

# BUILD OR BURN

## 8 WEEK TRANSFORMATION TOOLKIT



## Objectives

- + Reinvigorate and attract new members to FIIT30
- + Use as a quality lead source to attract new members into our clubs
- + Build a strong community within your members
- + Increase average spend per member
- + Increase visitation for members and their engagement within the club

## What you need to know?

### OVERVIEW

The **BUILD or BURN 8- Week Transformation** is a progressive program that focuses on **building strength**, **improving fitness**, and helps develop **supportive eating habits** to achieve sustainable results and to educate and empower our Fernwood members!

With two programs to choose from, participants will either partake in the **BUILD** program focusing on bigger lifts, technique and building strength, or the **BURN** program; where the basis is around better endurance, conditioning, and building strength.

The 8-Week Transformation incorporates a **large range of health and fitness education** and directions, as well as:

- + **FIIT30 & FIITMAX focus** – promoting the benefits of functional and strength training.
- + **Key theme/lift each week** – trackable for progression
- + **FIIT30 Games at the end** – members compete in various categories and time trials.

*\*\*Important: There can be no crossover of locally run challenges while national challenges are running.*



## KEY DATES

**Thursday,  
7th December,  
2023**

### **TOOLKIT SENT OUT TO CLUBS**

Pricing survey available  
[here](#)

**Monday  
11th December,  
2023**

### **ASSETS AVAILABLE ON CANVA**

3 x Transformation  
webinars sent out  
to the network

**Friday,  
29th December,  
2023**

### **Survey responses due**

Survey response [here](#)

**Monday,  
1st January,  
2024**

### **PRE-SALE COMMENCES**

National marketing starts  
– lead form live & online  
shop live

**Monday,  
8th January,  
2024**

### **PRE-SALE COMMENCES**

National marketing starts  
– lead form live & online  
shop live

**Monday,  
22nd January,  
2024**

### **STAFF ACCESS OPENS**

Members access  
challenge content and  
meal plans via Fernwood  
Pulse

**Sunday,  
5th, February,  
2024**

### **CHALLENGE STARTS**

**Sunday,  
31st March,  
2024**

### **CHALLENGE ENDS**

(NB: this is Easter  
Sunday so you may finish  
a couple days early)

**Monday,  
12th April,  
2024**

### **WINNER SUBMISSION DUE**

Club winners for both  
Build and Burn must be  
submitted to NSO.

**Friday,  
12th April,  
2024**

### **NATIONAL WINNERS ANNOUNCED**

Staff & member winners  
announced

## HOW TO SELL YOUR 8-WEEK TRANSFORMATION

Please refer to the sales webinar by  
Amanda Bracks which covers everything  
the team needs to know about getting the  
most out of our 8-Week Transformation  
pre-sale.

[Click here for the webinar.](#)

## HOW TO MARKET YOUR 8-WEEK TRANSFORMATION

Please refer to the marketing webinar by  
our NSO Marketing team which covers all  
you need to know about getting the most  
out of our 8-Week Transformation pre-sale  
and marketing your challenge.

[Click here for the webinar.](#)

[Click here for the LAM webinar.](#)

## HOW TO RUN YOUR 8-WEEK TRANSFORMATION

Please refer to the operations webinar by  
our NSO Operations team which covers  
everything you need to know about getting  
the most out of our 8-Week Transformation.

[Click here for the webinar.](#)

## PRICING SURVEY

Please ensure you have completed the  
pricing survey by Friday 29th December.  
Any incomplete surveys will have the  
recommended pricing applied for them.

[Click here for the survey](#)



### TRANSFORMATION PACKAGE OPTIONS

The 8-Week Transformation requires all members to have access to FIIT30; clubs can offer an 8-week upgrade for participants. Challenge pack inclusions are as follows:

#### 8-Week Transformation BASE (Build or Burn)

\*For members already on FIIT30

**RRP: \$149**

- + 8x Transformation-specific FIIT30 classes
- + 8x Member weekly workouts
- + 8x Mini in-club weekly challenges
- + 8x Weekly meal plans, recommended food swaps & shopping lists
- + 1x Transformation planner
- + 1x Transformation T-shirt
- + Access to the 8-Week Transformation National Facebook Group

#### 8-Week Transformation – FIIT30

\*For members not on FIIT30

**RRP: \$349**

- + Above inclusions, plus 8 weeks FIIT30 access.

### TRANSFORMATION PURCHASES IN-CLUB

- + All packages for the 8-Week Transformation are set up on the Front Desk in Exerp under CHALLENGES
- + 8-part payment plans are available for members to pay off packages over a 16-week period.

