

RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 8

THE BAR

ARE YOU READY TO EMBRACE
ARTIFICIAL INTELLIGENCE?

CHOOSING A
FITNESS FRANCHISE

INDUSTRY INSIGHTS:
CREATING JOB ADS THAT WORK

OPERATING WITH
**HONESTY,
INTEGRITY &
TRANSPARENCY**

WELCOME FROM DENNIS HOSKING



Hey everyone

Our hearts go out to our fellow Melbourne-ites, who are currently experiencing another lockdown. We appreciate how difficult this time continues to be for everyone, and we urge you to reach out for support whenever you need it.

FITREC was born from a recruitment need that we identified in the industry (see page 8), so in this issue we're getting back to our roots by shining a light on all things recruitment. This is because in the wake of COVID, we've seen many professionals exit the industry for roles less affected by lockdowns. Now, more than ever, fitness employers need to be on-point with their recruitment efforts.

We'd love to hear what you think about this issue and encourage you to share your feedback by emailing editor@fitrec.org.

DENNIS HOSKING

Founder & Managing Director
FITREC & HealthyPeople

Raising The Bar is published by FITREC and HealthyPeople. Before trying any new exercise, nutrition or health regimes you should consult an appropriate health or fitness professional for clearance. The information in this publication is not a substitute for advice or consultation with any health, medical or fitness professional. The health and fitness industries often provide conflicting – sometimes even contradictory – information; as the reader it is your responsibility to safely determine what does or does not work for you. Any prices stated are the recommended retail prices in Australian currency and may be subject to change. While every effort is made to ensure accuracy, all parties associated with the production and publishing of this magazine accept no responsibility for the correctness of any facts and the copyright responsibility of all articles lies with individual contributors. Opinions expressed by the authors in this magazine do not necessarily reflect those of other authors, the publisher or any of its production or publishing team. Copyright ©2021. All rights reserved. No material in this magazine may be reproduced without written consent from the publisher.

CONTENTS

- 3 Anatomy of an effective job ad
- 6 Honesty, integrity & transparency in the fitness industry
- 8 Registration & recruitment fundamentals
- 10 Top tips for choosing a franchise
- 12 How AI can transform your fitness business
- 14 Featured FitPros: May Young & David Liow
- 15 Friends of FITREC
- 18 The power of connection
- 20 3 steps to successful recruitment
- 22 The personalisation of fitness
- 26 5 ways to tighten your marketing copy without losing the magic
- 28 Feedback & Subscribe Form

FITREC™

Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org



HealthyPeople

Phone: 03 9021 0836

Email: hello@healthypeople.com.au

Web: healthypeople.com.au



Editing: All Smiles Creative

Graphic Design: Novu Creative



ANATOMY OF AN EFFECTIVE JOB AD

Recruitment begins with the words you put out there. HealthyPeople surveyed the industry and this is what you told us, when it comes to job ads that work.

When searching for high quality fitness staff, it helps to know exactly what potential recruits are looking for, what attracts their attention and, most importantly, engages them enough to submit an application. HealthyPeople undertook a survey to find out this very information. And here's what we discovered.



Be up front

Many personal trainers are open to contract training roles, so long as they're offered under the right conditions. This means providing crystal clear clarity around the job description, conditions, rental agreements, and the like. While there's obviously a great deal of variation in what trainers look for in a job ad, details about job description and remuneration are highly regarded across the board.



Show respect

Employers are wrong to view employment as a favour to the employee.

In any new role, the Trainer is investing in the employer, just as much as the employer is investing in the Trainer. Therefore, being very clear about what you will offer them (e.g., ongoing development, career pathway/progression, mentoring/support) serves as a great way to convey this information.

Quality applicants need to sense a level of respect from prospective employers, and this starts well before they step inside your facility. For them to respond to your job ad, you'll want to double check the tone and message you're sending in your ad copy. Ideally, have someone from outside the organisation read it with fresh eyes before submitting for publication.



Be clear about who you are

Conveying your company identity ranks highly among Trainers.

This means clearly explaining who you are and what you stand for, including your organisational values and reputation. When crafting a job ad, it's worth taking the time to think about: What is your brand reputation? This will encompass factors such as staff behaviour, social media presence, and management structure, as well as engagement with and perceptions among the local community.

Seek out opportunities such as a FITREC Team Page where you can promote your staff and the benefits of working in your facility. This Page enables you to include testimonials, images, videos, and other relevant information to attract like-minded candidates to your opportunities.



Demonstrate a supportive environment

You need to be mindful that many Trainers are feeling a bit cautious applying for PT jobs, so your ads may need to emphasise the recognised value of the job they do. Your ad should also clearly convey that support is provided in abundance.

Trainers are also attracted to roles that include a commitment to ongoing professional development; with opportunities delivered by an external source (i.e., not internal workshops) being most highly regarded.

Remember, by showing pride in your existing team, you'll attract other like-minded trainers. Candidates need to feel like your workplace offers a good culture-fit for *them*, which may include training styles, client types, team culture and camaraderie, and the overall vibe of the place.

OVERCOMING RED FLAGS AMONG TRAINERS



If you're always hiring...

This could work against you if applicants don't understand why they're constantly seeing job opportunities within your business. The key is to ensure your ads clearly clarify that you operate with an "always hiring" mentality; meaning, you'll always find space for great talent!

Conveying your company identity ranks highly among Trainers. This means clearly explaining who you are and what you stand for, including your organisational values...



Avoid generic ads

Generic ads are those that focus more on the role of a Personal Trainer, rather than the specific opportunity within your facility. As a result, they don't reflect any of your brand's personality or uniqueness, and give the impression that you don't actually care who you get on board.

With this in mind, your ads should always be tailored to your business. Think about it: your clients differ, your team differs, your location is unique to you, and the way you operate is equally so. Therefore, if you run a generic ad that is devoid of any individuality and fails to represent your unique offerings, then it can convey a lack of care, interest or investment in their contribution as a unique and individual team member.

Every business has unique offerings. Therefore, your job ads should always touch on them. Humans are attracted to things that are different, so the more tailored your ad is, the more likely you are to connect with the right candidates.



