

# success pack

December 2008

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## New Clubs Open

- |                   |                    |
|-------------------|--------------------|
| Huxley, IA        | Winnipeg, Manitoba |
| Plainfield, IN    | (Ness Ave)         |
| Oak Hills, CA     | Pinckney, MI       |
| Southport, IN     | Parrish, FL        |
| Huntersville, NC  | Des Moines, IA     |
| Agawam, MA        | (Beaverdale)       |
| Tarzana, CA       | Palm City, FL      |
| Slidell, LA       | Bullard, TX        |
| Alexandria, VA    | Fort Wayne, IN     |
| Chino Hills, CA   | Stevensville, MI   |
| Garland, TX       | Largo, FL          |
| Ocean Springs, MS | Las Vegas, NV      |
| Hillsdale, MI     | Hudson Falls, NY   |
| Peru, IN          | Opelousas, LA      |



# Make Your BEST Year Yet

No doubt, your wish for the coming year is to add more members to your clubs and to keep your existing members as happy as possible. In January, we'll be shouting from every rooftop, "Anytime Fitness has opened its 1,000th club! Find out why more than 600,000 members have joined the #1 co-ed fitness chain in the universe." Being the first to 1,000 should draw attention – and new members – to all Anytime Fitness clubs. On a corporate level, we'll do everything we can to maximize the public relations opportunities associated with this historic event.

You can help by using the marketing tools we've created for you. We have a great product that meets the needs of our customers: convenient and affordable fitness options in friendly and safe clubs which feature the finest equipment and staff on the planet. Everybody wants to improve his or her own health and the quality of their lives. We can help people do that better than anybody else can. So, let's get started. The New Year is just around the corner. People everywhere will be making resolutions to get fit. Make sure that, when people in your community think about fitness, they automatically think Anytime Fitness. Take a look at the marketing tips/tools below and use them to help make 2009 your best year ever.

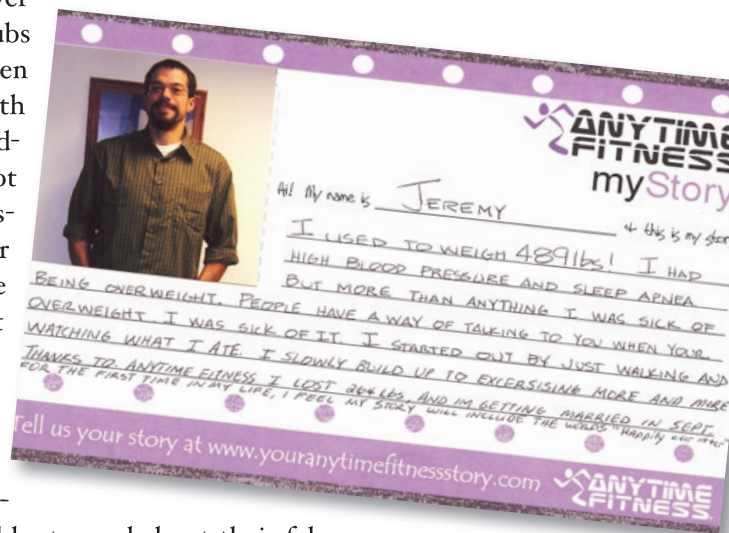
## *New Presale Record Set*

Congratulations to Debra Casados and her team who set a new Anytime Fitness all-time record for presales when they opened their club in Livermore, CA with 663 members (all agreements 12 months or longer) last month. Look for the secrets to Debra's success in a future issue of the Success Pack.



# "My Story" Cards are the Talk of the Town

For a few years now, several Anytime Fitness clubs in Wisconsin have been using "My Story" cards with great success. Every individual has a story to tell – not just people who have transformed their lives. Ask your members to hand-write a few paragraphs about themselves on a "My Story" card, take their pictures, and then post the cards on a wall inside your club.



