



BASE

**FITNESS
BUSINESS
ASIA
PODCAST**

**Bulletproof Your In-Person Coaching
Experience To Beat The Digital Wave**

ExPro 2020

JACK THOMAS

FOUNDER & CEO, BASE

FOUNDER & HOST, FITNESS BUSINESS ASIA PODCAST

→ 3 YEARS, 3 STUDIOS

→ ASIA'S GYM OF THE YEAR 2018

→ CLASSPASS AWARD - BANGKOK'S BEST STUDIO 2020

→ PODCAST RANKS IN TOP 10 - HONG KONG, SINGAPORE

FITNESS BUSINESS ASIA PODCAST

- WEEKLY EPISODES - EVERY MONDAY**
- SOLOCASTS FROM JACK THOMAS**
- INTERVIEWS WITH THE REGION'S TOP INDUSTRY LEADERS**
- SALES, MARKETING, BRANDING, RECRUITMENT & MORE**

SEARCH FOR 'FITNESS BUSINESS ASIA' ANYWHERE

[FITNESSBUSINESSASIA.COM](https://fitnessbusinessasia.com)

A black Peloton stationary bike is positioned in a bright, modern living room. The bike is the central focus, with its large flywheel and red accents visible. It is set up on a wooden floor. To the left, a wooden side table holds a potted plant and some books. To the right, another wooden table holds a white mug. A large window in the background shows green foliage outside. The overall atmosphere is clean and contemporary.

WHAT IS TODAY'S SESSION?

Everyone is talking about on-demand and live-stream digital fitness, but many members cannot wait to get back into their physical gyms.

This lecture will demonstrate some fundamental principles that will help your coaching business deliver a training experience that digital fitness simply cannot compete with.

WHO TODAY'S SESSION IS FOR:

- PERSONAL TRAINERS & GROUP CLASS INSTRUCTORS
- GYM OWNERS
- GYM MANAGERS
- INVESTORS WHO WANT TO KNOW ABOUT THE FUTURE OF THE INDUSTRY
- ESPECIALLY THOSE IN ASIA (US/UK LANDSCAPE MAY BE DIFFERENT)

WHAT TO EXPECT:

- How it is NOT doom and gloom for gyms and real life in-person personal training.
- How to make sure your in-person experience cannot be beaten by a Zoom session.
- Why a hybrid model may be the best solution.
- Why you need to make sure you're in the top 10-20% to survive.
- Programming and a concept that cannot be done online.

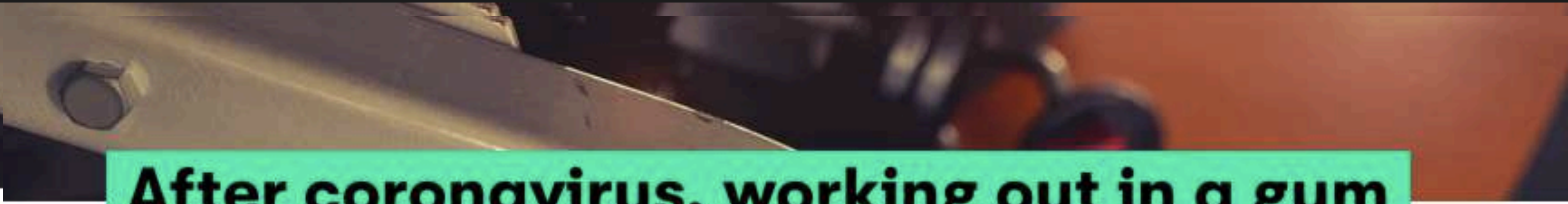
WHAT **NOT** TO EXPECT:

- Online training. This is all about the in-person experience. Check out Owen Bowling's session for online training tips.
- Me telling you "don't worry, everything is going to be OK".

GET THE MOST OUT OF THIS SESSION

- TURN OFF DISTRACTIONS
- TAKE NOTES
- COMMIT TO TAKING ACTION ON **AT LEAST ONE THING**

***QUESTIONS WILL BE ADDRESSED AT THE END**



After coronavirus, working out in a gym will never be the same

By [Tracey Anne Duncan](#)
May 6, 2020



Health

I Miss the Gym Like Hell, but I'm Not Going Back Anytime Soon

In a choice between working out in a heavy-breathing crowd where everyone's mask is dangling from one ear and working out at home: Good equipment is not worth people's lives.