Limit your requirements

While it's important to include details about your organisation and what makes the business and the job opportunity unique, where you want to keep things short is when it comes to key requirements. While there may be particular qualifications required, or particular experience you're looking for, keep in mind that excessive requirements may end up screening out potentially valuable candidates. The right attitude and your own training can go a long way towards building a leading team.

If there are particular requirements you're looking for, like 'enthusiastic self-starter', rather than state it in requirements, include detail that would necessitate this characteristic. For example, "You'll be working alongside a team that is highly motivated and driven. If this describes your kind of people, you'll thrive!" This increases the chance of attracting candidates who identify with this (and potentially discouraging those who do not relate). ♦

WHAT TO STOP DOING. LIKE, NOW!



STOP with the long-winded and egotistical rants on how awesome your facility is. Make your details relevant to the candidate and keep things clear and concise. Special mention to banging on about international or even national reach - keep it local and relevant.



STOP using marketing lingo. Authenticity goes a long way when it comes to successful job ads so avoid using generic statements. "State-of-the-art", "unlimited leads / earning potential", "be your own boss" and "earn more money", were a few that trainers identified as being turn-offs.



STOP having a narrow view of who you want to hire. State your key requirements and "nice to have" qualities, but remain open-minded about who is landing in your inbox. Remember, you can train people in a lot of skills, but some valuable qualities (e.g., that X-factor) you simply can't.



STOP being vague in your job ads because it's a massive turn-off for fitness professionals. Good candidates will want to be able to tailor their cover letter, so make sure you provide sufficient detail for them to respond in such a way. They want to know - very clearly - who they're talking to.



DOWNLOAD
A FREE COPY

DOWNLOAD HERE



HONESTY, INTEGRITY & TRANSPARENCY IN THE FITNESS INDUSTRY

Discover how honesty, integrity and transparency have become the new fundamentals to business leadership.

Ken Blanchard once stated, “honesty is telling the truth to ourselves and others... integrity is living that truth.” If this is correct, then what are the current truths that are being projected throughout the active living industry?

Prior to COVID, the industry battle-cry was about growth with messages consistently touted around the benefits of active living, to engage the deconditioned population. It was honest in bringing forth the benefits of exercise, and transparent showing a correlation between active living and extended life expectancy. Along the way it voiced the importance of connecting with others, community, results, recovery, and the need for diversity with regards to exercise routines.

Today, mixed messages are being put forth. "Stay at home." "This one machine is the end-all!" Or "Technology will take care of everything." In a nutshell, let's monetise social distancing as best we can.

There is always a fragile balance between doing what is right and doing what is best; and there is no doubt that desperate times can produce desperate measures. But the real question is where the line is drawn. Today's narrative – or truth – is vastly different than it was 18 months ago. An example of this is a former club owner who could not sustain his business due to the restrictions brought about by the pandemic. He once scoffed at home gym products but today he is selling a "magic" fitness mirror. His truth has changed.

So, what is the truth for us now? How honest is the industry being with itself, its members, and each other? Honesty can be defined as the "willingness to listen and discuss options and strategies that apply to the diversity of our clubs", but is that actually happening? Whom do we rely on for direction?

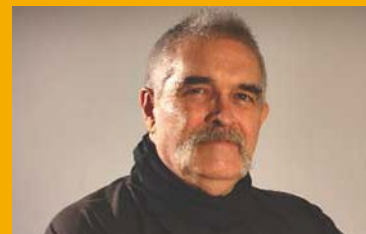
In the midst of a crisis the truth can be missed in the "fog" of war; meaning, different states, or even regions or towns, have had varying mandates, and continue to do so. In the United States, IHRSA has been a reliable advocate in the past, but during this tumultuous time the President of IHRSA resigned and the Board's Chairman stepped aside, leaving a large gap in the organisation. The early messaging to "stay open" was loud, when in many cases it was strategically not sound to try and operate at 10 to 25 per cent capacity. Many independent clubs couldn't afford to let alone know how to.

Transparency in decision-making promotes accountability, and provides important information as to what leadership is, or was, doing. The truth is transparency was slipping even prior to COVID.

Our industry MUST be known for its integrity. While being honest is often perceived as being harder than being transparent, I would suggest maintaining integrity may be the hardest core value of all to sustain.

The truth is simple. The fitness industry was grouped with bars, gaming establishments and casinos during the pandemic, and was as close to being considered "essential" as Tic Tacs are considered medicinal! General rules for small boutique fitness entities were similarly applied to multi-purpose clubs because political decision makers were not informed about how different each type of entity really is. Instead of being looked upon as a resource, the industry was a pariah... a breeding ground for COVID. While our industry leaders shouted, "we must stay open!", to do so took such a financial toll that it sounded the death knell for over 20 percent of existing clubs in the States.

I'm intrigued with where we go next. What truths will be put forth? How does OUR industry find common ground and collectively come forward with



BOBBY VERDUN, GEOFF HAMPTON & RICH SYNNOT

Bobby Verdun (President and Founder), Richard Synnott (Vice President) and Geoff Hampton (Vice President for Business Development) make up some of the Active Entities Consulting team. This award-winning group of experienced professionals are committed to supporting active living entities as they strive to be the epicentre of activity in their respective communities. Learn more at www.activeentities.com

honest and transparent best practices? IHRSA acting President Darden has been a remarkably steadying influence, which I applaud; but important long-term decisions must be made without bias, and that's hard to do when you're in a temporary seat. There are some relationships that are connected to other facets of the industry that are politically and/or financially motivated that may not be the best for our industry.

The integrity of the industry moving forward, will be dependent upon how transparent future leadership is. And this applies no matter where you live. That is the truth. ♦



REGISTRATION & RECRUITMENT FUNDAMENTALS

Enjoy this timely refresher around fitness registration and recruitment.

Recruitment is one of the biggest challenges for our fitness industry and for so many years professional registration did little to assist with the recruitment process.

We saw this firsthand, in our 10+ years of recruitment work through HealthyPeople. So, fuelled by a desire to do more for recruitment within the industry, we built a service that would ensure FITness registration did more for RECRuitment – and so FITREC was born.

