

# CITYFITNESS PERSONAL TRAINING GUIDE



The most affordable and comprehensive system  
for fitness professionals anywhere in the world

# + OUR PHILOSOPHY

The role of a fitness professional has progressed from being someone that simply shows others how to exercise into the most critical component in a new health care community. The resources need to support this elevated position therefore must change from the collection of independent experts offering opinions to an integrated system of education, business systems and tools proven to get results for you and your client.

The fitness profession is one of the fastest growing professions in the world. As preventative health care continues to be a leading focus around the world, more and more people look to successfully integrate fitness into their lifestyle. Fitness Professionals are becoming a critical component in a new health care paradigm. The training, education, tools and support systems required to become a successful Personal Trainer however have become fragmented and disconnected. There are thousands of independent fitness philosophies, educators business tools and systems available from multiple sources that often compete with and contradict each other. Each requires a significant investment and leaves the trainer with the job of determining how to fit it all together into one consistent and marketable program or product. Until now, no where in the world has there been a resource that puts all of the individual pieces together into one single and integrated package. Many other organizations will only teach you about the individual pieces involved in being a personal trainer. We provide you with a full integrated system of education, programming, and business tools required to actually become a successful one - all for just the cost of a single session per week.



# + OUR PHILOSOPHY

The traditional education of today's personal trainer simply focuses on increasing expertise of human movement and conditioning, and often ignores the aspects of facilitating behavior change necessary to put that knowledge to use. We believe that successful personal trainers must fundamentally be coaches skilled at facilitating change in others. Rather than simply making you smarter in areas of human conditioning, we make you better at facilitating positive change in others.

We know that the public's awareness of the need for health and fitness is at an all time high. We also know that consumers are not naive to the benefits of living a healthy lifestyle. We also know that most people still do not exercise due to psychological, emotional, and behavioral obstacles to change. The major obstacles to increased exercise, health, and wellness are psychological and revolve around the human experience of behavior change, not lack of knowledge, exercise selection or technique. Through this program, we will shift our focus as fitness professionals from simply being providers of information, resources, and expertise; to coaches that are skilled in understanding and overcoming the barriers that prevent the desired change from happening. While we strive to continue to increase the expertise in human movement and conditioning through our education programs, every aspect of our system has been provided as a tool to help facilitate the change in behavior necessary to allow that expertise to be put to use.



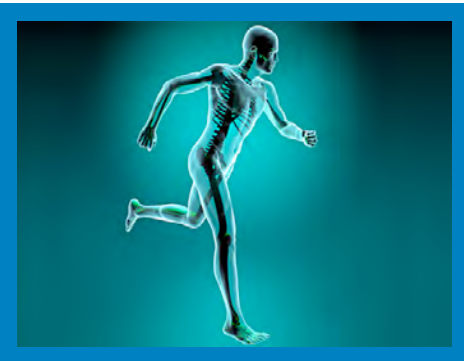


# THE COMPONENTS - EDUCATION

Through our educational programs trainers can acquire a full NZQA level IV qualification and continue to get trainers education including the psychology of coaching, human movement sciences, program design and business.



**Psychology of Behaviour Modification** - All of the education that a trainer receives is rooted in the psychology of behavior modification. The reality is that most people still do not exercise due to psychological, emotional, and behavioral obstacles to change. We therefore deliver all of the information, education and business tools in the context of how to use those resources to help change behavior. Each piece of the system is rooted in the basis of how each helps to facilitate positive behavior change in your clients



**Human Movement Sciences** - Along with the education provided in human psychology we explore in depth the principles of human movement and conditioning. Covering anatomy, physiology, cardiovascular and pulmonary systems, muscle adaptation and nutrition you will have an in depth understanding of how the body adapts to stress



**Program Design** - Combining the two modules above we will teach you the program design concepts required to get your clients results. Unlike other programs that simply create a program design model based on physical adaptation, we combine that knowledge with the understanding of human behavior to create a program design concept proven to get results.

