



BTS WEEKLY TIPS TO INCREASE GROUP FITNESS PARTICIPATION

Did You Know.....

USING THE TERM **AEROBICS** VS **GROUP FITNESS** MAY DECREASE PARTICIPATION

Aerobics implies dancy or female and will likely limit participation of males and even some females. **Group Fitness** is a more neutral term and allows the program or class to be judged on its merit. Consider using the terms **Group Fitness Room** and **Group Fitness Instructors**. Remember, however, changing a name cannot fix a poor program.

BTS has helped over 1,400 clubs in the U.S. and Canada increase their group fitness participation. With over 30 years experience in all facets of club operations, the 70 person BTS team has specialized in group fitness since 1989.

TO ANSWER SPECIFIC QUESTIONS ABOUT YOUR CLUB, WE INVITE YOU TO:

1. Attend a free Business of BTS Seminar. For schedules, locations and registration visit www.bodytrainingsystems.com.
2. Call one of our **BTS Coaches** at **800-729-7837** Kristin x255, Lydia x278, Natalie x335

LET'S **MOVE!**