

MASTER MOTIVATION

REAP THE REWARDS



MEMBER MOTIVATION IS THE ONE THING YOU CAN'T LIVE WITHOUT

75% of consumers say they want to exercise more regularly but face barriers.

#1 Of these barriers, lack of motivation is the number one reason why they don't work out more.



CONNECTION IS YOUR MOST POWERFUL TOOL

Nobody left the gym because they had too many friends.

58% of members report being **highly motivated** by the **social aspect** of attending the gym.

2X

Gym members find live classes more than twice as appealing as livestream options.¹

2/3

Two-thirds of gym members prefer working out in groups.

#1

Group exercise classes are now the single most popular gym activity, outstripping both strength and cardio training.

20%

Group exercisers who visit your club just once per week are 20% more likely to be loyal members than those who visit 3 times per week and only workout on the gym floor.²



LIVE EXPERIENCES ARE YOUR SILVER BULLET

Do you have the three ingredients for motivating live experiences?



Pulsating workouts

Participants in quality group exercise attend 3+ times per week and stay members of their club 50% longer than those who don't.³



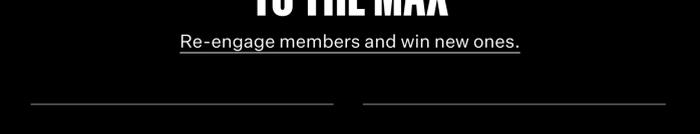
Community

59% of prospects say people are a significant factor in choosing a gym, and 30% of club prospects look for 'a good atmosphere'.¹



Great Instructors

Instructor led fitness are driving club recovery, with class occupancy having reached 120% of pre-COVID levels.¹



CRANK YOUR MOTIVATION TO THE MAX

Re-engage members and win new ones.

Tap into the live revival

Show your club at its best with club events.

HOW?

- Commemorate club milestones
- Celebrate new workout launches

Ramp up the social experience

Meet members' needs for community and human interaction.

HOW?

- Run referral campaigns
- Rally behind fitness challenges

Your people are your power

Your team are game-changers for member motivation.

HOW?

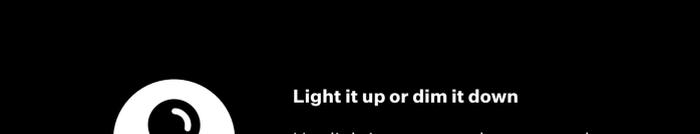
- Provide powerful customer onboarding
- Train your team to offer social support

Make a marketing splash

Deliver strong marketing campaigns to motivate your existing members and entice fresh faces.

HOW?

- Leverage social gifting
- Design engaging studio décor



CREATE A BUZZ IN YOUR CLUB

Seven steps to make your studio sing.

From Group Fitness Management Key Play #6 Build Your Stadium



Light it up or dim it down

Use lighting to your advantage and create an environment that draws people in.



Dial up décor

Make your studio shine with large wallpapers, posters and digital screens to promote your brand.



Create a sensory experience

No one will have a great experience in a club that looks amazing, but smells or feels dirty.



Keep it fresh and updated

Make tweaks regularly to delight your members with every new change.



Apply theatre design principles

Incorporate a stage to focus attention.



Get professional design input

Everyone has a different budget, hire the best quality designer you can afford.



Invest in quality audio

Aim for concert quality sound.

MOTIVATING EXPERIENCES. MOTIVATED MEMBERS. THRIVING CLUB.

