or a movie night in club. Encourage a member to organise this and be a social leader.

RETENTION

It's recommended to allow 7 hours a week for **FIIT30** retention. This involves following up all intros/complimentary sessions to the program, calling inactive members and getting them booked into sessions. Call all new members from the previous month and invite them to try a session.

TEAM TARGETS

Make sure all of your team have targets for referrals to the program including reception, sales and Fernwood Trainers. You can create staff rewards for the highest referrals each month. Have your **FIIT30** timetable at reception and it will open up conversations with any member that stops to look at it.



MAKE YOUR FIIT30 MEMBERS FEEL EXCLUSIVE

- ▶ Monthly newsletter
- ▶ FIIT30 Member of the Month
- ▶ Regular prizes - engage local businesses to donate prizes
- ▶ LOTS of photos
- ▶ Social outings calendar
- ▶ Post member results on social media

'TRY OUR TRIBE' PASSES

Give these out at the end of every session for members to invite their friends to try a **FIIT30** session.

QUARTERLY LAUNCH PARTY

Hold an event for **FIIT30** members to celebrate their successes - this could be any achievement they have made since participating in the program. Invite non-**FIIT30** members as well so they can hear more about the program.

FIIT30 WELCOME PACK

Welcome packs can add to cost however, you might like to incorporate this cost into their program. Inclusion of the POLAR heart rate monitor is a great way to ensure members are engaged and getting great results during their sessions.

- ▶ Fernwood towel
- ▶ Fernwood drink bottle
- ▶ **FIIT30** merchandise
- ▶ Body scan
- ▶ POLAR heart rate belt



PROGRAMMING FIIT30

To program **FIIT30**, our expert Certificate 4 qualified **FIIT30** Trainers will use their existing knowledge as well as the skills they have acquired from Dr Paul Cribb's Advanced Functional Training. Trainers need to ensure there is variety in the use of different modes of exercise and programming styles to keep members engaged and coming back for more.

FIITRIGHT sessions must be paired back to lower impact, functional movements so there needs to be a clear distinction between **FIIT30** and **FIITRIGHT** programming to allow members to progress to a more intense **FIIT30** session.

To assist our trainers, there is a database of session ideas available in promywellness. **FIIT30** Trainers can choose to use these programs, adapt them or program their own sessions.

TRAINING PRINCIPLES

When programming **FIIT30**, remember the following training principles to ensure our members are training as safely and effectively as possible.

PROGRESSIVE OVERLOAD

The principle of overload implies that a training effect is produced when the system or tissue is worked at a greater level than it is normally accustomed to working. As the body adapts to these new levels, training should continue to be progressively increased.

Progressive overload can be achieved by varying the frequency, duration and intensity of the training, with increases in intensity having the greatest effect. Considerable stress must be placed on the system or tissue so that improvements can occur. If there is too much overload, fatigue can result as well as potential injury. If training load is too little, the training effect will plateau or decrease.

Participants need to be aware that not all adaptations will occur in the same timeframe, and that it is important to increase the workload gradually over a long period so improvements are maintained and overtraining is avoided.



SPECIFICITY

The principle of specificity implies that the greatest gains are made when the activity in the training program replicates the movements in the game or activity. That is, training should be specific to the:

- ▶ Task requirements
- ▶ Muscle groups required in the task
- ▶ Energy systems required in the task
- ▶ Components of fitness involved in the task

For example, to be competitive in a chosen sport such as long-distance running, runners need to develop their aerobic energy system and leg muscles.

REVERSIBILITY

The principle of reversibility states that effects of training are reversible, even after just one or two weeks of stopping or reducing training. That is, the training effects will be quickly lost, and the person's performance will decline, and unfortunately often at a rate faster than gains were made. This is often referred to as the detraining effect. Reversibility is evident in all components of fitness such as aerobic and anaerobic fitness, power, strength, muscular endurance, flexibility and speed.

VARIETY

The principle of variety states that people need to be challenged by not only the activity but also by the implementation of the activities, and this is often achieved by cross-training. Training can often become repetitive and boring, especially if done for many hours over many weeks over many years. This is particularly evident in endurance activities involving few technical skills, such as swimming and running.

