

bts

LET'S MOVE!

FALL 07
RESOURCES

FALL 07 QUARTERLY RESOURCES

Kick-off autumn with your Fall-07 resources! You've got everything here to get more people participating, from current members to new members.

Each of our seven programs offers fantastic music and exciting programming to motivate your instructor team and participants. Striking campaigns have been designed to create awareness in and out of the club.

These campaigns are extremely vivid in color and show a multitude of participants having the time of their life. A real Exercise Experience! In addition to the posters you receive for internal marketing, each program quarterly campaign is available on your Management eSource to download and utilize in your other marketing efforts.

As always, we really want to thank the many group fitness directors and instructors who participated in the Fall 07 development process. Their testing and feedback are invaluable in creating the highest quality programs. Their involvement, plus the Instructor Quarterly Surveys and song suggestions through Name That Tune! on our website, just continues to make each program better and better.

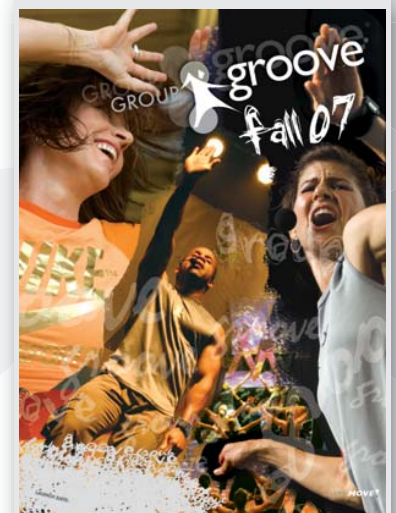
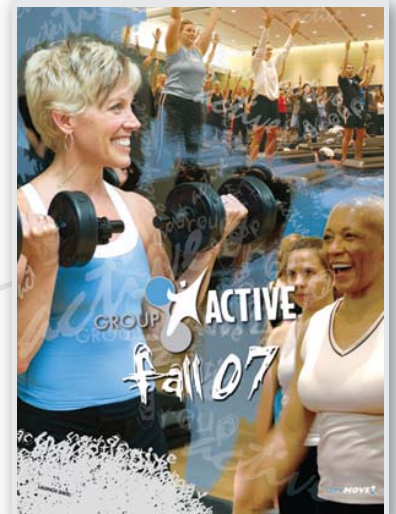
The Fall 07 education, Program Notes User Guide, goes behind the scenes of Program Notes design and overviews some of the changes that have been made. It also includes information on music landmarks and the new approach to writing and breaking down movements. This is an important informative session for group fitness directors and instructors. Make sure your team visits the Instructor eSource on our website to take their exams to receive CECs. There is no additional cost for this service as it is included in their releases.

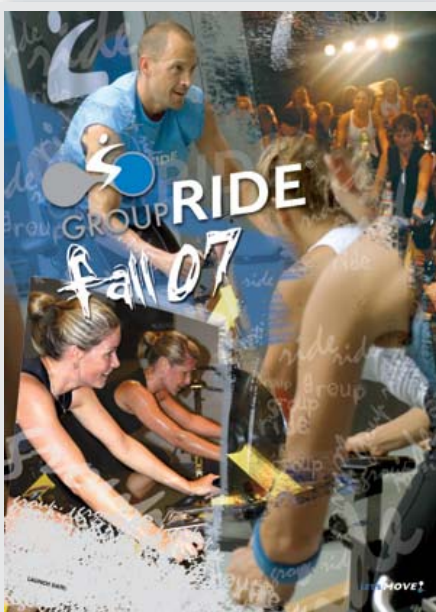
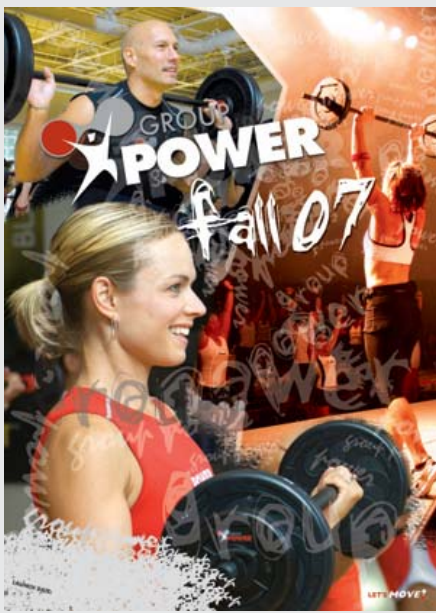
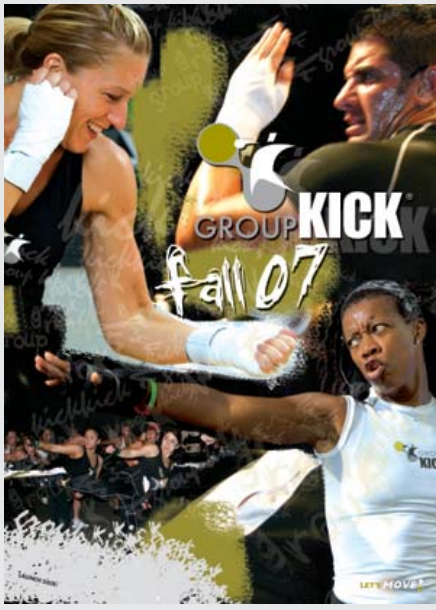
GET THE MOST OUT OF YOUR QUARTERLY LAUNCHES

