

PERSONAL TRAINING

An Informative Newsletter

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By John Platero

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HAPPY HOLIDAYS TO EVERYONE!

To Web or not to Web

According to the USA Today, one out of every third adult in the USA are on line. That means 70.5 million U.S. adults use the internet. Commercial users are growing at 92% per year, faster than any other segment. 43% of the users are women. 71% of those making purchases on line are men. 46% of the publicly traded companies with sales over \$1.5 billion and 38% of publicly traded companies with sales over \$400 million have an Internet presence.

Those are very impressive statistics. As much as I've resisted advertising on the web, it seems obvious in order to compete in the 21st century, I'm going to have to.

I'm not the only one thinking this way either. LA FITNESS is now going on the Internet as well. They are creating a national website for their clubs in Arizona, California and Florida. Through the Internet they plan to advertise their clubs and amenities, free passes, upcoming events, sports activities and leagues, fitness news & tips, money saving coupons, aerobic schedules and Personal Training. In fact, LA FITNESS will create or mirror your web page as well as host your website along with theirs. This is a great opportunity for Personal Trainers.

On your website, you'll be able to describe your services, prices, success stories, specials, free coupons and even promotional photos of yourself. You'll be able to advertise in one club, three clubs, state wide

or nationally, it's up to you. For as little as \$54 a month for your first year you can have a web presence with LA FITNESS as well as an access to over 400,000 LA FITNESS members.

One training company from Arizona reportedly acquired six new clients directly from his website. One month of advertising paid for the whole year! Not bad.

If you're interested in participating in this opportunity, please contact me on my pager at 800-800-7759.

Remember, there is limited space and first one to advertise will be listed at or near the top of their category.

To preview the LA FITNESS webpage in Arizona, try lafitness-az.com. The new site, which will post any day now will include all three states.

Contact me as soon as possible to take advantage of these pre-posting prices.

INCREASE YOUR SALES

Visa, Mastercard, Discover and AMEX

You are now pre - approved to accept all major credit cards with EPS/Imperial Bank.

This is how you do it:

Call EPS (Electronic Payment Services) at 800-791-9099 and ask for Joe Hamameh or Blake Christensen.

- **Free setup**

- **No up front fees**

- **No monthly minimum fees**

- **Money is deposited into your account in less than 48 hours!**

It's time to get ready for the new millennium. Everything is going plastic. Don't get left behind. This is a great opportunity to expand your business! Call them now, don't hesitate, January and all the New Year's resolutions are coming. LA FITNESS is not affiliated with Imperial Bank.

TRAINER PHOTOS

If you want to display an 8 x 10 inch headshot at the clubs you must go to Staples and buy an 11 x 14 inch black frame for \$3.99. If it costs more than \$3.99 then it's the wrong frame. After you buy the frame, purchase some black poster board and a blank 3 x 5 index card. Do not buy the index cards with lines on them. Remove the grey cardboard that came with the frame, mount your 8 x 10 photo on the black poster board along with your printed 3 x 5 index card (use a typewriter or computer; not by hand) under your picture and insert the picture into the frame. You can also buy a black metallic credit card holder for \$2.99 and place it below your picture. If it doesn't cost \$2.99 then it's the wrong credit card holder! Check the other pictures that are already mounted in the clubs and copy them exactly. Please do not put your business cards inside the frame.

I suggest you include your bio on the index card and don't forget a contact number. Do not use the phone number of the club.

CLUB POLICIES

NAME TAGS

Remember, you must identify yourself as a Personal Trainer when training a client. For name tags call Culver City Trophy at 310-397-8003 or fax them your order at 310-915-1903. Tell them Future Fit sent

UPCOMING EVENTS

you. The tag you want has a magnetic backing on it and costs \$6.00

If you want to change your EFT, you must do so a month in advance.

Go to the front desk and get an EFT form, fill it out and fax it to me at 310- 287-0801 or Chad Abramo at 714-509-2507 if you want to make any changes.

- Please show your card to the front desk at least once a day.

Do not use the LA FITNESS name or logo on any of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or advertisements. If you need stickers, let me know.

- In the event of an accident where someone is injured, please go to the front desk and ask for an "incident report". Fill it out, make a copy for yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way, you're covered.

- If you have not received a "trainers card", or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address, so you can be sent a card.

- This is a reminder; you will be charged a 10% late fee plus a \$10 bank charge if your rent check comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.

**FUTURE FIT
PERSONAL TRAINING SCHOOL**

Sat. - Sun., January 16 -17 1999,
8:00am - 6:00 pm
LA FITNESS - Alhambra
\$199.00 pre-registration and \$249 same day
registration
CEC's: ACE, AFAA, ISSA, NASM, NSCA
1-800-778-6060 TO REGISTER

**FUTURE FIT
PERSONAL TRAINING SCHOOL**

Sat. - Sun., January 23-24 1999,
8:00am - 6:00 pm
LA FITNESS - Laguna Niguel
\$199.00 pre-registration and \$249 same day
registration
CEC's: ACE, AFAA, ISSA, NASM, NSCA
1-800-778-6060 TO REGISTER

POST-REHAB FITNESS SPECIALIST

Sat. - Sun. January 23-24 and Feb. 27-28
8:00 - 6:00 both weekends
A FITNESS - Miracle Mile
\$495.00 pre-registration
CEC'S: ACE, AFAA, ISSA, NASM, NSCA.