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Fitness Pro Conventions



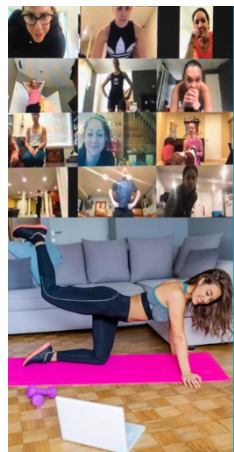
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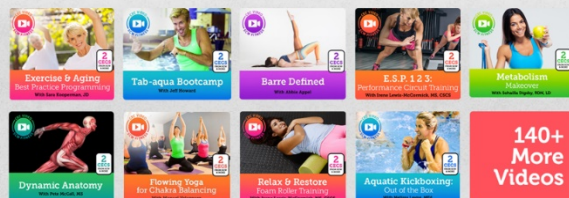
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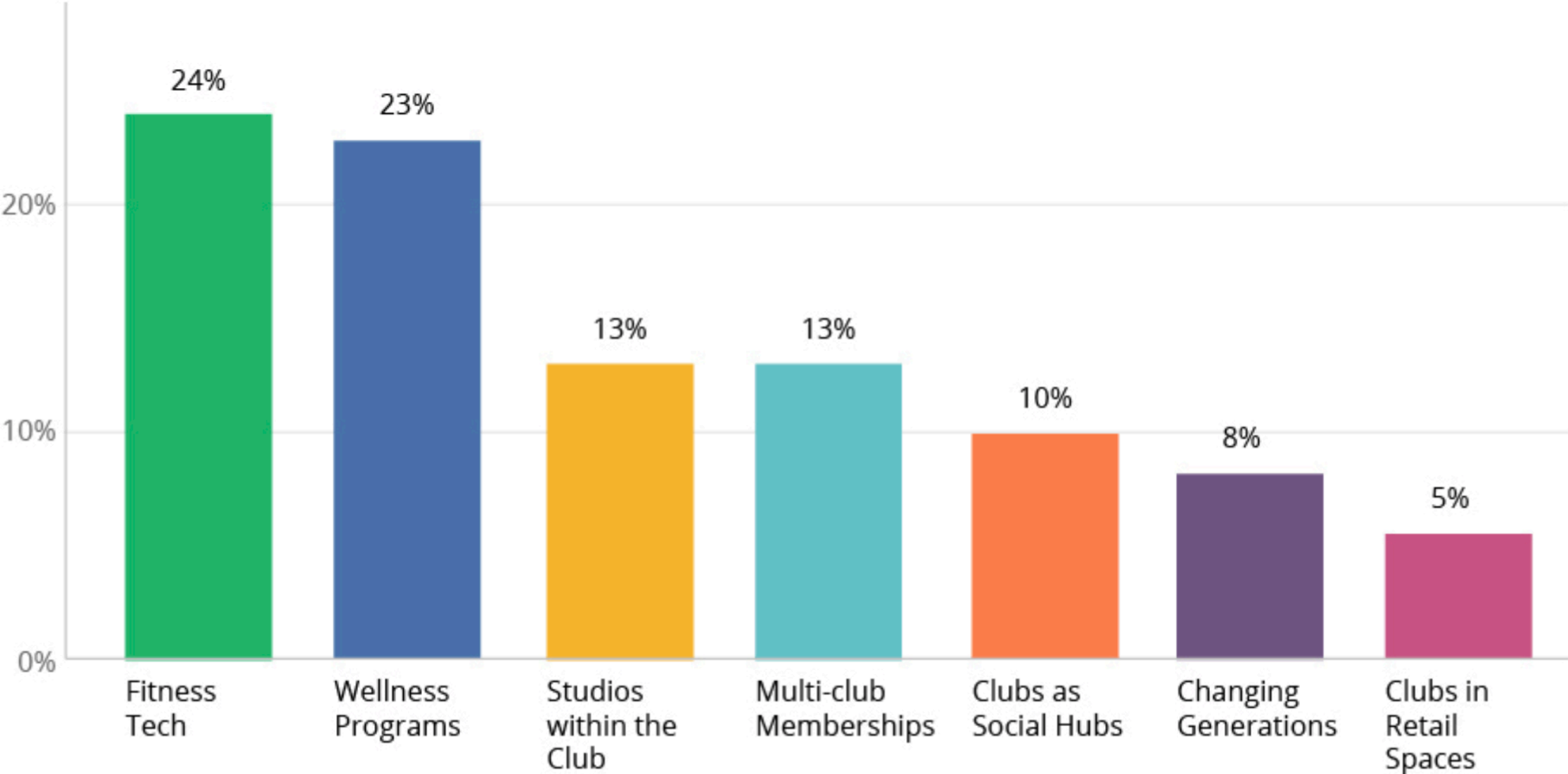
# HYBRID SMALL GROUP TRAINING: LIVE & ONLINE

