

# BOOT CAMP GAME DAY

*How to create and host  
a game event*



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## **Disclaimer**

**You must get your physician's approval before beginning this exercise program.**

These recommendations are not medical guidelines but are for educational purposes only. You must consult your physician prior to starting this program or if you have any medical condition or injury that contraindicates physical activity. This program is designed for healthy individuals 18 years and older only.

The information in this report is meant to supplement, not replace, proper exercise training. All forms of exercise pose some inherent risks. The editors and publishers advise readers to take full responsibility for their safety and know their limits. Before practicing the exercises in this book, be sure that your equipment is well-maintained, and do not take risks beyond your level of experience, aptitude, training and fitness. The exercises and dietary programs in this book are not intended as a substitute for any exercise routine or treatment or dietary regimen that may have been prescribed by your physician.

Don't lift heavy weights if you are alone, inexperienced, injured, or fatigued. Don't perform any exercise unless you have been shown the proper technique by a certified personal trainer or certified strength and conditioning specialist. Always ask for instruction and assistance when lifting. Don't perform any exercise without proper instruction. Always do a warm-up prior to strength training and interval training or games.

See your physician before starting any exercise or nutrition program. If you are taking any medications, you must talk to your physician before starting any exercise program, including Turbulence Training Boot Camp Games. If you experience any lightheadedness, dizziness, or shortness of breath while exercising, stop the movement and consult a physician.

You must have a complete physical examination if you are sedentary, if you have high cholesterol, high blood pressure, or diabetes, if you are overweight, or if you are over 30 years old. Please discuss all nutritional changes with your physician or a registered dietician. If your physician recommends that you don't use Turbulence Training Boot Camp Games, please follow your doctor's orders.

## **What is a Boot Camp Game Day Event?**

It is a great way to get FREE publicity, new leads, qualified referrals and grow your business all with one event. Boot Camp Game Day is a one hour charity fundraiser event that consists of a few boot camp drills and a handful of games. It is a happy hybrid of fitness and fun. This way if people are afraid to work out, they won't be intimidated because the majority of the class is going to be games (disguised exercise). The coolest part is that all of this will be supporting a great cause.

Here's how it works: Follow these simple directions *IN ORDER* and get ready to throw a killer event that the whole community will be talking about. Also, use the checklist at the end of this report to help guide you in completing these steps.

Keep in mind these are just the basic steps. I encourage you to alter and add your own steps where you see fit. Every situation will be a little different each time you run this...

### **Step 1**

Pick a day about 3 weeks away to host this event on. This will allow one week to get your marketing and event details worked out and two weeks to promote. A Saturday will probably be your best bet to hold the event on. Also, make sure you have been playing boot camp games for at least a week or two and getting good feedback from it.

### **Step 2**

Find a charity that you would be interested in helping out. Contact them and tell them that you want to help them by doing an event at your gym and all of the proceeds will go to their charity.

Also, make sure to have donation forms. Businesses and individuals that donate will want a receipt for their records. This will come in handy for the businesses that will help you out later.

### **Step 3**

Contact a reporter from the local newspaper who is responsible for human interest stories. Tell them about your event and how you are trying to raise money for that particular charity. Make sure you tell them that ALL proceeds will support the charity. Then, see if they would be willing to do a story on your event to help raise awareness for this cause. Remember, this is a story about the charity NOT your business. It's about what you are doing to help this charity and why this charity is important. This is a great way to get FREE publicity and drive more people to attend this event.

If you wanted to take this a little further you could contact the local news station and tell them the information as well. I will tell you that having a connection in all forms of media is a very good thing, especially in the realm of television.

#### **Step 4**

Send the “invitations” file included with this report to a print shop to be printed (or use an online service). These invitations are literally business cards with information on them, so make sure you have the cards printed nicely and finished with a UV coating so they look expensive and nice. Remember, it’s about perceived value. If they look cheap people will throw them out. I would start with 100-250 cards and go from there. If you have a lot of boot camp members then print more. I try to have enough to give everyone three to start with.

