



FITNESS FACILITIES!

Right now, as a Network member, you can:

- Be associated with big name household brands!
- Gain FREE national promotion!



Visit

www.fitnessnetwork.com.au/tlc

or phone 02 8424 7200 to find out more!

Another benefit from



Think different



How do you tell if you have a good advert? How can you tell if your ad is better than that of your competitors? Simple; compare them. That's right, side by side. Put your ad right next to that of your competitor and compare.

How do you measure up? Are you comparing their list of equipment to yours? Are you comparing prices, services, location and hours? Is this how you measure? How do you think your potential member measures you and your competition when everything that you both have to offer appears to be, essentially, the same? Think about that for a moment. When someone opens a newspaper, listens to the radio or watches television and is bombarded by this deal and that deal by you and your competitor, who do they pick if everything appears equal?

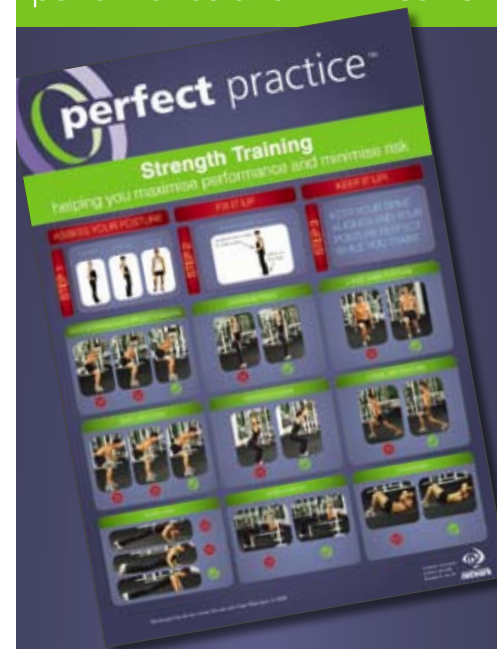
When you and your competition go back and forth advertising lower prices or better equipment, the reader, listener or viewer wonders who is telling the truth. What is the deciding factor he or she must rely on to make a decision on which health club to join?

If you know the answer without having to read on, then you are among the very few who understand advertising. The bottom line is that most health clubs have the same kinds of equipment, same group exercise classes, same cardio machines, same locker rooms and so on. So, if everything is equal in this scenario, what is the difference?

The answer is 'the people who own and run the gym'. Whether it's the health club business or any other, it all starts at the top. At the top of Starbucks are Howard Shultz and his staff, at Apple it's Steve Jobs and his staff, at Nike it's Phil Knight and his staff. Every successful company has a great captain at the helm and a competent crew to run a tight ship. If not, the boat crashes or sinks and all is lost.

Strength Training

helping you maximise performance and minimise risk



Your 3rd chart is included with this copy of Club Network

Distributed to EVERY Network member, this awesome resource is designed to help you, and your members, maximise performance and minimise risk during strength training.

To find out more about the Perfect Practice™ training system and how you can use this wall chart to its fullest potential, e-mail perfectpractice@fitnessnetwork.com.au

And remember - rolled versions are available from the Network office if you want one for framing!

E-mail us today to find out more!

Another innovative member resource from



Nobody wants to board a sinking ship. So your customers need to know who you have on board before they sail off with you. Their checklist will undoubtedly include your brand, reputation, likeability, customer service and trust.

The customer wants to know who you are. They want to know if you really care about them and whether you will still care after you take their money. Are you the best in your category? They want to know if you understand their needs and wants. They want to believe you. They want to like you. They want to feel good with you and to trust you. Trust is one of the most important issues; after all, it is their health they are putting into your hands. How will you treat that trust? Will you let them down like so many other companies have done, or will you be the answer that they are looking for? The consuming public can be rather jaded and sceptical; tired of empty promises, they want someone to believe in them even if they don't yet believe in themselves to make a physical difference.

Now look at your ad. Is any of this trust in there? Is it in your competition's ad? The answer is probably no. Since the beginning of advertising fitness facility workouts, all ads have had a tendency to look the same. You could switch club names on each ad and it would make no difference, which helps explain why fitness facilities seldom win any advertising awards.

Think about all the great ads for other products and services that have made you smile, laugh or cry. Do your ads have that kind of impact? When you look at your ad, would it really inspire *you* to join? Is it an extension of you and the company, or could it just as easily be advertising a rival facility? Did you start out with the thought of producing an advertisement with an emotional connection or did you produce it with no other thought than, 'Well, I have to advertise, this will do'?

A company's character shows through its advertising. It also shows when you visit them. Over the years I have visited countless fitness facilities, in many cases simply to experience the sales process. Many of these employed the hard sell, and frankly I felt lucky to get out alive. As I was leaving one club a man boarded the elevator holding a gym bag and towel. I asked him if he was a member of the gym I had just visited, to which he replied in the affirmative with absolutely no trace of enthusiasm. I asked him if he liked it and his solemn reply was, 'A gym is a gym.' It was apparent that his facility wasn't really making a difference in his life.

Then I thought of all of those fitness industry statistics that say up to 42 per cent of new members quit in their first month. Seventy per cent of members stop going to their club in the first three months. The reason for this? No inspiration, no results, no emotional connection.

A gym is a gym? For that individual, and millions like him, it is. He will soon be a statistic. He will quit working out all together or he will be looking for another facility. So, how do you get a guy like that into your club and hold onto him? Let him know you're different. And how do you do that? By emotionally connecting with him and showing him that he can trust you. Reveal your different customer service through your different advertising. As Apple says in its ads; 'Think Different'. ♦



Derek Barton

Derek is a much sought after public speaker on advertising, public relations, branding and customer service. As the former senior vice-president of marketing for Gold's Gym International, he was responsible for helping build Gold's Gym into one of the most respected and recognised brands in the fitness industry. Derek now runs his own successful consulting and entertainment production company.