

MEMBERSHIP GENERATION CAMPAIGN

An extension of the Club Solutions Network is the Club Solutions Membership Generation Campaign, which provides you with everything you need to generate new members or renew existing ones!

Using the Club Solutions Network providers, Australian Fitness Network gives you access to an entire membership generation campaign twice per year. In September 2006 and March 2007 your Club Network membership will give you access to a comprehensive and complete membership generation campaign, which might look something like this:

1. You receive a discount off the normal wholesale price when you buy a minimum of 100 pairs of shoes, backpacks or fitness accessory packages to use as incentives to attract new and/or renew members. As part of this purchase you'll receive complimentary Reebok polo shirts to use as staff uniforms.
2. Active Management then supply you with an entire print marketing campaign that promotes the fact your new members will each receive a pair of Reebok shoes, backpacks or fitness accessory packages with their membership. This is available for just \$300.
3. Impact Training Corporation or the National Sales Academy will then run a training seminar teaching your sales staff how to successfully sell this promotion to your local community. This is available for just \$1,200.
4. Ezypay can then sign up every new member who opts to pay for their membership via direct debit.



Remember, all these new benefits are on top of your existing Club Network membership package, which includes:

- Instantly useable resources via your online gymbag. These resources include inspirational posters, bookmarks, postcards, fit tips, exercise photos, fitness puzzles, exercise posters, monthly calendars, media releases, member waiver and more!
- Unrestricted access to our fully featured, interactive web site, including the capacity to post unlimited employment advertisements.
- Annual subscription to *Club Network* publication (four issues) - now in full colour!
- Annual subscription to *Network* magazine (four issues).
- Club Network certificate.

Note: Industry suppliers interested in joining the Club Solutions Network should contact analee.matthews@fitnessnetwork.com.au for application information.