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OCT 09

QUARTERLY MARKETING CAMPAIGN

OCT 09 Campaign – YOUR BEST MEDICINE

Get ready for your October launches with the newest campaign, Your Best Medicine. This campaign reaches out and speaks to everyone that is caught-up in this fast paced, time-crunched, pressure-cooker world we live in. This world can leave people with headaches, chest pain, back pain, high blood pressure, stomach problems, insomnia, anxiety, irritability, anger and/or depression. Handling a stressful world and the demands of everyday life can be overwhelming.



The exciting news is that BTS programs can be your member's and guest's best medicine! This campaign features a powerful medical quote that sheds light on how exercise is an effective treatment. It instructs your members to do it for themselves!

BTS QUARTERLY MARKETING PLAN

The Quarterly Marketing Plan, designed to maximize your marketing efforts, is ready for download. This plan outlines how to run the campaign and gives a 4 to 6 week action plan to create an exciting event that drives participation and sells memberships.

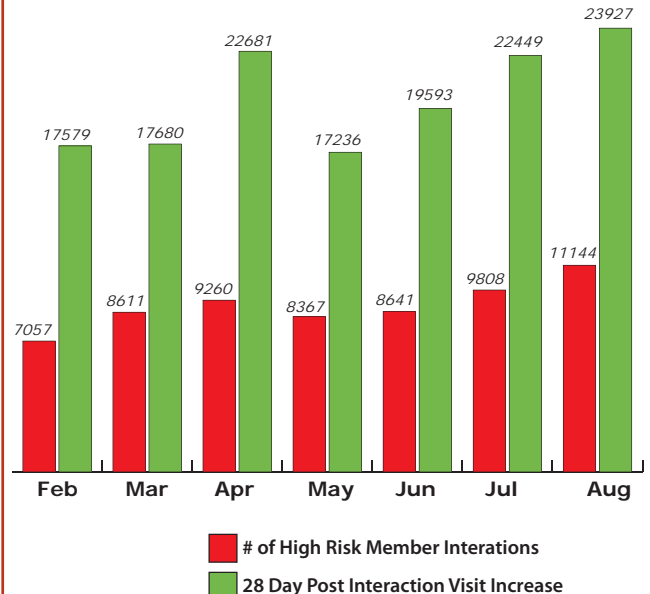


RETENTION

Getting High Risk Members to Visit More Often!

How to improve retention? The answer is simple. Find the members that are at highest risk of cancelling their memberships and interact with them when they are in the club. They will visit more often. The problem? Finding the members that are at highest risk. Our newest product introduction, The Retention People's software, identifies these members and allows you to deploy your resources to ensure they visit more often, stay longer and pay longer.

John Miller's team at Courthouse Athletic Clubs, 5 locations in Salem, OR, has been running TRP since December 2008. The results have been mind blowing! See the graph below for the **Proof Not Promises!** The red bar represents the number of interactions his team has had with High Risk Members and the green bar represents the number of increased visits these High Risk members had 28 days after their interaction.



Quarterly Marketing Campaign cont...

RESOURCES ON BTS eSOURCE

In addition to the campaign creative and the OCT 09 Program Video Trailers, a Best Medicine Prescription card has been created for your sales team to utilize to channel prospects into each program.



MORE RESOURCES WITH SKB

Adding to the marketing resources BTS supplies, Susan K. Bailey Advertising has created many more to maximize sales and participation. The Your Best Medicine campaign is supported with eBlasts, direct mailers, door hangers and inserts.



BTS CAMPAIGN WEBCAST

We ran a FREE 60 minute webcast in late September discussing the OCT 09 campaign and what can be done to maximize participation, market more effectively, build a stronger web presence and create an effective sales system. We plan to conduct these each quarter to further assist you. Look for the next BTS Quarterly Marketing & Sales webcast in December.

PROGRAMMING

OCT 09 RELEASE!

The BTS Program Development Team has delivered another knockout line-up of releases for OCT 09! Supported with the Your Best Medicine campaign, this is your opportunity to create excitement, increase participation and sell memberships.

