

Gym Programs



Programs are a way for you to promote yourself and your services. They allow you to appeal to the needs of various sub-groups within your membership population. Programs also give you the opportunity to access additional revenue from your existing members. We have assembled some guidelines to help you set up a program, and some ideas for programs that incorporate VO₂ testing.

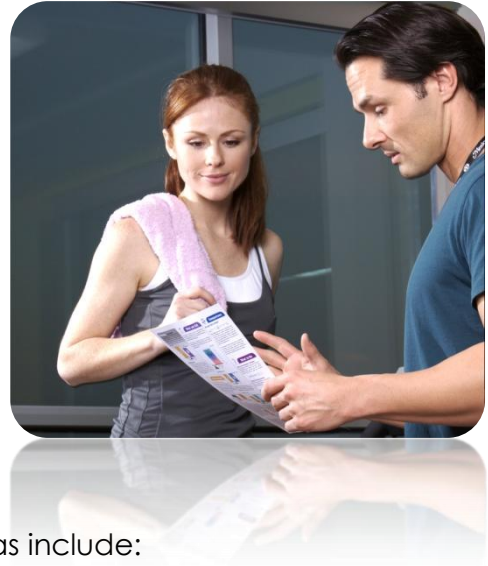
1 – How to Set Up Your Program

2 – Sample Programs

Setting up your program

Marketing Managers:

- Identify Your Target Audiences
- Get Specialist On-Board
 - Personal Trainer?
 - Nutritional Counselor?
- Determine price point
 - Cost to Customers
 - Specialist compensation
- Consider Momentum Event for END Goal. Ideas include:
 - Weight Loss
 - New Year
 - Swim Suit Season
 - Seniors
 - February Heart Assoc Month
 - May Stroke Awareness Month
 - First Time Competitors
 - Check for local events (5K, etc)
 - www.active.com
 - Elite Athletes
 - Contest
 - Race Prep
 - Women
 - October – Race for the Cure
- Calendar Training program from the Goal date backwards. Consult specialist.
- Determine “prize” if promotion is a competition. Consider what is available through local vendors, etc.
- Start marketing 3 weeks prior to start date
 - Train receptionists
 - Set-up online registration
 - Calling/texting to target audience
 - FB/Twitter, etc
 - Local media



Sample Programs - KORR has identified four potential programs that may benefit your facility. Each program comes with a sample banner, poster, flyer, mailer and blog/Facebook post.

Gain to Lose - (12 Week Weight Loss Challenge)

What have you got to lose but fat?



NEVER
too LATE



Never Too Late

*Is this your year to run a race?
Let us help you train the right way!*

VO2 for a Better You!

Join us as we train to race for the CURE.



VO2 Max Ultimate Challenge – (12 Week Competition)

12 weeks to push yourself to the Max. Enter to WIN today!