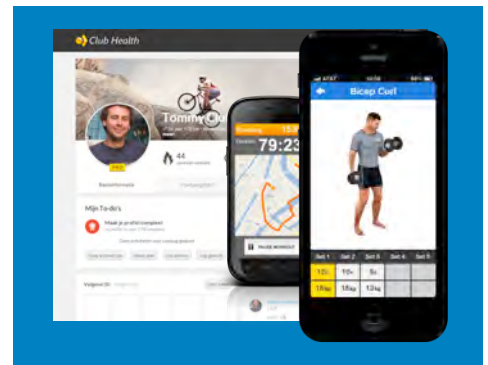


**Business** - We also provide the business training and education needed to successfully build and maintain a clientele. We will continue to explore human behavior as we review the sales and marketing strategies that are rooted in the psychology of decision-making processes and the best practices that increase client retention. We continue to teach the business strategy, budgeting, forecasting and accounting practices needed for success and provide you with the tools and templates to put into practice.

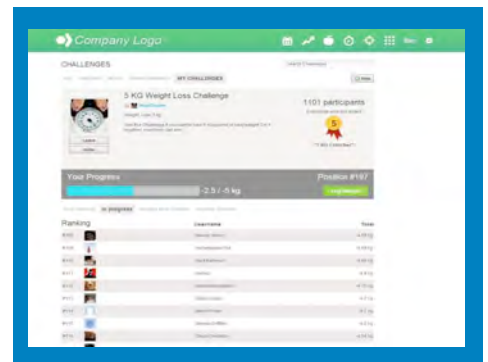
# + WEB PLATFORM / MOBILE APP

It is clear throughout the fitness industry that education alone is not enough to create success. That is why we provide you with the business tools to support that education. The tools provided not only help you sustain your business, they are critical to facilitating positive behavior change in your clients

As part of the franchise kit you will have your own dedicated web portal and mobile app that you can share with your clients. This gives you a vehicle for communicating with and motivating your clients when you are not with them. It provides more value to your service and creates increased revenue streams through our virtual coaching program.



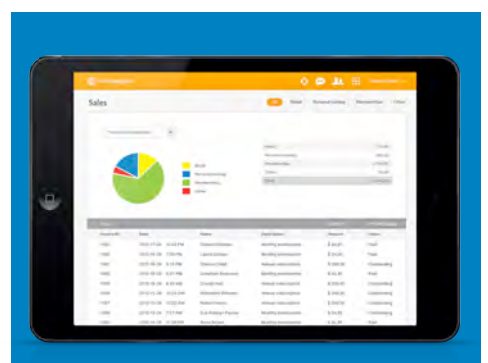
Socialization, challenges, and recognition are critical to incorporating new healthy habits into your life. That's why we incorporated social communities and fitness challenges into the app so that your clients can get connected with other clients like them who are all striving for the same results. Connect your clients within social communities, and/or to compete against each other in fitness challenges - the social network is needed for success.



Through the web portal and mobile app you can create customized training and nutrition plans for your clients. Everything is provided digitally removing the need for paper based programs. Clients can log their activity (in out of the gym), track their calories, join challenges and more.



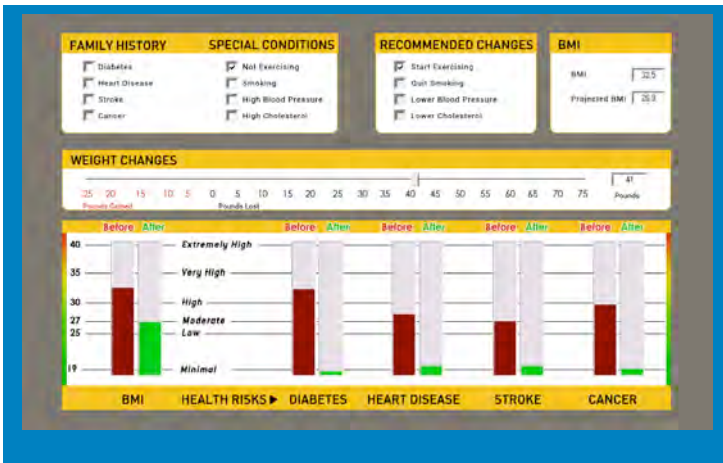
The web portal and mobile app also provides the resource to manage all your business related activities. Unlike other programs that simply tell you what needs to be done, we provide you with the tools to do it. Through the application you can manage all of your client scheduling, billing and communication. Move away from simply selling sessions and take advantage of our monthly memberships that include training sessions - allowing the system