You'll be amazed at how eager and curious people will be to read about their fellow club members. It will create a sense of community in your club and members will want to share their own stories – especially if they've had success re-shaping their bodies. The cards will also help you get to know your members better and, with permission, you will be able to use the best stories for marketing purposes. Share the stories with a local newspaper reporter and encourage him/her to write a monthly article about members in your community who are altering their lives for the better. If need be, invest some marketing dollars and use the "My Story" cards as the centerpiece of a newspaper ad. When people in your community see that their neighbors – ordinary people – have had success, then they'll believe they can do it, too, and they'll be more likely to join your club. "My Story" cards will soon be available to order through our Phase program and HPI Marketing. In the meantime, you can always design your own.

## New Member Success Story DVDs Available Very Soon

Those of you who saw our new Member Success Story videos at the conference know how powerful those sorts of stories can be. (If you haven't seen them yet, go to the Membership Information page of our website and click on the videos.) Now, imagine how effective those videos could be as a tool to convince local business leaders to partner with your club. Individuals who watch the videos often respond by wiping away tears and then immediately asking, "Where do I sign? I'd like to transform my life, too." Master copies of the Member Success Stories will be available to order on DVDs through the Phase Program and HPI Marketing by December 1st. They will have a special menu screen that will allow you to select one story at a time, or play all four stories in a continuous loop. Our "Multi-Purpose DVD" – which includes an "All About Anytime Fitness" video, the 2007 Member Success Stories, and a special feature about corporate partnerships and employee wellness programs – is also available through the Phase Program.

Sometimes the most effective way to explain to newcomers why Anytime Fitness clubs are so special isn't to tell them about us. It's to show them.

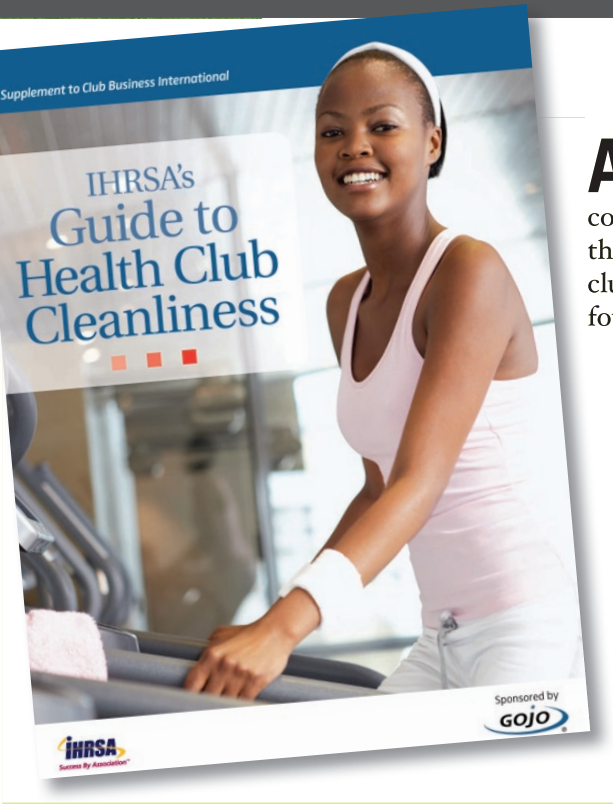
## Gift Cards Make Perfect Stocking Stuffers

What's an easy way to make your existing members happy and to simultaneously recruit prospective new members to visit your club? Set up a display and encourage your new members to buy Anytime Fitness gift cards for their friends, family, neighbors and co-workers. The cards are the perfect stocking stuffer and they're a great way to get people to visit your club to see what you have to offer. The cards can be ordered "A la carte" through our marketing packages on the dashboard and you can buy them for pennies apiece (\$35 for a pack of 100 cards), which makes them very cost-effective marketing tools. Look for them under "promotional cards."