Following is a refresher of how FITREC can help employers during the recruitment process.



Identifying new talent requires learning as much about a candidate as possible. To this end, there are a range of FITREC features that make this process easier.

01

The FITREC Rating provides immediate insight into professionals

The FITREC Rating is a score out of 300 that takes into account an individual's industry experience, initial and ongoing education, and references from peers and clients.

02

FITREC profiles are the perfect industry CV

FITREC profiles enable you to compare apples with apples, as each profile has sections for education, references, experience, related achievements, mentors/coaches, bio, images and videos.

03

FITREC profiles contain supporting documents

Each profile can include a copy of certificates and qualifications, so employers are able to confirm for themselves any of the listed qualifications.

04

FITREC profiles are easily shared and viewed

Employers can easily forward a profile link to other managers for perusal. And profiles look great on desktop or mobile.

05

FITREC links from HealthyPeople

FITREC-registered professionals have a link on their HealthyPeople profile that ensures recruiting employers have access to even more detail.





Staff retention is more successful where professionals feel supported in their career development. So FITREC has added tools to make this even easier.

01

The FITREC Team Hub helps you manage team growth and development

Give your team manager the tool to keep track of key documents, like first aid and CPR, as well as the ability to track and encourage ongoing development of team members. The FITREC Team Hub is a handy summary of key details from the FITREC profiles of all your team members.

02

Activate subscriber alerts based on expiring documents or falling education score

Making it even easier still, FITREC offers the ability to monitor specific profiles and subscribe for alerts that indicate any changes to professional development, expiring certifications, updated profiles and more.

03

Check on updated certificates (e.g., First Aid, CPR)

Confirmation of updated certificates is accessible at all times. As team members upload new certificates, they are immediately visible to employers.

04

Looking for suitable education for your team?

FITREC provides a list of educational opportunities, many of which include the names of registered professionals who have completed the course, along with their reviews.

FOR PROFESSIONALS SEEKING WORK, REMEMBER THAT FITREC OFFERS MANY BENEFITS FOR YOU TOO, SUCH AS:

- ▶ Your profile is a great CV that renders well on mobile and desktop devices.
- ▶ Never lose a copy of that certificate, no matter how old, because it's in your profile.
- ▶ Updated documents are immediately available for interested employers.
- ▶ Easily email, text or direct message your profile link to employers.
- ▶ Your profile is easily found on FITREC if an employer wishes to connect or reconnect.
- ▶ PLUS, when looking for work, FITREC professionals receive unlimited FREE promotion to local employers via HealthyPeople.



When you're next recruiting for fitness professionals, keep an eye out for FITREC registered professionals, so you can tap into the associated benefits. Of course, if your existing team is already FITREC-registered, then let us help you tackle your management and retention of staff. ♦

FITREC™

For more information about FITREC visit fitrec.org or call **03 9021 0836**.

HealthyPeople

For recruiting advice and services, please check out healthypeople.com.au



DAMIEN BAIN

Damien is the Co-Founder and Director of Fitness Business Sales and Leading Edge Business Consulting. For personalised advice before buying your first fitness franchise get in touch with Fitness Business Sales by emailing info@fitness-business-sales.com.au or visiting www.fitness-business-sales.com.au

TOP TIPS FOR CHOOSING A FITNESS FRANCHISE

If you're considering purchasing a fitness franchise, the most important tip is to choose one that has a proven product and support structure. Doing so will provide you with more comfort and likelihood for success and profitability. With the RIGHT proven model, you should be able to expect your return on investment within 12 to 18 months, at maximum.

HERE ARE SOME KEY TIPS TO HELP YOU CHOOSE A FITNESS FRANCHISE.



TIP 1. Choose a franchisor who provides in-depth and consistent training.



TIP 2. Does the franchisor have a proven and strong pre-sales strategy to get it off to a good start? Pre-sales is key to your success; most franchise models provide a cash flow positive opening, and these are the ones to focus on.



TIP 3. Do your values and that of the franchisor align? The mission statement should resonate with you.



TIP 4. Franchisors are your support to success, so make sure they have industry professionals on their executive team as this will provide you with guidance when you need it.



TIP 5. Do you enjoy the style of training on offer? It's important that you believe in the product.



TIP 6. Does the investment level match your capacity?



TIP 7. What is the break-even? Boutique studios around the \$150K break-even mark tend to be less risk, so more attractive, which is why they can be ideal entry options.



TIP 8. How much head office support is given during the franchisee recruitment process?



TIP 9. How satisfied are other existing franchisees?



TIP 10. What ongoing fees are involved (i.e., percentage versus fixed weekly costs, marketing costs, etc)? As the franchisee partner, marketing levies can be audited by you. Ideally look for a fixed fee rather than a percentage for your marketing costs.



TIP 11. What is the size of the population in your territory? Average territory size should exceed 30,000 to 35,000 people.



TIP 12. What workout programs are provided by the franchisor?



TIP 13. What are the equipment and set-up costs (as these can be financed)?



TIP 14. What is the digital experience and level of support for digital delivery?



TIP 15. Ensure you look at the net profit percentage; ideally it should be greater than 35 per cent.



TIP 16. Wages should be no higher than 40 per cent of your net turnover/income.



TIP 17. Is there a re-entry clause by the franchisor, which enables the franchisor to step into the property/business in certain circumstances?



TIP 18. What are the KPIs built into the franchise agreement? Make sure you see them, to ensure it's a proven model.

By considering these points while searching or selecting a fitness franchise, you'll be positioning yourself for future franchise success. Good luck! ♦



HOW AI CAN TRANSFORM YOUR BUSINESS

Are you ready for when insights accurately predict future performance?



IAN MULLANE

Ian is the Chairmain and Chief Executive Officer of Keepme, an artificial intelligence-powered revenue acceleration platform. To learn more visit www.keepme.ai

Al (artificial intelligence) is everywhere; from suggesting what we might listen to (Spotify) and watch (Netflix), to providing navigation guidance (Waze) and diagnosing medical problems (Health Tensor). Effectively, it is a prediction machine, taking what we have (data) and filling the gaps we don't (knowledge).