### OPTIONAL UPGRADES

#### Reformer 8 x clips / \$200

- + 8 x clips of reformer Pilates = (\$25 per session)
- + Offer a 1 or 2 session based Reformer membership
- + Recommended as a 'recovery session' each week.

This builds balance, aids growth, recovery and longevity.

#### Supplement Package - \$130

##### FitnessVending [4 week plan]

- + Build / Burn / Vegan pack options
- + 1x protein tub, 1x BCAA tub, 1x shaker, sample drink & bar

#### BeFit Food meal Package - \$249.95

##### BeFitFood [ 4 week plan]

- + 20 meals + 20 snacks / 22% off RRP
- + additional 10% discount code for any subsequent orders.

### Cost per participant to clubs:

To incentivise clubs to get as many participants in the Transformation as possible, we offer a tiered amount on the value clubs are charged per participant.

- + 2.5% of member count: \$15 per participant.
- + 3.5% of member count: \$10 per participant.
- + 4.5% of member count: \$5 per participant.
- + 5% of member count: NO CHARGE.





## Transformation T-Shirts

Challenge T-Shirts can be ordered via the SFM Ordering Portal: [order here via SFM](#)

All orders must be placed by COB Tuesday, January 9th to ensure delivery commencing Tuesday January 30th

**Cost per T-Shirt: \$13.97 + GST** quantity order before Jan 9th.

**Please note:** If the minimum order quantity for the network is not met, t-shirts may go up to \$14.30 per unit.

## Planner

Clubs should order their 8-Week Transformation planners from SFM by **Tuesday, January 9th** so they can be given to members in their welcome pack. The Transformation planner is a detailed book for members to track all their progressions

**Cost: \$21.90 per pack of 10**

(\$2.19 per booklet) All prices are plus GST, freight and handling with SFM.



## TRANSFORMATION PURCHASES ONLINE

**CURRENT MEMBERS:** Existing Fernwood members will be able to purchase their Transformation package from the [Fernwood online shop](#) under the 'Challenges' category.

**NEW/NON-MEMBERS:** All non-member leads aim to bring interested participants into the club, sign up for the 8-Week Transformation package, and then upgrade onto a membership on the spot, or after the 8 weeks have finished.



### FITNESS TESTING & MEASUREMENTS

Participants are to complete fitness testing in weeks 1, 4, and 8, and record results in their planners.

Use the [Fitness testing and measurements](#) document to prepare for how and when to run the sessions.

**Halfway check point with Fernwood Trainer/Group session keeps participants accountable and more likely to finish.**

Taking measurements and fitness testing is best when done at the same phase in a woman's menstrual cycle, to ensure we measure consistently and have comparable results.

### ADDITIONAL SUPPLEMENT PACKAGES

Posters and information regarding both packages are available for clubs and staff to promote in-club, during info sessions, online and during pre-sale, as well as order info and cut-off dates.

**+ 4-Week supplement pack:** choose from Build, Burn or Vegan

**Includes:** 1x protein powder, 1x BCAA / Greens, 1x Shaker bottle, 1x RTD or bar

[Click here for Info Sheet](#)

**+ 4-Week BeFit Food ready meal pack:** 1 meal & 1 snack a day

**Includes:** 5x frozen ready meal lunches and 5x snacks per week.

[Click here for Info Sheet](#)

### MEAL PLANS AND SHOPPING LISTS

Due to the positive feedback regarding the STRONG Challenge diet plan layout, we will continue to offer meal plans in a more flexible approach.

**Each week, members have a choice of 3 x breakfasts, 6 x lunch and dinner options, and 4 x snacks.**

All recipes are **interchangeable** with the library of resources and additional swaps and supplement information can be found on Pulse.

### WEEKLY THEMES

Breakdown of the [8x Weekly Themes](#), focus exercises and weekly challenges are all listed in the supporting doc Weekly Themes and displayed in the challenge planner.

**16 new FIIT30 templates will be launched in Teambeats** (8 x FIIT30 and 8 x FIITMAX) with accompanying notes in Promywellness to assist trainers in delivering the sessions effectively.

All package information is laid out in the Additional Supplement Packages document.

There will be instructions and advice on Pulse for members following a supplement plan as well.

You can find more details about how to order in your [Pre-Sale Timeline](#) planning doc.



## Marketing Collateral

Please find all challenge assets (both printable & digital) on Canva [here](#).