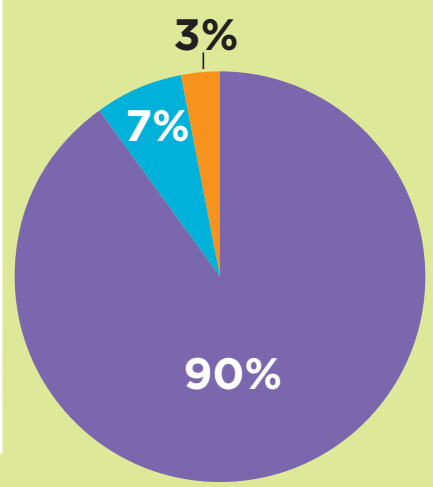
# Dress Up for the Holidays

If you really want to take advantage of the upcoming selling season, then you have to find a way to attract a crowd. Here are a couple of ideas. Rent (or buy) a Captain Running Man suit and go to where all the people are during the holiday shopping season – the mall. First, make sure you get permission to be in the mall, and then hand out free trial passes by the hundreds. If you're absolutely convinced you don't look good in purple, then rent a pair of Flexi-Flags that shout "One Week Sale" and place them in front of your club sometime in January or February. For more information about these and other attention-grabbing marketing tools, go to our preferred vendor's website: <http://www.cuttingedgecreations.com/anytimefitness/rentorbuy.html>



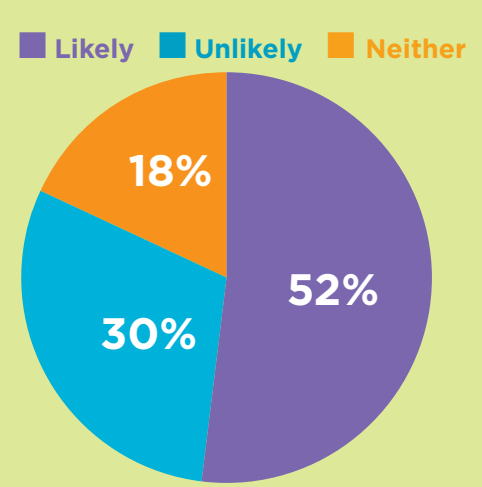
## Want Members to Renew? Keep it Clean.

A recent consumer study conducted by IHRSA/GOJO Industries indicates that extreme cleanliness improves a club's member retention rate. Nine out of ten consumers who perceive their health club to be extremely clean are likely to renew their membership compared to only five out of ten consumers who perceive their club to be unclean. Maintaining an exceptionally clean club can help a club retain four out of ten additional members a year.



**A club perceived to be extremely clean increases a member's likelihood to renew.**

"How likely are you to renew your current health club or gym membership?"



**A club perceived to be unclean decreases a member's likelihood to renew.**

"How likely are you to renew your current health club or gym membership?"

A copy of the report is available to IHRSA members for \$9.95 at this link: <http://www.cart-ihrsa.com/SearchResults.asp?Search=clean&Search.x=10&Search.y=12>

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# Louie Anderson to Pitch for Anytime Fitness

**B**eginning in January, nationally-known comedian Louie Anderson will begin appearing in radio and television commercials for Anytime Fitness. The commercials will be test-marketed in Wisconsin and Minnesota. If they prove to be effective, in terms of selling memberships and creating brand awareness, then they likely will air in other markets as well. Why Louie Anderson? Well, he's a well-known star who has repeatedly been invited to appear on network television shows like The Tonight Show with Jay Leno. He's also struggled with his weight his entire life – until recently. In the past several months, Louie has lost 80 pounds and he's now committed to living a healthier lifestyle and spreading the message about the importance of exercise. He frequently works out at Anytime Fitness clubs and he has pledged to sing our praises at every opportunity. We're excited about this non-traditional celebrity endorsement and we're eager to maximize the public relations and media opportunities.



