

Innexpensive Marketing For Growth & Profitability

Sara Kooperman, JD

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www.SaraKooperman.com

www.scwfit.com





- CEO of SCW Fitness Education
- CEO of WATERinMOTION® & S.E.A.T. Fitness
- Member, ACSM Communications & Public Information Committee
- Recipient of the Illinois State Businesswoman of the Year
- National Fitness Hall of Fame Inductee
- Monthly Edge Webinar & Podcast Emcee
- Best-Selling Author, *FIT FOR BUSINESS*

www.scwfit.com/Sara

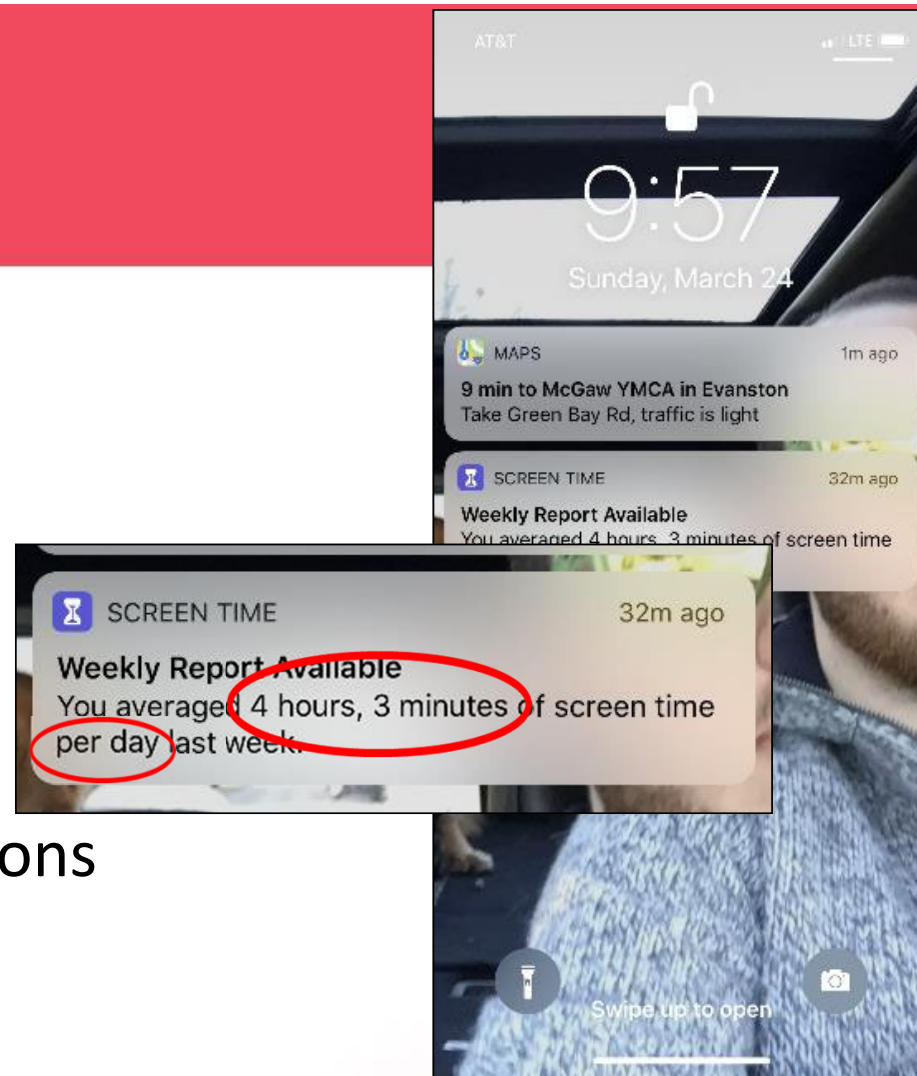


- S.E.A.T. Membership + Certification
- WATERinMOTION Kit + Certification
- MANIA Fitness Pro Convention
- Fit For Business by Sara Kooperman,JD



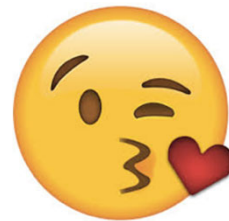
Marketing in 2026

- Connecting
- Influencing
- Sharing
- Reaching prospects & clients
- Automation is driving connections



Branding Your Business

- What is your Mission?
- What is your Culture?
- Who are your Users?
- EXPERIENCE ???



- KISS – Keep it Smooth, Simple, Succinct

Define the Product!

- What are you selling?
- Be Clear & Concise
- What does is DO FOR THEM?
- Why do they NEED IT?
- WHY should they LISTEN TO YOU?
- **Why should they TRUST YOU?**



Who are you?

- Find out!
- Mission / Purpose
- **Ask** your staff – Front Desk
- Staff Meeting
 - Zoom
 - Teams
 - Facetime



Ask your members

- Questionnaires
 - Check All that Apply
 - Use Drop Down Boxes
(Speed is Important!)
- Discover where to spend your time, attention and money



Find out WHO your clients are

- First Name *
- Last Name *
- Cell Phone *
- Email *
- Home Address
- Sex – M, F, Other
- Age bracket
- Workout Preference
 - Machines, Cardio, Dance
 - Check all that apply
- Best Days of the week to exercise
- Best Time of Day
- Best Day to contact
- Best Time to Contact



Simple Evaluation – SurveyMonkey.com

- Rate the Instructor/Trainer?
- Rate the Program?
- Would you recommend this Class/Session?
- Please share some feedback:
Comments



8:05 scwfit.com

Please fill out this quick MANIA® survey.

Select Your PRESENTER *

1. Rate the PRESENTER *

2. Rate the WORKSHOP *

3. Would you RECOMMEND this WORKSHOP? *

☐ Yes
☐ No

4. Pick AREAS OF IMPROVEMENT *

☐ a. Nothing - Everything was wonderful
☐ b. Accuracy of Session Description
☐ c. Educational Quality of Session
☐ d. Presenter's Teaching Style
☐ e. Presenter's Organization
☐ f. Presenter's PowerPoint

8:05 scwfit.com

4. Pick AREAS OF IMPROVEMENT *

☐ a. Nothing - Everything was wonderful
☐ b. Accuracy of Session Description
☐ c. Educational Quality of Session
☐ d. Presenter's Teaching Style
☐ e. Presenter's Organization
☐ f. Presenter's PowerPoint
☐ g. Ability to Apply Material at Home
☐ h. Presenter's Music Selection
☐ i. Video Quality
☐ j. Sound Quality
☐ Other

Comments:

Submit

THANK YOU TO OUR SPONSORS!

8:06 scwfit.com

Please fill out this quick MANIA® survey.

