The Fit Body Boot Camp “Wow” Factor
What you will learn:
- how to help create the infamous Fit Body Boot Camp culture
- how to do your part to retain clients
- how to make boot camp ‘more’ than just a boot camp
The A.P.E. Energy Principle

Deliver the ultimate boot camp experience with these 3 Core Components:

A – Appreciation:
- Appreciation is the #1 Human Desire
- Know and call each person by name at least once a day
- You may be the ONLY ONE that shows appreciation to a camper that day

P – Passion:
- Passion is contagious
- You aren’t teaching a ‘class’ you’re living your dream every day
- Your passion is evident with workouts that are never the same

E – Energy:
- Eye Contact – connect with your campers
- Your voice – enthusiastic
- Body Language – posture – be on your toes
How to be the best trainer:

When you appreciate clients
Treat them the way you’d like to be treated
Help them get results with second to none service

Win – Win:
- Campers get a fantastic experience
- You have a fulfilling experience as a trainer
You MUST have a RESULTS driven boot camp with workouts that are:

- Fast paced and fun
- Different every day
- Based on the latest research
‘Can’t Go Wrong’ Workouts:

- Keeps everyone moving, NO standing around
- Timed sets versus counting reps
- Offer modifications/ways to intensify for all exercises
- 30-40 min of intensity (60 min)
‘Personal training’ in a group setting...

The ‘secret sauce’ starts with:

- Knowing everyone’s name
- Being familiar with individual’s limitations
- Providing modifications AND ways to intensify
No Ordinary Boot Camp
Build a Community

You’re not teaching a boot camp, you’re building a community.

Make your boot camp the ‘Cheers’ of fitness choices.

Be a connector to clients.

HOW?
FBBC Cultural Magic

- Owners will provide a variety of ways to create their own Fit Body Boot Camp culture
- You’ll be asked to participate and support this in a variety of ways.

- Following are some examples:
‘Where Everyone Knows Your Name...’

Create a sense of belonging in camp:

- Greet clients by name
- Introduce new clients to others
- Pair up a new client with someone
- Say hello and good bye to clients daily
- Owners follow up with texts and emails
- Create costume and themed-based workout days
- HAVE FUN!
Create a sense of belonging outside of boot camp:

- Connect clients outside of camp (eg. Carpoools)
- Facebook (for FUN not selling)
- Be a sponsor of a local charity event
- Do fund raisers together
  - Eg. Annual Lil Black Dress Fundraiser
- Organize and compete in group competitions
  - Spartan Event, mud runs (don’t focus on marathon events)
- Open House/Wine and Cheese type events
- Network with other biz owners for cross promotions
- Weekend getaways
Ways YOU can create community DAILY:

1. Arrive EARLY
2. Prepare Equipment
3. Appearance – be professional
4. Set the Energy
5. Create a welcoming Atmosphere
6. Start ON-TIME
7. Make connections
8. Know your campers (NAMES!)
9. Follow-up after camp
10. Have fun, it’s contagious
Keep everyone in the game:

- Accountability to training is what separates FBBC from other programs
- Expect to be involved with follow up with clients to ensure they’re coming to camp
- This MAY involve texting, emailing or calling them
- Ask clients when they’ll be returning after each session
- If they’re injured…
FBBC Can Even Train the ‘Injured’

- Ensure doctor clearance to train AROUND an injury.
- The focus is on fitness maintenance and proper eating.
- **Modify exercises and provide alternatives.**
- For example, if a client has a shoulder issue, provide moderate lower body and core exercises.
The FBBC WoW Factor comes from:

- Genuine concern for clients
- Putting yourself in the client’s shoes
- Sincere appreciation for their participation in camp
- Walking the walk by living a healthy lifestyle yourself