

Deciding on the Right Club for You

First of all thank you so much for taking the time out of your busy schedule to visit our facility and consider us in your health and fitness decision. We can fully appreciate that this may not be the easiest decision to make and that you want to make sure that you have covered all your bases before committing your time and money to any organization. I think we both can agree that commitment to a long term health and wellness program is in your best interest to ensure your long term success. This is why I'm so pleased that you are taking the time to listen to this audio presentation to make sure you have all the information and tools to help you in the decision making process

No matter what facility you decide to enroll in, it's important that you get started sooner than later. This is as close as you've come to getting started on a program and you must take full advantage of your current motivation. You will be amazed at how much easier it will be to motivate yourself after 4 – 6 weeks on a regular exercise program. The most important thing is to be entirely honest with yourself. Continue to ask yourself what is the main obstacle from preventing you from achieving your goals. I have a feeling that is has very little to do with facilities or equipment. In fact I'm positive that any health club in your area will have more than enough equipment to get you results. Secondly if it was only about information or workout programs I'm sure that you could find an endless supply in books and fitness magazines at your local store or on the internet. In 98% of the cases it always boils down to a need for expertise and motivation.

Ensure that a fitness organization is not just attempting to sell you a membership – a monthly membership fee that simply gives you access to space and usage of the equipment and facilities. Providing one or two introductory training sessions or a generic workout program will not be enough to give you the confidence and ability to get to your goals. Don't fall for a fancy sales presentation that promises the world. We all know that you get what you pay for. Insist that your Membership Representative shows you some type of service package on top of the membership access fee, which guarantees in writing, that they will be following up with you, assessing you and educating you throughout your membership term. Make certain that the staff is certified by a reputable organization like Can Fit Pro or the Certified Personal Trainers Network, ACE, NASM and always remember that these fitness professionals have spent a life time learning how to properly train and design programs, and that they are always updating their information and improving their programs. You need to tap into that knowledge and understand that exercise workouts have to be changed frequently to avoid hitting plateaus and that these programs have to be individualized, specializing on your unique needs and capabilities. I'm sure you don't walk into your Doctor's office and then he hands you a prescription without giving you a proper diagnosis. If you're not assessing you're just guessing and I'm sure you don't have the time or the patience to train incorrectly, not achieve results, lose

motivation ending up in your worst place than you are right now. That will surely lead to losing trust and confidence in fitness clubs. I'm sure if you're like me price isn't your only concern in the decision and you're interested in investing in something that will produce results and really works.

We hope that when you toured our facility that our Membership Coordinator made every attempt to understand your specific needs and wants and spent a good deal of time listening to your concerns and questions. A good membership tour should be about you, not a preaching session by a club staff person to convince you of their skills and abilities. If your club representative spends the majority of time speaking and listing off a whole bunch of features and programs without trying to understand what you need and are really interested in, you're most likely in the wrong place. Features are only important in so far as they are going to provide a direct benefit to you. I'm a firm believer in the fact that people don't care how much you know until they know how much you care. If you're Membership Representative is not listening with intent to understand and does not try to determine whether the club and staff are the right fit for you, it's time to get up and keep searching.

Any club that you visit should be willing to provide you with a complimentary guest pass so that you can experience the environment for yourself. In fact, a good Membership Rep will make themselves available to acquaint you with the staff and facilities when you come in for that guest workout. If they are not willing to earn your business and work with you from the start, I think that's a good indicator of how willing they'll be to help you after they get your money. On that note, take notice of your initial interactions with club staff during your tour and visit. Did the front desk staff greet you warmly and make you feel welcomed and at ease? Was everything explained thoroughly from the start so that there was clear level of comfort in a new environment? The way you're treated on any given day is usually a good indicator of the level of service on any other day. Remember that the club is only as good as the people working in it and they will be the biggest part of your membership experience.

Thanks for taking the time to listen to this and please don't hesitate to contact our club or your Membership Rep if you have any further questions or concerns. Good luck in making the right decision to achieving real results for life.

For all your fitness business needs contact us by phone or email at

www.profitnessprogram.com

416-252-5700

