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LIMITLESS

# Defining + Delivering Your Signature Class

PRESENTED BY

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# Reunited!

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- Our Stories
- Current Trends
- Signature Class Inspiration
- Considerations on Delivery
- Playtime
- Your PLAN



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# Fitness World Canada

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- **15 locations in BC, Canada**
- **500+ employees**
- **150 Fitness Class instructors**
- **150 Personal Trainers**
- **15 General Managers**
- **500+ fitness classes/week**



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# My Story

- 3 interesting facts
- 3 words to best describe my classes...



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# Inspiring Signature Classes

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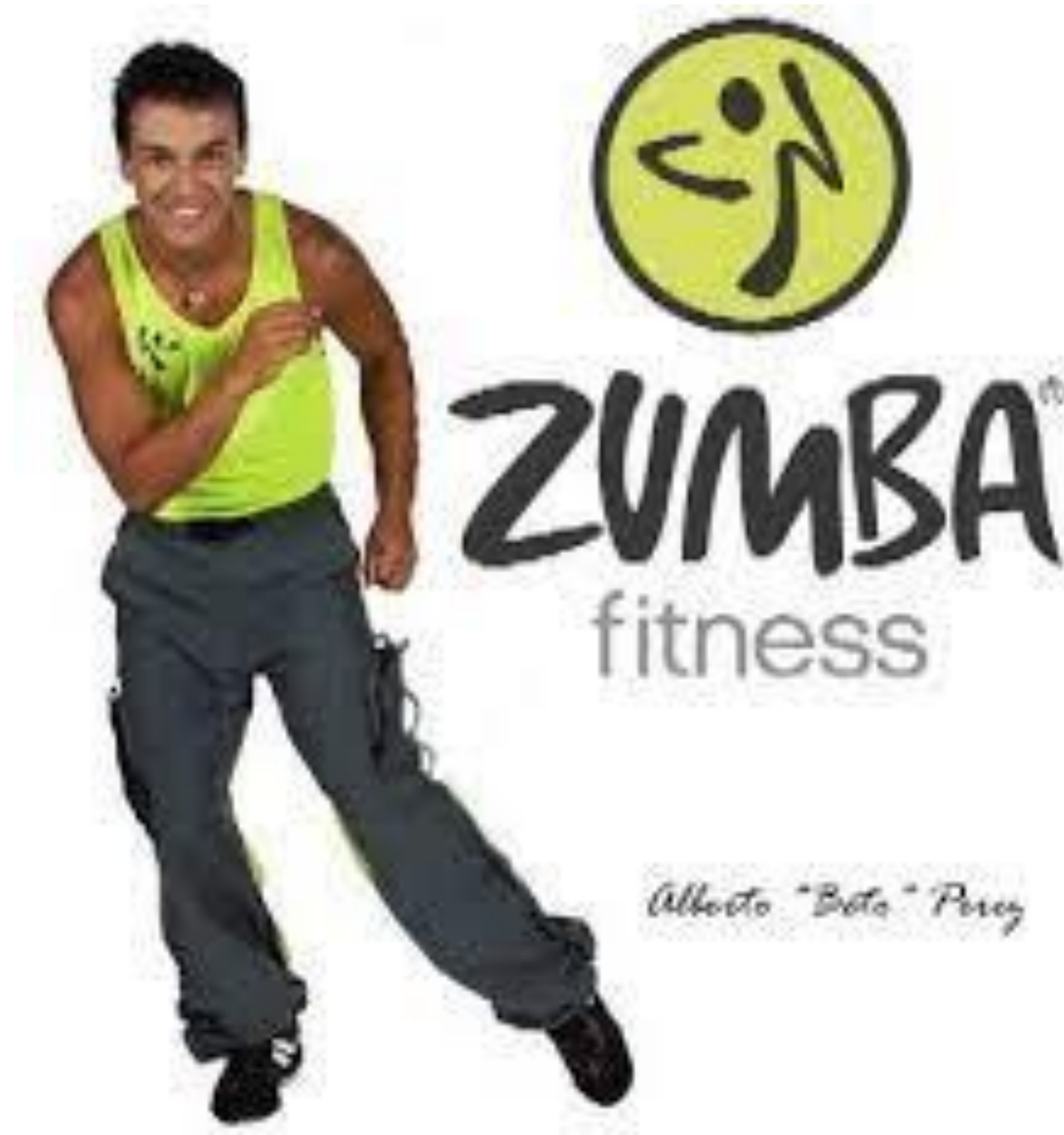
- Billy Blanks
- First to merge martial arts and aerobics in the late 80's
- **Tae Bo** gained celebrity attention
- Over \$100M in VHS sales



