PLANNING YOUR RE-OPENING?

HERE ARE SIX CONSIDERATIONS:

1. SOCIAL DISTANCING
2. POSITIVE MESSAGING
3. DIGITAL CONTENT LEGACY
4. EDUCATION
5. RE-EVALUATION
6. PLANS FOR THE FUTURE
HOW WILL SOCIAL DISTANCING AFFECT FACILITIES ONCE THEY ARE BACK OPEN?

• Messaging will most likely be determined by local/state governments
• Be prepared if members can only use every other piece of equipment
• Equipment rotation is important especially if members are only using every other piece of equipment
• Consider the type of signage or message will you provide
• Craft welcome back messaging for your members and staff
  • Use social media
  • Console attract screens
  • Facility posters/flyers
CREATE A SENSE OF CALM AND ASSURANCE THROUGH POSITIVE MESSAGING

• Use this time to remind members to wipe down equipment
• Reinforce your cleaning regimen
• Consider this down time as an opportunity to re-arrange or modify your layout
• Promote the new layout and generate excitement for when members come back in the facility
USE THE NEW DIGITAL CONTENT REVOLUTION TO YOUR ADVANTAGE

• There are now people that are using “at home” digital workouts to start their fitness journey

• Ask Yourself:
  • How can you use digital content to stay connected with your members?
  • Could this supplement your offerings as you prepare to open back up?
  • How can you use digital content to help them continue their fitness journey and get to the next step?
EDUCATE & INFORM

- As you ramp back up some staff will be coming back and some might be new
- Think about providing refresher education on equipment, programming and procedures
- Educate members
- Most consoles have the ability to display messaging, use this effectively (social distancing, cleaning reminders, limit usage to get EVERYONE working out)
HOW HAS THIS “INTERRUPTION” MADE YOU THINK ABOUT YOUR BUSINESS?

- Are you thinking about HOW you can hit refresh on the business?
- Does this include staffing levels, inventory levels, cleaning schedules?
- Most suppliers have recommended products to clean equipment – use them as a resource
- Is it time for equipment rotations?
PLAN FOR THE FUTURE

There are 356,000 fitness instructors in the US, most of whom are now on Facebook, Instagram and YouTube creating content.

Is this a good time to think about how you bring the best people into the business when you open?

They are ALL auditioning right now!
THANK YOU!

Please Reach Out To Your Life Fitness Representative Today With Questions.

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