- + A4, A3 & A1 Posters
- + Participation Poster
- + Price Presentation Card
- + VMO Screen
- + Instagram & Facebook Posts
- + Instagram & Facebook Stories
- + Facebook Cover Image
- + Treadmill Digital Screens
- + Email Banners

## SOCIAL STRATEGY

Please refer to the Marketing webinar by our NSO Marketing team which covers all you need to know about getting the most out of our 8-Week Transformation pre-sale and marketing your Transformation. We will be covering the following

- + Establish campaign identity with branded templates.
- + Build awareness with strong captions.
- + Create hype through testimonials and reviews.
- + Use reels and videos ads to generate leads.
- + National Transformation Facebook group. <https://www.facebook.com/>



## LAM STRATEGY

- + **Launch event or class** – create a class for members to get a taste for the Transformation and bring a friend.
- + **Fernie mascot** – utilise Fernie to create engaging content for the Transformation.
- + **Lead box** – educate your lead box entrants about the Transformation.
- + **Flyer distribution** – Clubs will receive 500 printed DL flyers to promote the Transformation in their local community.
- + **Club social media pages** – create and post engaging organic content to build excitement, and utilise NSO-provided social assets.
- + **Testimonials** – create testimonials from past Transformation members.
- + More details provided in the [webinar](#).





Here are some examples caption templates you can use to support your social media posting to promote the 8-Week Transformation:

- + Are you ready to BUILD or BURN? Join our 8-Week Transformation! 8 weeks to achieve sustainable results, learn great lifting technique and feel your best! Join the Transformation: [insert website link]
- + 8 weeks to a stronger you! We've opened our Transformation intake for women who want to BUILD or BURN! Why should you join?

For further social strategy coms click [here](#).

### MEMBER NATIONAL PRIZES

- + The 8-Week Transformation will have 2 x national winners: 1x BUILD winner and 1x BURN winner.
- + Each winner will receive a **voucher prize valued at \$3500 each**.
- + All participants who enter the challenge will have the opportunity to win the national prize, provided they meet the T&Cs and have been submitted as their club's winner.

### Winner Submissions

Clubs are to send the challenge journal of their club 'winner' to NSO no later than COB Friday 12th April 2024.

**Please send the winner's challenge journal to NSO:**

*Attention: OPS Team*

*Level 1, 49 Elizabeth Street*

*Richmond VIC 3121*

**NB:** Please request if you'd like the winners' challenge journals to be returned to club.

**To be included in winner's submissions:**

- + Start and finish photo.
- + Short written testimonial.
- + Highly recommended to include before and after measurements, weight and fitness test results.

### STAFF CHALLENGE NATIONAL PRIZE

We want to encourage our staff to practice what we preach to our members! Transformation participants are motivated and inspired by YOU, the instructors.

Exact same criteria - we would love any staff to send in their challenge journals and results for review on the national prize.

Our two national staff winners will win a voucher to the value of \$500 to spend on themselves.



### COMMUNICATIONS

NSO has created the following email templates to support your club's Transformation pre-sale and the successful running of your Transformation. Please note, clubs will need to personalise the templates in TalkBox based on their package inclusions and timetables etc.

TEMPLATE TYPE	TALKBOX / EXERP	TEMPLATE NAME IN TALKBOX	TEMPLATE INFO
Promotional	Clubs to manually send via TalkBox	8WT Non-member Pre-sale	<p>Clubs can use this template to promote the Transformation to non-members throughout the pre-sale period.</p> <p>The copy in this email speaks specifically to non-members.</p> <p><b>Template needs to be edited by clubs to include information specific to the Transformation inclusions their club is offering.</b></p>
Promotional	Clubs to manually send via TalkBox	8WT Member Pre-sale	<p>Clubs can use this template to promote the Transformation to members throughout the pre-sale period.</p> <p>The copy in this email speaks specifically to members who are familiar with your club, services and FIIT30.</p> <p><b>Template needs to be edited by clubs to include information specific to the Transformation inclusions their club is offering.</b></p>
Transformation purchase welcome email	Automatically triggered via Exerp	N/A	<p>Standard confirmation email triggered immediately after participant makes their Transformation package purchase.</p> <p>This email will outline the purchase and what is included in the package.</p> <p><b>Clubs will need to contact participants separately to outline all the information they need to know about classes, timetables, etc.</b></p>
Promotional	Clubs to manually send via TalkBox	8WT Check-in	<p>Clubs can use this template to communicate with challengers throughout the challenge period. These blank emails will need to be edited as required by clubs.</p> <p><b>These may be used to provide challenge information, welcome packs, share timetables, motivation and to check-in on participants.</b></p>