



# RHINOFIT

---

## 2019 Gym Management Guide

---



This free guide for fitness professionals is provided free of charge from RhinoFit Gym Software. Feel free to share, but please do not resell. Find more helpful blogs at [rhinofit.ca](http://rhinofit.ca)

---

# Introduction

With the new year upon us, this is the biggest time of the year for gym owners. You need to prepare for new members, changing fitness trends, and be ready to remain competitive in the ultra-competitive market, the gym space. That's why our team at RhinoFit came up with this short guide with tips and strategies to prepare your gym for success in this new year!

Operating as one of the industry leaders in the gym management software market, we see firsthand what attributes to a successful gym, and the strategies that were implemented, and that's why we want to pass on this knowledge! With gyms popping up every day, it's imperative to keep up to date whether you're a longtime gym owner or considering starting a fitness business.

## **Here are the topics we will be covering in our guide:**

- 1) Fitness Trends to Incorporate in Your Gym
- 2) How a Referral Program Can Help You Grow
- 3) Finding Your Niche in the Gym Space
- 4) How to Maintain & Keep Clients



---

# 1. Fitness Trends to Incorporate in Your Gym

## HIIT Classes

High-intensity interval classes(HIIT) has been around for a long time. In 2019, it will take even a bigger leap and should be included in your gym especially if you offer classes! For people on the go and working adults, they look to HIIT as a quick way to get a quality workout. It's up to YOU as a gym owner to provide HIIT as an option. HIIT workouts can range from CorePower Yoga, Upper Body, Lower Body, and much more!

## Wearable Technology

Incorporating wearable technology into your gyms classes is going to be another trend in 2019. Products such as MyZone allow studios to track workout information such as heart rate, calories, and time exercising and then inputs this information into studio monitors. This is a great way to get your members more involved. According to MyZone, "a MyZone user has 33% more visits to their gym than a non-MyZone user".



---

## 2. How a Referral Program Can Help You Grow

We've all heard about referral programs, but what's an effective way to build a successful program? Here's a few tips below



- 1) Decide On Your Incentive-** Your first step is to decide on your offer to help you get a referral. Examples of incentives to offer for referrals are discounted memberships, t-shirts, workout passes, gift cards, etc.
- 2) Promote Your Program!-** Who will hear about your program unless you promote it? Post it organically on your Facebook, highlight it on your website, and promote it to your members at the gym! Take to email marketing as well to get the news out there.
- 3) Give Your Program Deadlines-** No one will give a referral if they know they can do it anytime, put a deadline on it! When you promote your program, give a date 1-2 months out to brand and promote the program. This will push your members to get their friends into your gym!
- 4) Keep Track of Referrals-** You need to track referrals to ensure that everyone gets their reward or incentive for a referral. Use a website landing page or a CRM to manage your program. You also need to track referrals to ensure your system works, and if it doesn't, you'll have to see where the program went wrong.

---

## 3) Finding Your Niche in the Gym Space



### **Location, Location, Location**

Your existing or future gym location should be accessible for your clients. Although the location might not be completely "ideal", look for a quality space with parking, storage, and proximity to nearby schools.



### **Establish Valuable Partnerships**

Take the time to build relationships with local organizations and schools. This is a valuable way to develop a clientele and a way to market your business. If you work with schools or businesses, offer reduced membership prices to increase your membership base.

## **Marketing & Communications**

You should craft your marketing strategy to promote the type of image you want your gym to have. Perspective clients considering your gym only see it from the outside(social media). Stay active on Facebook and Instagram showcasing pictures of members, workouts, and your gym itself!

---

## **4) How to Maintain... And Keep Clients**

### **Make Them Feel at Home!**

The easiest way to keep members is to make them feel at home! They likely go to your gym almost every day, so show them you appreciate them! Hold community events, hangouts, and occasional giveaways. Make sure your staff keeps them in the loop with updates and news.

### **Engage With Them**

Make sure to keep in contact with your members. If someone misses a class 1,2, or even 3 times give them a call so they know you care! Set up automated emails for every time they miss a class, which can be accomplished with RhinoFit.

### **Show Them Their Progress**

Every person that commits to a gym wants to see results. Make sure your members are tracking their progress at your gym. With RhinoFit your gym members can track their workouts within their member app. This way they can track progress as they attend classes and sessions. This is one way to review progress and see how members stack up with their peers.

# Dive Deeper

Easy-to-Use Gym Management Software



**Class & Workout Scheduling**



**24/7 Gym Access Control**



**Integrated Membership Billing**



**Email Automations**

**See What RhinoFit Can Do For Your Gym**



<https://www.rhinofit.ca/>