Based on what they've listened to, I predict they will like...

Based on my understanding of the road system and reported traffic conditions, I predict an ETA of...

So, where could AI add value to your gym business? At the risk of sounding simplistic, the answer is 'everywhere'.

Look at all the business metrics you work with, most of which report on the past. Now ask yourself: "What could I do with this insight if it were predicting forward?"

How valuable would it be if, for example, you knew which members would leave you in six months? What changes might you implement in your retention strategies?

If you could send a commercial offer to a member, knowing it was highly likely to be of interest, how might that impact your bottom line?

What about if you could predict (with 90 per cent accuracy) your sales figures for the next six months; if you knew which lead would convert and which would not; or if you knew which sales channels would decrease in performance next quarter?

By asking yourself these questions, and others like them, you'll immediately appreciate how the transparency AI provides allows you to take consistent, positive action.

Let's bring this to life with some examples.

One UK operator – aware their ability to predict long-term retention was no better than a coin-toss – provided data for the previous two years and held back the current year. The challenge was to identify which members would still be with them in six months' time, which we predicted with 82 per cent accuracy, straight out of the gate (with even higher accuracy later, as AI continued to learn).

What a tremendous platform to confidently target those at risk – including those who didn't know they were yet! – in a timeframe where the outcome could still be changed! And how about class scheduling? AI can take all the variables, work through millions of scenarios and create an optimised timetable for maximum member satisfaction – even telling you the expected retention improvement for each variation, and which members may be unhappy so you can pre-empt.

One more example: non-dues spend. Say you offer PT as individual sessions, or in packs of five or 10. Your AI first identifies those who will purchase, then segments further – around your specific packs – to ensure no revenue is left on the table. Andrew would buy a five-pack, but he's just as likely to purchase a 10-pack, so serve him that offer. Cathy is highly

unlikely to want anything but a single session, so don't scare her off with a five-pack offer. Bank the one-session sale.

The potential is massive: one customer grew non-dues revenue by 43 per cent in six months. Other AI-driven achievements include:

- A one-year average increase in length of membership in just 18 months.
- 8 per cent increase in lead conversion in three weeks.
- 35 per cent increase in non-dues spend.
- 21 per cent rise in referrals.

As Troy Morgan, Managing Director of Willows Health & Lifestyle Centre in Queensland, says: "Quite simply, AI is the future. We have high expectations for everything we do now."

If you're interested in implementing AI in your business, the white paper – Everything You Need to Know About Data & AI – offers further advice. **Register here** for your free copy. ♦

What if you could predict (with 90 per cent accuracy) your sales figures for the next six months; if you knew which lead would convert; or if you knew which sales channels would decrease in performance...?



This issue we put the spotlight on FitPros, May Young and David Liow.



"What I love most about my job is seeing people living with good health and wellbeing."

MAY YOUNG

May is a yoga, Pilates and Les Mills BODYBALANCE® instructor. Based in Camberwell (VIC), May teaches classes at Boroondara Sports Complex, Monash Sport, Hawthorn Aquatic and Leisure Centre, Goodlife Health Clubs and Fitness First.

"I was initially attracted to the fitness industry because I wanted to find something to do during the day while my kids were at school, so I joined a group fitness class at the local gym and I was hooked! One day, one of the instructors suggested that I consider becoming a group fitness instructor, so I gave it a go, and here I am today – a certified yoga, Pilates and BODYBALANCE instructor; and I also own a yoga studio called 'Sabaidee Yoga'."

MORE ABOUT MAY

DAVID LIOW

Based in Maroochydore (QLD), Dave has always been amazed and intrigued about how the human body works and moves. Some kids grow up wanting to be firefighters and circus performers but Dave always wanted to be a trainer!

"I've been doing this for almost 30 years and my career has given me so many great experiences along the way. It's allowed me to travel around the world and work with some outstanding human beings. I love what I do. These days it's about tweaking my roles and practice, both at my centre and also in my education program to make me more effective both in and out of work."

MORE ABOUT DAVID



"We are in a privileged position to be able to make a bigger impact on our clients' health than any other health professional. Be awesome, get stuck into it, and make a difference to their lives!"



FRIENDS OF FITREC

THE SPOTLIGHT IS ON...

Check out these leading industry suppliers and what they can do for you.

6 FIGURE FIT PRO BUSINESS PLAN TEMPLATE

Can personal trainers make 100k+? Is it possible for YOU to grow to that level... this year? What would your business need to look like in order to make that happen... even during the pandemic? Lots of fitness professionals struggle to pay their bills and leave the industry because they don't have a business plan, and they lack the skills needed to grow their client base and income. They wonder if they'll ever make a 6-figure income. Here's the answer: With the right plan in place and systems to execute, you absolutely can make 6-figures as a fitness professional. We want to help you get clarity and feel confident about how you can grow through the rest of the year. Download the 6-Figure Fitness Professional Business Plan Template to give yourself a clear path forward with growing your income and achieving your goals.

[LEARN MORE](#)



NASM

For over 30 years, the National Academy of Sports Medicine (NASM) has set the standard in certification, education and tools for health and fitness, sports performance and sports medicine professionals. Our mission isn't just to change the fitness industry – but to advance the lives of fitness professionals and those they guide through their own personal fitness journeys. With over 1.3 million fitness professionals educated in over 80 countries, we help trainers and anyone with a passion for fitness achieve success by offering a powerful combination of state-of-the-art tools and the convenience of learning online. Join the journey today. Email international@nasm.org for more.

[LEARN MORE](#)



BLUE MAGIC

Blue Magic are committed to providing Health & Fitness businesses with affordable, premium quality commercial cleaning products. Our range is formulated to clean and sanitise effectively, while offering a wholesale pricing structure to keep operational costs down.

Blue Magic products are all manufactured in Australia to ensure strict local regulations are met and comply with World Health Organisation guidelines. Our Hospital Grade cleaning products are manufactured in facilities which meet TGA standards, and the VIRA SAN surface cleaner has also been proven to kill COVID-19 (SARS-CoV-2) in 60 seconds (TGA Approved for COVID-19 claim ARTG #340431).