Select Your PRESENTER *

1. Rate the PRESENTER *

2. Rate the WORKSHOP *

3. Would you RECOMMEND this WORKSHOP? *

☐ Yes
☐ No

Done

Excellent
Great
Good
Fair
Poor

SCW

QRcode-monkey.com

FREE QR Code
Generator

Hi-Resolution
SVG or **PNG**

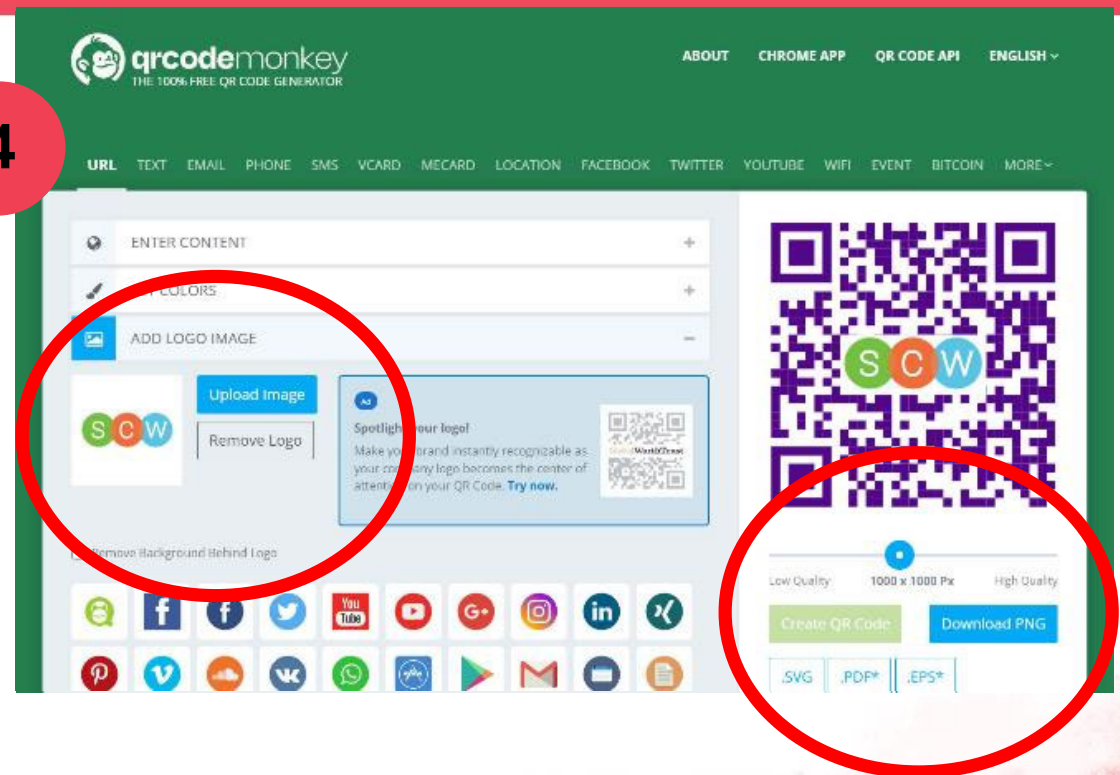


qrcode-monkey.com

Create FREE QR codes that never expire

1. Place the URL (website address)
2. Set colors
3. Include logo or image
4. Click “Create Code” and then “Download PNG”

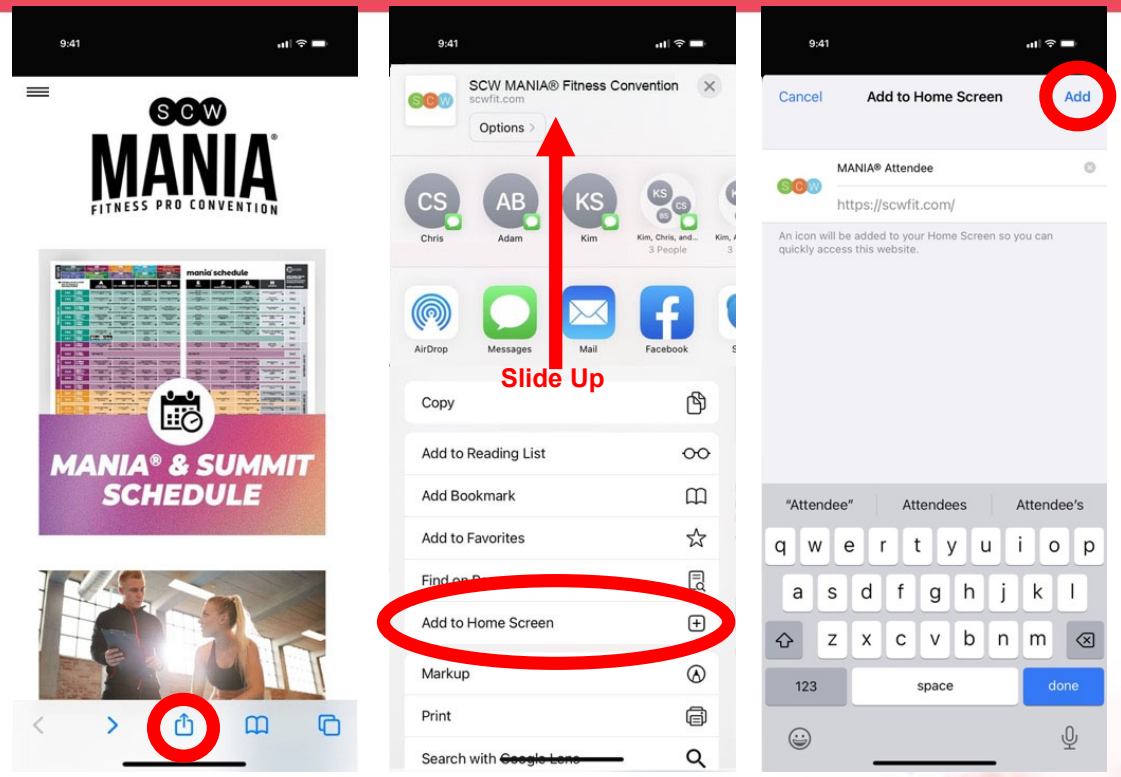
4



MANIA® APP

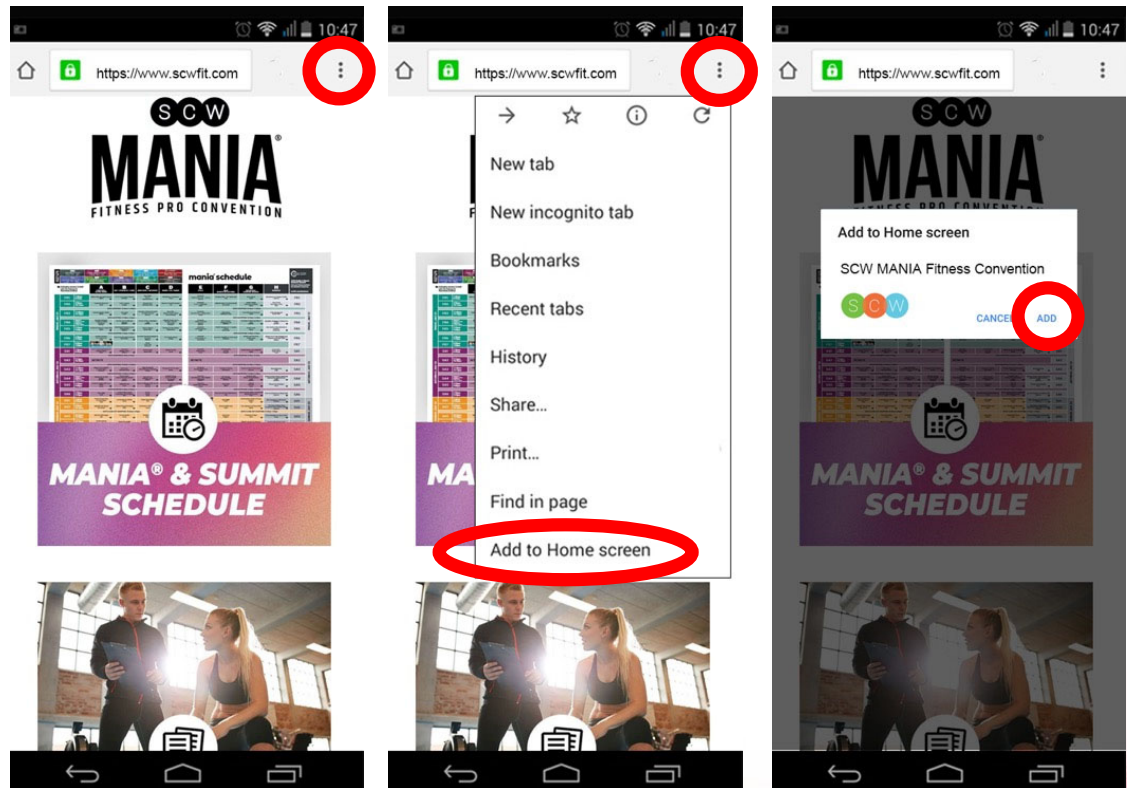


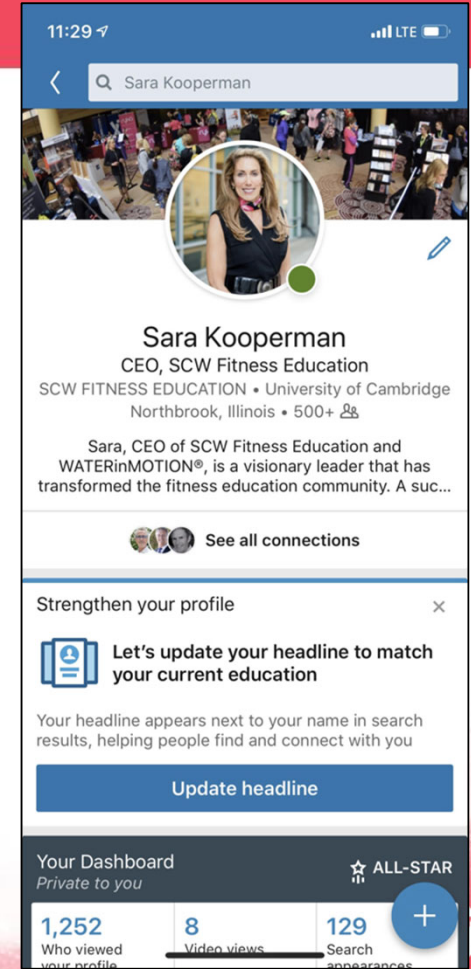
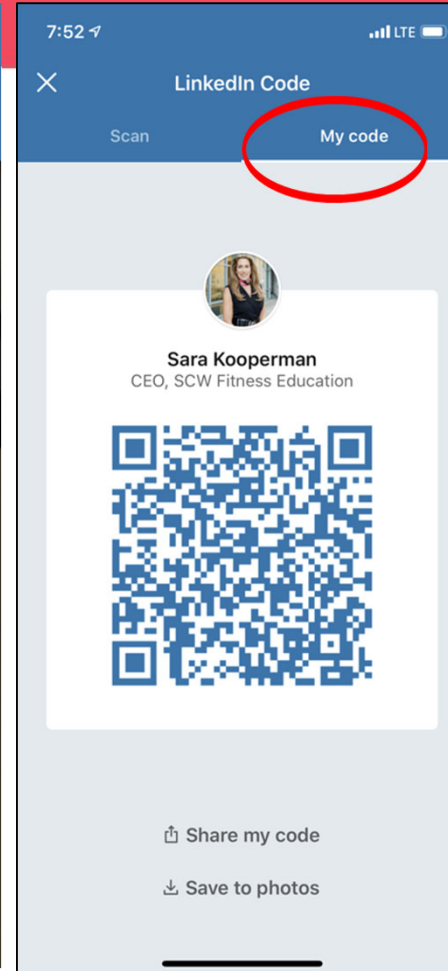
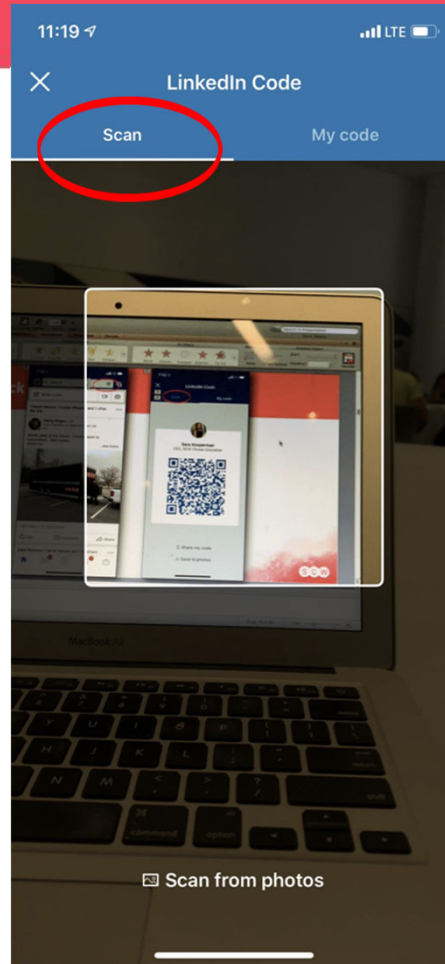
iPhone



Android

MANIA®
APP





Build a Brand: LARGE to small

- Banner
- Large Poster
- Photo-copied Small Poster
- Flyers / Postcards / Printed Ads
- Email
- Social Media Posts
- Text Messaging



Start Big!