## European Bodybuilder Champ Joins Anytime Fitness

**M**aryna Lebedzeva, a two-time winner of the European Fitness Championships (2001 and 2003), is the newest member at the Anytime Fitness club in Hollywood, FL. Lebedzeva, 47, is the current "National Champion of Belarus in Fitness & Bodybuilding," a title she first earned in 1999. As part of her membership agreement, Lebedzeva will be appearing in advertising and promotional material for the Hollywood club.

## Members Thank Cadillac, Findlay and Kyle Clubs

**I** started last February training for my first triathlon in April. After running in that triathlon, I was hooked! I also completed two 5ks, a 10k, 15k, and the triathlon in Cadillac on Labor Day – and recently just finished my last race of the season with one more half marathon. I was able to take about 13 minutes off of my first half marathon time! It sure was a busy summer! I will continue to train through the winter for next summer's events! Thanks to Anytime Fitness for always having a clean and inviting environment for all of us!

*Krisann Eisenga (Cadillac, MI)*

Jack and Cathy Williams do a great job here in Findlay. Everybody loves it, great family environment it always seems busy and the staff is fabulous. Best decision I have ever made to join Anytime Fitness. A lot of my friends have also decided to join.

*Daniel Nigh (Findlay, OH)*

I wanted to let someone know ya'll are doing a great job! I am a new member to Anytime Fitness, I am 37 years old and this is my first gym membership ever. I love that the Kyle fitness center is always so clean & everyone is friendly. Two weeks ago I signed up for 10 sessions with a personal trainer mostly because I have NO knowledge of the gym or proper exercise. I ended up with Nick as my trainer and I must say he is the best! He pushes me when he knows I can do more, he seems to have the same goals in mind for me that I have for myself and I really feel he wants to see me reach those goals. And let's face it he ain't hard to look at either. :) Thanks for a great gym and a really great staff!

*Annette Woodward (Kyle, TX)*



## Anytime Fitness and a Whopper Jr.

This recent blog posting caught our eye:

We are currently members of Bally's Fitness but haven't been happy with them for many reasons:

- 1 Two 13" TVs for 85 pieces of cardio equipment.
- 2 One TV plays FOX News and the other plays ESPN. Awesome. Nothing like Nancy Grace to get your blood pumping. Ironically, it works.
- 3 Their hours suck – Vinny and I are late people. We stay up late, we sleep late, we go to the gym late. Closing at 4pm on weekends is not cool. At all.
- 4 Our facility is kinda gross. Dark, dingy. Basically the last place on Earth I want to go when you add sweat to the equation.

Our Bally's contract is set to expire in February, but I talked the husband into stopping by our local Anytime fitness to check their rates. We were pleasantly surprised. The staff was amazing – not pushy at all but full of information. We wheeled and dealed and now are proud members of a gym that has a TV on every single piece of cardio equipment, is clean and bright, and is accessible 24/7. Not to mention it's about 1/4 mile from our house!

Then we stopped for Burger King on the way home.



Thief Hits Every Business Except an Anytime Fitness Club

# Safety Matters

Nothing else really matters if members don't feel safe in your club. That's why what happened in Humble, TX last weekend is an important lesson for us all. Club owner Robert Mireles sent this email message to our corporate offices:

### SUBJECT: A Note About Safety

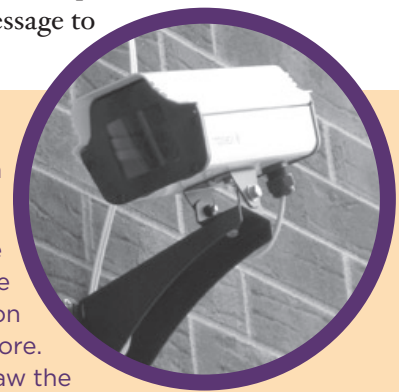
I got a call on Sunday that made me take a deep sigh and say, "Thank god I have those cameras!"

Late Saturday night around 3am, a gentlemen broke into EVERY store in our shopping center and stole the cash registers... except for ours. We caught him on camera going down the strip and scoping out each store. When he came to ours, he peeked in the windows, saw the cameras, and quickly moved on. He proceeded to break the large glass windows on each store, walked in and took the register drawers from all the other stores. Our outside cameras caught his actions and the police are now using the tapes to pursue the thief.