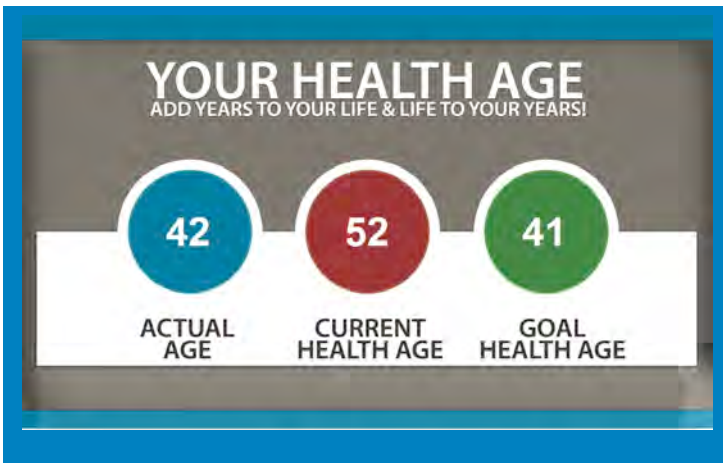


# ASSESSMENT SOFTWARE

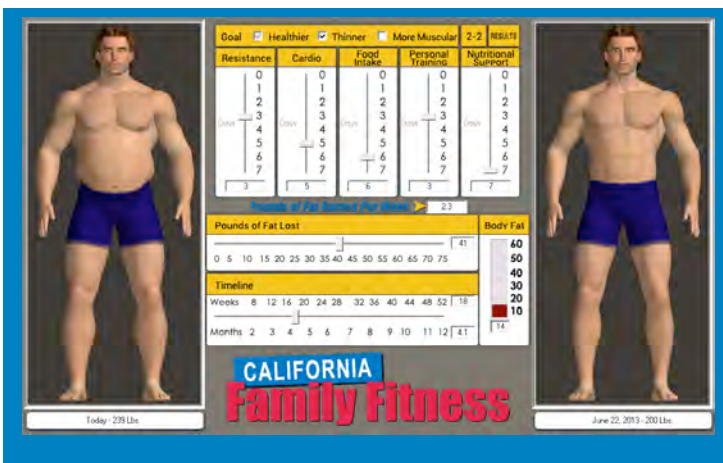
As part of your franchise kit you will receive access to our state of the art fitness assessment software designed to powerfully and visually illustrate your clients current state of health and fitness and future benefits after successfully incorporating health and fitness into their life. The system can be used to help encourage new clients to start or re-assess existing clients to track progress.



Included in your franchise kit is access to our powerful fitness assessment software designed to powerfully illustrate the benefits of health and fitness. Through an assessment of family history, lifestyle choices, body mass index, and body fat percentage you are able to show clients their current health risks associated with heart disease, diabetes, stroke and cancer. More importantly we can illustrate how those risk factors will decrease through living an active and healthy lifestyle.



This assessment is designed to define the impact of such things as obesity, high blood pressure, cholesterol, and lifestyle choices such as smoking, and inactivity by calculating your client's health age. Your health age is determined by taking into account the risk factors associated with living an inactive and/or unhealthy lifestyle. While you may be 42 calendar years old, you may be living in the body of a 52 year old - and essentially taking years off of your life. While our system is designed to powerfully illustrate the impact of your current lifestyle, more importantly we can highlight how living a healthy lifestyle can add years to your life and life to your years.



