



AmeriPro Fitness

Ultimate Lifestyle System

**Health Club Owners & Fitness Professionals:**

## **Generate Additional Revenue for FREE While Boosting Profits & Member Retention !**

You now have an opportunity to offer an **innovative personal training service** that could bring an additional revenue stream for your facility at no cost to you.

**The concept is simple.** Health club members want personalized workouts that will deliver results, but they don't want to pay the premium price to work one-on-one with a personal trainer. So, what do you do? You can't drop the price of your one-on-one personal training programs — so these health club members are simply lost as personal training clients. Enter online personal training.

We offer a complete fitness and nutrition program for your members through the internet. Our service is unique because the programs are conveniently available online.

*What about the gap in profits that traditional personal training programs are unable to fill?* By offering your members the option of online personal training, these gaps in profit can be quickly filled with new revenue.

It is a *known fact* that only five percent to 15% of health club members are able to afford the higher costs of one-on-one personal training. This leaves over 80% of your members without the guidance they need to get results and to navigate their way around the facility. This also means that the club's personal training profits are derived from less than 20% of its members. What about the other 80% of your members? Don't you think they could afford personalized workouts at a lower cost than one-on-one training? Sure they can.

Your fitness facility has the opportunity to **monetize the 80% of members** who aren't utilizing one-on-one personal training by offering them an online personal training program. Imagine adding \$20 to \$45 per month — per member — to your club's bottom line simply by making this offer: "*Would you like to know how you can get personalized fitness and fat loss programs delivered to you daily via email for about one dollar a day?*"

Online personal training is the perfect alternative for your members who cannot afford one-on-one personal training but who still desire some form of guidance and accountability. You can easily offer our service to offer these members budget-friendly, trainer-designed workout programs. Using AmeriPro Fitness in this way provides a two-pronged benefit to your fitness facility. **First**, your club can now generate more profits (by way of more dollars per member) by offering budget-friendly online personal programs to your members. **Second**, your club will also realize an increase in member retention because members who follow programs and get results stay and pay for longer periods of time.

**How it works is very simple.** Once a member becomes part of our program, we have them fill out a fitness assessment, PAR-Q, etc. and offer a free coaching call to go over their program. A personal trainer will then design a program based on their goals, track their progress and routinely update their program as they go forward.

We make it very simple for your members. They will be able to login to our site, print out their workout, see a video demonstration of each exercise and log their results if they choose.

In addition, they'll have a complete nutrition plan designed for them to use & follow. We offer hundreds of RD designed meal plans using our exclusive Dietmaster™ nutrition program.

You can login to the left and take a **live demonstration** to see an example of our service.

### **How Our Service Benefits You**

- 1) Our program is a **value added benefit** for your members. Most people can't afford to pay \$40-\$80 a session for a personal trainer, and they're looking for an inexpensive alternative. Our average plan is only \$39.95/month.
- 2) It will help in **member retention**. On average it costs about \$150 to acquire a new member. Once you have them, you want to make sure they stay with you. The way to do that is to make sure they're getting results and staying motivated.
- 3) Last, it brings in **additional revenue** without any extra expense. You earn **50% commission** on each member *every month*, for as long as they remain on our plan. You could potentially generate thousands of dollars every month in additional residual income, just by making it available to your members. Commissions are paid the 15th of every month.

As an affiliate partner, you'll have an **exclusive territory** so you'll be the only facility offering our service in your area. We found this helps you not only in member retention, but in signing up potential members because you're the only one offering our service. By partnering with us, you will be positioning yourself as an industry leader with cutting edge technology and outstanding customer service.

There are **numerous ways to promote** our service and generate income. We can also assist you if needed.

Here are just few easy ways to get the word out:

- 1) Use it in your current advertising
- 2) In-gym advertising
- 3) Cross promote with your current members
- 4) Offer your employees an incentive for promoting it
- 5) Direct mail incentive
- 6) Lead box incentive
- 7) Put it on your website
- 8) Use it in your emails & campaigns
- 9) Your Newsletter
- 10) Fliers

***Getting started is as easy as 1-2-3 !***

- 1) Simply fill out the form below to register and secure your exclusive territory
- 2) Receive your Affiliate ID
- 3) Promote & start earning commissions, we can even assist you

***Get Started Today !***

Please note that all fields followed by an asterisk must be filled in.

**Business Name\***

**First Name\***

**Last Name\***

**Street Address\***

**City\***

**State/Prov\***

**Zip/Postal Code\***

**Business Phone\***

**E-mail Address\***

**Web Site URL**

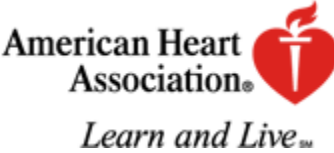
**Fax**

**Referrer's Name or ID#\***

**Comments**

A rectangular text area with a light gray background and a thin black border. To the left of the text area, the word "Comments" is written in a bold, black, sans-serif font. The text area itself is empty and contains a vertical scrollbar on its right side, with a small gray square at the top and bottom indicating the scroll position.

# Professional Associations



We've been featured in thousands of print, television and online publications.  
Below is a small sampling of some of the media that have featured us.

The New York Times



THE WALL STREET JOURNAL



THE INDIANAPOLIS STAR  
INDYSTAR.COM