I can't say what a relief it was when I got a call from the property manager on Sunday afternoon to let me know what happened and that our store was not affected. I'm SO glad we have the security systems in place, not just for our member's protection, but for ours as well!

The lesson here is obvious. Make sure that all of your surveillance cameras are working properly and mounted in a fashion so that would-be intruders will see them. A prominent sign stating, "Surveillance cameras monitor this property 24 hours a day" is another a good idea.

This is also a good time to make sure that all of your emergency response phones, panic buttons and personal security devices are in working order and prominently displayed. Regularly, we hear stories at fitness clubs all around the country about medical emergencies. Lives are being saved because the proper systems are in place. If a member at your club had a medical emergency, would s/he be able to call for help quickly? How much time do you spend on safety and security issues during new member orientations? Be proactive. Don't wish you had done something differently when it's too late.





## Teri Kratz on KARE-11 News

**C**ongratulations to 2007 member success story winner Teri Kratz who was recently invited to appear on KARE-11 News (NBC affiliate) in Minneapolis. Teri was featured in the station's "Fit and Fabulous" segment and talked about the role Anytime Fitness played in helping her transform her own life. Within the first 30 seconds of her live interview, Teri gave credit to club owner Colleen Braun (Springfield, MN), the 2007 Anytime Fitness Honorary Club Operator of the Year. During the remainder of her five-minute interview, Teri talked about the importance of joining a health club that meets your busy schedule (Teri is a mother of 4, a Sunday School teacher and now works at Colleen's club as a manager and personal trainer) and she encouraged others to check out Anytime Fitness.



# Seven-Minute Success Story

Allen Little (Villa Rica, GA) explains how his club made the most of a short meeting with local business leaders.

*Last night, our local business association held its annual end-of-the-year banquet and our manager, Christy Hall, was presented the 2008 Best Business Presentation Award. The award is voted on by our peers -- over 80 companies actively involved in the local business community.*

*How did it happen? We were asked to speak to the association and share what we stood for and what made us different from other facilities in town. We were given only 7 minutes to get our message across to the group. We took full advantage of what we were given. Christy's presentation was filled with the confidence and knowledge of a professional in the field of fitness and customer service. Food, fun and education were all part of the show. We arranged for a local diner to donate a healthy meal for each attendee. Anytime Fitness Balloons decorated the meeting hall, and a one-month VIP membership and Anytime Fitness logo items were given away as door prizes.*



**Christy Hall, Allen Little and Amy Harvison**

*While our video played in the background, our 2008 Tanner Medical Weight Loss Challenge Book was passed around to show others what our facility had been doing over the last 6 months with the local medical community. This book is a hard cover, professionally bound and loaded with some of the 6000 pictures that were taken by two local professional photographers we bartered with over the last 6 months. A modified version of the power point presentation from the franchise was used and was a huge hit. Some of the modifications included Member testimonials from our facility as well as references to our associations with other local businesses that were in the room. In addition to these items, some nutrition education was also covered. This was done in a very simple but effective way and really got everyone's attention. Small containers of fat (Crisco), salt and sugar were passed around the room -- the equivalent amounts of the contents of fast food value meals.*

*Christy took full advantage of the 7 minutes and made a big impression on some otherwise uninterested people. Since giving this presentation, we have had numerous association members and their friends and family -- and the City Commissioner -- join our facility.*

*A request to speak 7 minutes was taken full advantage of and our facility has seen more positive feedback from community from this than any form of advertisement we have ever done. Our local businesses and members of our local government are now referring people to our facility.*

*Allen Little, Villa Rica, GA*



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### Success Pack Photos

We'd love to have photos of your club for future *Success Packs*. Be creative, think outside the box and send them in! We look forward to seeing you in upcoming issues!