By [Casey Johnston](#)



CORONAVIRUS OPEN SOURCED MORE ▾

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Fitness

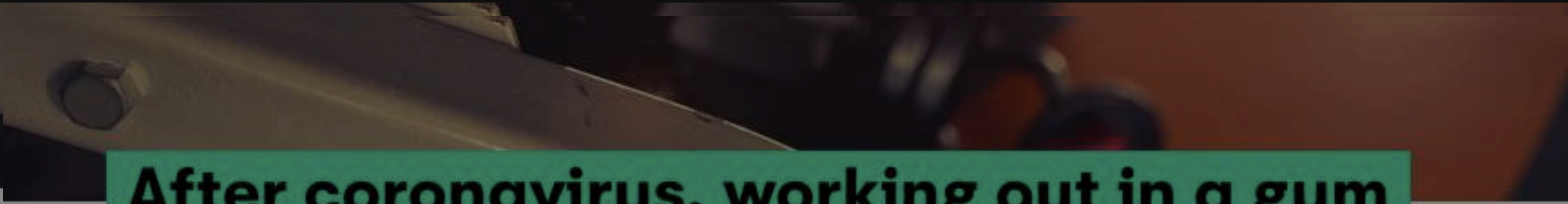
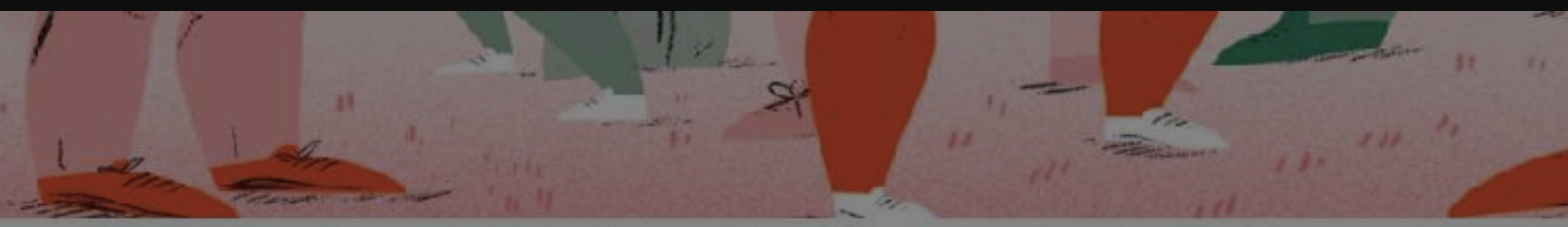
The Gym As You Know It Is a Thing of the Past

Goodbye, packed workout classes. Goodbye, independent yoga

After the coronavirus pandemic, group fitness will never be the same

The reasons people love group fitness are the same reasons that make going back so hard.





**After coronavirus, working out in a gym
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Health

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SHARE

By Casey Johnston

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LET'S GET THIS OUT THE WAY...

"I'm bullish on the future of online training"

"I'm bullish on the future of the in-person training experience"

I think they're two different markets that can co-exist and compliment each other.

If you've always wanted to go online and live on the beach then go for it! I can't wait to get back into a physical space and see physical people. If you're the same, this lecture is for you.

LET'S GET THIS OUT THE WAY...

“I’m bullish on the future of the in-person training experience”

... but it’s not going to be easy.

Because:

- People are going to have less money
- People are going to be more fussy
- People’s needs are changing and we need to adapt too

THE WORLD'S GREATEST EVER EXPERIMENT

- Forced gym closures in almost every country around the world
- People are throwing themselves into online fitness
- People are investing in home workout gear - supply and demand is causing dumbbells prices to skyrocket
- Everyone now knows how to use Zoom. Online coaching skyrocketing
- Peloton stock price is firing up, Gold's Gym has declared bankruptcy, ClassPass has laid off over half of its staff.

WHAT'S NEXT?

Nobody knows.

Markets that are open:

- **Taiwan: 90% sales**
- **Vietnam: '80% of clients are back, 10% are stuck away'**
- **Thailand: Promising early signs**

What we see gives us optimism for the future of in-person fitness.

SURVIVAL OF THE STRONGEST

We will experience a market shift where only the top 10-20% may survive.

