



## IN THE NEWS

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July 10



## QUARTERLY MARKETING CAMPAIGN

### JULY 10 - *Time* Campaign

How often do you hear that people do not have the time to exercise? Maybe the experience is not really worth the hour! Well, the Time Campaign addresses those thoughts, and positions each program as an essential component of a person's day. The campaign accomplishes this by combining three graphic elements with a bold and clever headline. There is an exciting black & white group shot with the main person in vivid colour. This is blended with a colourful, energetic lifestyle shot, for example, a father swinging his daughter for Group Power®, a woman racing up the stairs for Group Step®, and a father having a pillow fight for Group Kick®. In the background is a clock and calendar to reinforce the importance of making time for exercise. The catchy headlines like **You'll Love This Rush Hour** for Group Kick®, Group Groove®'s **It's Always Happy Hour**, or Group Centergy®'s **You'll Get Lost in Time**, position each program as an experience for the 60 minutes.



#### 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

### JULY 10 RELEASE!

How often do you hear that people do not have time to exercise?

The July 10 Release, combined with the **Time** campaign, will help to create an exciting message to reach out to your communities, generating awareness, interest and traffic.

With strong taglines such as *You'll Get Lost In Time*, *Because Every Hour Counts*, and *This Hour Makes The Other 23 Better*, we now have a solution to the issues of not having enough time to exercise.

### HERE IS WHAT THE RAVED ABOUT IN JULY 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.



*"Great Release! Loved the new moves and challenges, it was exciting to learn and share!"*



*"This one really made us sweat & we didn't stop sweating until spirals, which is great!"*



*"The best way to describe July 10 is Group Groove's 'Guilty Pleasures' release!"*



*"This release has a great feel to it, a natural flow that builds and builds until you are cascading off the waterfall at top speed."*



*"Incredible programming... incredible music."  
"Wish we didn't have to wait till July!"*



*"The music is very uplifting and gives off a lot of energy which is fun when the class gets involved."*



*"The excitement was off the charts! absolutely loved it! Probably going to be one of my fav releases because of the combos and music!"*

## 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

### JULY 10 RELEASE!

The BTS Education Team has created ten Program Teaching Targets, as well as a general education session for instructors to improve delivery.

These Education Teaching Targets are specific to the Program Releases and cover topics such as; *R&R- Under the Microscope* in Group Active, *Coaching The Salutations Track* in Group Centergy, *Groovy Arms* in Group Groove, *Movement Dynamics* in Group Kick, *Shoulder Extension- Update* in Group Power, *Coaching Resistance* in Group Ride and *Track EKG* in Group Step.

The general education session, *Music- Your Assistant Coach*, will give instructors a lot of useful tips to help use the music to assist in coaching the programs and making a more enjoyable and memorable experience for the participants.

### VIDEO ASSESSMENT AND CEC's

Video assessment is an important part of instructor development. It is an opportunity to focus on the way that you deliver the programs, check your technique and get feedback from an external source.

All of the BTS program manuals have been approved by Fitness Australia, which means upon successful completion of your Video Assessment, you will receive a certificate and 15 CEC Points.

# MANAGEMENT eSOURCE

The Body Training Solutions Management eSource is your online library of resources, everything from management to marketing! You'll find Management Tools such as; *Annual Marketing Plan, Quarterly Launch Timeline, Recruitment Manual, Steps to Scheduling Manual, GFD Job Description and Instructor Recruitment Ads.* Your marketing goodies consist of; logos, images and campaigns, all with details as to what, why and how to implement.

The Management eSource has got a lot of useful information and resources, of which this may start to seem a little overwhelming. Don't worry, your BTS Coach is here to help you determine what of this information will be beneficial for you to use within your club, and the best way to implement these within your club.



Management eSource

## COACHES CORNER

The process of recruitment is crucial to the long-term success of your group fitness program. You are always looking for “diamonds in the rough” to join your team.

We are always looking to add great players to bring specific talents to keep us at the top of our league.

As Good to Great author Jim Collins states, “People are not your greatest asset, the RIGHT people are your greatest asset.” Recruitment then is about finding the right people.

A tremendously valuable resource to help you build a fantastic team to pack the room is your BTS Recruitment Manual. It can be downloaded from the BTS Management eSource.

This manual is packed with ideas, suggestions and 7 Steps to Recruitment. Listed are the steps and the areas that are covered in detail:

1. **Be Specific About What You Want**
2. **Decide Where You Will Recruit**
3. **Advertise**
4. **Conduct Face-to-Face and Movement Interview**
5. **Train**
6. **Conduct Follow-up Training**
7. **Compensate and Reward**

Not all instructors are born. Many are made. By giving them the tools, BTS programs, the training and the support, it is possible to grow your own authentic instructors. Use your BTS Recruitment Manual and your BTS Coach to create a fantastic team!

## BTS CLOTHING

BTS Clothing has got over 350 new items in that will be in stock as of mid July.

These include, Sleeveless Jackets, Group Groove Pants, BTS Hoodies and exclusively designed Group Power Skorts and Tops.

To check out the full clothing range, visit [admitone.com.au](http://admitone.com.au)

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