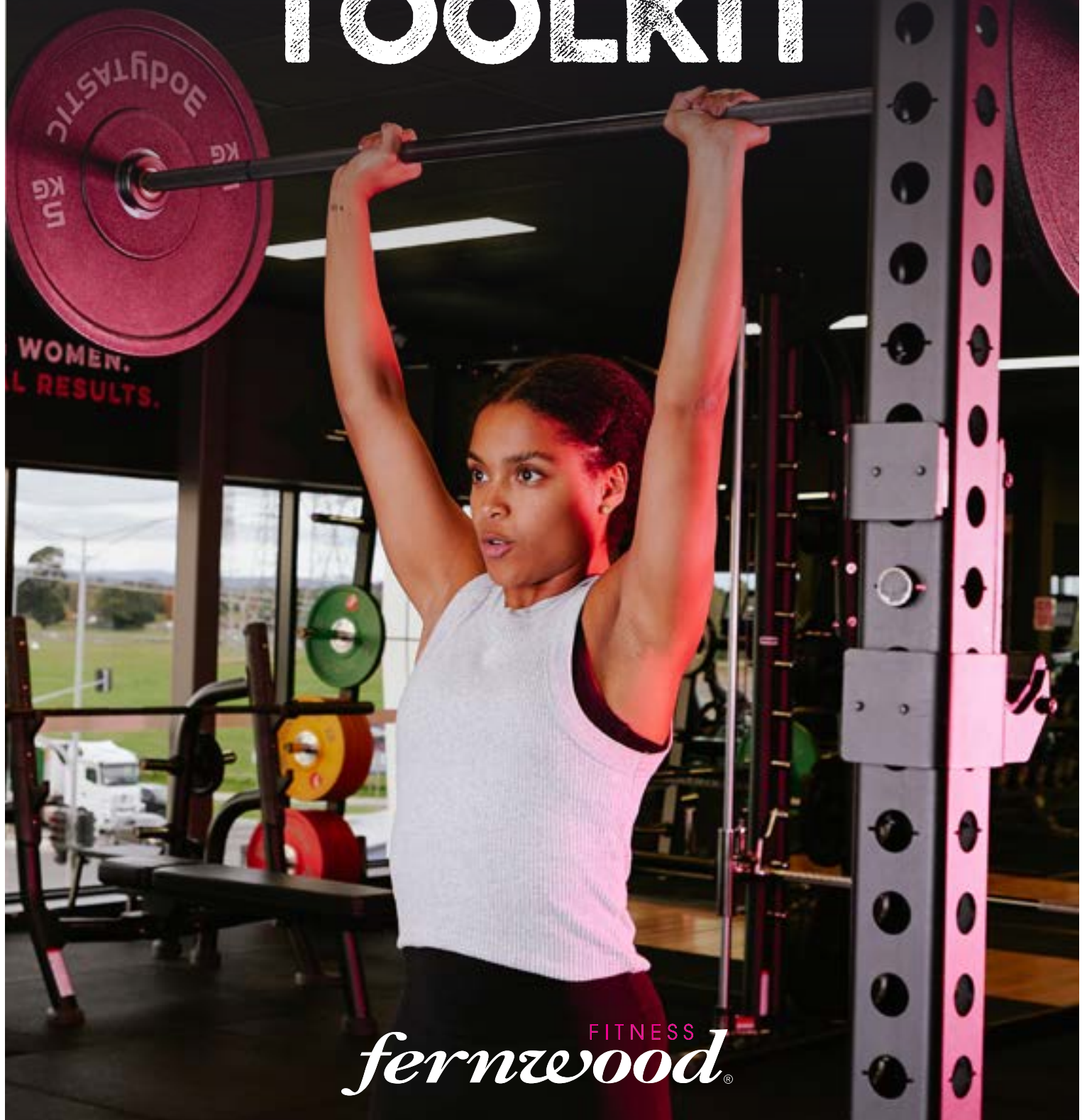


# FIIT30

## RE-LAUNCH TOOLKIT



FITNESS  
*fernzwood*®



## Overview

Welcome to FIIT30 - Fernwood's HIIT-based small group training program, designed exclusively for women to deliver big results in a short amount of 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 women to burn fat, build strength and tone muscles.

