



Successful Programs For Fitness And Health Clubs

Author : Sandy Coffman / **Category :** Sports & Recreation /

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Summary : Free successful programs for fitness and health clubs pdf download - in today's world a club needs to offer more than state-of-the-art equipment and certified fitness instructors to recruit and retain members you need something that will appeal to your members and keep them coming back in successful programs for fitness and health clubs 101 profitable ideas you will learn how to utilize programming to meet your strategic and financial goals written by internationally-respected programming consultant sandy coffman this book will teach you exactly what programming is and how to make it work for you successful programs for fitness and health clubs 101 profitable ideas presents more than 100 ready-to-use programs for use in fitness centers group exercise studios pools gyms and classrooms the programs are designed to get hundreds of new members involved immediately but the text is far more than just a program recipe book coffman addresses the challenges faced in programming including teaching skills communication skills marketing techniques and follow-up procedures her advice will help you design programs that unite members with common interests and abilities and foster a sense of belonging and commitment such programming leads to increased participation reduced attrition greater retention more referrals less downtime and improved staff productivity the text will first lay the foundation for programming by presenting the key principles and concepts that need to be considered part i explores -the five steps to programming success -the 10 keys to member retention -hiring and training the right people -why a program director is needed -internal and external promotions and -niche marketing by understanding and using the information in part i you can successfully implement the programs in part ii here you will find 101 actual programs with numerous variations including ideas for court sports group exercise and programs aimed at adults families kids seniors and women covering a broad range of fitness levels from beginners and intermediates to advanced participants it also includes programming for specific time frames such as the holiday season spring or summer an activity finder located in the front of the text makes it easy to find programs based on criteria ranging from the type of activity or member to the type of special event in addition to providing vital information for planning your programs successful programs for

fitness and health clubs 101 profitable ideas comes with a cd-rom containing more than 60 files that will help you create support materials to get your programs started you will find printable quizzes flyers score cards invitations scoring systems round robin tournament schedules and logos most of which can be customized to include information specific to your facility such as logo contact names dates times and more additional files provide templates to create t-shirts buttons and other promotional pieces headings and icons in the text indicate when to refer to the cd-rom for certain materials when it comes to enhancing your club offerings follow the expert programming advice from sandy coffman with it you will be able to create implement and deliver successful programs that will attract and retain new members and ultimately make your club a greater success

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