



## Gold's Gym Fitness Program

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This section of the manual provides valuable insight into how we run our fitness training program. By diving into the details outlined in this section, you'll gain a comprehensive understanding of the methodologies, tools, and strategies we employ to create a dynamic and impactful fitness experience.



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## Gold's Gym Program Offerings

Gold's Gym Facilities provides a comprehensive range of fitness programs designed to cater to various needs and preferences. These offerings break down into three categories.

1. Our Group Exercise Classes are led by certified instructors and offer a variety of disciplines including cardio, strength training, yoga, cycling, and more. These classes are suitable for all fitness levels, ensuring that everyone can find a workout that suits them.
2. Our Personal Training Program is led by certified trainers who provide personalized training and guidance. Each session is tailored to the individual's goals and abilities, ensuring maximum effectiveness and safety.
3. Our Facilities are equipped with state-of-the-art fitness equipment, allowing members to engage in independent workouts at their own pace and convenience.



## Group Exercise

Gold's Group Exercise, or GGX, instructors play a vital role in delivering memorable and inspiring fitness experiences to our members and guests, helping Gold's Gym Facilities achieve our mission and vision. One of the primary goals of GGX is to move away from the “aerobics class” stereotype and emphasize our program as comprehensive group fitness led by fitness professionals.

The benefits of a robust group fitness program are significant for both our business and members. It adds value to memberships, encourages more frequent gym visits, enhances member retention by keeping them engaged, generates referrals, and fosters stronger member loyalty.

GGX creates a dynamic and stimulating fitness environment, making workouts feel enjoyable and time pass quickly. Participants often express how they have fun and don't even realize they're working out. Additionally, GGX fosters connections among members and staff, leading to a sense of belonging and accountability as members support each other in attending classes regularly.

Consistent movement patterns and scalable options in GGX classes ensure safe and effective workouts for participants of all fitness levels, leading to noticeable health and fitness results. The motivating atmosphere of GGX, with energizing music and instructor encouragement, helps participants stay motivated and push through challenging workouts.

### Program Categories ◀

The GGX program includes a variety of group fitness classes designed to meet diverse member needs and preferences. This program features both structured formats, such as Les Mills, and flexible class options, allowing each Facility to tailor their offerings to best serve their community. While Les Mills classes are available and popular, Facilities are not required to include them, providing flexibility in curating the class lineup that works best for their members.

Les Mills programs provide members with world-class fitness experiences designed to deliver excitement, motivation, and results. These programs are meticulously curated and feature pre-choreographed formats that ensure consistency and effectiveness.



The Gold's Gym system maintains a preferred relationship with Les Mills to uphold the quality and consistency of the experience across all Gold's Gym Facilities.

If you choose to offer Les Mills programming, your instructors are extensively trained by Les Mills vendors at the instructor's expense, including the requirement for video certification, ensuring they are equipped to deliver exceptional classes. Additionally, a vast majority of Gold's Gym franchisees opt to offer Les Mills programs due to their popularity and proven efficacy. You have the flexibility to choose from the Les Mills catalog, allowing you to tailor your class offerings to meet the needs and preferences of your members.

For freestyle programming, we offer suggested class descriptions but does not restrict what you can offer. This ensures that members receive high-quality instruction and a diverse range of classes, including options like Zumba®, cycling, and more. Freestyle classes offer flexibility and variety, allowing instructors to customize workouts to suit the needs and preferences of participants.

## **Virtual Programming ◀**

Optionally, you may Les Mills virtual classes during off-peak times to provide members with additional flexibility and convenience in their fitness routine. These virtual sessions are conducted using large screens that descend into the group fitness space, creating an immersive and engaging experience. By offering 30-minute class options, these Les Mills virtual classes can allow members to fit in a quick workout during their busy schedules. The size of the screen may vary depending on the available space, ensuring optimal visibility for participants. By incorporating Les Mills virtual offerings, Gold's Gym Facilities enhances the accessibility of the group fitness program, catering to members' diverse needs and preferences while maximizing the utilization of Facilities during quieter periods.