While the principle of variety is not essential to improve performance, it does make training more interesting and enjoyable. Aerobic, anaerobic, strength and flexibility training can take many forms, so it can be easy to incorporate this principle into training programs.

TRAINING THRESHOLDS

The principle of training thresholds relates to levels of exercise intensity that are sufficient to produce a training effect. Training thresholds are usually explained in terms of the maximum heart rate in relation to volume of oxygen uptake (VO₂).



During exercise, the following three factors become important in relation to training thresholds:

- ▶ Heart rate
- ▶ Ventilation
- ▶ Blood lactate

All of these increase in proportion to the intensity of exercise. This appears to be related to maximum oxygen consumption (max VO₂). The increase in lactic acid in untrained athletes occurs at a lower max VO₂ than in trained athletes.

The aerobic training threshold is the lowest intensity at which an athlete needs to work to produce an aerobic training effect, that is, an improvement in the body's ability to use oxygen during exercise. This occurs at approximately 70% of the person's maximum heart rate (MHR), or at approximately 50-60% of that person's VO₂, and is equivalent to a moderately paced jog. At this level, a person can conduct a conversation comfortably.

With increased intensity comes a rise in lactic acid representing an increasing reliance on the anaerobic energy system. The point at which lactic acid accumulates is known as the anaerobic training threshold and is usually around 80% MHR or 75% max VO₂. The threshold is the maximum speed or effort that a person can maintain and still have no increase in lactic acid. The term lactate threshold is increasingly being used as it is a more precise term because anaerobic energy is continually produced, even at rest, meaning that lactic acid is formed and removed continuously.

PERIODISATION

It is important that you understand sports performance and training cycles, so please refresh and read up on the theory of planning and training cycles. This relates to any type of training that is undertaken and should be considered when clients/participants have training goals. This will assist in the reduction of injuries and decrease the rate of burnout.

SAFETY OF OUR MEMBERS

HEALTH SCREEN QUESTIONNAIRE

All **FIIT30** participants, including existing members, are required to fill out and sign a Pre-Exercise Health Screen Form. If required, the member will need to provide medical clearance from a doctor approving their participation in moderate to high intensity exercise before taking part in **FIIT30** (please follow ESSA, Fitness Australia and SMA pre-screening guidelines).



INJURY PREVENTION

The safety of our members is our top priority. To avoid injuries, please follow the tips below:

- Encourage participants to warm up 10 minutes before the session starts.
- DO NOT encourage exercise if your participants are sick or feeling very fatigued.
 - » If a participant cannot finish the exercise session, feels faint after exercise, fatigued during the day, or suffers persistent aches and pains in joints after exercising, they may need to see their GP or cut back on the amount of exercise they are doing.
 - » Ensure the exercise plan starts at low/moderate intensity and gradually increases (factor in the high intensity exercises into the program around moderate exercises and recovery).
 - » Educate participants on the need for hydration with water and electrolytes.
- Ensure participants are aware that if they push themselves too hard, they are at an increased risk of injury. Overuse injuries can occur and must be avoided as they can lead to injuries such as stress fractures, stiff or sore joints and muscles, and inflamed tendons and ligaments. Exercise prompting repetitive wear and tear on certain parts of the body – such as swimming (shoulders), jogging (knees, ankles and feet) and tennis (elbows) – are often overused culprits. A mix of different kinds of exercises/activities and sufficient rest and recovery is best for avoidance of injury. Coaches must educate participants on the fundamentals of training to avoid these types of injuries.
- Reduce exercise intensity if participants have had a break from training initially and build it back up – encourage less reps or sets, or a shorter time period.
- Ensure clothing and footwear is appropriate for the session. Clients need to be aware of the importance of changing shoes periodically if support is compromised.

TECHNIQUE

- Form/technique is extremely important for participants to understand. Form is essential for strength training. Encourage using no weight or very light options when participants are new – this is very important in the learning stages.
- NEVER compromise great technique by hurrying to finish sets or reps. Make sure participants drop weights if they are struggling to keep form.

TEMPERATURE REGULATION

- Exercising vigorously and at moderate to high intensities in the heat or humidity can lead to serious dehydration or overheating. Vigorous exercise in temperatures above



22 degrees Celsius needs to be monitored carefully, and it is important to have an air conditioner or fan. Watch out for signs of overheating such as dizziness, headaches, palpitations, cramps and faintness.