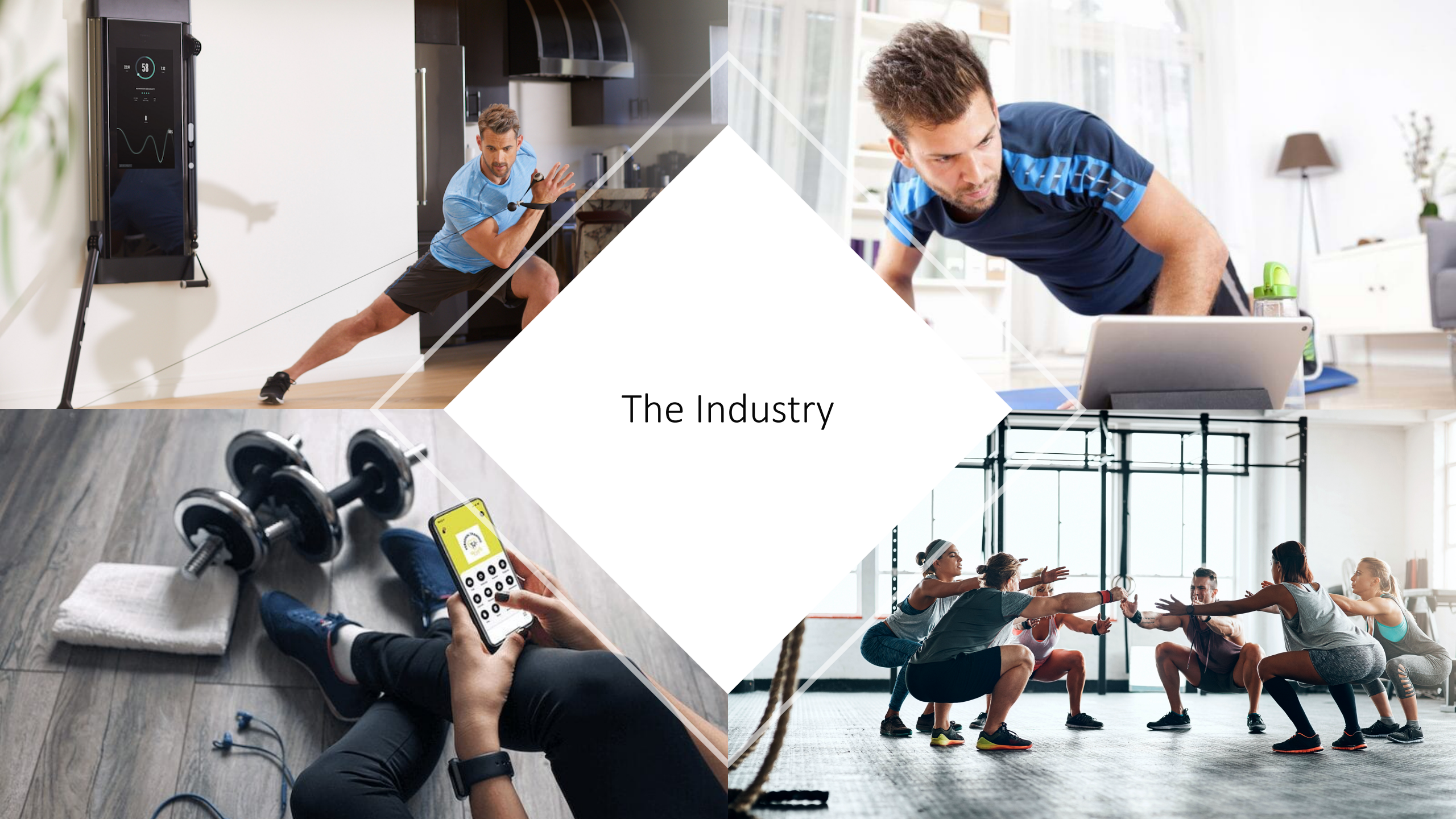
- Sheldon McBee, MS
- Universal Athletic Club
- SCW Livestream MANIA



**\$94 BILLION**

# What was the top fitness industry trend of 2019?





The Industry

The state of the world has further segmented our target market and current customers

I'm in!