## **Handling AV ◀**

In GGX studios, it's crucial to have a functioning microphone for instructors at all times, along with a backup microphone readily available onsite. This standard not only enhances the member experience but also safeguards the health and safety of GGX instructors, preventing strain and damage to vocal cords from continuous yelling during classes. Facility managers should replace microphone headsets promptly when they begin to malfunction or no longer function properly.

Before requesting maintenance or ordering new equipment, it's important to perform thorough troubleshooting to identify and address any issues.



This includes:

- Checking power sources.
- Ensuring all stereo components are connected.
- Verifying stereo controls outside of the GGX studio.
- Identifying specific areas of equipment that require repair or replacement.
- Swapping out microphones or auxiliary cords between studios can help troubleshoot issues, ensuring that all equipment is functioning correctly.
- To enhance flexibility and ensure backup options are available, you can consider ordering boom boxes or portable sound systems. These systems serve as ideal backup options for use during classes or special events and often include microphone connections for added convenience.

## Scheduling ◀

When crafting the GGX class schedule, it's advisable to consider offering classes of varying lengths, typically ranging from 30 to 55 minutes. This diversity accommodates members with different preferences and time constraints, providing flexibility in their workout routines.

It is recommended to maintain consistency in the schedule, we recommend reviewing schedules for any changes on a quarterly basis. Monitoring class utilization and attendance can help optimize scheduling decisions. Aim for utilization rates above 15% and track average attendance per class, aiming for figures above ten to fifteen attendees, depending on capacity and time slots.

By regularly assessing attendance and utilization metrics, you can identify trends and preferences among members, enabling them to adjust the schedule accordingly to better meet the needs of their clientele. This approach ensures that classes align with member preferences while maximizing the efficiency of Facility resources.

## Preparing for Classes ◀

It is crucial to ensure that all GGX instructors are adequately prepared for their classes. Encourage them to arrive at least ten minutes prior to class to clock in, greet members, and set up their equipment.



Before each class, members should be reminded to wipe down all equipment they intend to use during the class to maintain cleanliness and hygiene standards. Additionally, all personal equipment used by instructors must be sanitized and ready for use, including obtaining a sanitized headset microphone from the designated area.

If applicable, it's also important to remind members to register and check in for class using their Gold's Gym app or at the front desk before the class begins. Instructors can assist in this process by checking members in using their smart devices. Accurate member registration and check-in data is essential for measuring the success of a class, so it's crucial to emphasize the importance of ensuring these numbers are recorded accurately.

## Carrying Out the Programming ◀

As a business owner overseeing GGX classes, it's crucial to ensure a positive and welcoming environment for members.

### Successful GGX Instructors:

- Introduce themselves with a smile and extend a warm welcome to both regulars and newcomers at the beginning of each class.
- Provide a brief overview of the class format and mention any modifications available for individuals with injuries or limitations.
- Take the opportunity to communicate any announcements before starting the class.
- Maintain a strong connection with the class by making eye contact and smiling throughout the class. Whenever possible, they should face the class to create a more engaging experience for participants and learn members' names to enhance personalization and connection.

### Enhancing the GGX Experience:

- Emphasize the importance of enforcing class etiquette by ensuring members arrive on time and follow the instructor's cues and format.
  - Address any deviations from class instructions privately after the class and involve the General Manager if necessary.
  - GGX instructors should always avoid embarrassing members during class and address policy violations discreetly.



- For Les Mills classes, emphasize strict adherence to choreography guidelines and refraining from deviating from the prescribed routine.
  - Encourage GGX instructors to familiarize themselves with new choreography by launch date and incorporate mix releases appropriately based on member skill levels.
  - Advise against playing new releases and to follow recommended guidelines when mixing releases.
- Promote positive communication and messaging among GGX instructors by discouraging negative talk or gossip about the Gold's Gym brand, the Facility, or members.
  - Encourage professionalism when interacting with Facility staff and members, focusing on creating a positive environment for all.
  - Remind them to direct inquiries related to GGX to the general manager, as front desk staff may not have the necessary expertise.