All Blue Magic products come with a simple, no-fuss SATISFACTION GUARANTEE.

Find us online at bluemagicsupply.com

LEARN MORE

EVOLT

Evolt is a digital body composition analytic company. Using BIA technology, it's the only product on the market that offers personalised calorie & macronutrient recommendations based on an individual's true lean body-mass. This innovative technology provides a digital health tracking platform for the user as an intuitive data analytics platform.

Continually innovating, Evolt IOH is at the forefront of technology in the body composition space. The growth of the Health, Fitness industry worldwide has been exponential with businesses looking to differentiate from competitors.

LEARN MORE



GET QUALIFIED TO WRITE INDIVIDUAL MEAL PLANS

Plan, conduct and evaluate advanced weight management programs and nutritional plans individualised to your clients' needs and backed by insurance with the 10698NAT Diploma of Weight Management! Apply specialised skills and knowledge in order to recognise interrelated contributing factors to weight gain and to develop research-based programs. Click **here** for your free course prospectus (Australian College of Weight Management & Allied Health| RTO 45052).

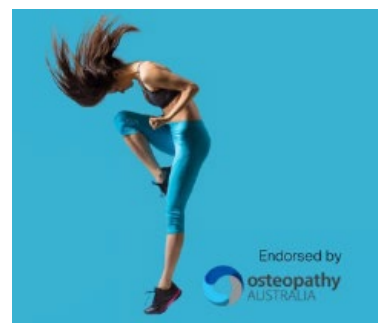
LEARN MORE

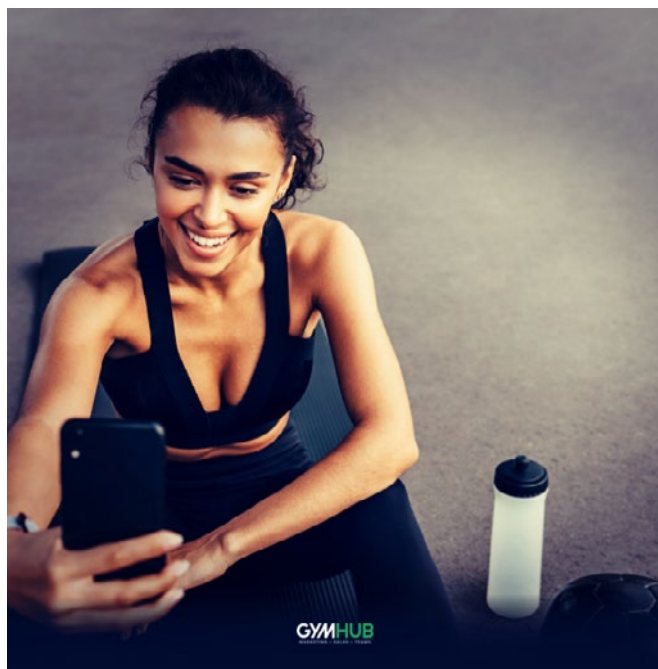
SERENITY HLP

Serenity HLP is the expert in delivering a great night's sleep for active professionals.

Endorsed by Osteopathy Australia, the Serenity HLP Mattress has been designed for healthier sleep, designed to ensure correct spinal alignment whilst you sleep. The benefits of sleeping in correct postural alignment are well documented. Sleeping well maintains fitness, improves recovery from injury, helps prevent injury, and provides better overall health. If you value your sleep, learn more at <https://buff.ly/3bTYTO7>

LEARN MORE





THE ULTIMATE INSTAGRAM FOR GYMS, WITHOUT HAVING TO GET HALF NAKED!

Does scrolling through images of InstaTrainers showing gleaming muscles and lots of skin make you want to contact that person and work with them OR is it simply people watching and eye candy?

How many of these posts prompted you to join a gym or get your credit card out? The answer is NONE of them ..because you just keep scrolling down.

Now, compare that to a post that makes you laugh or nod in agreement.

One that teaches you something, gets you engaged and makes you follow, share, and act on it.

Read the Ultimate 8-step guide for gyms promoting on Instagram [HERE](#)

[LEARN MORE](#)

FUNDAMENTAL FUNCTIONAL TRAINING METHODS

At FTI, our mission is helping coaches fulfill their potential. That is what inspired the creation of the best functional strength and conditioning program on the planet.

If you are looking for the ultimate solutions to master:

- Fundamental functional training methods
- Take your coaching abilities to the next level
- Learn and apply smart program design

Then look no further than the MFT program

We have created a cutting-edge functional training program and mentorship which equips the coach with the latest technology through our goXpro functional app and learning management system, whilst learning and applying practical technical and coaching skills in our live workshops.

To find out how you can become the next Master Functional Trainer, click the link below

[LEARN MORE](#)



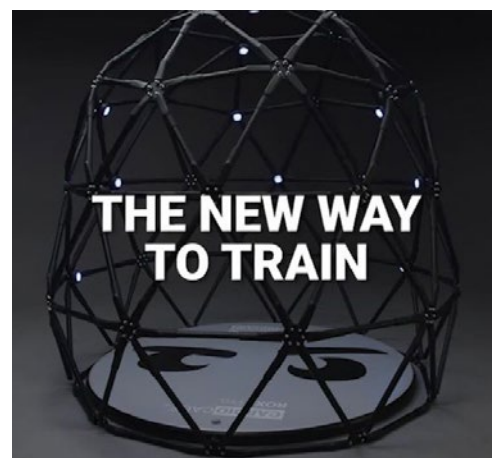
ROXPro – CARDIOCAGE

Get ready for the world's first 360° multi-sensory training experience. Take your sessions to the next level with the unlimited possibilities CardioCage offers - daring your clients to be the best they can be!

The CardioCage challenges auditory skills, develops peripheral vision, improves all reaction senses and has the capability of being easily modified to suit the needs and goals of all clients.

Training in the cage, the possibilities are limitless. The gamified and immersive training system stimulates real life movement, creating effective and memorable sessions that can retain existing clients and grow your clientele. Be the difference!