Not Sure...

No way!



# Small Group Training



- Nearly twice the number of consumers do Small Group Training vs Personal Training
- Sense of community and belonging
- Lower consumer cost
- Build around a brand
- Higher potential coach pay

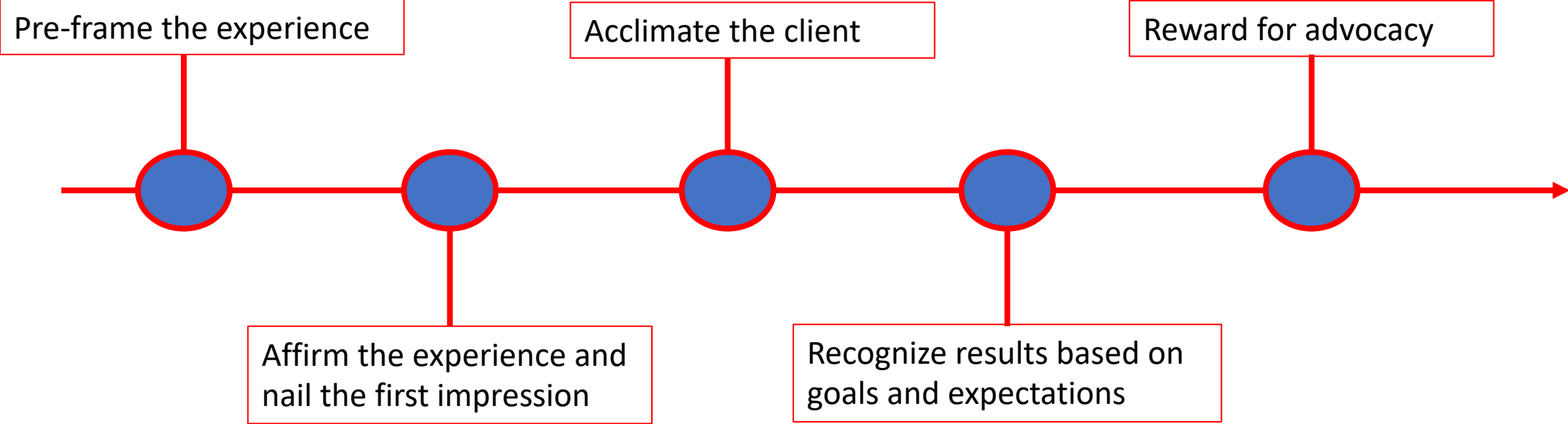
# Hybrid Small Group Training



- Rebrand your business
- Reengage lost clients
- Attract new client base
- Expand social community
- Increase income
- Provide convenient and affordable solutions
- Retention tool