Are you in the top 10-20% in your space?

Really ask yourself, ask friends who can give you an honest answer and ask random people. If the hard truth is no, you've got some work to do.

Everything you do from here on in needs to place you in the top 20, or even 10% of gyms or coaches.

SURVIVAL OF THE STRONGEST

This doesn't need to mean knowledge, this can be service, connection. In fact, these are often more important.

We have your commitment to be in the top 10-20%. If not, quit now - find a new job.

ONLINE OR OFFLINE?

There are two crucial questions that clients and members will ask themselves:

Will my gym/training with my coach be safe?

Do I actually prefer training online, at home?

- Convenience, Quality of the workou, Experience

These two questions are **very** important and you need to consider these every day when you're planning your return as a gym or coach.

WILL MY GYM BE SAFE?

Visit: [www,basebangkok.com/base-standards](http://www.basebangkok.com/base-standards)

Listen to the Fitness Business Asia podcast

DO I WANT TO GO BACK, OR IS IT BETTER AND MORE CONVENIENT TO STAY AY HOME?

Ask yourself:

What can I offer at my gym or in my sessions that they cannot get at home?

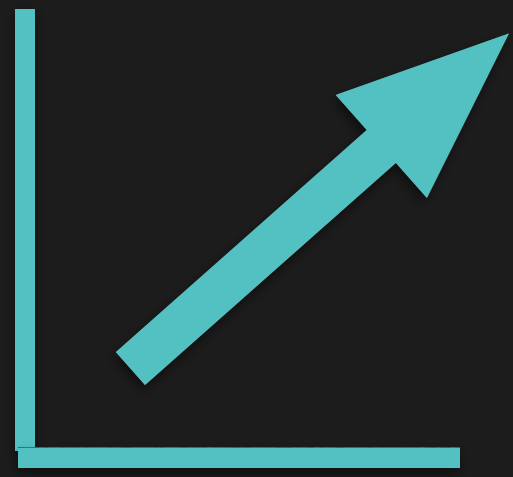
What can I provide in my in-person experience that you CANNOT get at home?

**DO I WANT TO GO BACK, OR IS IT
BETTER AND MORE CONVENIENT TO
STAY AT HOME?**

The 7 Areas Of Focus



SERVICE



STRUGGLING TO SURVIVE

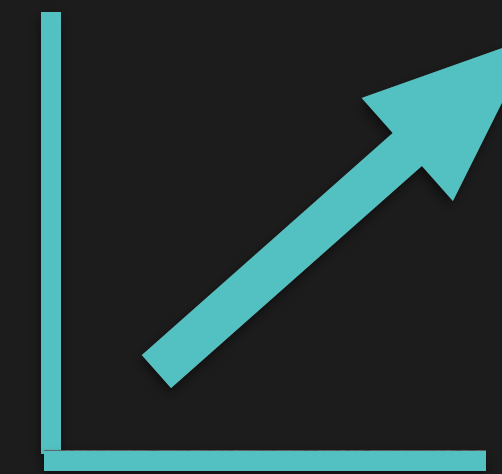
- Staff are going through the motions
- On the phone, waiting for 'shift' to end
- Never hear from your gym or coach outside of the session

SURVIVE & THRIVE

- Remember names and interested in their lives
- Smiling and friendly
- Many touchpoint: calls, messages, notes, cards