- ▶ If exercising in a cold environment, encourage participants to wear layers that can easily be removed throughout the workout.

EQUIPMENT

- ▶ Many different equipment options are used in **FIIT30** and it is of high importance that you follow all of the safety recommendations provided by the supplier.

RECOVERY

- ▶ We encourage at least two rest days over a seven-day period to ensure good recovery
- ▶ Delayed onset muscle soreness (DOMS) starts 12-24 hours after a workout and should gradually decrease, this is a normal physiological response to exercise at moderate to high intensity. However, persistent or intense muscle pain that starts in the session or immediately afterwards, or persists for longer than 1-2 weeks, will need to be checked by a qualified health professional.

UPSELLING FIIT30 IN CLUB

STAFF PROMOTION

As we all know, our staff members are the key to the success for any service we run in club.

MEMBERSHIP CONSULTANT

- ▶ Actively promote **FIIT30** during when doing needs analysis and touring prospective members
- ▶ Need to be able to confidently speak about **FIIT30** and its features:
 - » Price
 - » Timetable
- ▶ Have experienced FIIT30 for themselves

FITNESS TRAINERS

- ▶ Actively promote **FIIT30** in their appointments
- ▶ Walk the floor and hand out '**Try our Tribe**' class passes to a range of members
- ▶ Book in new members for their complimentary **FIIT30** sessions



- Need to be able to confidently speak about **FIIT3O** and its features:
 - » Price
 - » What's included
 - » Timetable
- Have experienced **FIIT3O** for themselves

FIIT3O TRAINERS

- Follow the **FIIT3O** new member process
- Follow up all complimentary sessions
- Hand out referral cards to **FIIT3O** members to give their friends and family
- Actively promote **FIIT3O**
- Need to be able to list five things about FIIT3O when asked, including:
 - » Price
 - » What's included
 - » Timetable
 - » Benefits of **FIIT3O**
- Have experienced **FIIT3O** for themselves

PERSONAL TRAINERS

- Promote **FIIT3O** to their clients as a great add-on to the training they are already doing
- Need to be able to list five things about **FIIT3O** when asked, including:
 - » Price
 - » What's included
 - » Timetable
 - » Benefits of **FIIT3O**
- Have experienced FIIT3O for themselves

RECEPTION/CRECHE

- Actively promote **FIIT3O** when interacting with members throughout the club
- Need to be able to list five things about **FIIT3O** when asked, including:
 - » Price
 - » What's included
 - » Timetable
 - » Benefits of **FIIT3O**
- Have experienced **FIIT3O** for themselves



COMMUNICATING WITH STAFF

For **FIIT3O** to work in club, it is important that the whole team is across the overall goals for **FIIT3O** in your club and what the plan is to get there. Communicating with your team each month will ensure that everyone is aware of what is happening in club, expectations and what role they are to play in reaching these goals.

Ideas of what to include in your monthly communications:

- External and internal marketing plan
- Breakdown of results from previous month
- Feedback from members
- Red flagging of any session time that is not performing
- Monthly targets
 - » Session participation numbers
 - » Total members on D/D for **FIIT3O**
 - » Attended complimentary sessions
 - » Upgrades from complimentary sessions

TO HELP YOU IN CLUB

FIIT3O & FIITRIGHT AS PART OF THE NEW MEMBER JOURNEY

- A great option for those members who are interested in trying FIIT3O but may need more than one session to decide if they want to be part of this awesome community.