- Message
- Logo
- Website
- Content
- QR Code

Banner



Poster



Brochure



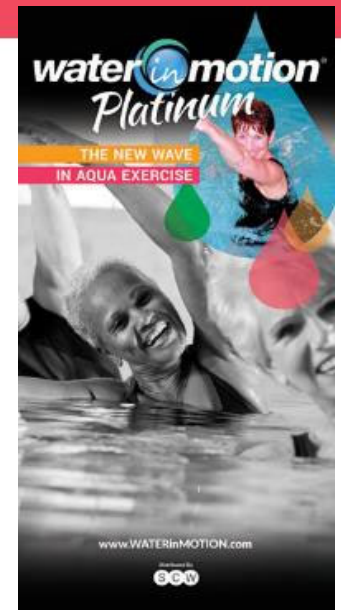
Social Media



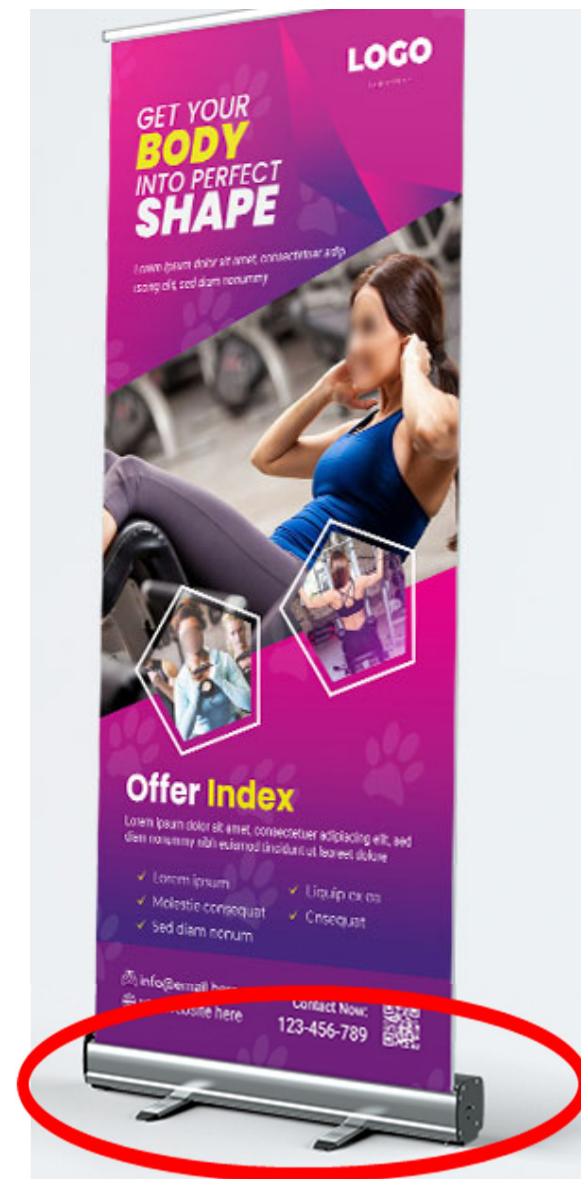
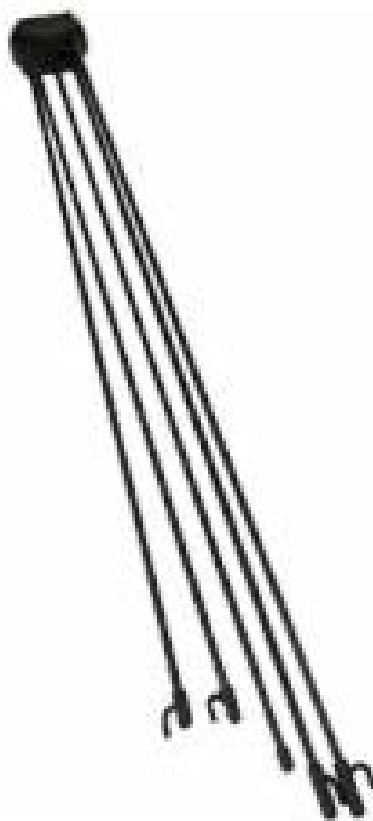
Email



Banners



- Confirm EVERYTHING in writing
- Get Photos – videos - facetime
- Size, cloth, pole, string, delivery time (holidays)

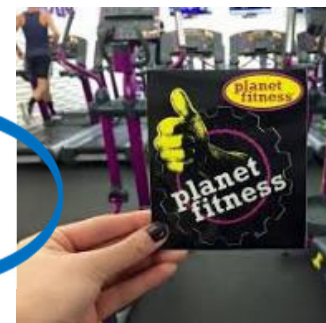


For Multiple Banners

- sales@dreamupbannerdisplay.com
- www.displaystar.com
- www.vistaprint.com



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FIRST MONTH LOW \$25

Other ends \$29.94. Restrictions may apply. One time processing fee applies. See club for details.

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Norcross GA 30092-2475

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888-983-2250

JOIN TODAY!
111-111-1111
111-111-1111
111-111-1111

Group Ex Schedule

- Printable Schedules #1 Physical take-away!
- Website – #1 Click-Through
- Make it downloadable
- Include a QR Code
- Add in Special Discounts & Offers

La Grange Fitness Class Schedule 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga
6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates
7:00-7:30 AM Zumba	7:00-7:30 AM Zumba	7:00-7:30 AM Zumba	7:00-7:30 AM Zumba	7:00-7:30 AM Zumba	7:00-7:30 AM Zumba	7:00-7:30 AM Zumba
7:30-8:00 AM Cardio	7:30-8:00 AM Cardio	7:30-8:00 AM Cardio	7:30-8:00 AM Cardio	7:30-8:00 AM Cardio	7:30-8:00 AM Cardio	7:30-8:00 AM Cardio
8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength
8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex
9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga
9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates
10:00-10:30 AM Zumba	10:00-10:30 AM Zumba	10:00-10:30 AM Zumba	10:00-10:30 AM Zumba	10:00-10:30 AM Zumba	10:00-10:30 AM Zumba	10:00-10:30 AM Zumba
10:30-11:00 AM Cardio	10:30-11:00 AM Cardio	10:30-11:00 AM Cardio	10:30-11:00 AM Cardio	10:30-11:00 AM Cardio	10:30-11:00 AM Cardio	10:30-11:00 AM Cardio
11:00-11:30 AM Strength	11:00-11:30 AM Strength	11:00-11:30 AM Strength	11:00-11:30 AM Strength	11:00-11:30 AM Strength	11:00-11:30 AM Strength	11:00-11:30 AM Strength
11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex	11:30-12:00 PM Group Ex
12:00-12:30 PM Yoga	12:00-12:30 PM Yoga	12:00-12:30 PM Yoga	12:00-12:30 PM Yoga	12:00-12:30 PM Yoga	12:00-12:30 PM Yoga	12:00-12:30 PM Yoga
12:30-1:00 PM Pilates	12:30-1:00 PM Pilates	12:30-1:00 PM Pilates	12:30-1:00 PM Pilates	12:30-1:00 PM Pilates	12:30-1:00 PM Pilates	12:30-1:00 PM Pilates
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2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex
3:00-3:30 PM Yoga	3:00-3:30 PM Yoga	3:00-3:30 PM Yoga	3:00-3:30 PM Yoga	3:00-3:30 PM Yoga	3:00-3:30 PM Yoga	3:00-3:30 PM Yoga
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8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex

Effective September 1, 2022

* All classes subject to change without notice. Please check the website for the most current schedule.

For a complete list of classes, please visit our website at www.lagrangefitness.com.

HALF-OFF Passes
From Monday, Oct. 13 to Friday, Oct. 17

GROUP FITNESS

Fall 2025 Class Schedule



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga	6:00-6:30 AM Yoga
6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates	6:30-7:00 AM Pilates
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8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength	8:00-8:30 AM Strength
8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex	8:30-9:00 AM Group Ex
9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga	9:00-9:30 AM Yoga
9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates	9:30-10:00 AM Pilates
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2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex	2:30-3:00 PM Group Ex
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5:30-6:00 PM Group Ex	5:30-6:00 PM Group Ex	5:30-6:00 PM Group Ex	5:30-6:00 PM Group Ex	5:30-6:00 PM Group Ex	5:30-6:00 PM Group Ex
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8:00-8:30 PM Strength	8:00-8:30 PM Strength	8:00-8:30 PM Strength	8:00-8:30 PM Strength	8:00-8:30 PM Strength	8:00-8:30 PM Strength
8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex	8:30-9:00 PM Group Ex

NEW CLASS AVAILABLE! "Fit Training"

Class Features:  **FREE WEEK NO CLASSES** Oct. 3-13 Nov. 27-28

CAMPUS RECREATION

QR CODE

SSA/ST Group Fitness Passes

For more information, please visit www.ssa.edu.