CULTURE

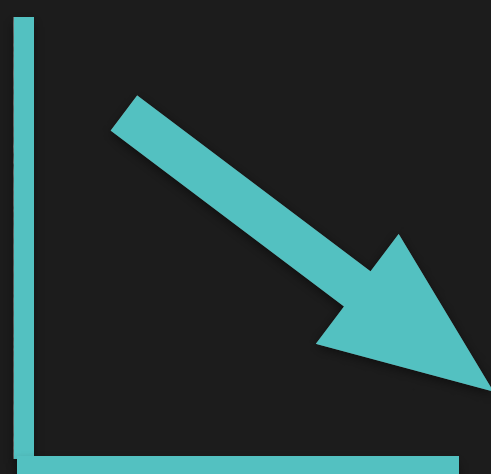


STRUGGLING TO SURVIVE

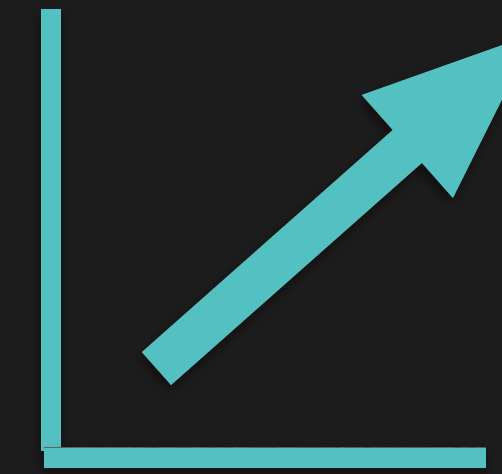
- Unprofessional behavior
- Staff who aren't invested
- Your team don't know what you do or why you exist

SURVIVE & THRIVE

- Always professional
- Staff who want to be there and believe in the mission
- Defined company values that the team understand and buy into



CONCEPT

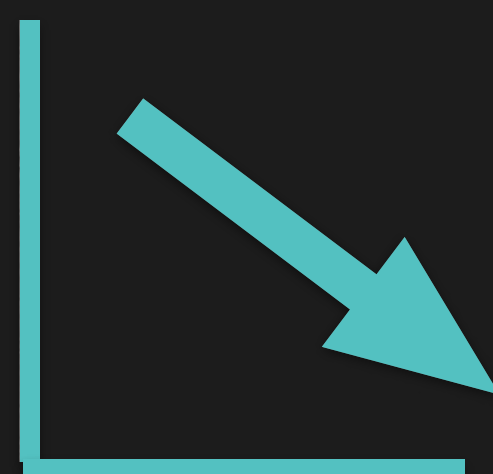


STRUGGLING TO SURVIVE

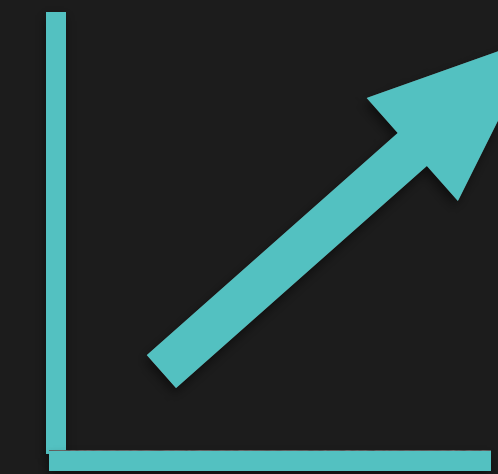
- Same tired concepts without a differentiator
- Basic programming that can be done anywhere
- Tons of burpees, mountain climbers and air squats

SURVIVE & THRIVE

- Something different and exciting
- Something that cannot do at home
- Using equipment or tools that aren't easily available



TECHNOLOGY

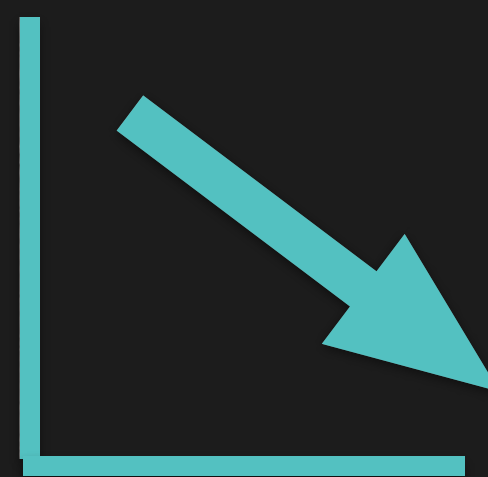


STRUGGLING TO SURVIVE

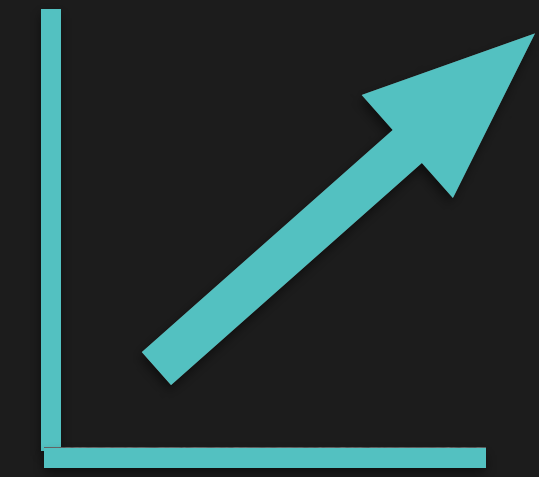
- Slow, time-intensive systems
- Pen and paper to run the business
- A plain experience