'TRY OUR TRIBE' REFERRAL CARD

- This is a great resource that allows your FIIT3O members to easily refer their friends and family to come along and try a class.
- We highly recommend that if a referral joins the club/FIIT3O that the member who refers them receives either:
 - » A month free on their membership
 - » 2 weeks of FIIT3O free
 - » Fernwood merchandise



IN-CLUB PRESALE SCRIPTS

- “Hi ..., how is your training going? Are you achieving the results you wanted? (Mini needs) YES/NO... (Ask more questions to get details) What is your top health and fitness goal? (Dig deeper) Why is this important to you at the moment? What has stopped you from achieving your goals?”
- “Have you heard about the new **FIIT3O** Challenge that's coming up? It will be a great way to boost your training / break out of your plateau / evaluate your results / stick to your new year's resolution (link to member's goals).”
- “From what you have told me, I would recommend that you look at the X or Y package for the **FIIT3O** Challenge, which one do you think would suit you best? I can get this organised today...”
- “Hi ..., what's your plan for your workout today? That's awesome, are you enjoying your training at the moment? Are you achieving the results you wanted? (Mini needs) NO... How about you try one of our new **FIIT3O** classes?”

HOW TO MARKET FIIT3O IN CLUB

FIIT3O CLASSES

Your daily **FIIT3O** sessions are the best asset to your marketing plan – they are your moving billboard in club. The combination of invigorating and varied exercises, colour, pumping music and an energised trainer will have all your members lining up to try **FIIT3O**.

Important things to remember for each session:

- **FIIT3O** Trainer wearing compliant **FIIT3O** uniform.
- Upbeat music playing at all times.
- **FIIT3O** Trainer needs to be aware of her body language and energy levels at all times.
- Ensure that your trainers use a variety of equipment throughout the week.
- One bad member experience can do a lot of damage through word of mouth.



MARKETING COLLATERAL

The following **FIIT3O** artwork will be available to download from VCM:

- 4, 6, 8 and 12 Week Challenge collateral templates
- Social media collateral
- 3 class pass
- Challenge participation card
- 'Try our Tribe' pass
- Editable price presentation cards

SOCIAL MEDIA

NSO will post generic **FIIT3O** content on the national page and to your local social pages on a regular basis. However, to ensure the best results for your club, it's important that you also create and post your own **localised content**.

Here are some examples of FIIT3O local content you can create for your club social pages:

- Photo or video showcasing your new **FIIT3O** space and equipment
- Video of your **FIIT3O** Trainer talking about how the sessions run/what members can expect
- Photo or video introducing your **FIIT3O** Trainer and her experience
- Photo or video showing 'behind the scenes' of a **FIIT3O** session taking place in your club
- Photo or video sharing a testimonial from a **FIIT3O** member who is loving the program
- Inspirational quote images that you can relate back to your **FIIT3O** program
- Event page promoting a **FIIT3O** information session

All posts should include a strong call to action, for example:

- "Start **FIIT3O** today. Ask at reception for more information."
- "Try our tribe and grab your **FREE FIIT3O** trial pass from reception today!"
- "Sign-ups for the **FIIT3O** 6 Week Challenge close soon, ask at reception for more information."

A closed Facebook group for **FIIT3O** participants is also a great way to share images, videos, PBs and what's going on in club for **FIIT3O**.

Please Note You must adhere to Fernwood social media policies and guidelines before sharing any content featuring members and staff.



CHALLENGES

Running in-house challenges is a great way to bring awareness to **FIIT3O** while building your **FIIT3O** tribe and increasing your revenue.

We have included collateral templates for 4, 6, 8 and 12-week challenges that are available for you to download at any time from VCM to use throughout the year.

TIPS ON PLANNING YOUR FIIT3O CHALLENGES

To ensure a successful campaign and that you are not running at a loss, we highly recommend you consider the following when planning/pricing your challenges:

- ▶ Rostering
- ▶ Capacity of classes
- ▶ Staff wages
- ▶ Additional costs that come from any extra activities you plan
- ▶ Snacks
- ▶ Activity cost
- ▶ Cost of prizes
- ▶ Printing/advertising costs

When outlining your marketing plan, make sure you can answer the following 5 points:

WHO

Who is your target audience? For example:

- ▶ Members
- ▶ Non-Members
- ▶ Those lacking motivation
- ▶ Those needing to change up their exercise routine
- ▶ New members
- ▶ Those who require extra support
- ▶ Those who want to meet like-minded people and enjoy working out in a group environment

Who in club is going to drive and be involved in the challenge from a staff level? For example:

- ▶ Availability for extra activities
- ▶ Promote the challenge throughout presale
- ▶ Help run the challenge
- ▶ Team leaders/member support
- ▶ Availability to help with fitting in extra appointments