	FITNESS CLASSES GROUP SCHEDULE							
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
7:00AM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	SUYOGA	
8:30AM	HITT	HITT	HITT	HITT	HITT	HITT	HITT	
10:00AM	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO	
12:00PM	PILATES	PILATES	PILATES	PILATES	PILATES	PILATES	PILATES	
2:00PM	BOXING	BOXING	BOXING	BOXING	BOXING	BOXING	BOXING	
4:00PM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	
6:00PM	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING	
8:00PM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	

NOT PAIN -- NO GAIN

FITNE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00AM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	SUYOGA
8:00AM	HITT	HITT	HITT	HITT	HITT	HITT	HITT
10:00AM	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO	CARDIO
12:00PM	PILATES	PILATES	PILATES	PILATES	PILATES	PILATES	PILATES
2:00PM	BOXING	BOXING	BOXING	BOXING	BOXING	BOXING	BOXING
4:00PM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA
6:00PM	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING	SPINNING
8:00PM	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA	YOGA

NOT PAIN -- NO GAIN

FITNESS CLASS SCHEDULE						
MONDAY 12:00-1:00 PM TUESDAY 12:00-1:00 PM WEDNESDAY 12:00-1:00 PM THURSDAY 12:00-1:00 PM FRIDAY 12:00-1:00 PM						
	MON	TUE	WED	THU	FRI	
5:45 AM	YOGA WED 12:00-1:00 PM	INDOOR CYCLING WED 12:00-1:00 PM	MORNING CIRCUIT WED 12:00-1:00 PM	THE GAUNTLET WED 12:00-1:00 PM		
9:30 AM		ACTIVE ADULTS THU 12:00-1:00 PM				
11:30 AM		THE GAUNTLET THU 12:00-1:00 PM	TOTAL BODY BURN THU 12:00-1:00 PM	ZUMBA THU 12:00-1:00 PM		
3:30 PM	INDOOR CYCLING FRI 12:00-1:00 PM	ZUMBA FRI 12:00-1:00 PM	INDOOR CYCLING FRI 12:00-1:00 PM	YOGA FRI 12:00-1:00 PM		
4:30 PM		TOTAL BODY BURN SAT 12:00-1:00 PM	YOGA SAT 12:00-1:00 PM	TOTAL BODY BURN SAT 12:00-1:00 PM		

	MON	TUE	WED	THU	FRI
5:45 AM	YOGA WED. 7:00 AM MON. 10:15 AM	INDOOR CYCLING WED. 7:00 AM TUE. 10:15 AM	MORNING CIRCUIT WED. 7:00 AM MON. 10:15 AM	THE GAUNTLET WED. 7:00 AM MON. 10:15 AM	
9:30 AM		ACTIVE ADULTS WED. 9:30 AM TUE. 10:15 AM			
11:30 AM		THE GAUNTLET WED. 11:30 AM TUE. 10:15 AM	TOTAL BODY BURN WED. 11:30 AM MON. 10:15 AM	ZUMBA WED. 11:30 AM MON. 10:15 AM	
3:30 PM	INDOOR CYCLING WED. 3:30 PM MON. 10:15 AM	ZUMBA WED. 3:30 PM TUE. 10:15 AM	INDOOR CYCLING WED. 3:30 PM MON. 10:15 AM	YOGA WED. 3:30 PM MON. 10:15 AM	
4:30 PM		TOTAL BODY BURN WED. 4:30 PM MON. 10:15 AM	YOGA WED. 4:30 PM MON. 10:15 AM	TOTAL BODY BURN WED. 4:30 PM MON. 10:15 AM	

[illegible]**tertiary disciplines.**[illegible]

KEY:	STRENGTH	CYCLE
HIT	CORE	MIND/BODY

[illegible]

GROUP FITNESS CLASSES SCHEDULE			
MONDAY	7:00 AM 10:00 AM 5:00 PM 6:00 PM	PARK A&S STRETCH PARK POWER WALK PARK YOGA PARK ZUMBA	INSTRUCTOR
TUESDAY	7:00 AM 10:00 AM 5:00 PM	PARK A&S STRETCH PARK POWER WALK PARK BOOTCAMP	INSTRUCTOR
WEDNESDAY	7:00 AM 10:00 AM 5:00 PM	PARK A&S STRETCH PARK POWER WALK PARK YOGA	INSTRUCTOR
THURSDAY	7:00 AM 10:00 AM 4:00 PM 6:00 PM	PARK A&S STRETCH PARK POWER WALK PARK BOOT PILATES PARK BOOTCAMP	INSTRUCTOR
FRIDAY	7:00 AM 10:00 AM 4:00 PM	PARK A&S STRETCH PARK POWER WALK PARK ZUMBA	INSTRUCTOR
SATURDAY	11:30 AM	PARK BOOTCAMP	INSTRUCTOR
SUNDAY	7:00 PM	PARK ZUMBA	INSTRUCTOR

 NO GAIN	MONDAY	7:00 AM 10:00 AM 5:00 PM 6:00 PM	PARK ABL-STRETCH PARK POWER WALK PARK YOGA PARK ZUMBA	INSTRUCTOR
	TUESDAY	7:00 AM 10:00 AM 5:00 PM	PARK ABL-STRETCH PARK POWER WALK PARK BOOTCAMP	INSTRUCTOR
	WEDNESDAY	7:00 AM 10:00 AM 5:00 PM	PARK ABL-STRETCH PARK POWER WALK PARK YOGA	INSTRUCTOR
	THURSDAY	7:00 AM 10:00 AM 4:00 PM 6:00 PM	PARK ABL-STRETCH PARK POWER WALK PARK BOOT PILATES PARK BOOTCAMP	INSTRUCTOR
	FRIDAY	7:00 AM 10:00 AM 4:00 PM PARK ZUMBA	PARK ABL-STRETCH PARK POWER WALK PARK ZUMBA	INSTRUCTOR
	SATURDAY	11:30 AM	PARK BOOTCAMP	INSTRUCTOR
	SUNDAY	2:00 PM	PARK ZUMBA	INSTRUCTOR

[illegible]

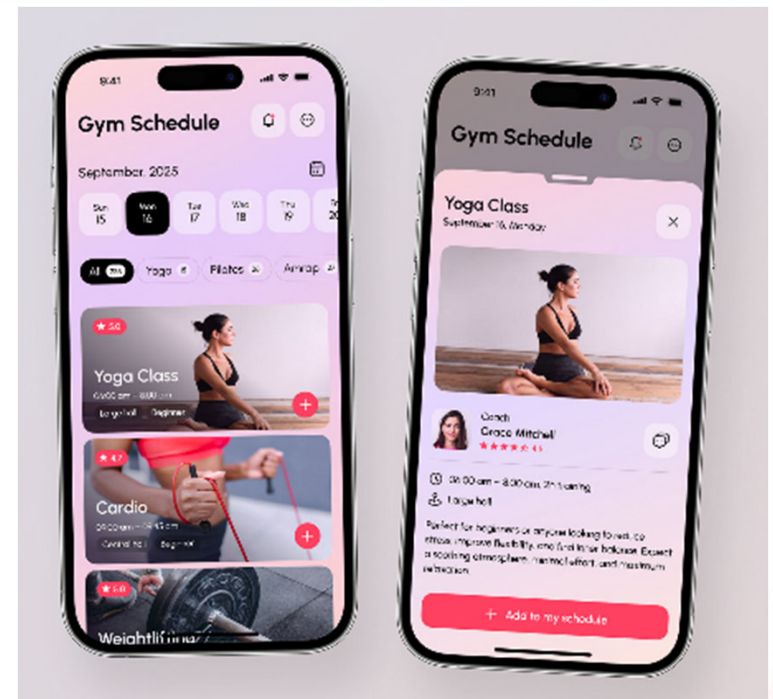
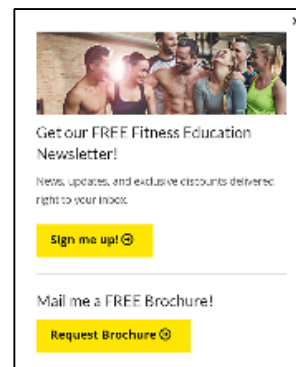
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	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00-9:00AM		8:00 AM Civic 45 Rest	8:00 AM Civic 45 Rest	7:00 AM Virgo Toga G&H	7:00 AM Virgo Toga Jani		 8:00 AM Civic 45 Rest
	7:00 AM Virgo Toga Marilyn	7:00 AM Virgo Toga Marilyn	7:00 AM Virgo Toga Marilyn	8:00 AM Lovers J&H	8:00 AM Lovers & M&H		9:00 AM Civic 45 Rest
	8:00 AM Core Strength Theater	8:00 AM Panic M&H	8:00 AM Total Body Sculpt AM	9:00 AM Civic & Strength J&H	9:00 AM Resurrection Toga J&H	10:00 AM Virgo Toga Jani	10:00 AM Panic Toga J&H
9:00-12:00PM		9:00 AM Civic & Strength Rest				11:00 AM Civic 45 To Script	11:00 AM Total Body Sculpt AM
		12:00 PM Panic Toga Theater	12:00 PM Panic Toga Theater		12:00 PM Library		12:00 PM Civic & Strength Theater
	3:00 PM Total Body Sculpt			3:00 PM Civic 45 J&H			
12:00-5:00PM	4:00 PM Civic 45 J&H	4:00 PM Civic 45 J&H	4:00 PM Total Body J&H	4:00 PM Civic 45 J&H	4:00 PM Civic 45 J&H		4:00 PM Civic 45 J&H
	5:00 PM Core Strength J&H	5:00 PM Civic 45 J&H	5:00 PM Total Body J&H	5:00 PM Civic 45 J&H	5:00 PM Civic 45 J&H		5:00 PM Civic 45 J&H
	5:15 PM Panic Theater J&H	5:15 PM Civic 45 J&H	5:15 PM Panic Theater J&H	5:15 PM Civic 45 J&H	5:15 PM Civic 45 J&H		5:15 PM Civic 45 J&H
	5:30 PM Lovers Toga J&H	5:30 PM Civic 45 J&H	5:30 PM Panic Theater J&H	5:30 PM Civic 45 J&H	5:30 PM Civic 45 J&H		5:30 PM Civic 45 J&H
5:00-9:30PM	8:30 PM Panic Theater J&H	8:30 PM Civic 45 J&H	8:30 PM Panic Theater J&H	8:30 PM Civic 45 J&H	8:30 PM Civic 45 J&H		8:30 PM Civic 45 J&H
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	8:30 AM Panic Theater J&H	8:30 AM Civic 45 J&H	8:30 AM Panic Theater J&H	8:30 AM Civic 45 J&H	8:30 AM Civic 45 J&H		8:30 AM Civic 45 J&H

Online Group Ex Schedules – Include these!

- Logo
- Dates
- Days
- Class Name – intuitive
- Instructor
- Descriptions – Preferred
- Instructor Photos - Optional
- Bios – Optional
- Pop-ups to COLLECT SALES LEADS!!