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# Inspiring Signature Classes

- Beto Perez
- The accident – late 90's
- **Zumba** launched in 2001
- Fusion of Latin dance + fitness
- First to use non-verbal cues
- The dance party workout
- 15M weekly participants
- Firm worth est. \$500M



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# Inspiring Signature Classes

- Ruth Zukerman
- Elizabeth Cutler
- Julie Rice
- First **Soul Cycle** opened in 2006
- Sold to Equinox for \$90M in 2011



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# Inspiring Signature Classes

- Kirsten Potenza
- **Pound** launched in 2011
- Fusion of cardio/strength + drumming, Pilates
- Fitness Rebels
- 25,000 instructors
- 100 countries



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# Inspiring Signature Classes

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- Taryn Toomey
- **The Class**
- Launched in 2011
- A cathartic workout experience
- Celebrity endorsement
- Est. \$3M net worth



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# Inspiring Signature Classes

- Andrew Page
- **Axle Workout** launched in 2016
- First collapsible barbell
- Total body performance and balance
- 2000% growth since 2019



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# Common Elements:

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- Driven leader
- Solving a problem
- Being the first
- Serving a group/community
- Innovative idea or tool
- Celebrity/media attention

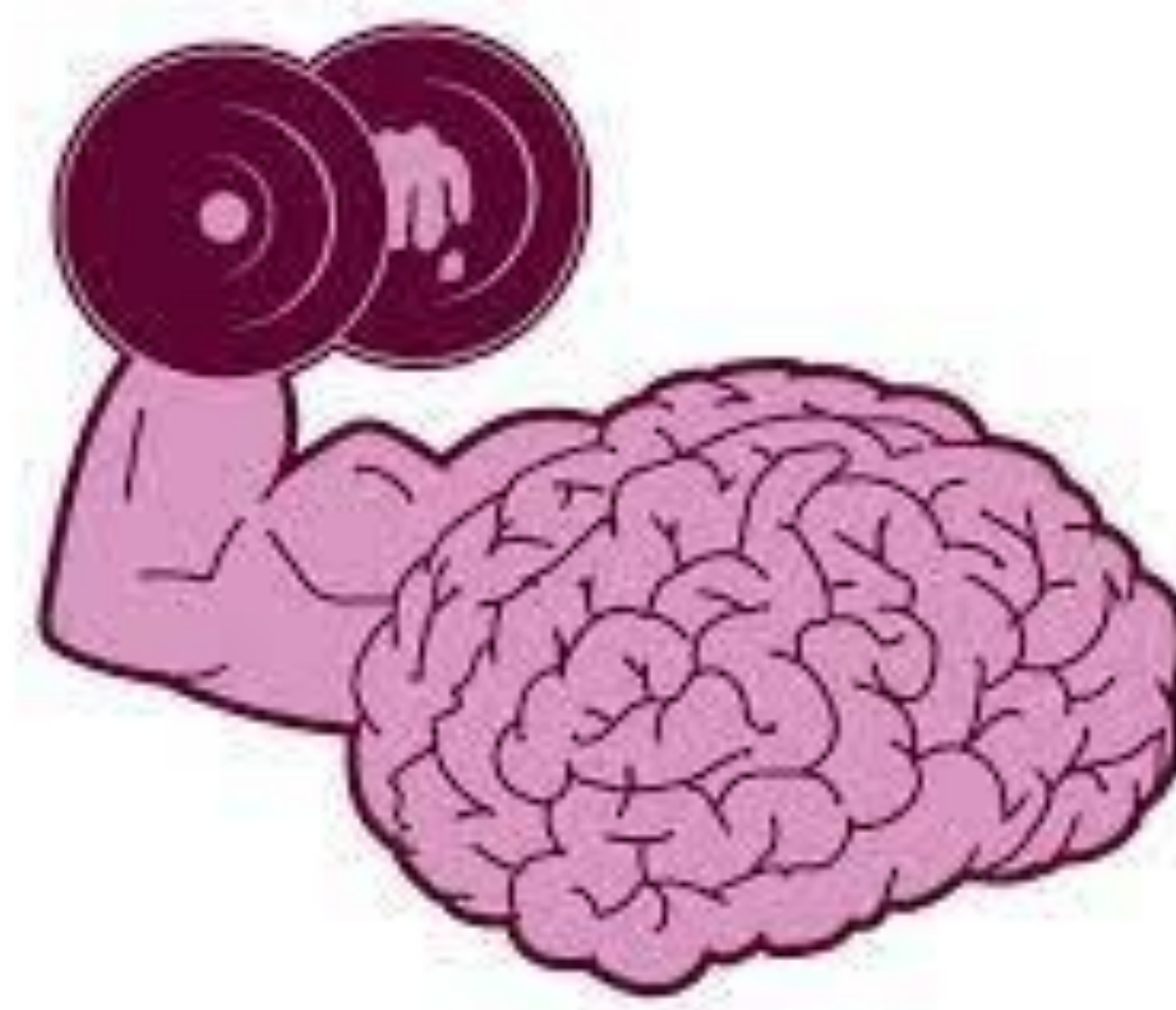


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# Current Fitness Trends

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- Exercise for Health Benefits
  - Immunity
  - Mental health
- Wearables
- Outdoor & Virtual workouts
- Anti-aging
- Inclusivity/Accessibility
- Strength gains
- Event Experiences