The integration of Heart Rate Training educates members on their training thresholds and provides guarantees results.

Digital Technology and screen assistance adds value to the program whilst ensuring well planned and balanced sessions, easy set-up, seamless delivery and a guaranteed positive experience for the member.

## The Future Of FIIT30

FIIT30 has been a core offering within the Fernwood business model for many years. As with all programs, it is important to continue to work on the offering to ensure it remains consistent with the fast moving pace of the industry and its trends. It is also important to ensure the service does not become stale and that members continue to be inspired and motivated by what is on offer. This toolkit provides recommendations on ways to re-launch FIIT30 and give the program a facelift to re-invigorate the interest of your members.

## FIITMAX

As the experts in women's health and fitness, it is important for us to promote the benefits of strength training, particularly to the female population. Whilst HIIT & circuit-style workouts remain popular and will always have a place in FIIT30, women love to hit the weights and their demand for wanting to build strength and focus on those bigger lifts is ever increasing.

The introduction of FIITMAX to the FIIT30 offering offers a new point of difference to the program and allows women to practice strength training outside of the PT space.

Clubs also have the option to schedule and run 45min FIITMAX classes, as this format of training may require additional running time.



## FIITRIGHT

FIITRIGHT is a great offering for members who are brand new to the gym environment, new to functional training, or prefer to move at a slower pace. It is important not to simplify this programming too much for the member. FIITRIGHT programs should offer all the same movement patterns and exercises as FIIT30, but with special considerations eg. Longer work time and longer rest time. It is important to use FIITRIGHT as a pathway to FIIT30, teaching functional movements and key pieces of equipment.

## Timetable

Your FIIT30 Timetable should include a balanced offering of both FIIT30 and FIITMAX formats. The recommendation is to run the same session across the entire day, and alternating FIIT30 and FIITMAX days. FIITRIGHT will slot in over a couple of days throughout the week. This keeps the timetable consistent for the members, so they remain aware of exactly what to expect when they come in on any given day.

Another consideration is to run a fortnightly timetable. As you can see in the example below, during week one FIIT30 will run on Monday, Wednesday, Friday and Sunday, and FIITMAX on Tuesday, Thursday and Saturday. During week two the sessions would run in reverse;

This format ensures that members who can only train on certain days, are still able to experience the best of both formats over a two week period.

### Week 1

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:30am	FIIT30	FIITMAX	FIIT30	FIITMAX	FIIT30		
9:30am	FIIT30	FIITMAX	FIIT30	FIITMAX	FIIT30	FIITMAX	FIIT30
10:30am	FIIT30	FIITRIGHT		FIITMAX		FIITRIGHT	
5:30pm	FIITRIGHT	FIITMAX	FIIT30				
6:30pm	FIIT30	FIITMAX	FIIT30	FIITMAX			
7:00pm			FIITRIGHT				

### Week 2

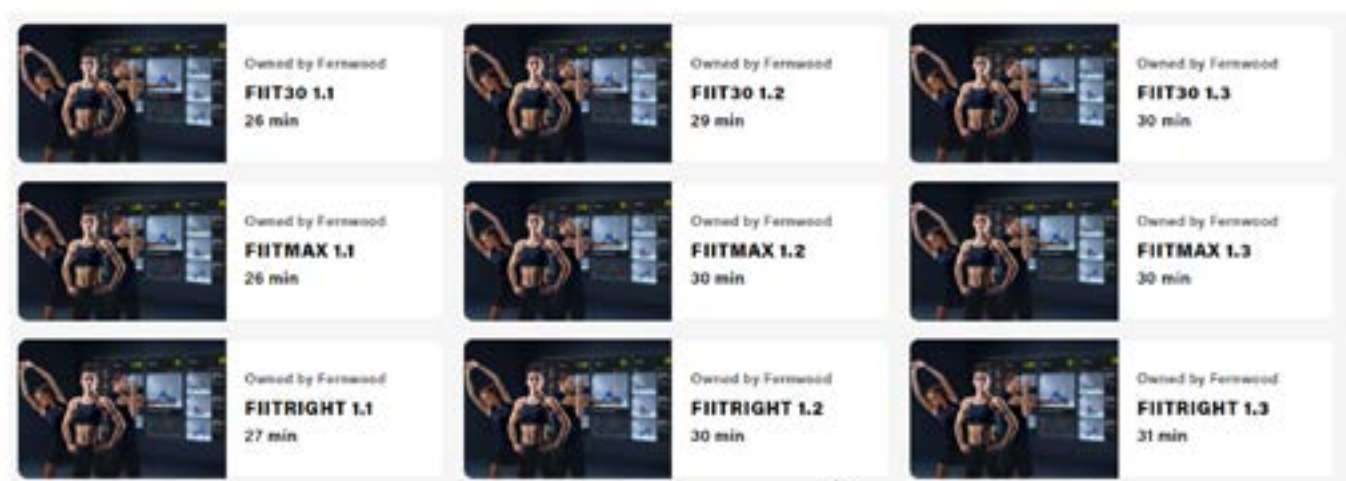
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:30am	FIITMAX	FIIT30	FIITMAX	FIIT30	FIITMAX		
9:30am	FIITMAX	FIIT30	FIITMAX	FIIT30	FIITMAX	FIIT30	FIITMAX
10:30am	FIITMAX	FIITRIGHT		FIIT30		FIITRIGHT	
5:30pm	FIITRIGHT	FIIT30	FIITMAX				
6:30pm	FIITMAX	FIIT30	FIITMAX	FIIT30			
7:00pm			FIITRIGHT				



