



## IN THE NEWS

APRIL 10 **got** campaign

Programming April 10

BTS AUTOSHIP Program

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Training and Events

BTS Clothing



## QUARTERLY MARKETING CAMPAIGN

### APRIL 10 - **got** Campaign

Your APRIL 10 campaign is ready! The **got?** campaign will create great awareness and evoke passionate feelings for each program with its appealing image, inspiring copy and familiarly-styled headline. For each program, the headline conveys what you 'get' by participating in each program, such as, **Fire** from Ride, **Tough** from Power and **Wild** from Groove! It is a positive feeling and attitude one embodies when participating. The copy pulls in the reader by raising questions based on what everyone feels at times, such as, **Life a bit bland?** for Ride, **Lost the edge?** for Power, and **A little bored?** for Groove. The copy leads the reader to what they can 'be,' such as **be hot** from Ride, **be invincible** from Power, and **be outrageous** from Groove! The image utilized in each program is a healthy, vibrant and athletic image that 'sells the dream' of the campaign. It is a sharp, stark image that is extremely eye-catching, drawing the view into the message.



#### BTS QUARTERLY MARKETING PLAN

The BTS Quarterly Marketing Plan is designed to maximise your marketing efforts utilising your BTS resources. This includes your programs, brands, logos, campaigns, marketing items AND your BTS Coach. You have great resources at your disposal - so let's get your entire team involved to sell more memberships, service more members and keep them coming back, over and over!

If you require any further help or marketing resources and materials, please contact either your BTS Coach or the Marketing Department at BTS Head office.

## PROGRAMMING

### APRIL 10 RELEASE!

The BTS Program Development Team's APRIL 10 releases, coupled with the **got?** campaign, are sure to create excitement, increase participation and sell memberships!

120 clubs and 96 instructors that were involved in the testing phase of our Program Development System for the APRIL 10 release. Having our customers involved in the creation of the programs is what continually improves our product release by release.

### HERE IS WHAT THE RAVED ABOUT IN APRIL 10 TESTING!

Check out the Raving Fan quotes that came from testing. These and a few more can be found on the back of the releases. These quotes are great to use in your marketing to create even greater interest.



*"Really enjoyable all the way around from the sound track to the programming."*



*"The beginning felt so challenging - then I melted away in the second half."*



*"Overall a killer release. This is definitely going to be a crowd pleaser for the obsessive Groove junkies out there. It starts with a hush, the fire starts burning, and it doesn't stop until the last dance!"*



*"A musical and programming grand slam! People just wanted to talk about this release!"*



*"Love the feel of the workout and the combination of super setting exercises!"*



*"Fantastic workout. The music really pushes; the Climb was great and love all the current hits!"*



*"Magic music. The energy shot through my body. I felt nimble and athletic the whole class!"*

## BTS AUTOSHIP

### SAVE MONEY & avoid STRESS with AUTOSHIP

Join the BTS AUTOSHIP Program and receive a discount on new releases, all available via a stress free payment scheme.

BTS now offers automatic shipment on all Program Releases (includes CD, Choreography Notes and DVD)! Instead of trying to remember to order new Program Releases every couple of months, you can join the AUTOSHIP Program, organise to have small fortnightly payments made from your bank account and have the luxury of new releases being shipped to you automatically.

Quarterly Releases via the AUTOSHIP Program cost \$44.95 each (plus postage & handling), which is a saving compared to the regular price of \$46.95 (plus postage & handling).

To find out more about the BTS AUTOSHIP Program, or to register yourself, check out the website: [bodytrainingsolutions.com.au](http://bodytrainingsolutions.com.au) or call 02 6281 7520.

## EDUCATION

### APRIL 10 RELEASE!

The BTS Education Team has created nine program Teaching Targets and a general session for the instructors to improve program delivery.

These Education Teaching Targets are specific to the Program Releases and coversuch topics as determining STEP height in Active, benefits of and coaching hip openers in Centergy, the physical and musical contrast in Groove, developing a coaching strategy in Kick, effective delivery and coaching of Weight Factor in Power, the track objective and design for StepAHEAD in Step and coaching of Climb in Ride.

The general education session, Pregnancy Principles, will help your team answers questions and discuss how staying active can be an important part of a happy and healthy pregnancy.

### VIDEO ASSESSMENT AND CEC's

BTS would like to remind all instructors that they are eligible for CEC points once passing their video assessment. All of the BTS program manuals have been approved by Fitness Australia for 15 CEC points, so now is the time to get those video cameras out, film yourself teaching, and send it in to our Assessment Department.

# RETENTION

## TOP 5 RETENTION TRENDS OF 2010

### 1. Measuring retention accurately and benchmarking

In 2010, measuring the 'membership life,' or more specifically, the 'median length of stay' of your member base will help operators determine how they compare with their competition and, more importantly, what action to take to improve performance.

### 2. Targeting 'high yield' customers

Operators who measure retention using 'length of stay' are ahead of the game, as they are able to analyse key member characteristics in their data as a means of identifying which types of members stay the longest.

### 3. Inductions

For the last few years, many operators have been implementing some form of induction process, but the big trend in 2010 is towards clearly understanding if the process is working and how or what to do to improve it. A member's experience in the early weeks of membership is key in determining whether they are retained in the long term.

### 4. High Risk Customers

Studies and analyses on 'high risk' customers (i.e. those customers most likely to cancel at a given point in time) demonstrates the simple acknowledgement that when it comes to retention, prevention is far better than cure.

### 5. The changing role of Staff

The recognition that staff are at the heart of membership retention has seen new methods of staff management being developed, including new tools and processes to assess the impact that staff have on member motivation and ultimately membership life. Incentive schemes are also beginning to be introduced.

Watch retention grow!



The Retention People are the leading providers of software, training and consultancy solutions to tackle the health and fitness industry's biggest problem:

## MEMBER RETENTION

The Retention People  
02 6281 7520  
theretentionpeople.com

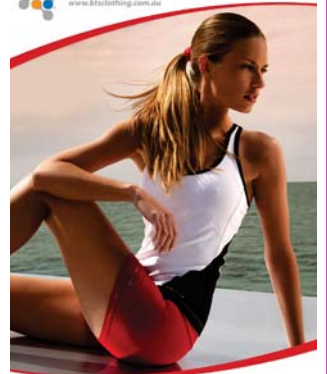


## BTS CLOTHING



For the latest clothing range from BTS Clothing, check out [btsclimbing.com.au](http://btsclimbing.com.au).

The BTS Clothing range will also be on show and available at FILEX 2010. Stand H40&44.



## TRAINING AND EVENTS

### UPCOMING TRAININGS

The next round of BTS Program Trainings are coming up. Below are a list of the dates, and locations. To register for these trainings, or to find out when there will be a training near you, contact Body Training Solutions on 02 6281 7520, or email [enquiries@bodytrainingsolutions.com.au](mailto:enquiries@bodytrainingsolutions.com.au).



Batemans Bay  
April 10 / 11

Canberra  
June 19 / 20



Canberra  
May 7 / 8 / 9



Canberra  
May 15 / 16



Canberra  
June 11 / 12 / 13



Canberra  
May 29 / 30



Canberra  
May 22 / 23



Canberra  
June 4 / 5 / 6