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# Class Goers Wants vs. Needs

Clients want:

- Energy
- Inspiration
- Challenge
- A like-minded community
- **Social connection**
- **Results**
- **A good time!**



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# Class Goers Wants vs. Needs

...but also really need:

- Education
- Recovery
- Reduced risk of injury
- Affordability
- **Social connection**
- **Results**
- **A good time!**



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# Defining Your Signature Class

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- What problem are you trying to solve?
- How is it different/new?
- What are your SWOTs?



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# Delivering Your Signature Class

- Your favorite class instructor – what makes them great?



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# Build Your Own Garden

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- Structure/Design
- Experience
- Growth



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# Delivering *Your* Signature Class

- ABC's
- Credibility
- Connection
- Charisma
- Atmosphere/Ambience
- Use of Music
- Tribe/Culture/Community



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# What's Your Brand?

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Eve



Anthony  
B.



Chanel



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*FW*

**ANDREW A.**

KICKBOX, DANCE, CORE



*FW*

**INGRID K.**

SPIN, CARDIO, YOGA



*FW*

**JEANETTE M.**

SPIN, HIIT, PILATES



*FW*

**EMILY G.**

CARDIO, HIIT, MUSCLE TONING



*FW*

**KATT T.**

DANCE, HIIT, SPIN



*FW*

**MIRANDA G.**

YOGA, BARRE, DANCE



*FW*

**SHANNON B.**

STEP, TABATA, HIIT



*FW*

**JON P.**

CARDIO, SPIN



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## MIRANDA G.