Another benefit of our assessment software is the ability to build a virtual 3D before and after image of your client to help show the impact of their exercise program. Whether your client wants to lose weight or build muscle, the software can create an image based on their specific program. As their coach, you can customize their program to change the volume of cardio and resistance training and compliance to their nutrition plan to visually see the impact those changes will have on their results



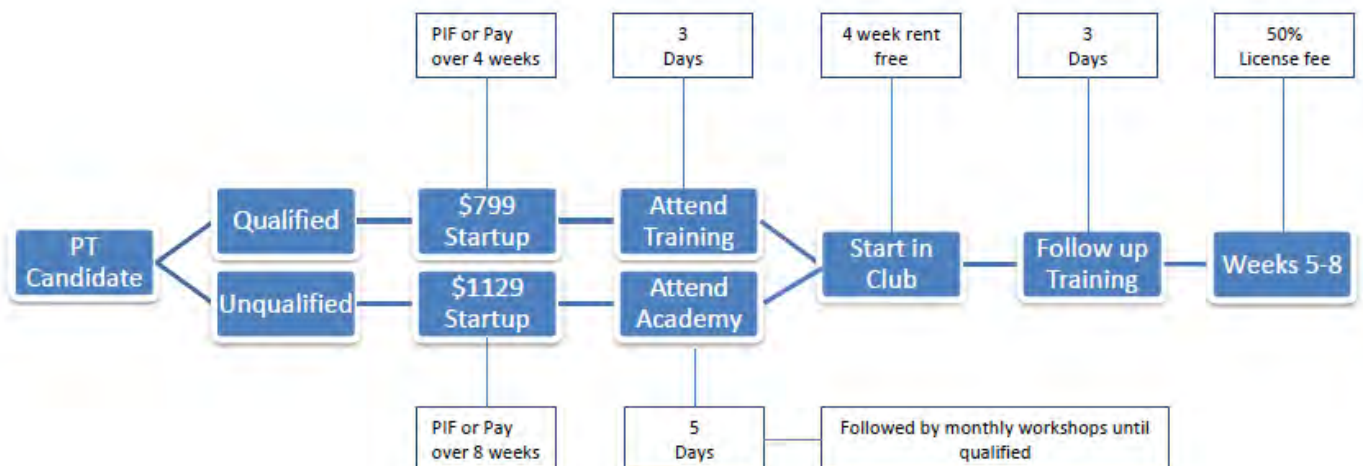
# THE PROCESS

Our franchise system allows you the opportunity to access all of our education, business tools and systems while owning and running your own business. This means that 100% of your PT fees go to you. Qualified or unqualified, full or part time, becoming a health and fitness professional can be a rewarding and lucrative opportunity. Coaches can receive a fully Level IV national qualification in personal training through our curriculum and maintain all of their continuing education requirements through our ongoing education.

The life of a fitness professional can be extremely rewarding and lucrative. Below outlines the earning potential for a coach at various hours of work per week. If you are passionate about helping people incorporate health and fitness into their lives, then we encourage you to inquire about becoming a coach. Whether you are looking to start a career, change a career, or simply looking to compliment your other work with part time hours, being a coach within CityFitness allows you the opportunity share that passion.

PT Franchise Model						
Hours / Week	10	15	20	25	30	35
Session Price	70	70	70	70	70	70
Weeks Worked	48	48	48	48	48	48
Gross Income	\$ 33,600	\$ 50,400	\$ 67,200	\$ 84,000	\$ 100,800	\$ 117,600
WEEKLY Income	700.00	1,050.00	1,400.00	1,750.00	2,100.00	2,450.00

We have various pathways based on your point of entry into the profession. All franchisees pay a one time start-up fee to cover initial training and set up with the various business tools followed by weekly license fees of only \$170 to cover access to our clubs and all ongoing support. This means that your business expense is paid after the first three sessions each week so that all additional revenue goes straight to you. To help you get started, during your **first four weeks** in the club you are given the opportunity to provide new member orientations to the club to help build your clientele while **paying \$0 license fee**. In **weeks five thru eight**, you will continue to deliver member orientations while paying **only 50% license fees** before full license fees kick in at week nine. We offer the most affordable and comprehensive system for fitness professionals anywhere.





## **LOCATIONS**

Blenheim ♦ Hamilton ♦ Johnsonville ♦ Kapiti ♦ Lyall Bay ♦ Masterton ♦ Moorhouse ♦ Napier  
Nelson ♦ Nelson CBD ♦ New Plymouth ♦ Newmarket ♦ Northwood ♦ Palmerston North ♦ Petone  
Porirua ♦ Queen St ♦ Thorndon ♦ Upper Hutt ♦ Willeston ♦ Wairau Park