From Jason West of North Columbus Athletic Club, BTS Platinum Elite

"I've attached a pretty crazy report of July 2006 Group Fitness Attendance versus July 2007. The funny thing is that when looking at July 2004 and July 2005 they had pretty much the same attendance. We launched Group Groove in January 2006 and that was the first time we tried a theme party for a launch and it was a huge success. We started to theme our launches in July 2006 and have pretty much done so every 3 months. We just had a "Stomp the Yard" theme party in June for Group Step, which was another success. We only spent \$519.00, but gave away over \$5,000.00 in prizes (a gas grill, lawn service for 3 months, water hoses, golf clubs, etc.). We gave away anything related to the "YARD." We sold 14 memberships that day (over \$8,000 in membership sales) and did over \$4,000 in Pro-shop sales. We currently have a "Pedal Off the Pounds" Group Ride-a-thon planned in October to raise money for the Girls and Boys Club and a "Kung Fu Fighting" 70's party planned for Group Kick. In just 12 months of running theme parties in conjunction with BTS Quarterly Launches, our group participation percentage increased from 34% in July 2006 to 48% in July 2007. And 48% is the highest % we have ever had and it was in JULY not in January!"

The moral of the story – use your programs, use your resources and use your BTS Coach! We'll help you sell memberships, service more members and keep them coming back. Your coach can be reached at 800.729.7837 BTS Coaches are there to help you maximize your launches and bring on additional BTS programs.





MANAGEMENT SEMINAR COMING TO BOSTON & ATLANTA

The Business of BTS Management Seminar is ALL-NEW for 2007, focusing on three key components for you to compete and thrive!

1. How to take on the low-price competitor
2. How to attract the deconditioned market
3. How to improve retention



You'll discover how to maximize your space and compete by servicing more members through Group Fitness. The topics covered will MOVE your business forward by increasing memberships, referrals and retention – bottom line, you become more PROFITABLE!

BOSTON Oct. 12 **ATLANTA** Nov. 15

You'll get the most from this seminar if your entire management team attends! For more information or to register visit bodytrainingsystems.com or contact your BTS Coach at **800.729.7837**.

GET READY TO MOVE AT THE BTS SUMMIT ATLANTA NOVEMBER 15-17

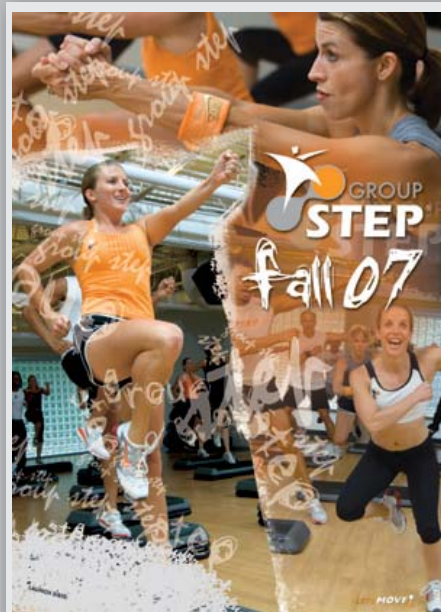
The BTS Summit Atlanta is going to be the biggest and the best Summit yet! So save these dates as registration will open soon. Take advantage of the Summit by bringing as many of your management and instructor team as possible. For many, this is their best team-building experience of the year!

For management, we have our Business of BTS Management Seminar on Thursday and three exciting roundtables of hot management topics on Friday. These new roundtable formats will involve some of the best BTS clubs doing some of the best stuff.

These roundtables are very useful and effective, as you'll learn first-hand what others are doing to be great. Each roundtable will cover three different topics;

- 1.) What it takes to be the best Group Fitness Director
- 2.) Building the best team
- 3.) Marketing and sales.

For instructors there will be All-New Program Intensives on Thursday and Friday. Then Saturday's BTS Super will preview all the programs for the Winter 08 release. Of course, we'll have the BTS Bash on Saturday night to relax and connect.



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