The New York Times



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The New Social Network That Isn't New at All



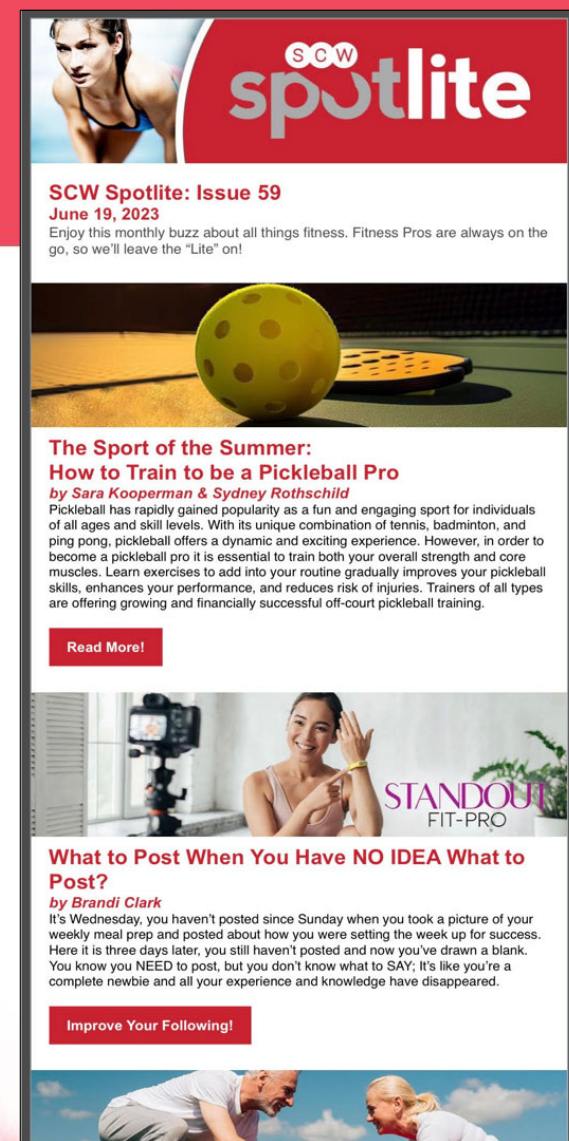
John W. Tomac

By **Mike Isaac**

SCW

eNewsletter Considerations

- Post on Social Media
- Bait, Collect & Click
- Short like a Twitter feed
- Have Click Through to longer article or blog
- Collect Name*, Email*, Cell, & Address
- Try, Test & Tweak
- Check Open-Rates, Shares & Click-throughs.

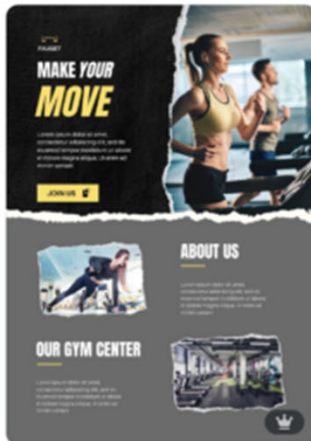


Canva Templates x

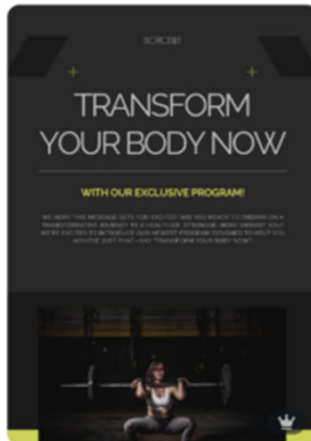
All Filters

Category v

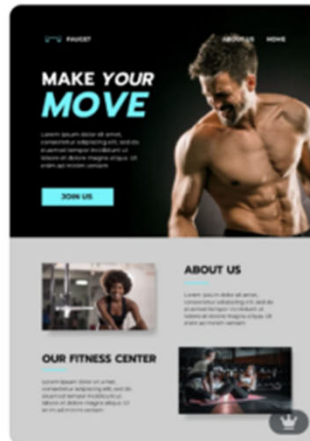
20,000 templates



Black and Yellow Ripp...
Email Newsletter by Sally I...



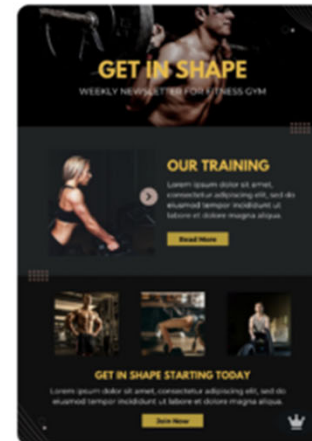
Gray Green Modern Fi...
Email Newsletter by Streak...



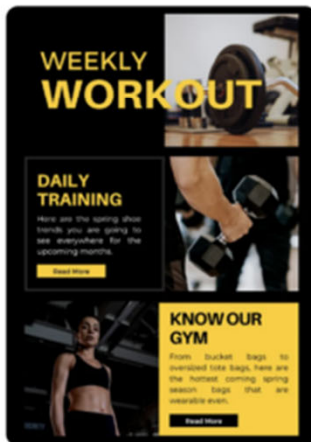
Black and Tosca Mode...
Email Newsletter by Sally I...



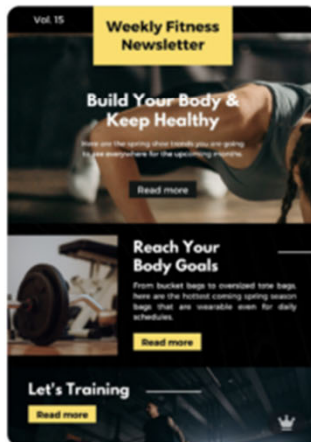
Black Pink Gym Openi...
Newsletter by Bekeen.co



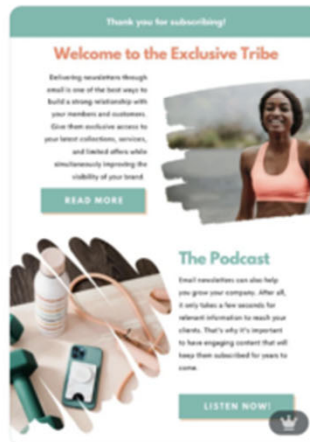
Black Minimalist Week...
Newsletter by OBiDsgn



Black Modern Weekly ...



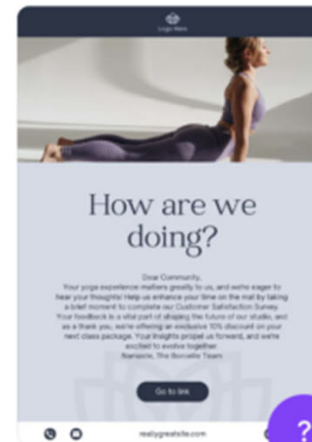
Black Minimalist Week...



Feminine Fitness Welc...



Teal Gray Gym Fitness ...

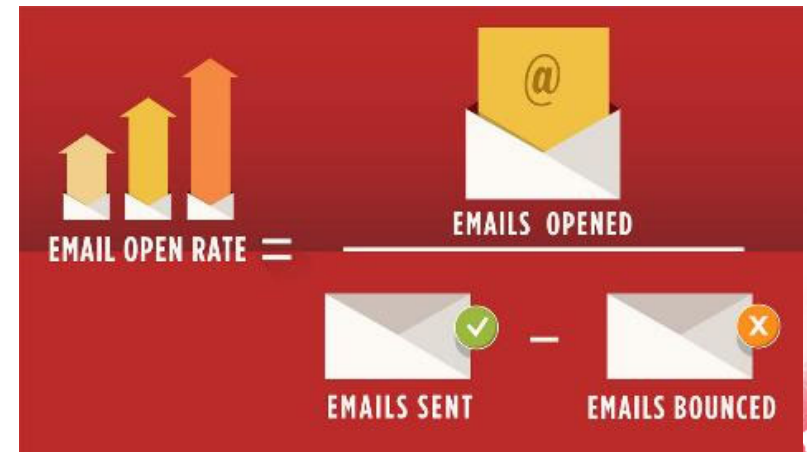


Blue Minimalist Fitnes...

SCW

Emails & Newsletters

- White Noise from Social Media
- The “In” box takes on a new meaning
- In-Boxes protect against spam
- Newsletters get the highest open rate = **40%**



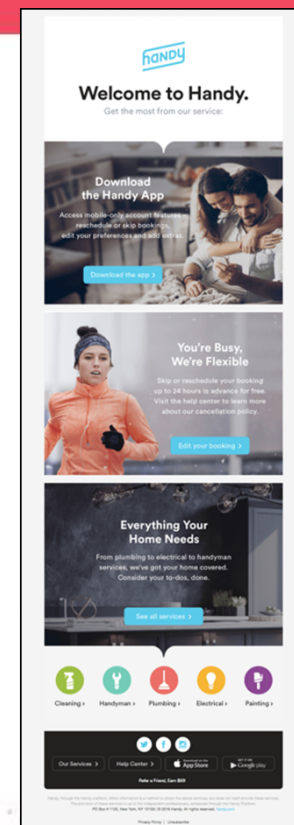
Send a Personal Note

- Connect Personally
- Hand-written Notes
- Divide Staff – have them help!