Once again, a tremendous *THANK YOU* to the 128 clubs and 101 instructors that were involved in the testing phase of our Program Development System for the OCT 09 release. Having our customers involved in the creation of the product is what makes it better and better. Also, a huge thanks to just over 1000 instructors and managers that completed the quarterly surveys and those that submitted music suggestions on Name That Tune on our website as this is such valuable information for our team. Keep it coming!

HERE IS WHAT THEY RAVED ABOUT IN OCT 09 TESTING!



"Members were very successful with this one. Liked the simplicity of the cardio and said they were able to work at higher levels. Strength was challenging and fun musically. The members all gave this one a double thumbs up!"



"Loved the thread of Vinyasa throughout the release. Loved the teaching opportunity to approach the scoop from standing position and from supine. Beautiful music, excellent programming...once again you have outdone yourselves!"

RETENTION SOFTWARE cont...

If you want to find your High Risk members and learn how to increase their visits so they stay longer and pay longer, we invite you to contact us at 800.729.7837, ext 230, for a personal webcast to experience this cutting edge solution!

EDUCATION & EVENTS

OCT 09 EDUCATION

The BTS Education Team has created seven Program Teaching Targets and a general session for the instructors to improve program delivery.

These Education Teaching Targets are specific to the Program Releases and cover such topics as learning the Benefits of Lateral Movement in Active and Step, Coaching Salutations in Centergy, Coaching Fitness in Groove, learning the 1-2 Punch in Kick, learning a new exercise, the Single Arm Bent Over Row, and the benefits of Eccentric Training in Power, and bike set-up in Ride.

For the general education session, what's the 411? Participants want to know, so instructors must learn how to give them the important track information in a timely and effective fashion. Instructors will learn strategies for *Getting to the Point – Track Names and Objectives*.

BTS has a tremendous value for instructors - CECs included at no charge with their Quarterly Education Sessions. Instructors simply need to visit the BTS Instructor eSource to take an exam and get CECs!

BTS MANAGEMENT SEMINAR

– Atlanta, GA November 6th

All new for 2009 is the BTS Management Seminar. Strategies to sell, service and keep more members are covered in detail. You'll learn how to build a strong Group Fitness program, which is essential to servicing the most members the best way possible and how you can utilize Group Fitness to be a very powerful referral and sales system. In addition, you'll be able to view our newest retention solution, The Retention People Software!

BTS PROGRAM INTENSIVES – On the Road!

Let's Move from Good to Great! These Program Intensives focus on the Teaching Essentials to take your teaching experience from Good to Great! Each workshop is loaded with theory and practice to help you pack your classes.

PROGRAMMING cont...



"Favorite release to date. The music is current, but can still appeal to a broad audience. I love, love the new format! It's much easier to feel success immediately, and therefore, gives the members a better workout from the very first time they take the class."



"Fantastic! This is one of my favorite releases right out of the gates. Every track seemed to flow very nicely to the next. There was just enough 'new' to keep them excited but balanced out with tough easy pieces. The members totally ate it up and loved the workout it provided."



"The music is absolutely the standout quality!" and, "Great mix of music, easy flow of class, great new moves and new tempos. Further solidifies the brand as dynamic, alive, progressive, innovative and unique product!"



"The OCT 09 release provides a great physical challenge. Riders loved the hard work with options to go easy if needed. The release hits the nail on the head for all types of riders!"



"Loved the simplicity of the release...definitely will be a go-to release. Great song choices." And "Participants were screaming and making noises all the way through!"

JUL 09 SURVEY RESULTS!

We want to thank the 1,195 people that completed our JUL 09 Quarterly Surveys. This represents the most survey respondents we have received yet! We know it takes time to complete these surveys so we want you to know that we read every comment, look at all scores and slice and dice everything possible to continually improve our products, programs and service for you.