## TECHNOGYM NEW TEAMBEATS

Technogym's newest version of Teambeats delivers an array of impressive new features which allows for much quicker and easier class development, and enables users to expand on the typical circuit-style formatting of the original technology, and explore more innovative options like AMRAPs and EMOMs. The growth and evolution of the programming will allow clubs to promote new and improved session delivery to the consumer, in order to keep existing members engaged, and to encourage new members to come on-board.

A variety of FIIT30, FIITRIGHT and FIITMAX templates have been loaded into the Teambeats library, that can be used in club right away. NSO may provide additional support with program building. Please e-mail [helpdesk@fernwoodfitness.com.au](mailto:helpdesk@fernwoodfitness.com.au) for extra assistance.





# FIIT30 RE-LAUNCH TOOLKIT



The multi-screen functionality is another key feature of the new Teambeats that clubs can use to effectively promote a new and improved program. This option allows the ability to split the FIIT30 space into stations, with each station being serviced by its own screen. The number of screens will depend on your FIIT30 space, however NSO recommends 2 screens to be able to deliver this format –effectively and successfully.

More information on the multi-screen format can be found on the [New Teambeats Webinar](#). Information on set-up requirements can be found on the Intranet [HERE](#).





## FIIT30 Space Set-Up & Equipment

You may also consider re-arranging your FIIT30 space and including new equipment pieces when re-launching your program.

The NSO team, alongside the Fernwood preferred equipment suppliers can provide assistance in this area.

### Preferred Equipment Suppliers

#### ➤ Matrix Fitness

**Contact** Corey Eames-Mayer [corey@matrixfitness.com.au](mailto:corey@matrixfitness.com.au)

#### ➤ Life Fitness

**Contact** David Loats [dloats@lifefitness.com.au](mailto:dloats@lifefitness.com.au)

#### ➤ Verve Fitness

**Contact** Gabriel Pinciara [gabriel.pinciara@vervefitness.com.au](mailto:gabriel.pinciara@vervefitness.com.au)

#### ➤ AlphaFit

**Contact** Will Goldenberg [willg@alphafit.com.au](mailto:willg@alphafit.com.au)

#### ➤ Technogym

**Contact** Ryan Dixon [rdixon@technogym.com](mailto:rdixon@technogym.com)

#### ➤ Leisure Concepts

**Contact** Mike Tanner [mike@leisureconcepts.com.au](mailto:mike@leisureconcepts.com.au)

# FIIT30 RE-LAUNCH TOOLKIT



## Marketing Assets

FIIT30 re-launch assets are available on Canva [HERE](#). These are editable templates that allow clubs to individualize the content to be delivered.

These assets include in club posters, social posts and videos for FIIT30 re-launch, FIITMAX launch, and open day collateral.

EDM Templates are also available in Talkbox. Please note, supporting banner designs for these items can be found in Canva and will need to be edited to specific club information before loading into the template.



### SOCIAL ASSETS