By implementing these best practices, you can enhance the GGX experience for both instructors and members, fostering a supportive and engaging fitness community within the Facility.

## Managing Instructors ◀

Managing GGX instructors involves ensuring they maintain their certifications and stay up to date with program training. Instructors should come to class with valid certifications, including CPR Certification, and regularly renew them to comply with industry standards and Facility policies. Encourage instructors to participate in ongoing training and development programs to enhance their skills and stay informed about the latest fitness trends and techniques.

Utilizing a level system for instructors is a recommended approach to effectively manage their progression and expertise within the fitness program. The following outlines potential criteria for each instructor level:

### Level One:

- New instructors with minimal teaching experience or those just out of training.



- Must obtain a nationally recognized group fitness certification within nine months of being hired.
- Certified personal trainers without teaching experience may also start at this level.

**Level Two:**

- Instructors with over one year of teaching experience, capable of teaching two Les Mills or freestyle formats.
- Hold a nationally recognized group fitness certification.

**Level Three:**

- Instructors with one to four years of teaching experience, teaching at least three separate formats.
- Possess a nationally recognized group fitness certification.

**Level Four (Elite Instructor Status):**

- Instructors with five or more years of teaching experience, teaching at least three different formats, including a specialty-based freestyle format.
- Hold a nationally recognized group fitness certification and are exclusive to Gold's Gym Facilities.

**Level Five (Elite Instructor Status):**

- Instructors meeting the criteria of Level Four but teaching four separate formats.
- Includes Les Mills Master Trainers, national certification educators, and other highly experienced professionals.

This level system helps recognize and reward instructors for their expertise and commitment to delivering high-quality fitness experiences.



## Personal Training

The purpose of providing personal training services is to offer tailored fitness experiences that address individual goals, maximize results, and provide personalized guidance and support throughout the fitness journey.

### Acquiring Clients ◀

Acquiring new clients for personal training services can be achieved through various strategies that prioritize engagement, personalized experiences, and value offerings. One effective method is offering a complimentary initial personal training session to both existing members and potential new clients. This session serves as an opportunity to introduce individuals to the benefits of personal training while assessing their fitness goals, needs, and preferences.

During the complimentary session, which typically lasts between forty-five minutes to an hour, approximately fifteen minutes are dedicated to discussing the client's fitness background, goals, and any specific concerns. This initial conversation allows the trainer to understand the client's motivations and expectations, laying the foundation for a personalized training plan. Consider utilizing a form similar to the **Complimentary Personal Training Session Form** (see the **Forms and Samples Appendix**) to keep track of these sessions.

The primary goal of offering a complimentary initial session is twofold: first, to showcase the value and expertise of the personal trainer, and second, to establish rapport and trust with the client. By providing a glimpse of the training experience and demonstrating the trainer's ability to address individual needs, clients are more likely to commit to ongoing training sessions.

Additionally, trainers can utilize various channels to acquire clients, including:

- Referrals: Encouraging satisfied clients to refer their friends, family members, or colleagues to try personal training sessions.
- Facility Events and Workshops: Hosting fitness workshops, challenges, or events within the Facility to attract potential clients and showcase the benefits of personal training.



- Online Presence: Utilizing social media platforms, blogs, or websites to share success stories, fitness tips, and promotional offers to attract new clients.
- Community Engagement: Participating in local community events, health fairs, or partnerships with other businesses to raise awareness about personal training services.
- Trial Offers: Offering discounted trial packages or promotions to incentivize individuals to try personal training sessions.

By incorporating these strategies and emphasizing the value of the complimentary initial PT evaluation, trainers can effectively acquire new clients and establish long-lasting relationships built on trust, expertise, and results.