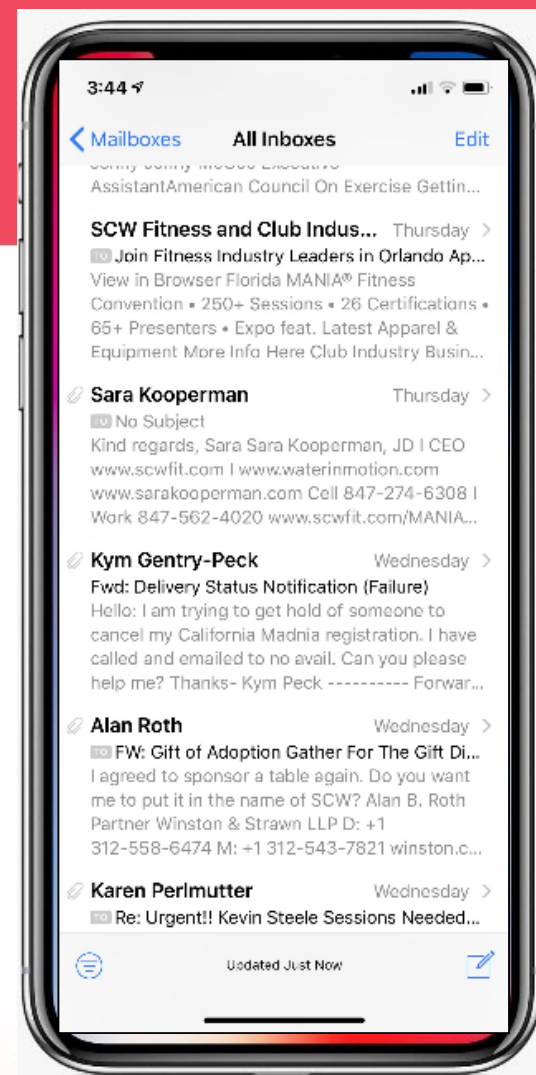
eNewsletters & Emails Considerations

- Who is the Email From?
- What is the Subject Line?
- Should Emogies be included in Subject Lines?
- What should we include in Headers?
- Do we repeat who it is From or the Subject Line in Header so people OPEN & DOWNLOAD IMAGES?
- Do we even include QR Codes or Links?
- Do we advertise or allow outside Advertisers?



Opening Newsletters & Emails

- 85% use smartphones to access email
- 58% of adults check their email first thing in the morning
- 70% of mobile email users delete badly formatted messages in under three seconds
- Mobile users check their email 3x more (Google)
- Mobile consumerism up 70%.
- 46% of adults prefer their mobile devices to search for items before purchasing them over their Computers
- Most mobile consumers do not automatically download images (was Battery Drain – now annoying)
- The average email open rate is approximately 23%
- Desktop users have lower conversion. (Yesmail)



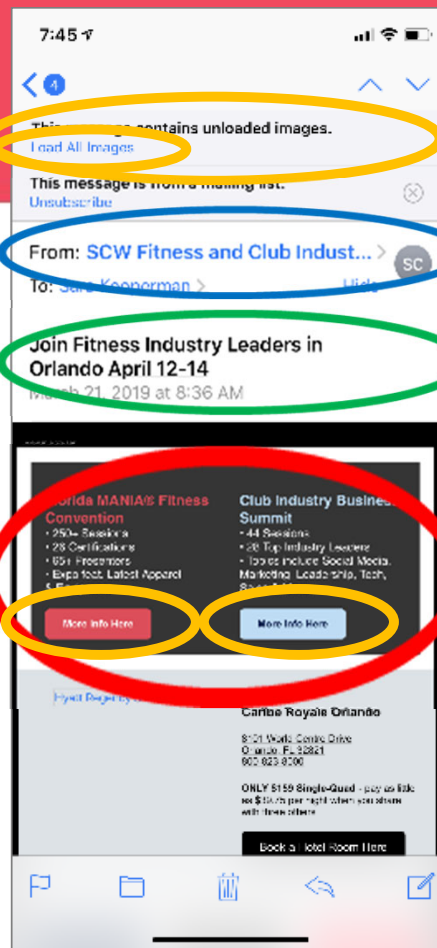
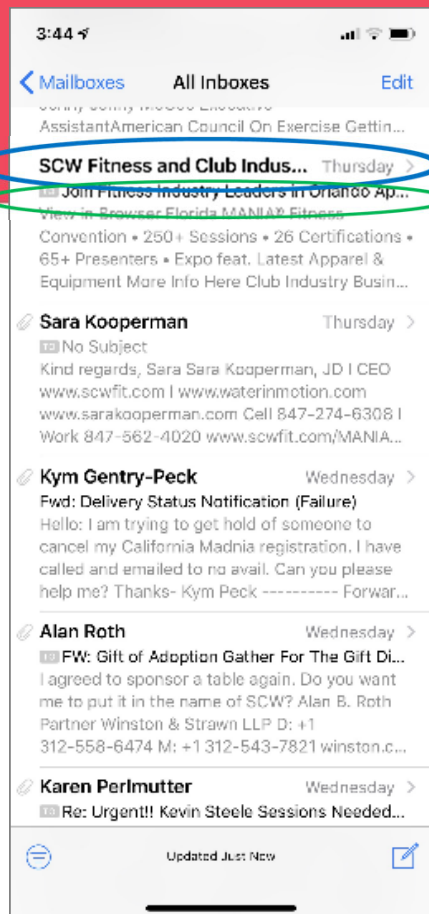
CHECK EVERYTHING ... yes, I'm YELLING!

- SEO
- Internet Explorer
- Firefox
- Google Chrome
- Gmail
- Yahoo
- Aol
- Hotmail



YAHOO!





Send, Resend Emails & Re-Connect

- Segment Your List to Deploy Differently
 - Time: East/West Coast
 - Client-type (Prospects/Members /Expired Members)
- Resend Emails to Non-Openers
- Non-openers automatically go into a new list
 - Schedule re-send w/New Subject Line
 - Or set to a New Date & Time, or New Email
- Download Names to those who opened
 - Personally Contact & Sell



Test Subject Lines

- Send out 2 different Emails

- Optional Subject Line

- “Members have
- “Programs to ki

- Send winner within
or 48 hrs) (remaini

Campaign Info

*Subjects 3 A/B Test ☒

We recommend testing each subject line with at least 1,000 contacts. [Learn more](#)

A	Our Annual 🚲 Bicycle 🚲 Sale is in Full Gear	33%
B	Are you wheelie, wheelie tired of your old bicycle?	33%

Remaining Recipients 5

0% ← → 100%

How long should we wait before declaring a winner?

6 48 hours ▼

After this period, the version with the most opens will be sent to the remaining recipients.

3 A/B Test ☒

contacts. [Learn more](#)

	33%
	33%
	34%

←

remaining recipients.

Pop-Ups, Chat Bots

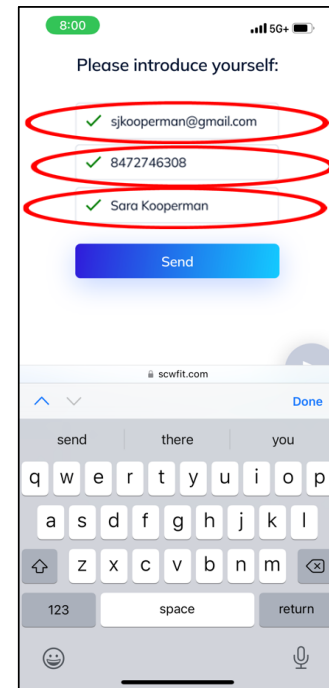
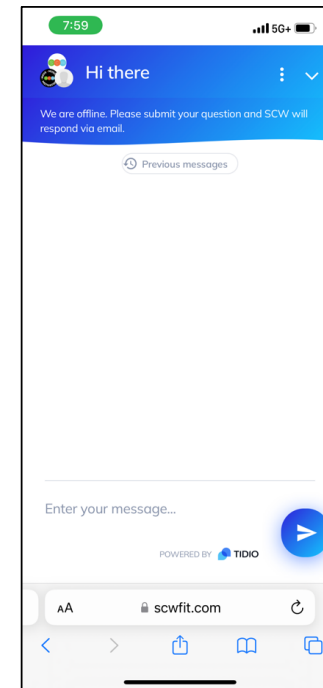
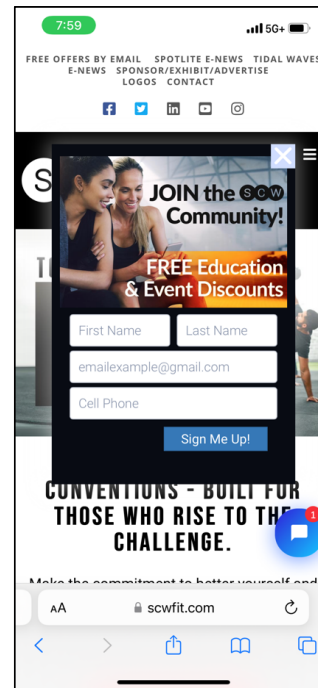
POP-UP ON YOUR WEBSITE

- Name, Email, Cell (?)

CHAT BOTS TIDIO

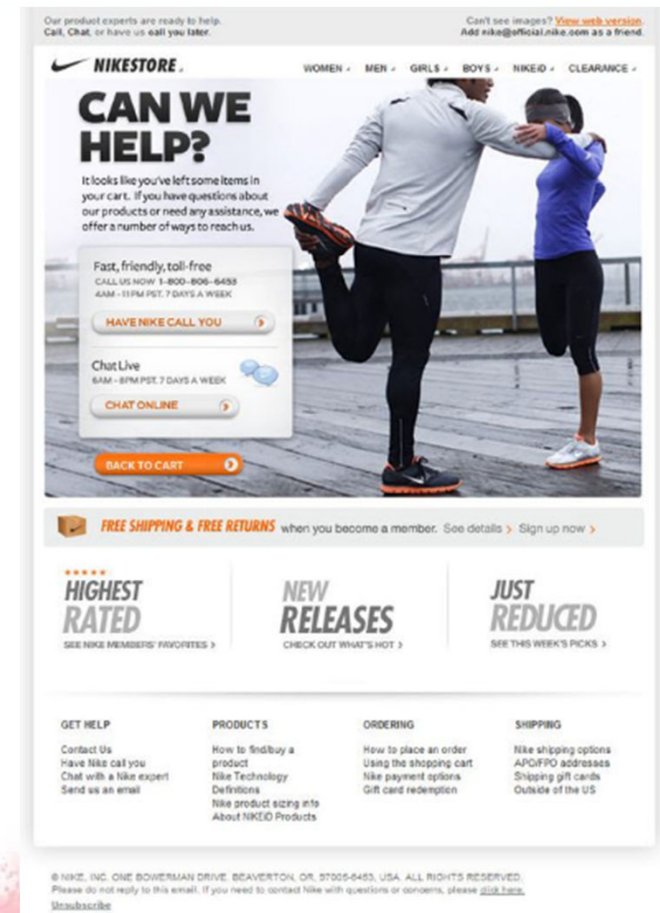
- Working 24/7
- Working 9-5 with LIVE PERSON
- Before & After “help” emails

COLLECT & USE!