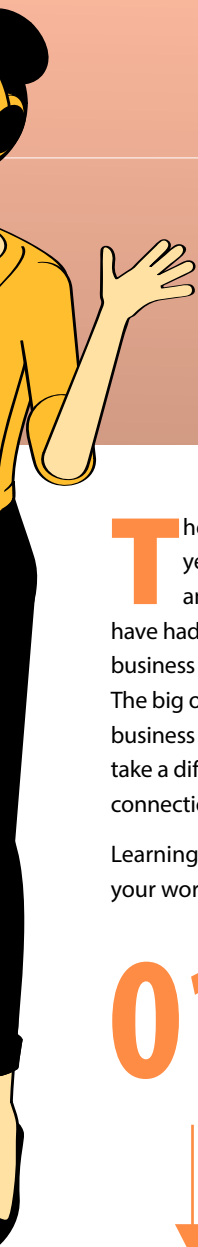
[LEARN MORE](#)





THE POWER OF CONNECTION

Stay up-to-date with technology that can help you connect and stay connected with your clients and members.



Laurene McKenzie

Laurene (aka 'Loz') is a 'Super Connector' with a passion for creating innovative growth solutions for her networks. Loz specialises in helping motivated, forward-thinking entrepreneurs gain a competitive edge through the right connections at the right time.

There's no doubt it's been a tough year for business. Business owners and entrepreneurs across the globe have had to reinvent many aspects of their business to remain relevant (and solvent!). The big opportunity in this evolved business environment is the chance to take a different and fresh approach to connection with clients and colleagues.

Learning how to be a "real person" in your work is actually a great (and proven)

strategy to set yourself apart. Another tool to achieve this, is to understand the power of a simple message, as messages have true cut-through when you use different types at different times.

Here are two more key strategies to secure connections with people, so you can stay in touch and front of mind with your current clients; create raving fans; or onboard new clients in a memorable way that has a WOW factor.

01

VOICE MESSAGING

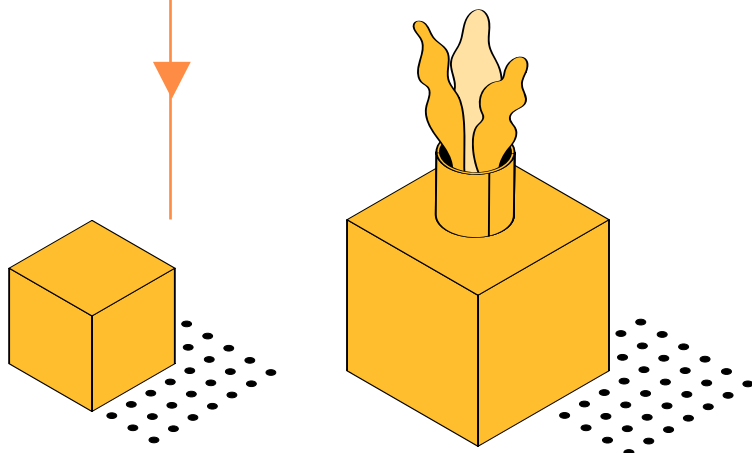
In this techno-saturated world, leaving someone a voice message really stands out! Enabling someone to where they can hear your voice is also a great way to build rapport. Often when we text, the tonality and intent is missed – so the power in this connection method is huge.

Try: Voice text (either iPhone to iPhone), Facebook Messenger, or you can even send voice messages via LinkedIn.

02

ONLINE VOICE MESSAGES

Telbee is a great plug-in for your website, which allows people to send and receive voice messages online.



03

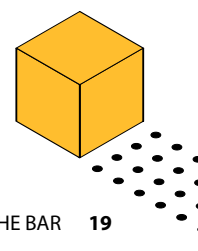
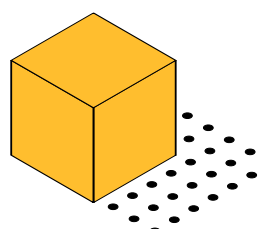
PERSONAL VIDEO MESSAGES

While it's been possible to create and send videos for a while, more and more services are arising that make this easier. **Bonjoro**, for example, is a platform that allows you to send personal video messages (with clickable call to action links) straight from your smartphone or PC. The thumbnail of your video is embedded into an email and the great thing is you can track the open rates, the clickthrough metrics, as well as creating an easy way for your client or connection to reply.

I've seen Bonjoro create remarkable results when used to respond to client enquiries. The positive response my clients receive when they send new prospective customers a personal video (especially in a short time frame after enquiry), is significant. Bonjoro has a free option, so you can try them before you invest in paid subscriptions.

Both Bonjoro and Telbee have free options to so you can try them before you invest in paid subscriptions.

Planning and consistency are an essential part of any new strategy, so in order to ensure your attempts to connect are successful, try dedicating specific time in your diary to connect with clients and prospects – and be unwavering when it comes to that commitment. Good luck! ♦





3 STEPS TO SUCCESSFUL RECRUITMENT

HealthyPeople are the specialists in recruitment for the fitness industry. Over the years, our experience has confirmed that certain elements are most common among successful recruiters.

Our recently launched Recruitment eGuide for fitness employers provides insight into how you can recruit right the first time - and every time. Following is a snapshot of our top tips for successful recruitment.



TIP 1. DEVELOP AN 'ALWAYS RECRUITING' MINDSET

The best time to start looking for a new employee is actually before you need them - which requires the development of an 'always recruiting' mentality. This 'always recruiting' mindset is common among all successful fitness businesses.

'Always recruiting' does not mean 'always hiring', it means 'always being ready to hire when the need arises'.

With an always recruiting mindset, you create an opportunity to employ the best candidates available. By contrast, recruiting only when needed can result in a more limited talent pool and a need to hire under pressure. By building and maintaining a network of suitable professionals in your area, you'll have the greatest chance of building the most profitable team possible.

Designed for this very purpose, the HealthyPeople database is accessible to employers 24/7, providing you with the ability to connect with great local candidates — irrespective of whether you have an ad running.



RECRUITING TIPS

This information is extracted from our recently released Recruitment eGuide for fitness employers, to help you recruit more effectively. Download a copy of the full document today.