# Client Experience



Offering

Programming

Equipment

Model

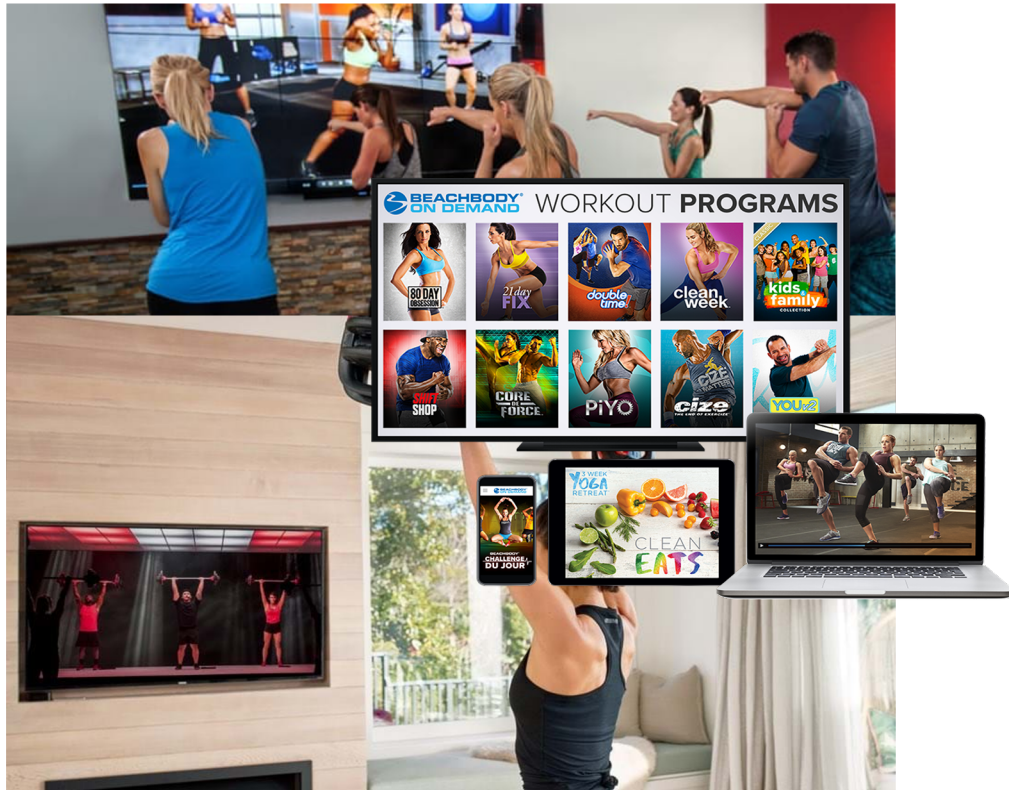
# OFFERING

## What are you putting in market?

- ✓ Current Clients Retention
- ✓ New Client Acquisition
- ✓ Focus on in-house or virtual experience
- ✓ Target market
- ✓ Defined Experience



# OFFERING



**How do you stand out?**

- On Demand
- Livestream
- Big brands

# 2 Things to Consider

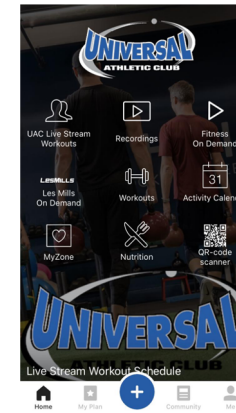
Niche

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H2H



# OFFERING



Look Better



Feel Better



Move Better

# PROGRAMMING



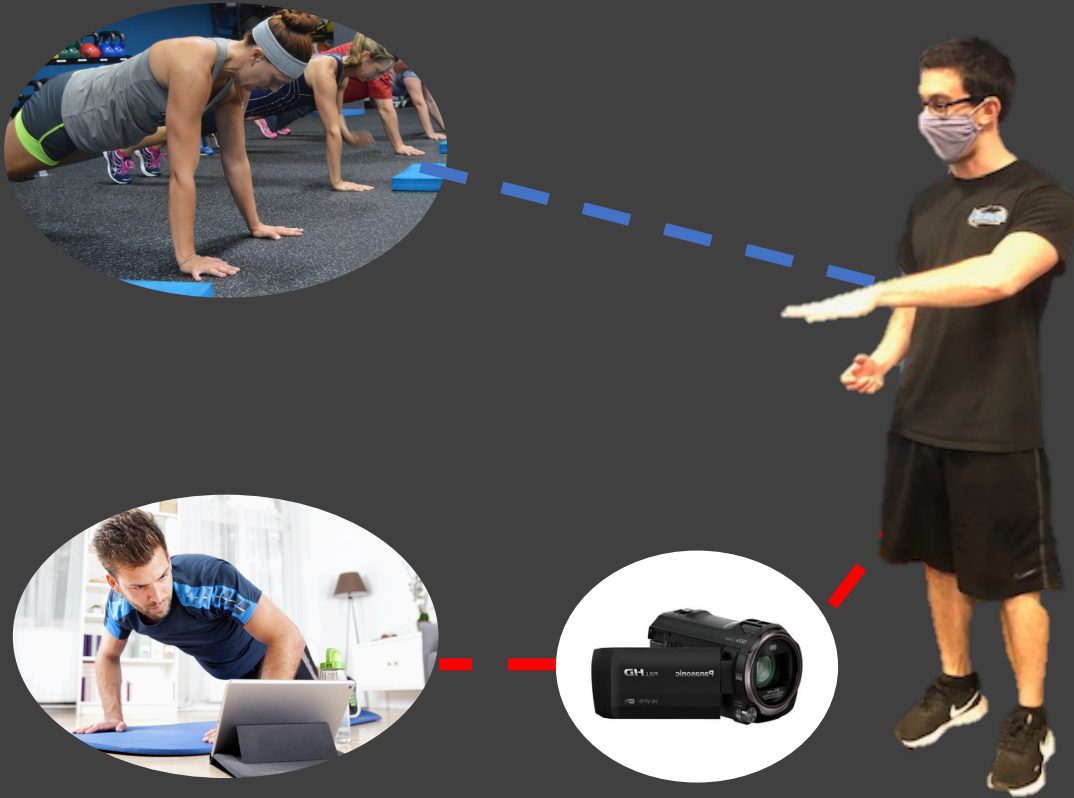


# PROGRAMMING

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Modality and Expected Results