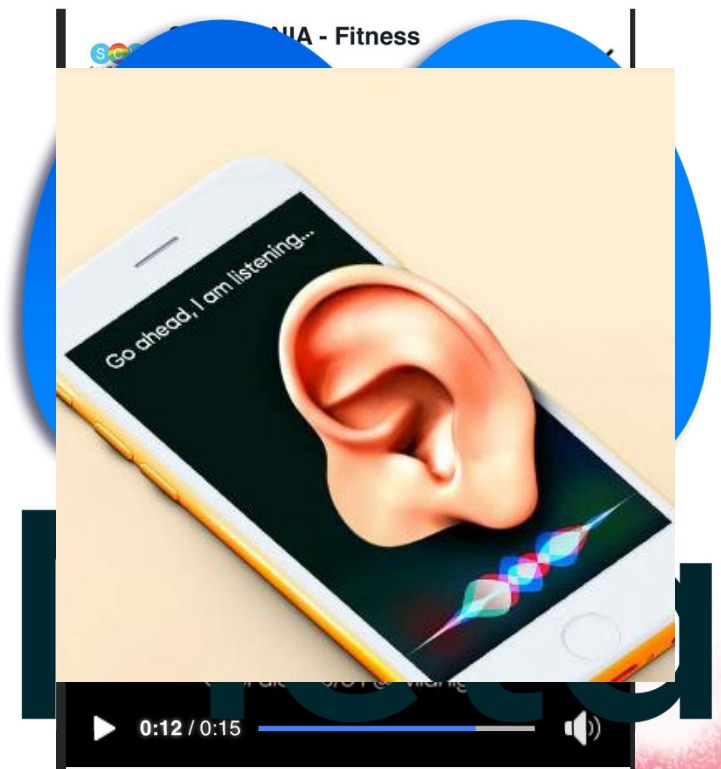
Social Media AWARENESS CAMPAIGN

- Broadest Net
 - Demographics: Location, Age, Sex, Likes & Dislikes
 - Get visibility and recognition (not sales)
 - Engagement (views, likes, clicks, shares)
-
- Build “audience pool” for retargeting
 - This casts your net



Social Media RETARGETING CAMPAIGN

- Clicking & Sharing
- See what the Net caught ...
- # Hashtags (not as important now)
- Shows what you have **clicked on in the past**
- Chatting with friends about “joining a club”
– **your phone listens!**
- **Meta Finds Your People!**



Social Media POSTING

- Videos
- Tag members
- **Be Authentic!**
- **Not every day! – Shake it up**
- **Video/Photo/Reel/meme**
- Reuse, Republish, Reconfigure



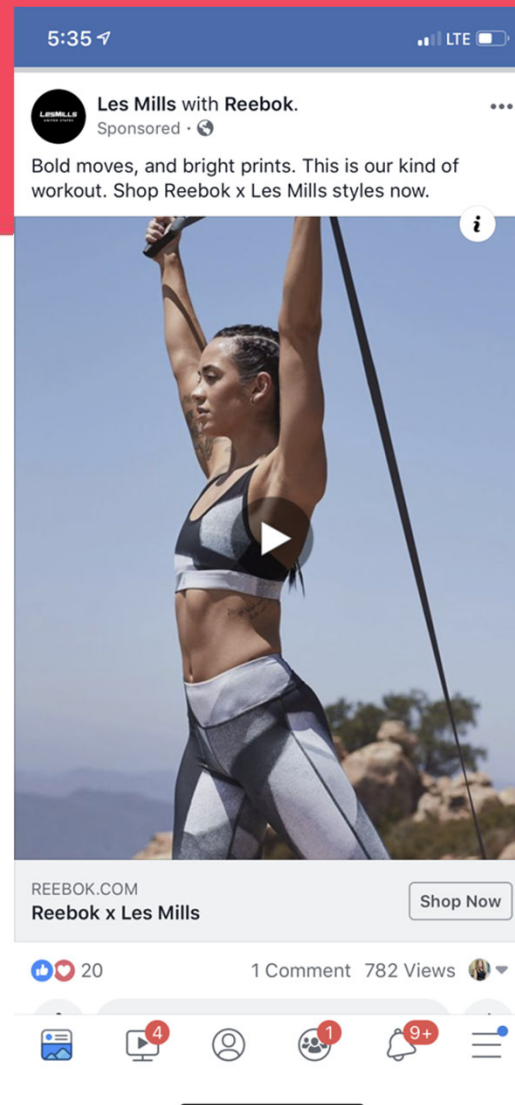
Videos on Social Media

- Live video gets you more interaction
 - Go live at Openings or Events



- Give a personal tour - be imperfect!
- Film with a drone (under \$100)





- Film & Post VERTICAL
- Not horizontal
- People don't want to flip their phones!

POST A VIDEO about why you LOVE MANIA[®] AND WIN:

- ▶ **1st Place** FREE MANIA[®] Convention
- ▶ **2nd Place** FREE SCW Certification
- ▶ **3rd Place** FREE Year of SCW OnDemand

(10-30 second video recommended)



Tag:

#SCWMANIA

@scwfitness



Find your Influencers

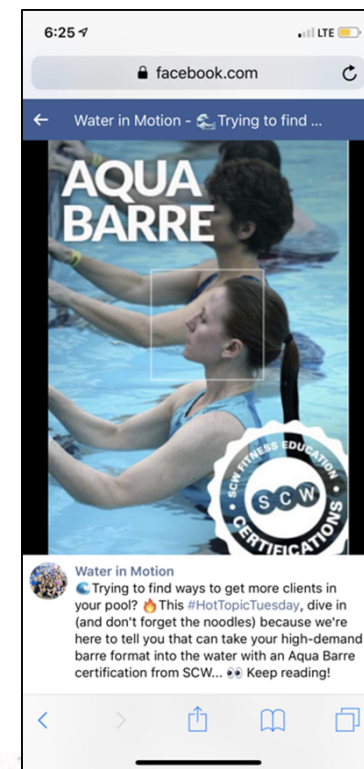
- **WORD OF MOUTH – PEOPLE THEY TRUST!**

- Instructors, Trainers, Friends/Members, Socialites, bloggers
- 1 in 4 marketers are using influencers
- 72% of GenZ follow Influencers
- 89% of marketers used influencers to increase their investments in 2025
- 38% of marketers says generating sales was their top goal for influencer marketing
- 50% of Millennials trust product recommendations from influencers (only 38% on celebrities!)
- 33% of GenZers have purchased products based on influencer recommendations
- 56% of marketers investing is micro-influencers
- Instagram is the most-used influencer tool
- 72% of marketers used Instagram marketing & will increase!
- Lifestyle & beauty were the most popular categories
- 45% of marketers use TikTok & will grow
- 52 % of marketers used Facebook



STORIES - Weekly Posts, Videos, Blogs

- Stories have overcome random posts
- But disappear!
- Perfect way to stay connected
- **Trainer Tuesday** (feature a Trainer & they are filmed talking about their favorite topic or training a client)
- **Workout Wednesday** (feature a special new machine, class or program)
- **Friday Foods** (Nutrition articles and healthy recipes provided by the staff)





SCW Fitness Education

March 5 at 2:28 PM · 🌐



🔥 This #HotTopicTuesday fitness professionals want to know: Am I getting the same benefits from taking online certifications as I do from attending LIVE continuing education courses?

Online fitness certifications, CEC courses, instructor training videos, workout templates, and beyond are readily available online and make the option for LIVE instruction seemingly disappear... but we're here to tell you that it most definitely isn't. In fact, you can get any LIVE SCW Certificat... [See More](#)



👍❤️ 19

7 Comments



SCW Fitness Education

March 22 at 3:49 PM · 🌐



This #FacultyFriday meet California MANIA® and Club Industry Business Summit Presenter Brian Bettendorf!

Brian Bettendorf, MSM (Management), MA (Kinesiology) is the Head of Education for RumbleRoller and a managing partner in Drake Global Strategy, a consulting firm helping fitness and sporting goods companies develop their brand, create new products and accelerate growth.

He has been in the fitness industry for over twenty years as a practitioner,



👍❤️ 11

11 Comments



Webinars



Watch what is going on

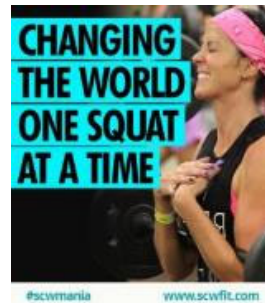
- DO NOT HIRE OUTSIDE
- Engage
- Assign, and
- WATCH
- Your staff
- Your results



Social Media Posts

www.WATERinMOTION.com/social

www.SCWFIT.com/be-social



Marketing using REELS

- What is a **REEL**?
 - 15-90 second : A short video, clips or a compilation of photos & videos
 - Used on IG and FB
 - IG has more editing options
 - Add audio/stickers/captions/flare (stickers/captions/graphics)
 - **USE TEMPLATES**
- Why do REELS work?
 - Grab attention
 - Better algorithms
 - **Less time to view more!**
 - Videos are King on social



REEL Stats & Tips

- 22% more engagement than regular IG videos
- IG users spend avg of 30min on the app
- 61% of Gen Z TikTok users plan to spend more time on REELS
- Original content is best for REELS
 - Don't reuse videos with other watermarks
- Use 3-5 relevant hashtags for REELS
- Meta is there to help you!



Create with Canva

- Basic is FREE, upgrade to Pro for \$14.99/mth or \$119 per year
- BASIC :Create social graphics, posters, flyers, business cards, REELS, etc.
- PRO - Personalize with logos, colors, fonts
- Both -Templates and photo stock
- www.canva.com



Collect Cell Phone Numbers

GET PERMISSION TO USE PERSONAL INFO

“I agree that I can be **emailed, texted & called** from the facility, that they can share my information with trusted affiliates, and utilize my **image** however they deem fit.”

