

EPISODE 4

YOUR BUSINESS IN A HYBRID SETTING



Defining A Hybrid Setting

When in-person training is restricted and/or not permitted due to public health authority guidance, a hybrid setting is needed for success.

A HYBRID GYM MODEL IS

“A fitness business offering both private and group training along with ancillary health, fitness, or specialty programs, in a brick & mortar location, while simultaneously offering online, virtual training and coaching programs either live or on-demand that people can join from anywhere.”

Guidance in Building an Effective Online Presence

- Create a private Facebook page
- Utilize a high-quality on-line streaming service for classes such as:
 - ZOOM
 - FB LIVE
 - YouTube Live
 - MindBodyOnline
 - Zen Planner
 - Wellness Living
- Different pricing models: Pay per class (\$15.00-\$20.00) using LiveKick, MindBody or Venmo) or monthly membership

Marketing Your Hybrid Gym

- Utilize the members & clients you already have for endorsements & ask them to share! Word of mouth matters!
- “Speak More. Write More.”
- Use social media. Post your experiences and ask your clients/members to do the same
- Feature different content or authors on your website
- Email your clients often
- Show your results
- Host a podcast (i.e.: Todd Durkin IMPACT Show Podcast)
- Be a guest on a podcast

Create a content schedule, do not wing it, be reliable, ask your followers to engage, they want to see themselves and people like them

BEST PRACTICE EXAMPLES OF VIRTUAL OFFERINGS

- Act as a supplement to the brick & mortar of physical gym service
- Provide a means to avoid non-renewals and lost memberships
- Act as a new revenue stream
- Deliver value to members and keep them impressed

VIRTUAL OFFERINGS INCLUDE

- ON-Demand/Streaming
- Fitness Classes (2-3x per day)
- Evening Meditations
- Devotionals/Inter-Faith Sessions
- Community Events (i.e.: Happy hours, trivia nights, etc.)

Top Tips for Online Teaching

- Test with the “Speedtest by Ookla” app
- Optimal download speed should be at least 9 Mbps (ideally at least 20 Mbps)
- Optimal upload speed should be at least 20 (ideally 100 Mbps)
- Get a Wifi booster to get your speed higher (Netgear, Ubiquiti AmpliFi, EeroPro)
- Use music
- Be ready – online sessions require a lot of preparation time, energy, and effort
- Correct sloppy/poor technique

Tips for Amplifying Your Brand

1x per day

Instagram feed post

5-10x per day

Instagram & Facebook stories

1x per week

Go LIVE

2x per week

Email