# Programming



- Engage both groups
- Low complexity
- Strategize equipment
- Display/Preview workout
- Training Progressions
- Position the camera
- Use Bluetooth earbuds or similar



# PROGRAMMING CUEING

- MOVEMENT CLARITY
- LESS IS MORE
- BALANCE LIVE & VIRTUAL ATTENTION
- ATTENTIONAL FOCUS





# EQUIPMENT

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Frictionless



# EQUIPMENT

- Provide equipment solutions
- Commit programming to equipment needs
- Design a model for cost of equipment



# EQUIPMENT

- Dedicated Space
- Mobile Device set up
- Set Up for using music
- Performance metrics
- Always practice, test, and feedback

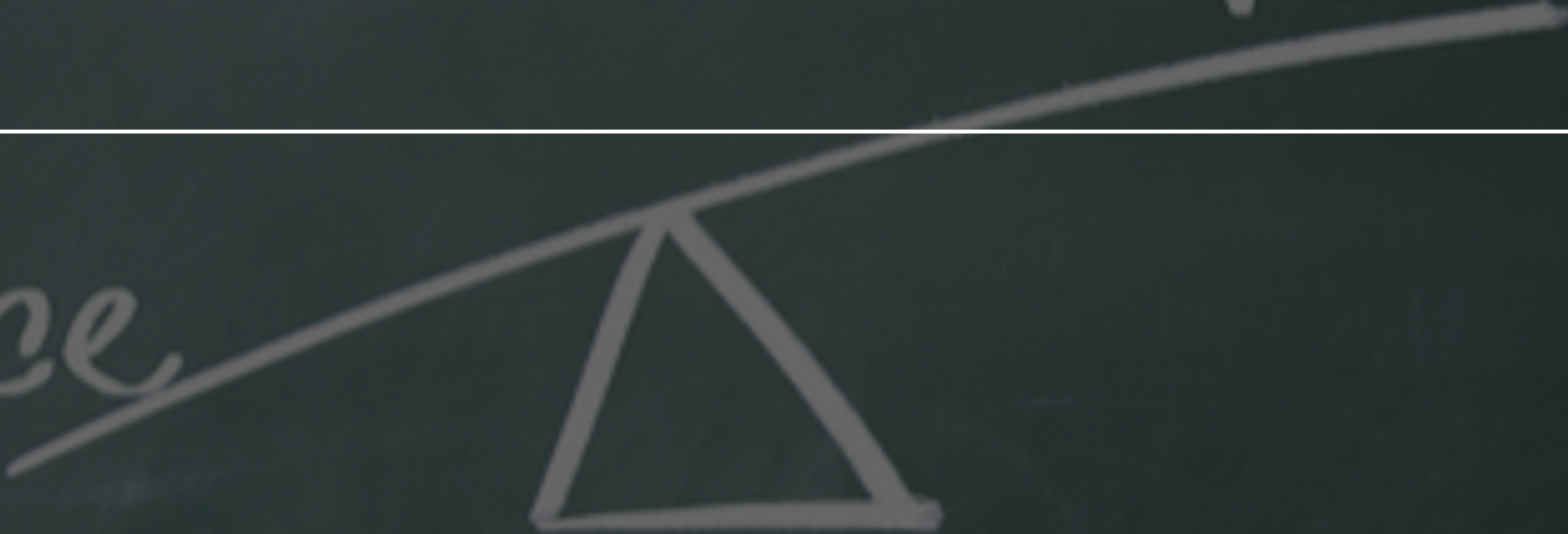




Model

Value

Price



# Model

## Define Client Journey

- Cost of acquisition
- Initial Assessment
- Client Integration
- Sessions vs coaching
- Community Design
- Client Relationship Management



# Model

## Recommended Model

- Low Barrier Entry
- High End Course
- Mid Level Subscription



# HYBRID SMALL GROUP TRAINING: LIVE & ONLINE

- Sheldon McBee, MS
- [sheldonm@universalathleticclub.com](mailto:sheldonm@universalathleticclub.com)
  
- SCW Livestream MANIA
- August 21, 2020