

***A MESSAGE TO LOCAL FITNESS CENTRES! – Colin Willet – BOS Member***

Have you heard the news! If we listen to the media and read the newspapers - the impression they give is that there is a vast, untapped source of revenue out there waiting to sign up for gym membership. We are a nation on the point of crisis - struggling with obesity and lack of general fitness.

Before you gym managers get too excited, you must realise that this revenue stream has to be "handled with care". They are probably middle-aged, very unfit (possibly been diagnosed obese) and feel very nervous about approaching their local fitness centre. Their first impression is of an environment full of very active, fit people who are busy "working out". When they look in their mirrors at home, they see the opposite image staring back at them - unfit, out of shape and very reluctant to climb into a pair of shorts! Come to think of it, they probably have not worn shorts for 20 years!

All of this adverse publicity is leading them to try and do something about their fitness. They know that exercise is one of the best drugs that they can take. A good cardio and muscle toning session will make them feel fitter and stronger with the mental benefit of raising their self esteem - they will feel much better about themselves.

The local fitness centre has a great part to play in attracting this clientele. A sound marketing campaign is required with delicate and sympathetic "meet and greet" skills. Possibly employing the services of an older, qualified gym instructor/trainer. A good deal of "hand holding" will be required to get them through this initial stage of their road to a fitter and healthier lifestyle.

Handled correctly - everybody will benefit.