SURVIVE & THRIVE

- Embracing tech to run the business
- Adding tech conceptually to enhance the concept
- Using tech to boost community



COMMUNITY



STRUGGLING TO SURVIVE

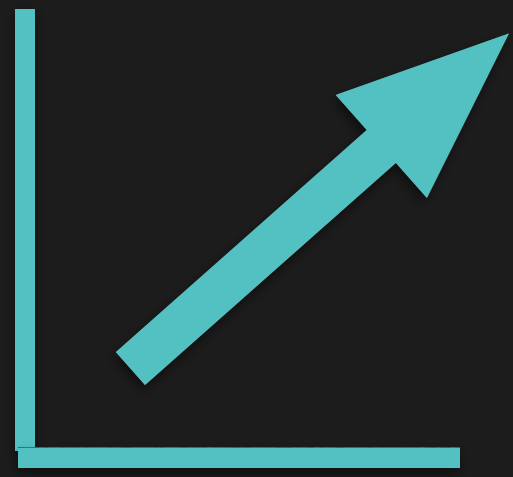
- Just a 'place to train'
- Everyone keeps themselves to themselves
- No initiatives or community building events (collaboration)

SURVIVE & THRIVE

- People make friends at their gym
- There's connection outside of the training space
- Initiatives and events to pull the team and members together



MARKETING



STRUGGLING TO SURVIVE

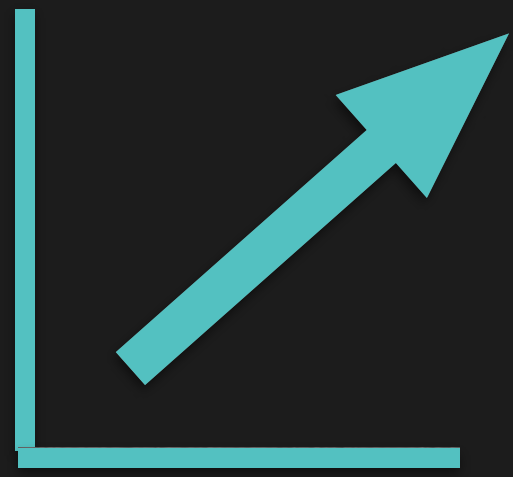
- Rarely getting messages out
- Not educating your client base
- Very few, if any, touchpoints outside the session

SURVIVE & THRIVE

- Posting well thought out content daily
- Becoming an authority in your subject
- Using multiple touchpoints: socials, email, PR, phone



PRICING & PROMOTIONS



STRUGGLING TO SURVIVE

- Massive discounts to try and entice clients back
- Talking about promos more than product

SURVIVE & THRIVE

- Faith that you offer value
- Sell the dream over sell the promo
- Focus on delivering value

TO SURVIVE, UNDERSTAND THESE FACTS

- **OUT OF CRISIS, THERE ARE WINNERS AND LOSERS**
- **MANY PEOPLE STILL HAVE MONEY, IT'S NOT GONE ANYWHERE**
- **EVERYONE STILL HAS PROBLEMS THAT THEY NEED SOLVED**

OUT OF CRISIS, THERE ARE WINNERS & LOSERS

NIGEL

10 clients

Loses 2 as they can't afford
4 are having tough times and
also leave

Loses motivation and so two
more drop off

POST COVID: 2 CLIENTS

BERNADETTE

10 clients

Loses 2 as they can't afford it
4 are having tough times but
stay

The 2 come back
Picks up 4 clients from Nigel

POST COVID: 14 CLIENTS

THE HYBRID MODEL

- Switched to online overnight
- Within 2 weeks, BASE Anywhere
- Clients are happy with this solution for now, but cannot wait to get back
- We will continue online (1-to-1 and on-demand) as an option that can increase revenue by 10-15%
- We will obsess over how our offline experience can be something that cannot be replicated

ASK YOURSELF EVERYDAY

“What am I doing today to make sure I’m in the top 10%?”

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