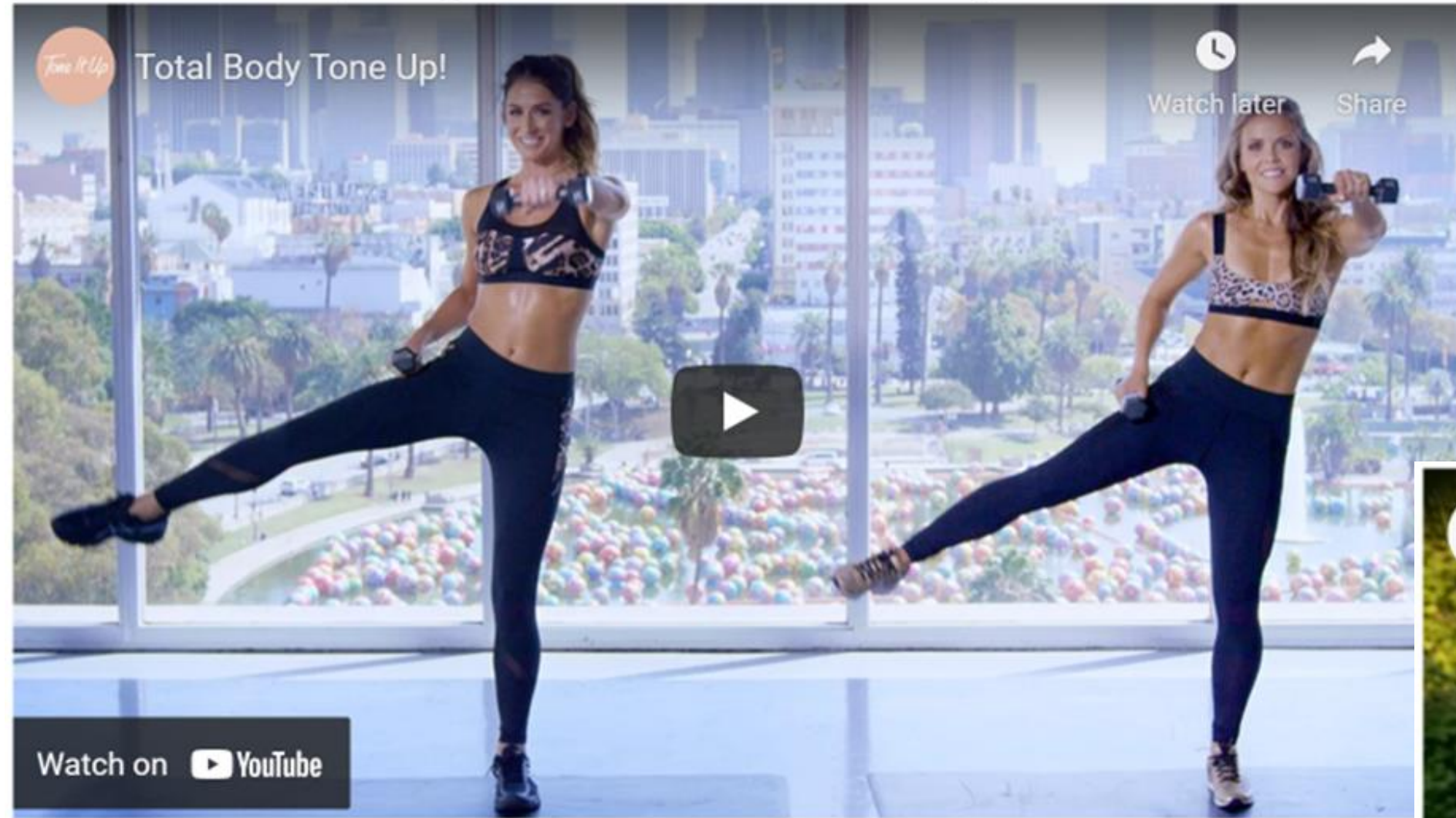
### Yoga, Barre, Dance

Miranda's light and love of movement is always inspiring. Truly passionate about helping people and having a positive impact in their lives, Miranda's yoga, barre and dance classes will show you your strength and remind you that you are capable of anything!



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# Top YouTubers



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# Leveraging Social Media

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- Choose 3 platforms
- Post regularly to
  - Inform
  - Promote
  - Celebrate



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# Leveraging Virtual Platforms

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- **Partnerships**
- **One way vs. Two way platforms**
- **Livestream**
- **On-demand library**
- **Quality image & sound**
- **Note average viewing duration**



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# Signature Class Examples

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- **Aerial Yoga**
- **Pedal n' Glow**
- **Axle Outdoors**
- **Rise + Grind**
- **Skip + Strength**
- **Booty Burn**
- **Vacation Workout Series**



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# Signature Class Examples

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# Rise + Grind



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# Skip + Strength



On Sale Jun 10 at 8:00 AM

Join us for our FIRST outdoor class in our Summer Sweat Series!

About this event

## ARE YOU READY TO SWEAT?

Join us for outdoor workouts all summer long that are sure to get you sweating!

First up in our outdoor class series: Skip & Strength!

Skip & Strength is a new hybrid cardio/strength class that captures the spirit of summer! Skipping intervals for a cardio fun factor, coupled with serious strength intervals with the booty band. Get the best of both worlds, and even better results.



Date: Wednesday, June 29

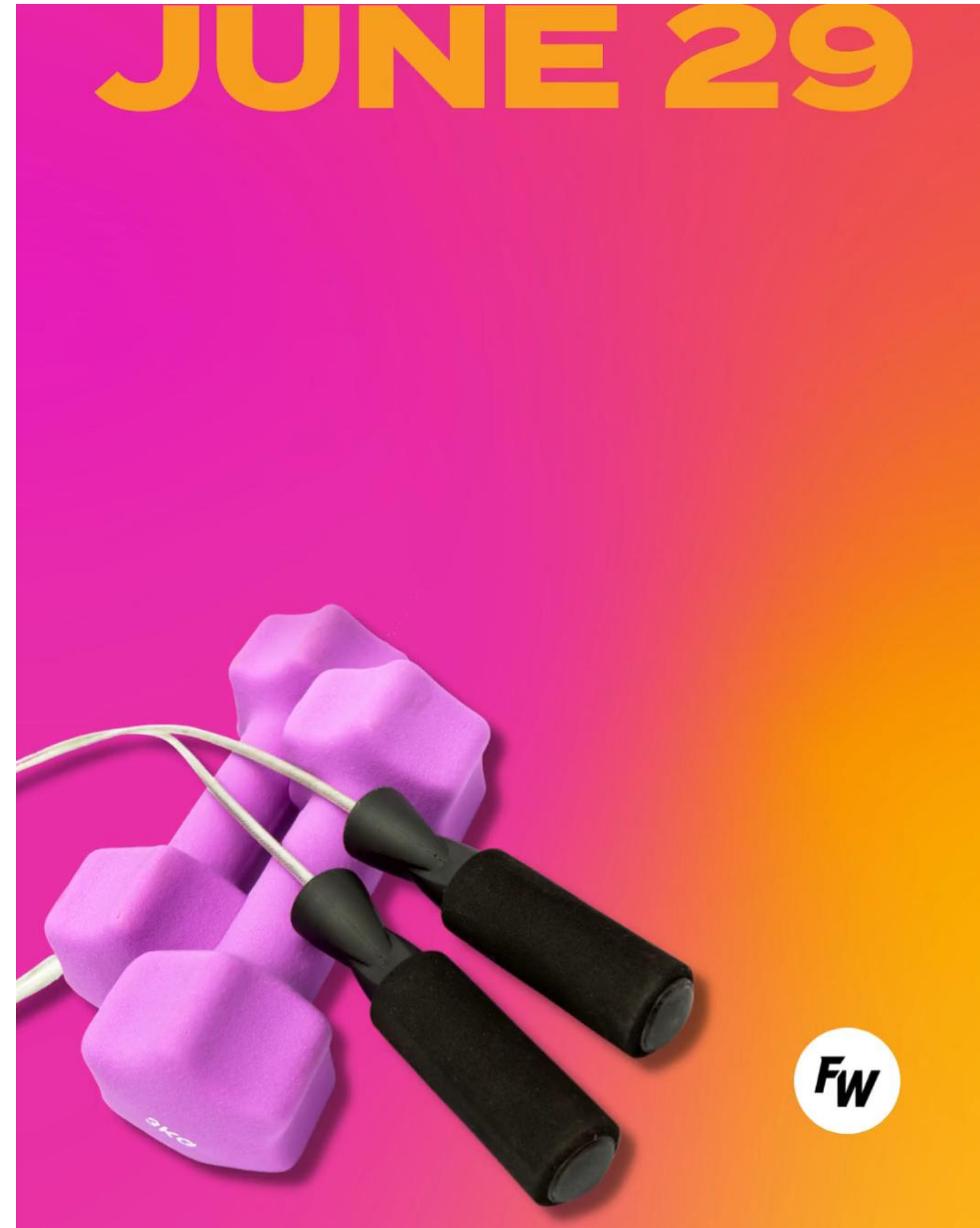
Time: Class starts at 6:00pm sharp! Arrive 15 minutes early to get settled.

Location: LaSalle College - covered foyer entrance at 2665 Renfrew, directly across from CIBC Bank at 11th Ave.

How to Attend: This class is FREE for both Fitness World members and non-members! Register via eventbrite to secure your spot.

What to Bring: Jump ropes and booty bands will be provided. Wear clothes you feel comfortable working out in, and some water to stay hydrated!

How to Get There: Plenty of free street parking is available, and the Skytrain is accessible nearby.



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# Booty Burn



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# Vacation Series On Demand

WHAT ARE WE UP TO NOW...?  
STAY TUNED FOR [#fitnessworldcanada](#)  
vacation workouts on-demand!



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# Your Turn!

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- **Groups based on Class Type**
- **Decide on:**
  - **Duration**
  - **Location**
  - **Equipment**
  - **Tempo/Time based**
  - **Instructor/Music style**
- **Sampler Mash-Up!**



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# That's a Wrap!

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**Thank you!**

**Stay in touch:**

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- **www.fitnessworld.ca**
- **@fitnessworldcanada**
- **#fitnessworldcanada**



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