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## Small Group Success

Dane Robinson-BS, NASM-CPT, PES

*An object at rest stays at rest. An object in motion stays in motion.*

*-Sir Isaac Newton*

### **Delivering a W.O.W workout experience**

- What are the emotions you want your attendees to feel?
- What aspects of your experience are you going to over deliver on?
- How can spark word of mouth?

### **The Anatomy of a Small Group Training Session**

- Welcome & Demo
- The Dynamic Warm-Up
- The Workout
- Grand Finale Finisher
- Cool Down

### **Your Small Group Training Menu**

- Signature Session: Total Body Strength & Cardio
- Cardio Conditioning: Bodyweight and Endurance
- Core Conditioning: Core Stabilization, Strength, & Sculpt
- Strength Development: Hypertrophy Training

### **Package, Price, and Sell**

- Delivery:
  - In Person
  - Online (Zoom)
- Pricing Strategy
  - A la carte
  - Package
  - Recurring

### **Execute Your Small Group Training Success!**