

A-LASTING-FITNESS

“STAY IN MOTION, AIM FOR INFINITY”

“Andreas is a multilevel certified Personal Trainer and Fitness Coach with over 15 years of training experience. After graduating from the National Personal Training Institute in 2006, he got certified by the NSCA, AFAA. Andreas is also a NEKA certified kettlebell instructor and is recognized as one of the top kettlebell instructors in the area. His diverse training style includes suspension training, sandbags and sports and conditioning specific training as well as an array of unique training modalities. Andreas specializes in strength, endurance, functional fitness, and self confidence. His training methods incorporate exceptional attention to proper form and detail.”

Interview Questions for Meeting / Collaborative Notes:

1. Purpose/Main Focus:
 - a. Tell me about your time in the fitness industry and what made you want to start your own new gym (what motivates you)
 - i. School, working at anytime fitness: head trainer, opened own studio, 18 years in the industry
 - ii. Reason: always loved the gym and worked out, unhappy with the amount of people in gyms, not an understanding of machines, danger, not paying attention to clients or correcting exercise, offered advice and pointers on form, wanting to make this a career and help people
 - iii. Wanting to help change peoples lives, not just for training workout, to help with stress, confidence and relationships, a break at the end of the day, changing people's day, becoming better versions of themselves
 - iv. Look at the link to the video
 - b. What are your values? What's at the heart of your brand?
 - i. Experience and community
 - ii. Community of like minded people who are there for a purpose
 - iii. Having people enjoy the experience
 - c. If your gym were a person, what sort of personality would it have?
 - i. A strong, healthy environment
 - ii. Welcoming of everybody
 - iii. Physical therapy sent to gym to continue after PT
 - iv. Balanced and versatile
 - v. Link
 - vi. Hopeful, inspiring, coach, getting people to feeling better

- d. What services/ amenities are you wanting to highlight as the key features of your facility?
 - i. Weights, kettlebells, functional
 - ii. Want to promote strength training, progression, working up difficulty, seeing how people move
 - iii. Strength training specialist, people are scared of free weights
 - iv. People should know how to safely strength train
 - v. Safe effective progressive strength training
- e. What are the colors you see on an ad for your gym? (pick 3) What's the tone of the language in your branding? Are you looking for something modern or more traditional? Bright or more muted?
 - i. Important to create and implement the same color scheme, typography, style, vibe across all social media posts, advertising, etc.
- f. Who is your target audience/who are you looking to reach? (age, Location, fitness level) Who is your ideal customer?
 - i. Between 25 and 65, some kids, some outliers
 - ii. People that need help, need to get in shape, need to feel better
 - iii. Overall quality of life improvements, living healthy lives, out of shape people is the target
 - iv. Personal coaching experience, paying for quality coaching experience, not just a number *
 - v. Truly personal trainers
- g. What are some local elements that can tie your community into the gym?
 - i. The community and culture where you are establishing your gym can sometimes provide inspiration for how you want to build your gym's brand
 - ii. EX: Jake wanted to create a positive change after seeing how the pandemic affected his community's mental health. His mission was to fuse physical fitness and mental health to provide his members with unconditional support. So along with their gym membership services, they offer men's and women's groups to facilitate support and community.
 - iii. EX: using the fact that the town is a tourist town to cater to travel gym goers
 - 1. 10% brookfield clients
 - 2. 60 percent bethel
- h. What do you think the competitive advantage of your gym will be (how do you think you can stand out from the competition)

- i. Strength training, personal training, one on ones individualized, catering each workout to individuals, alternative plans, catering to physical ability
 - ii. One on ones, maximal, 50 % of revenue is one on ones
- 2. What is the goal of A-Lasting-Fitness in the next five years?
 - a. Need to grow groups- emphasize group classes -attendance
 - b. Want to offer different services like kickboxing
 - c. Quality staff members
- 3. What are some main concerns you have about your facilities? Staff? Current outreach?
 - a. A lasting fitness is the name of the business, brand goes back 16 years.
Legal business name
 - b. Cater to people, making people feel safe about coming in
- 4. Are you interested in social media or traditional outreach (press releases, pitching to local media outlets)?
 - a. Social media focus
 - b. Focus on getting exposure
- 5. Are you doing any paid advertising? (Video / Radio/ Google/ Social Media) Which media outlets do you plan to use in the future to promote the gym? What's your planned budget for advertising?
 - a. Not at the moment
 - b. Logo and sign not done until march
 - c. April-media and press
 - d. Send files
- 6. Brand positioning: Who are your main competitors?
 - a. Warehouse gym (Forma Fitness) crossfit vibes
 - b. Club24 - planet fitness vibe
 - c. Iron Factory
 - d. Orange theory - biggest
- 7. Would it be most helpful to target potential customers or staff or both?
 - a. Both but customers first
 - b. Get people in the door

Resources:

- <https://99designs.com/blog/logo-branding/gym-branding/>
- <https://www.wordstream.com/blog/ws/2020/10/05/promote-instagram-account-free>
- <https://blog.myarsenalstrength.com/gym-design-five-questions>

Additional Notes:

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Things I can provide:

- Market research and analytics
- Social media (TikTok, Instagram, Facebook, X, LinkedIn)
 - Cross-promoting
 - Relationship building first
- Graphic design (website building, logos)
- Creating social media posts and keeping branding consistent
- Outreach to local outlets/community (communications liaison)