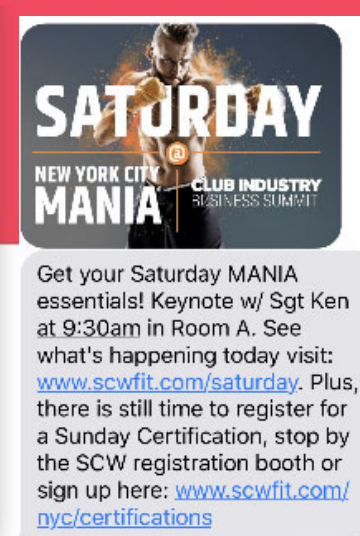
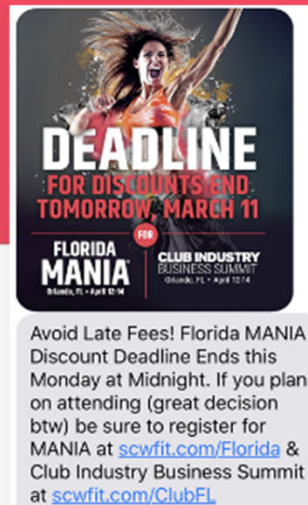
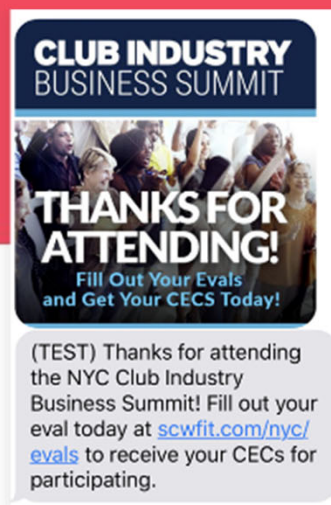


Use Group Text Messages

- Eztexting.com
 - 160 Characters + images
 - \$0.05 to \$0.04 per text
 - Respond to each text
-
- **Your business can be a Cell Phone – Receive & send Text Messages**



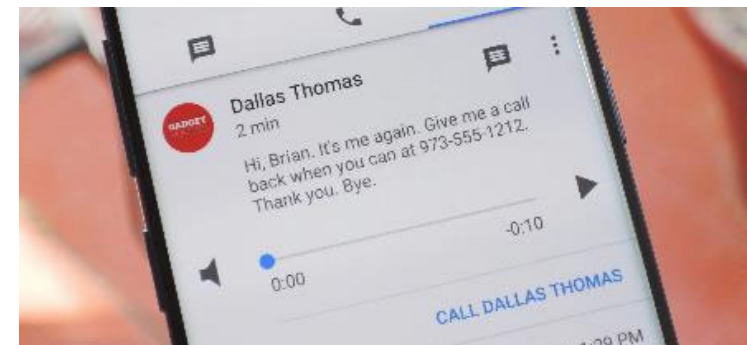
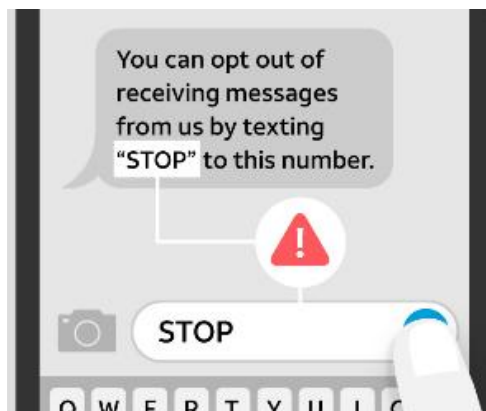
Text Imaging



- Make it PRETTY!
- They don't forward copy ... They forward images – include your website
- Images will be shared on social media
- Stay under 160 characters costs \$0.05 cents
- Share a video! (Rich Media)

Telemarketing – what's old is new

- People “STOP” text messages ...
- People don't answer spam calls
- Now people READ VOICEMAILS!





ChatGPT

san diego mania[®] SCW EXPRESS fitness pro convention

featured at **Athletic Business**
SHOW 2025



Thurs
November 6

Fri
November 7

Sat
November 8

Room 11A A Function & Active Aging

Room 11B B Group Ex. & Recovery

Room 10 C Power & Pers. Training

TH1 7:00am-8:15am	Creative Programming 65+ Wartenberg	Check Out the Free Workout Stage! See Book for Details	Killer Core Appel
TH2 8:30am-9:45am	NEW! Hip Mobility for Peak Performance Barnister-Murre	NEW! Fusing Fitness & Trends Valcourt	NEW! 6 Common Exercise Errors and Solutions: Piroton
TH3 10:00am-11:15am	How to Handle Hypertrophy Robinson	Human Reformer Pilates Madden	NEW! Arms, Bums & Core on the Reformer Barnister-Murre
TH4 11:30am-12:45pm	Check Out the Free Workout Stage! See Book for Details	NEW! SOUL Mashup Park	NEW! PanelBack: Strengthen, Restore, Thrive Home
TH5 2:45pm-4:00pm	NEW! Training for Life: Site-Specific Exercise Conit	Forever Pilates Appel	NEW! Core for Life Madden
TH6 4:15pm-5:30pm	NEW! Balance Brain and Spine Wartenberg	Arm Candy Appel	NEW! Band Strong: Train Anywhere Power Barnister-Murre
FR1 7:00am-8:15am	NEW! Building Strong Foundations Gibbert	NEW! BraziFit® Dance Fitness Revolution Santos	4 Quarters of Fitness Robinson
FR2 8:30am-9:45am	NEW! Athletic Aging by Ever Paced Madden	SOULstrength™: A Little OFF BEAT Park	NEW! Core Without Crunches Conit
FR3 10:00am-11:15am	NEW! X-Train for Active Adults Wartenberg	NEW! Prime Energy Greenbaum	NEW! Prime Performance for 50+ Robinson
FR4 11:15am-2:30pm	NEW! Boost Brain & Body Balance Gibbert	Fusion Revolution Schick	NEW! Joint Friendly: HIT Robinson
FR5 2:45pm-4:00pm	Check Out the Free Workout Stage! See Book for Details	NEW! SOUL Fusion™ Flows Park	Posture & Alignment with Personal Training Murray
FR6 4:15pm-5:30pm	NEW! Palango! Strength Ojeda	NEW! CoreSpring® Pilates: Abs & Glutes Huss	NEW! Stronger Women Moe
SA1 7:00am-8:15am	S.E.A.T. Supported Exercise for Ageless Training: Gibbert	Athletic Flow Schick	NEW! Trainer's Toolbox: Time-saving Solutions: Roberts
SA2 8:30am-9:45am	NEW! Flex & Power: Hip Mobility Mastery Kula	NEW! Palango! Cardio Ojeda	NEW! Do This, Not That: Roberts
SA3 10:00am-11:15am	Optimal Mobility: Enhancing Functionality Gibbert	NEW! Healing Trauma Through Movement Greenbaum	NEW! Master Rotational Power Training Moe
SA4 12:15pm-1:30pm	Strength Training for Longevity & Vitality Koopersman	NEW! BraziFit® Dance: Baki, Fun Fitness Santos	NEW! CoreSpring® Pilates for Strength & Stability Huss
SA5 1:45pm-3:00pm	Strengthen & Support Schick	NEW! Next-Level Mobility Warm-Up Strategies: Moe	NEW! Progressive FITT: Functional Tube Training Roberts



scwfit.com/mania
scwfit.com/certs





scwfit.com/sandiego



AB Show Workout Stage

Powered by SCW Fitness, experience two action-packed days of mini workouts happening every 15 minutes! Located in the EXPO Ground Floor Booth 2007.

Thursday, November 6, 2025

12:15 PM	Power Pilates - Reena Vokoun, MS	
12:30 PM	Posture Perfect: Body Weight Exercises - John Preston, MS	
12:45 PM	Core Without Crunches - Christine Conti, MEd	
1:00 PM	Total Body Strength - Reena Vokoun, MS	
1:15 PM	SOULkickboxing - Michele Park	
1:30 PM	Core for Life: Stronger, Safer, Smarter Movement - Tricia Murphy Madden	
1:45 PM	Brazily® Dance: Bold, Fun Fitness - Mariana & Andre Santos	
2:00 PM	S.E.A.T. Supported Exercise for Ageless Training - Ann Gilbert	
2:30 PM	Athletic Flow - Mary Lou Schell, PhD	
2:45 PM	Yin+Restore Yoga - Lisa Greenbaum, E-RYT 500, C-IAYT	
3:00 PM	WATERinMOTION: Wave Works - Billie Wartenburg	
3:15 PM	Breathwork for Mental Health - Lisa Greenbaum, E-RYT 500, C-IAYT	

Friday, November 7, 2025

10:15 AM	PALANGO! Cardio - Felix Ojeda, MS, MBA	
10:30 AM	Fusion Revolution - Mary Lou Schell, PhD	
10:45 AM	CoreSpring® Pilates for Better Balance - Charlyn Huss, MA, NCPT	
11:00 AM	Brazily® Dance Fitness Revolution - Mariana & Andre Santos	
11:15 AM	SOULfusion Lower Body Blast - Michele Park	
11:30 AM	Human Reformer - Tricia Murphy Madden	
11:45 AM	CoreSpring® Pilates: Dynamic Strength - Charlyn Huss, MA, NCPT	
12:00 PM	Back to Aerobics - Christine Conti, MEd	
12:15 PM	WATERinMOTION: WIM Strength - Cheri Kulp	
12:30 PM	Bite-Sized Exercise - Christine Conti, MEd	
12:45 PM	S.E.A.T. Supported Exercise for Ageless Training - Ann Gilbert	
1:00 PM	Empowered Balance Through Yoga - Lisa Greenbaum, E-RYT 500, C-IAYT	



www.scwfit.com/Sara



- S.E.A.T. Membership + Certification
- WATERinMOTION Kit + Certification
- MANIA Fitness Pro Convention
- Fit For Business by Sara Kooperman,JD



Innexpensive Marketing For Growth & Profitability

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sjkooperman@gmail.com

www.SaraKooperman.com

www.scwfit.com

