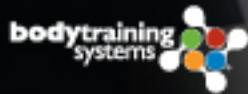


# BTS WEEKLY GROUP FITNESS TIPS



## Did You Know.....

**AN INCREASE IN GROUP FITNESS PARTICIPATION TO TOTAL CLUB VISITS WILL INDICATE HIGHER PROFITS IN THE FUTURE.**

BTS has worked with hundreds of clubs who have experienced increased profits as group fitness usage increases. We recommend tracking this important number on a monthly basis (total monthly group fitness visits divided by total monthly club visits). As this number exceeds 30%, more dramatic profit increases are realized.

Why do profits increase?

1. Retention is higher with group fitness members than with equipment members ("IHRSA's Guide to Membership Retention - 2004").
2. Great group fitness encourages members to bring friends.
3. Reduced equipment usage means decreased purchases of new equipment and decreased maintenance expenses.
4. Great group fitness enables you to service more members in less space.
5. The cost to service a member should be less than \$1 per visit with the proper group fitness programs.

BTS has helped over 1,400 clubs in the U.S. and Canada increase their group fitness participation. With over 30 years experience in all facets of club operations, the 70 person BTS team has specialized in group fitness since 1989.

**TO ANSWER SPECIFIC QUESTIONS ABOUT YOUR CLUB, WE INVITE YOU TO:**

1. Attend a free Business of BTS Seminar. For schedules, locations and registration visit [www.bodytrainingsystems.com](http://www.bodytrainingsystems.com).
2. Call one of our **BTS Coaches** at **800-729-7837** Kristin x255, Lydia x278, Natalie x335

LET'S MOVE!