[DOWNLOAD HERE](#)



TIP 2. WRITE A GREAT JOB AD

Recruitment for fitness roles is a highly competitive space. The purpose of a job ad is really to sell the role, not just fill it. Obviously, you're trying to fill a role, but no one is getting a job offer from their application alone. Therefore, the main purpose of a job ad is to sell the role to suitable candidates.

The job ad is often the first interaction you'll have with a candidate and, as ever, first impressions count. Effective ads will:

- sell the role (it's a competitive market)
- demonstrate respect/value for the applicant
- be easy to read
- be clear as to the nature of the role.

An effective job ad will contain the following key elements:

- clearly highlights the benefits to the candidate
- uses short and concise text
- formatted so that key points stand out
- Follow the key criteria recommendations in our [eGuide](#).

TIP 3. CONNECT WITH THE RIGHT CANDIDATES

There are a few things you can do to ensure you connect with the right candidates. These include:

- Creating space that talks to potential candidates. For example, a page on your site where people can learn about working for your business from an employee's perspective.
- Maintaining contact with good candidates and developing ways to showcase exactly how different your culture is from the other fitness opportunities out there.
- Demonstrate a willingness to train, support and develop candidates beyond the recruitment stage.

By following these tips (and the others contained in our Recruitment eGuide), you'll be on your way to developing the highest-performance rockstar team you've ever had! ♦



THE POWER OF PERSONALISATION

Get up close and personal with the reasons why personalisation is a must for the future success of your career or fitness business.





Fred Hoffman, MEd

Fred is an author, speaker, educator and consultant. The founder of Fitness Resources, an education and consultancy company based in Paris. Fred is also a member of the Board of Directors of the American Council on Exercise (ACE). To learn more about Fred visit www.fredhoffman.com

Although the fitness industry has been taking a more personalised approach to customer service for some time, the pandemic and the resulting shift towards increased interactions online has made the personalised approach more important than ever.

As powerful as AI might be in delivering this personalised approach, we should not forget the importance of empathy in developing a loyal customer base.

UNDERSTANDING DATA AND USING IT PROPERLY

In the past few years, personalisation became synonymous with collecting multi-channel data – easily accomplished with the use of an efficient CRM (Customer Relationship Management) platform – and then analysing this information for a better understanding of who each customer is, his or her preferences, and for predicting their future behaviours.

Once you collect data, it becomes easier to add a personal touch to client interactions, thus enhancing your ability to refine marketing messages and services to the interests and likings of different member cohorts. Of course, when it comes to data collection, care must be taken as there is a point at which a business' level of knowledge can feel invasive – we've all had that experience when an ad pops up in your social media feed about a product or place that you just spoke about in a conversation with a friend!

Your members and prospects want to know that the data collected about them is going to enhance and facilitate the customer experience, rather than annoy them or 'creep them out'! To accomplish this objective, a well-balanced approach to personalisation is required.

GETTING TO KNOW YOUR MEMBERS AND CLIENTS

Understanding the different types of data that can be collected, used, and analysed is essential for creating a personalisation

strategy. This data typically falls into one of four categories:

- **Demographic:** age, gender, family status, occupation and geographic location
- **Behavioural:** club check-ins, the number of personal training sessions, or participation in group ex classes. It can also refer to interactions with your website and social media, as well as clicks, views and sign-ups (e.g., newsletters)
- **Transactional:** purchase history and invoices
- **Psychographic:** interests, personality and lifestyle.

To get started, it's imperative to evaluate where your business is right now. What data points can you easily access? Do you have the necessary tools and systems in place? And what resources do you have for obtaining and interpreting data? Keep in mind that every business is unique, and



Once you collect data, it becomes easier to add a personal touch to client interactions, thus enhancing your ability to refine marketing messages and services to the interests of different member cohorts."





that getting to know and understand your members through data won't happen overnight.

You can begin by collecting demographic data, some of which typically doesn't change very often. This can be used to segment and target specific groups or individuals over a longer period. Then, learn what interests and preferences your members have, and what activities and products they enjoy. This can be accomplished through survey responses, opt-ins to newsletters, and confirming email and text frequencies (i.e., how often people want to hear from you).

If you're already collecting and using some data points but are looking to take a multi-channel approach to marketing, communication and customer service, then having a Single Customer View (SCV) is vital to your personalisation strategy. An SCV is an aggregated, consistent and holistic representation of a member's overall data held by an organisation and viewed in one place. This information includes all of the four categories of data outlined earlier, and is forever evolving as it's collected from a network of channels. Making good use of SCV means being able to assemble and use that data in meaningful ways, such as understanding how members like to be contacted, or what their typical roadmaps are when making purchasing decisions. This information will assist you to better anticipate and target their future needs.

SEGMENTATION AND ONE-TO-ONE COMMUNICATIONS

In one of its simplest forms, personalisation can be as easy as addressing clients by their first names in conversations, or by offering a discount on purchases during their birthday month.

Nowadays, businesses recognise the value in member's loyalty and are doing what they can to move well beyond these simple measures. This is because we know that members are more likely to do business with your brand if they create a positive emotional connection from the experiences and interactions they have with you. And it's for this reason that you need to approach personalisation from the place of creating a unique experience for the individual customer, by using an individualised, one-to-one conversation across all channels.

Long-gone are the days of 'one message for all'; segmentation of your member base must be an essential component of your strategy, moving forwards. This means, getting to know individual members, including understanding what motivates them, what drives them, and what they are feeling and thinking. The answers to these questions will enable you to create a personalised journey. Of course, to accomplish this there must be a clear plan, along with the necessary tools and training for your entire staff.

DIGITALISATION AND PERSONALISATION

With so much customer interaction now taking place online, the need for a digital-first approach is essential. 2021 is a year where companies will embrace Artificial Intelligence (AI) more than ever to optimise the digital customer experience beyond the traditional one. In addition to more robust CRMs, we can also expect to see an increase in the use of AI-conversational interfaces, such as chatbots and virtual assistants.

Despite the importance of digital transformation and AI however, there is a very important aspect that must be acknowledged – AI cannot provide emotional support to your customers.