## Scheduling Sessions ◀

Scheduling personal training sessions should be a streamlined and efficient process designed to accommodate both the client's preferences and the trainer's availability. Here are some best practices for scheduling PT sessions:

- Consultation and Goal Setting: Before scheduling sessions, conduct a thorough consultation with the client to discuss their fitness goals, availability, and scheduling preferences. Understand any constraints or commitments they may have, such as work hours, family responsibilities, or travel plans.
- Flexible Scheduling Options: Offer flexible scheduling options to accommodate various lifestyles and commitments. This may include early morning, daytime, evening, or weekend sessions to cater to clients with different schedules.
- Consistent Schedule: Encourage clients to establish a consistent schedule for their PT sessions to maintain momentum and accountability. Consistency helps clients stay on track with their fitness goals and ensures regular progress.
- Block Booking: Consider implementing block booking, where clients reserve a set number of sessions in advance. This allows clients to secure their preferred time slots and provides stability for both the client and the trainer's schedule.
- Online Booking Systems: Utilize online booking systems or scheduling software that allows clients to book and manage their sessions conveniently. These platforms streamline the scheduling process, minimize administrative tasks, and provide clients with real-time availability.



- Communication Channels: Maintain open communication channels with clients to accommodate any schedule changes, cancellations, or rescheduling requests. Encourage clients to provide advance notice for any adjustments to their session times.
- Review and Adjust: Regularly review the scheduling process to identify any areas for improvement or opportunities to optimize efficiency. Solicit feedback from clients to ensure their scheduling needs are met effectively.

## Taking Baseline Measurements ◀

Taking baseline measurements is an essential component of personal training, providing valuable insights into a client's current fitness level and serving as a reference point for tracking progress over time. Here are some typical assessments conducted during baseline measurements:

- Body Mass Index (BMI): BMI is a widely used measurement to assess an individual's body composition based on their height and weight. While BMI has limitations, it provides a general indication of whether a person is underweight, normal weight, overweight, or obese. We recommend the use of a biometric measurement tool such as an InBody scanner to track body fat, weight, and other factors.
- Mobility Assessment: Mobility assessments evaluate a client's range of motion, flexibility, and joint stability. These assessments help identify areas of tightness or weakness that may affect movement patterns and contribute to injury risk.
- Overall Fitness Evaluation: An overall fitness evaluation may include assessments of cardiovascular endurance, muscular strength, muscular endurance, and body composition. These assessments can be conducted through various tests and exercises tailored to the client's fitness goals and abilities.

A client's first session presents an ideal opportunity to perform baseline measurements. During these sessions, personal trainers can establish rapport with clients, gather essential information about their health history and fitness goals, and conduct baseline measurements to establish a starting point for their fitness journey.

By taking baseline measurements, personal trainers can tailor their training programs to address individual needs, track progress accurately, and demonstrate tangible results to clients. Additionally, baseline measurements provide clients with a clear understanding of their current fitness level and serve as motivation to achieve their desired outcomes.



## Programming ◀

Designing personalized workout programs for personal training sessions involves a thoughtful approach tailored to each client's specific goals, fitness level, and preferences. Trainers should utilize **Progress Charts** (see sample chart in the **Forms and Samples Appendix**) to systematically track clients' advancements, ensuring their routines are aligned with their objectives. These charts, often customized based on individual goals, facilitate regular assessments every thirty days to gauge progress and adjust plans accordingly.

Each workout plan is meticulously tailored to meet the unique needs and limitations of the client, taking into account factors such as medical history and physical capabilities. By customizing exercises and intensity levels, trainers can optimize results while minimizing the risk of injury.

Utilizing technology—offers a tool to streamline the personal training process. Look into utilizing a fitness app to enable trainers to manage client information, track workouts, and monitor progress more efficiently. Additionally, they provide a platform for ongoing communication and support between trainers and clients.

