



BTS WEEKLY TIPS TO INCREASE GROUP FITNESS PARTICIPATION

Did You Know.....

THE FUTURE OF GROUP FITNESS DEPENDS ON A NEW GENERATION OF INSTRUCTORS.

The profile of today's instructor is a 40-year-old mother of two, teaching for a hobby at multiple clubs.

According to American Sports Data, group fitness participation has declined 50% over the past 10 years. Since approximately 95% of all classes are developed by the instructors who teach them, we either need a new generation of instructors or a system to give the existing instructors the training and tools to be successful.

BTS has helped hundreds of clubs find and develop this new generation of instructors. Current instructors are taught skills needed to pack classes and capitalize on the power of Group Fitness.

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!