THE HUMAN SIDE OF PERSONALISATION

The COVID-19 pandemic has given personalisation an even more profound meaning, unearthing a demand for human skills and abilities such as connection, patience, listening and empathy. Therefore, showing a true interest in who each customer is, and understanding their unique circumstances, needs, and expectations is vital to creating and maintaining customer loyalty.

Personalisation also equates to empathy, which digital experience and data cannot provide; those human feelings that are transmitted from one person to another builds lasting relationships that can only be fostered by authentic trust and loyalty.

As good as AI may be, it's not yet a stand-alone solution. In this current climate, your members and prospects are looking for satisfaction, reassurance, comfort and familiarity, which can ultimately only be achieved through a personalised approach. ♦



WHY CHOOSE FITREC FOR FITNESS REGISTRATION?



FOCUS ON LEARNING, NOT POINTS ACCUMULATION

Ongoing development is essential, but let's not focus on points. At FITREC we've scrapped the points system and instead we focus on transparency by displaying your complete learning history. No more scrambling into an educational opportunity merely to gain points.



RAISING THE BAR ON PROFESSIONALISM

When you join FITREC, you get a lot more than just registration. You get a highly visible, industry-leading FITREC profile, so potential employers and clients can gain a thorough snapshot of your industry experience. Plus, you get FITREC's unwavering commitment to help you develop and sustain a winning fitness career.



UNMATCHED ASSISTANCE WITH EMPLOYMENT

Whenever you're looking for work in the fitness industry, FITREC (via HealthyPeople) will put you in front of all local employers. This service normally attracts a fee, but for FITREC registered professionals, it's FREE – every time you need it!



REGISTRATION FOR AN INTERNATIONAL COMMUNITY

No more transferring between providers. No more being locked into accumulating a particular form of professional development points. And greatest of all, the ability to measure the world's professionals against a common benchmark.



REGISTRATION THAT REFLECTS YOU AS AN INDIVIDUAL

At FITREC you're not "just another trainer". We recognise that fitness professionals differ by qualification, specialisation, experience, further learning, client focus, and peer influence. FITREC is the only provider capable of adequately reflecting your unique background as a fitness professional.



"The structure of the FITREC system is great. It makes updating and maintaining insurance simple and easy, thanks to FITREC and their constant support."

Hannah Altman, QLD

To join the FITREC family or to find out more visit fitrec.org

VISIT OUR WEBSITE

SEND US A MESSAGE



5 WAYS TO TIGHTEN YOUR MARKETING COPY

WITHOUT LOSING THE

Magic



Can you relate to the following scenario...?

You've worked hard writing awesome marketing copy for, say, a landing page. Your prose is fantastic. You can't imagine changing a single word. In fact, you're already imagining your boss, team, or client giving you high-fives. Then you see your copy formatted in the template and realise it looks like crap. It's too long, too difficult to scan, and not the least bit eye-friendly. Ouch. You're going to have to make some cuts and edits.

The good news is, tightening your copy almost always makes it better

I know that from experience. I've written sales copy I thought was perfect (no ego here!). But when I had to tighten it, the copy ends up being stronger and more persuasive. I guess my original draft wasn't so perfect after all!

The trick to tightening is to make the copy shorter without losing the "magic"

The goal is to maintain the energy, creativity, conversational flow, key points, and other elements that make it effective, so here are some tips for doing that.

1 What does your prospect need to know?

This is a great question to ask when tightening your marketing copy. By asking, "What does my prospect need to know in order to take the next step?" you can present only that information and jettison everything else! If you're

writing a Facebook ad, you don't need to explain *everything* about the product. You just need to highlight one or two motivating features and benefits — enough to get the prospect to click *LEARN MORE*. This technique alone will cut the fat in your copy and leave the good stuff.

2 Tell the quick version of stories

Stories are a powerful tool in every copywriter's toolbox. The problem is, stories take longer to tell than merely stating facts and benefits. If you don't want to remove a story or example from your copy, then tell the "quick version" by cutting out unnecessary details. Focus only on the highlights. Most two-paragraph stories can be told in a sentence or two so write *that* version.

3 Take the five per cent challenge

Challenge yourself to cut five per cent of your word count, without sacrificing any key points nor the style and impact of your copy. Here's a few tips on how to do this:

- Turn passive sentences into active ones. That often makes them shorter and punchier.
- Do you really need that adverb? Often, a verb can stand on its own. If it doesn't, find a better verb!
- Use a comparison to help explain a complex feature or idea. That will require fewer words.
- Don't expand on (aka *sell*) every feature; just the most motivating ones. If necessary, put the rest in a simple bullet list.



Steve Slaunwhite

Steve is a copywriting trainer, consultant, and creator of the bestselling course: **Modern B2B Copywriting**.

- Cut redundant words. Look for phrases like "...lowers insurance costs and fees".
- Explore ways to rephrase sentences to make them sharper and clearer. That usually makes them shorter.

4 Highlight rather than repeat

Repetition builds persuasion. But if you're hammering the same benefit over and over again, that can eat up the word count. Instead, take that benefit and highlight it in a way so it's not missed. You can dedicate a separate paragraph or section to it. Or, to really tighten things up, write the benefit as a short header, callout, or caption. If you're certain the benefit will be noticed, you won't need to repeat it.

5 Put your subheadings to work

Subheads can tell a story. In fact, you can use subheads to communicate a lot of information. So take advantage of that when tightening your copy. Don't just think of subheads as section titles. Put them to work communicating your sales message. Try this: When editing your copy, see how much of your message you can get across with just the subheads. You might be surprised.

Few copywriters like having to cut back on their strategically-crafted word, but as I said earlier, the process often results in better copy. Hopefully, these copy-tightening techniques will help. ♦

Few copywriters like having to cut back on their strategically-crafted word, but the process often results in better copy.

THANKS FOR READING!

TELL US WHAT YOU THINK

SHARE YOUR THOUGHTS & SUBSCRIBE HERE

We'd love to hear your feedback, suggestions or contributions,
and if you'd like to automatically receive future issues
simply email **editor@fitrec.org**

FITRECTM

Phone: 03 9021 0836

Email: hello@fitrec.org

Web: fitrec.org