WHAT

What does your challenge include? For example:

- In-club support
- Meal plan
- Unlimited FIIT3O sessions
- Full body resistance workouts
- FitMetrix heart rate monitor
- Welcome pack
- Before and after body scans

What does it look like for your club? For example:

- Fun
- Retention
- Staff/member interaction
- Community
- Bright
- Displays/compliance

WHEN

- When is presale?
- When do you want to start promoting?
- When do you create urgency to buy?
- When will you promote on social media?
- When will you update and refresh the marketing in club e.g. What's the Goss board?
- When do they do their first weigh and measure and body scans?
- When are the extra activities?
- When will we add extra classes to the timetable?

WHY

Why should members participate? For example:

- Feel great for summer
- Get toned, fit and strong
- Workout with like-minded people
- Support network
- Knowledge
- Motivation
- Get back on track
- Survive party season
- Re-assess their goals



Why are we running the challenge in club? For example:

- ▶ In-club vibe
- ▶ Support our members
- ▶ It's fun
- ▶ Retention
- ▶ Revenue
- ▶ Growth
- ▶ Community

HOW

How are you going to advertise in club? For example:

- ▶ What's the Goss board
- ▶ Group fitness mirrors
- ▶ Cardio tags
- ▶ Social
- ▶ POS
- ▶ Staff uniform
- ▶ Info nights
- ▶ Package options
- ▶ Inclusions
- ▶ Gift bag
- ▶ Referral competition
- ▶ STAFF INTERACTION

How are you going to have the best challenge yet? For example:

- ▶ Plan and be organised before presale begins:
 - » Plan your social posts now
 - » Plan your in-club marketing now
 - » Start contacting other businesses for prizes
 - » Get your staff on board and confirmed for extra commitments
 - » Targets and plan of attack communicated to all staff members
 - » Do not over-plan or overcommit



IN-CLUB PRIZES

Having in-club prizes are a great way to motivate and celebrate our members.

Categories could include:

- ▶ FIIT3O Challenger of the Week
- ▶ Lifestyle overhaul
- ▶ Highest attendance
- ▶ Friendliest FIIT3Oer
- ▶ Most improved fitness testing

How to find your prizes:

Get out and network

- ▶ Hairdressers
- ▶ Beauty salons
- ▶ Massage therapists
- ▶ Active wear
- ▶ Beauty or skin products
- ▶ Restaurants

In-club services

- ▶ 6 weeks of unlimited FIIT3O
- ▶ Fernwood dollars
- ▶ Merchandise



SCHEDULING FIIT30 & FIITRIGHT SESSIONS IN CLUB

Prior to scheduling sessions in promywellness, ensure that all FIIT30 Trainers have the FIIT30 Instructor staff group assigned to their Exerp profile.

| Scope | Staff group | Sort |
|------------|-------------------|------|
| Ascot Vale | FIIT30 Instructor | 0.1 |
| Ascot Vale | Personal Trainer | 0.1 |
| Ascot Vale | Facility Director | 0.1 |

There are three FIIT30 scheduling options in promywellness - FIIT30, FIITRIGHT and FIIT30 Virtual.



When scheduling, make sure you choose the class, correct room, instructor, set your start/end time, recurrence (if any) and instructions for participants.



Promywellness will not let you schedule the session until you have selected the number of participants. As FIIT30 is a small group training program, there should be no more than 12 participants per session (ideally 8-10).

You also have the option on the booking tab to change the booking timeframe rules.

New class schedule

Scheduling Booking

Allow contacts to book this class

Max. n. of participants

Booking will start

Use default setting: 3 days prior to the start of the class
 Specify a different rule:

Groups of contacts that can book this class

Use default setting: All groups
 Select groups

BOOKINGS & ATTENDANCE

Once you have scheduled your sessions, members who have purchased a FIIT30 product will have the ability to book into sessions via the Fernwood App. Members without FIIT30 booking privileges will not be able to book in for these sessions.

Fernwood App booking: members with booking privileges can book into a session via the Fernwood App up to one hour prior to the commencement of the session. If it is within one hour of the session commencing, members will need to contact the club to book.