Since music drives the experience, listed below are the top three songs for each program voted on by you! These songs received the most 10s (i.e., Jump That Rock was scored a 10 by 55% of the respondents):



Jump That Rock 55%
Thunderstruck 43%
If I Were a Boy 41%



In the Ayer 57%
Shake Your Bon Bon 57%
Chasing Cars 56%



O Fortuna 47%
So What 36%
Take a Bow 30%



The Man That Can't Be Moved 50%
I Need to Know 47%
Viva La Vida 42%



Smells Like Teen Spirit 52%
Go, Speed Racer, Go 50%
Kung Fu Fighting 45%



Breathe 60%
Another Way to Die 48%
100 Years 46%



Swing 72%
When I Grow Up 61%
Circus 61%

EDUCATION & EVENTS cont...

NEXT STOP ON THE NFBA TOUR

– Kansas City, Oct 21-22 & Atlanta, Nov 18-19

BTS has proudly been associated with Thom Plummer and the NFBA for many years. We have been chosen as the exclusive Group Fitness provider based on our quality of product and service. We strongly encourage you to attend this two-day event since it is loaded with great information. You can register by contacting NFBA's Jillian at 800.726.3506.

NEW PRODUCTS

GROUP FITNESS MANAGEMENT SOFTWARE

– Maximize Participation and Minimize Costs!

Coming in late 2009 is your simple solution to measure, track and assess performance of each class, each program, each instructor and your overall group fitness department! In addition, create schedules easily and see your GF budget as you build your schedule. Stay tuned for updates and upcoming webcasts to learn more!

SHINELOCAL

– Search Engine Optimization

Are you finding newspaper, radio and Yellow Pages less effective? Do you need a better solution? Well, go to Google; enter in "health clubs in (your city's name)." Now look at the "Local business results for health clubs near..." Next to the map, there will be up to 10 health clubs listed. If you are not in the A, B or C position, then you need ShineLocal Search Engine Optimization. This is a new cutting edge marketing tool to maximize your presence on the web and channel targeted leads directly to your club. It's highly effective and trackable – a measurable ROI! We are in the final phases of development and testing and will conduct webcasts soon so you can learn more. Stay tuned!

RECRUITMENT

The process of recruitment is crucial to the long-term success of your group fitness program. You are always looking for “diamonds in the rough” to join your team. Consider some of the great sporting teams of the world, the Yankees, the Lakers or Manchester United. Each of these long-time great teams are always looking to add great players to bring specific talents to keep them at the top of their league.

As Good to Great author Jim Collins states, “People are not your greatest asset, the RIGHT people are your greatest asset.” Recruitment then is about finding the right people.

A tremendously valuable resource to help you build a fantastic team to pack the room is your BTS Recruitment Manual. It can be downloaded from the BTS Management eSource ([click here to download](#)).

This manual is packed with ideas, suggestions and 7 Steps to Recruitment. Listed are the steps and the areas that are covered in detail:

1. **Be Specific About What You Want** – do you want exclusivity, to grow your own, team members from other departments, a diverse team
2. **Decide Where You Will Recruit** – current members, going after a specific skill set outside of the club, current staff
3. **Advertise** – make it professional
4. **Conduct Face-to-Face and Movement Interview** – choosing the right person is critical, be slow to hire
5. **Train** – send them to a BTS program training
6. **Conduct Follow-up Training** – the buddy system, training nights, 8-week trainee outline
7. **Compensate and Reward** – reward the behavior you want; exclusivity, diversity, class numbers, subbing and availability

Not all instructors are born. Many are made. By giving them the tools, BTS programs, the training and the support, it is possible to grow your own authentic instructors. Use your BTS Recruitment Manual and your BTS Coach to create a fantastic team!

you are an **athlete** a go getter, a team player, an inspiration.
you set the pace, lead the pack, and always finish strong.

you can get more people moving every time, everywhere.
start changing lives now... become a group fitness instructor.

You, yes you. You have thought it many times before. "I could do that. I could be that person leading the pack." Here is your opportunity to step up and assume the role. Become a Group Fitness Instructor and become a part of a team of leaders and role models. Become a warrior in the battle against sedentary lifestyles and make a positive contribution to the life of each individual in your class. We make it easy by providing you with the tools, training and support to become a great instructor. All that is missing is you. You bring the attitude and we will provide the rest!

For more information contact: