



Transformation Contests

Transformation contests, when used effectively, can drive more results and more business than any other single programming approach. Contests leverage powerful influencers of human behavior (such as social proof, deadlines and competition), marketing resources are maximized with a singular focus, and a Contest can become a fitness organization's "weapon of choice" for creating that all-important culture of results in the community it serves.

Contests are not just limited to members or clients. In fact, every organization new to the Contest approach is strongly encouraged to consider launching their first Contest for staff members only. Staff challenges can effectively train your team through their own experiences on the dotFIT Me Program, while simultaneously create a buzz that gets your members' attention as they await their own opportunity to participate in upcoming member challenges.

Here then, are the keys to running wildly successful staff and member Transformation Contests with your dotFIT Program.

The Transformation Contest

What can you expect to accomplish?

- Staff Contest:
 - Staff training: By experiencing the dotFIT Program and products first-hand, they will be better equipped to promote, educate and sell these offerings to your members
 - Culture creation: Most fitness staff are competitive by nature. Holding a staff challenge will appeal to them greatly and help create a buzz
 - Promotion: Members will be watching to see how successful your staff are with their own programs. Leverage this through contest updates, leader boards and staff testimonials
 - Fit Pro Training: Since your Fit Pros will be administering these programs, this provides a great opportunity to refine their skills
- Member/Community Contest:
 - Excitement and a reason: Every member at your club has a goal they want to achieve, they just need a compelling reason and a solid plan
 - Competition and deadlines: Contests like these provide unique opportunities to compete with other people like themselves in a fun, supportive atmosphere. The deadlines help prevent procrastination
 - Prizes: Create tremendous incentives and a buzz in your club



- Promotion: The results from the Contests and the Contests themselves should be leveraged in all of your internal and external marketing efforts. Some clubs have even leveraged community media coverage

Who should get involved?

Staff Contest:

- To put it simply; as many as possible who will actually complete the challenge. Your target should be 50% - 100% of your current staff in order to have an impact
- All key staff should be involved: Fit Pros, Personal Trainers, Sales Counselors, Front Desk Staff, Group Exercise Instructors and even Management and Owners. Total buy-in is crucial

Member/Community Contest:

- Members, prospects and people in your community who have a fitness-related goal and are looking for some motivation and a plan to achieve it
- Depending on the number of participants interested, you can also choose to create teams of 3-8 people each. Each trainer will be assigned a team to work with for the duration of the Contest and teams will compete against each other. Teams work well because most people will work extra hard not to let their team down, while the club can leverage the time of their Fit Pros by including 2-3 weekly “team training sessions” for each group with the cost of the Entry Fees. This also keeps the cost to enroll down for participants
- If you have enough participants, you could also break them out into categories based on their goals (fat loss, muscle gain, etc.), gender, age, couples, etc.

What are the details?

- All Contests should be 8-12 weeks in duration, which is enough time to show significant noticeable results, while still being manageable
- “Pre-enrollment” opportunities can also be offered. Total durations of 10 – 16 weeks can also work, if the first 2-4 weeks are used to give “early adopters” a chance to get started early and enhance their results. This will also prevent people from waiting until the official start date
- There should be a deadline for all entries within 4 weeks of starting the contest
- No more than two to three Contests per year to remain effective



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- The dotFIT Program should be used for all participants to ensure best results (and to be an effective marketing strategy for your programs). Certified dotFIT Fit Pros should administer the programs for the entire duration by following the suggested coaching outlines
 - Each participant is offered their choice of a dotFIT Supplement Pak, appropriate for their goal. The clubs who achieve the highest level of revenue and participant results encourage and incentivize participants to purchase all of the supplements they need for their entire 8-12 week journey - leaving no chance for them to slip along the way. Use Neal's 3-Tiers of Goal-Specific Supplement Packs and Recommendation Pad as an effective template in your presentations (www.dotfit.com/supplementprogramming)
 - Personal training assistance can be added to the programs as appropriate. This will enhance results, revenue, and for the Staff Contests, this will provide hands-on experience for your staff – showing them first-hand the value of training with your Fit Pros
 - Before and after pictures, as well as overall progress stats will be recorded for each participant
 - Weekly Challenges
 - Individuals or teams compete for points that can't otherwise be earned simply from physical progress. These challenges will encourage those who may be behind on “physical changes” points to continue competing, rather than getting discouraged and quit before the Contest has completed
 - Obstacle courses, “guess the calories” challenges, and any physical or mental challenges related to healthy lifestyle changes are fair game
 - Additional points are awarded to each participant who attends weekly educational workshops hosted by the lead Fit Pro (topics include: Weight Control, Food Logging Tips, Armband usage, Supplement Strategies, and more. Ask dotFIT for resources and sample topics if you need help)
 - Create for each participant a “Participant Book” that outlines the conditions of the Contest
 - Start and End dates
 - Contest Rules and prizes
 - Requirements (pictures, testimonials, Model Release, etc)
 - Entry Fees
 - Entry Fees for a 12-week challenge typically range from \$150 - \$299, depending on whether fitness equipment and training sessions are included. A small portion of the entry fees may also go towards the prizes
 - Weekly weigh-in information



- It is a good idea to discourage scale weight-manipulating behavior that could lead to unhealthy consequences such as low fluid intake, manipulating electrolyte balance and diuretic use
- Inspiration and support materials from your staff, or from your dotFIT website

Staff Contests:

- For Staff Contests, each staff member must commit to complying to their programs 100%, and will only use dotFIT programs and products during this time

What are the incentives and prizes?

Incentives and Prizes: Staff Contests:

- Special staff discounts on programs and products can apply. Here are some examples:
- The club should create Staff Accounts in the dotFIT platform for each staff member. This will give them a free subscription to the Program and 30% discount to online product purchases
- The club can choose to provide free coaching sessions with the Fit Pros for the duration of the 8-12 week Contest. These costs can be minimized through administering each session in a group format if you have a large number of participants (2-3 staff members with one Fit Pro at a time)
- The club could also decide to absorb the cost of the program, writing it off as staff training time, provided the programs are completed successfully
 - Any staff member that does not complete the program may be forced to pay the member's rate for all sessions serviced. This will help show them the value of these sessions and not take them for granted
- Individual Prizes for individual efforts and results, or you could form teams who can compete against each other within the club
- Set a team goal. If you have ten team members participating, the team goal could be to lose 100 lbs by week 12 (10 lbs each). For each 25 lbs increment they hit, they win a more valuable prize
- Work with the team to determine prizes, but have suggestions on the table for them to choose from. Dinner cards, movie passes, vacation time, cash, or other prizes are all fair game. Be creative – the more difficult the prizes are to obtain through normal means, the more valuable they are
- Need to up the value? Have each team member contribute \$10 - \$25 to participate



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- Get the members involved. Have them help vote on who should win

Incentives and Prizes: Member/Community Contests:

- Special pricing on personal training and in-club product sales (10-20% off, or limited time only packaged pricing) to Contest Participants only
- Special opportunities to earn “points” for all participants during the duration of the Contest. Each dollar spent gives them 2-5 points
- Participants can also purchase special programs and products for friends at discounted or special rates
- T-shirts, hats, and bags for Participants only. “Brand” them!
- Examples of prizes:
 - Individual or Team Prizes for results (most fat lost, most muscle gained, most inspirational, etc.)
 - Individual or Team Prizes for total points earned during the Contest. For each team workout completed, each team challenge won, each new member or client they refer, and each educational seminar attended earns individuals and teams points which they can use to contribute to their team totals
 - Prizes of some value should be awarded for everyone who finishes. The goal is not to simply reward the top participants, but to make sure all participants finish the challenge, learn new lifestyle habits and have fun!
 - Prizes typically range from vacation packages, home electronics, club memberships, entertainment packages, sports equipment, massages, and cash. What would get your members excited? Are you in an area that values outdoor activities? Give away an adventure trip. One club even gave away a 2 year lease on a new car!
- Winners are determined by total points, staff or member judges

How do we market it?

- Give yourself at least 4-6 weeks to prepare and properly market your Contests
 - Proactive promotion begins and ends with your staff. Make sure they are well equipped, informed and prepared to create the buzz and get people signed up
 - Assign roles and set deadlines for each. Have someone oversee the entire project
 - Outfit your staff with Contest-specific clothing – hats, shirts, buttons, etc.
 - Leverage the hype through your prizes, press releases and your local media (TV, newspaper, billboards, direct mail, email, etc.)
- Run the Contest around major events in the club



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- New Year's ("A New Year – A New You")
- Seasons (Summer Shape Up, Fall, Spring, etc)
- Club Events (Grand Openings, renovations, Member Appreciation, etc)
- Sporting Events (Super Bowl, World Series, etc)
- Community Seminars are great ways to promote both your contest and your club
- Leverage your current members – encourage them to spread the word and bring a friend to participate. You don't have to be a member of the club to participate
- Place a countdown timer next to your Contest Grand Prize to reveal the number of days remaining to enter the Contest
- Get creative – people like to be part of something new and fun. “Do you mean to tell me that you haven't signed up for our Contest yet? What are you waiting for? Let's get you signed up right away!”

How to leverage the results

- Make sure you use the results – show how your staff and your members can walk the talk. “If they can do it, so can you!”
- Results, before and after pictures, group pictures, testimonials... All of these should be used in the marketing of your dotFIT Program. Even if they are from your staff members, they are “real people” who have to deal with this whole “calories in – calories out” thing too! Leverage this
- Create a dotFIT “Me. Better.” board with all of your results and testimonials. See the Testimonials section of the Playbook for more ideas on Testimonials
 - How many people competed?
 - How many total pounds were lost?
 - How many total calories were burned?
 - How many friendships were created?
 - How much fun did people have?
- Have a Ceremony to announce the individual results, the participants and the winners. Make a big deal of it. Get local media coverage
- Each participant who completes the Contest should receive a Certificate of Completion, t-shirt, and a picture with their trainer and team to signify his or her accomplishments. Anyone who successfully completes the Contest is a winner
- Develop success stories for PR with your local TV or newspaper
- Post the Contest updates and final results on your club's website