Fernwood App cancellations: members can cancel a session via the Fernwood App up to four hours prior to the commencement of the session. If it is within four hours prior to the session starting, members will need to contact the club to cancel.

Bookings can be managed both in promywellness and Exerp.



PROMYWELLNESS BOOKINGS

Go to the 'Class booking' heading from the left-hand side menu and select the required session.

Click on 'Add contact'.

Find the member and select book.

The member is now booked into promywellsness.



You can check that this booking has synced by looking at the session in the Classes App in Exerp.

| C | Time | Name | Instructor | Room | Status |
|---|-------------------|--------|--------------|--------|---------------|
| | 9:00 AM - 9:30 AM | FIIT30 | Jaymee Stone | FIIT30 | Partly booked |

| # | Name | Status | Interface | Person ID |
|---|---------------------|--------|-----------|-----------|
| 1 | Clare Walker (N/EW) | Booked | Staff | 301p1601 |

Bookings and cancellations for FIIT30 sessions can be managed in both promywellness and Exerp.

Depending on what notification settings a member has set up in their Fernwood App, they will receive an email or push notification to inform them of their booking status.

New Booking:

Dear Clare,
You have a new class booked

Class FIIT30 FIIT30
On 22 July 2020 from 09:00 to 09:30
With Jaymee Stone

Cancellation:

Dear Clare,
Your class booked has been cancelled

Class FIIT30 FIIT30
On 22 July 2020 from 09:00 to 09:30
With Jaymee Stone



PROCESSING FIIT30 SESSIONS IN EXERP

Depending on what your club has requested, you will have different FIIT30 options available in the Membership Sale app in Exerp to incorporate FIIT30 into new membership sales.

For existing members, you can add FIIT30 as an add-on via the membership tab in their person profile.

The screenshot shows the Exerp software interface for a member named Clare Walker. The top navigation bar includes tabs for Summary, Details, **Membership**, Journal, Account, Booking, Relations, and Employee. The Membership tab is currently selected. Below the tabs is a sub-menu with options: Subscriptions, Clip cards, Privileges, and Privilege usages. A checkbox for 'Include inactive' is visible. The main content area displays a table of existing subscriptions, with one row for a '12 Month Complimentary S...' package. At the bottom of the screen, there is a toolbar with buttons for View, Change, Edit members, New add-on (which is highlighted with a red box), Prepay, Reactivate, Regret sub., Stop, and Delete Subscription.

Select the start date and click ok.

The screenshot shows the 'Add-on assignment' dialog box. It has a title bar 'Add-on assignment' and a main heading 'Add-on assignment'. Below it is a 'Settings' section with a 'Start date' field set to '21/07/20'. Under 'Select add-on products', there is a 'Filter by product groups' dropdown set to 'All' and a checkbox labeled 'FIIT30 Flexi' which is checked. Below the checkbox are fields for 'Price: \$50.00/2 weeks' and 'Override price' with a '\$' symbol.



It will prompt you to add a pro-rata for any days prior to the next direct debit - this can be added to the next direct debit (other payments) or paid via cash or card on the day of the upgrade.



In the Front Desk in Exerp, various FIIT30 packs and product options will be available. These are processed in the same way as any other Front Desk product.

The screenshot shows the Exerp Front Desk interface. At the top, there are tabs for 'PRODUCTS' (which is selected), 'ACTIVITIES', 'UNPARK', and 'SALES MENU'. Below this, there's a grid of 'FREQUENT PRODUCTS' with categories like ACTIVATION KIT, CELL IQ, EMPOWER, etc. A row for 'WELLNESS' is also visible. To the right of the products is a search bar. The 'FIIT30' category is highlighted with a yellow background. Below this, a section titled 'Products (FIIT30)' lists several options: '1 Week Challenge Intro', '3 Week Challenge Intro', '5 Week Challenge Intro', 'Unlimited', 'FIIT30 - 1 Session', 'FIIT30 - 10 Sessions', 'FIIT30 - 3 Session Intro', 'FIIT30 - 5 Sessions', 'FIIT30 Booking Fee', 'FIIT30 Comp 3 Sessions', 'FIIT30 Comp Session', and 'Polar Heart Rate Monitor'. Each item has a small circular icon with a stylized figure.