By integrating these strategies into their approach to personal training, trainers can deliver effective and personalized workout programs that empower clients to achieve their fitness goals safely and efficiently. Regular progress monitoring and communication ensures that workout plans remain aligned with clients' evolving needs and aspirations.

## Managing Trainers ◀

We suggest utilizing one-on-one sessions with your PTs to foster an environment that focuses on trainers' business building and professional development. This includes guiding trainers through the process of developing **Monthly Business Plans (MBPs)** that outline their goals, strategies, and action steps for client acquisition and retention. Prior to the beginning of each month, trainers are encouraged to complete their MBPs and bring them to a meeting with their manager.

During these suggested monthly meetings, the manager and trainer could discuss the trainer's client base, training progress, and overall performance. The manager might also suggest auditing the trainer's client files to ensure that proper documentation and client assessments are being conducted. Also, it is crucial that all personal training files containing personal information are securely stored. Together, they might evaluate the trainer's performance from the prior month and consider setting specific goals and targets for the upcoming month.



In addition to the suggested monthly meetings, the manager and trainer could schedule a follow-up meeting for mid-month to track progress, address any challenges or concerns, and make any necessary adjustments to the trainer's business plan. This suggested regular communication and collaboration between the manager and trainer could ensure that the trainer receives ongoing support, feedback, and guidance to help them succeed in their role and potentially achieve their business objectives.



## Fitness Equipment

Amenities may vary by location, but at Gold's Gym Facilities, we pride ourselves on offering top-of-the-line fitness equipment to meet all your members' workout needs.

### Member Orientation and Assistance ◀

Member orientation should primarily be integrated into the Facility tour process, ensuring that new members receive essential guidance on equipment and safety procedures from the outset. During the tour, staff can provide an overview of the Facility layout, demonstrate how to use key equipment, and emphasize important safety tips.

However, beyond the initial orientation, you should also encourage staff to remain vigilant and offer assistance on a case-by-case basis. This includes intervening if they observe a member using equipment in an unsafe manner or if a member seeks assistance. Staff should be readily available on the gym floor to address any questions or concerns, provide demonstrations, and ensure that members feel supported and confident in their workouts.

By integrating member orientation into the Facility tour and offering ongoing assistance as needed, you can create a culture of safety and support within your Facility environment, enhancing the overall experience for members and promoting long-term satisfaction and loyalty.

### Guidelines for Use ◀

Guidelines for the use of fitness equipment are essential to ensure the safety and well-being of all members. While specific instructions for each piece of equipment are typically provided by manufacturers, there are general rules that you should enforce across your facility:

- Proper Attire: Members should wear appropriate workout attire, including athletic shoes with non-marking soles, to ensure stability and safety while using equipment.
- Equipment Orientation: Encourage new members to familiarize themselves with each piece of equipment before use. Staff should provide initial orientation during facility tours and be available for further guidance as needed.



- **Adjustments:** Instruct members to adjust equipment settings, such as seat height and resistance levels, to their individual preferences and comfort to avoid strain or injury.
- **Wipe Down Policy:** Emphasize the importance of wiping down equipment after use with provided disinfectant wipes to maintain cleanliness and hygiene standards.
- **Weight Room Etiquette:** Remind members to re-rack weights and return equipment to its designated storage area after use to prevent tripping hazards and ensure accessibility for others.
- **Safety Precautions:** Encourage members to use equipment as intended and avoid unsafe behaviors, such as leaning on moving parts or using equipment for purposes other than its intended function.
- **Spotting:** Encourage members to use spotters when lifting heavy weights or performing exercises that require assistance to help prevent accidents.
- **Personal Space:** Remind members to respect others' personal space and avoid crowding or blocking equipment during use.

By enforcing these general guidelines and promoting a culture of safety and consideration among members, you can create a safe and enjoyable workout environment for all. Regular staff training and communication of safety protocols are essential to ensure compliance and minimize the risk of accidents or injuries.