#### **Step 5**

Input the done-for-you email campaign into your email management software and set up the broadcasts to go out according to what it tells you in the documents. Make sure the prospect emails go out to all of your prospects and the members emails go out to your current members. If you do not have an email management program, I recommend this one: [CLICK HERE](#). This is the same software I use at my gym. It works great because I can send emails out to certain lists. Whatever software you use, make sure you can send out emails to segmented lists or this done-for-you campaign won’t be as effective.

Files used in this step: “Prospect Email Campaign” and “Member Email Campaign”.

#### **Step 6**

Two weeks out from the event start to tell your clients about what you are doing and hand them each 2-3 invitations to give out to their friends, family, colleagues, or people they meet. Then, explain to them that they need to put their names on the back of the cards on the top right corner.

The way this works is that every person that shows up to the event will have their card collected and for every card that has a name on the back, that person will get a point. The person with the most points will win a prize. I usually give away some sort of iPod or Apple product. People always like that kind of stuff...

When someone needs more cards, just have them come see you or your assistant and they can get more. You want to make sure that you keep making the announcements at the end of every boot camp session about the event and about the contest, this way people will keep their event awareness level high.

## Step 7

It's Facebook time! Create an event in Facebook and invite everyone you know to it. Use the "Facebook Scripts" document in this report as a guideline for what to post and when to post it. There is also an "Event Script" that you can copy and paste into your event when you create it.

Post the scripts on your wall when you are instructed to. This will help keep the event awareness at the front of everyone's minds.

## Step 8

This is probably the hardest step to explain due to the fact that everyone's situation is very different. In a nut shell, what you are going to do is spread the word about your event and the charity involved by speaking at as many local groups and events as possible.

Me personally, I am part of a BNI group, so I made up flyers and had everyone put them in their businesses. I also spoke at the Chamber of Commerce. Obviously, that worked for me, but whatever networks you can get your message to, do it. Look around or ask "higher ups" in the community for help. It's okay to ask for help! Remember, you are doing this to help out a charity. You will get more support than you realize specifically for that reason.

When you are going around to local businesses, see if they have any coupons or giveaways that they would be willing to donate to your event. You will be giving these out as prizes. This is a great way to spread their business awareness. They can also write it off as a donation to the particular charity you are helping (this is where you would fill out one of the donation sheets we discussed earlier).

## Step 9 (Running the Event)

1. When people walk in, they will fill out a liability form for your facility. If your forms do not have a place for their email, address and phone number, make sure you put that on there. This is how you are going to get their information to use later. **Make sure there is a Minimum \$10 Donation per person as well. This is how you will raise money for the charity.**
2. Also, have everyone that shows up put their name on a piece of paper and you will be drawing for prizes every so many minutes during the course of this event. Just fold the papers and put them in a bowl of some sort. Draw for prizes every 15 minutes. If you only have four prizes then this will work perfect. If you have more that's great! Just draw multiple prizes every 15 minutes.
3. If you want to take this further, have a QR code set up on a little sign on the sign in table and offer them an extra entry to the drawing if they check in at your gym on Facebook

and write a comment. If you don't know how to set up a QR Code check this out; [CLICK HERE](#). This program will explain everything you need to know about QR Codes, Facebook Marketing and MORE!

4. Start the event on time. Here is the format for the event:
  - a. First 10 minutes: Warm up game (pick a game from the "Boot Camp Starter Games" report). The dice game usually works pretty well, or some type of follow the leader game.
  - b. 2-4 minutes: Workout Circuit. Do a circuit as follows:
    - 30 sec of Jumping Jacks
    - 30 sec of Pushups
    - 30 sec of Total Body Extensions
    - 30 sec of Spiderman Climbers
    - Rest 30 seconds and repeat once.

I know this isn't a game, but it will give people a taste of what you do in your boot camp class. Just remember, if you don't use these exercises and you decide to use your own (which is fine!) make sure the focus is on FUN, not trying to beat them into the ground.
  - c. Draw for prize(s) - This is the first 15 minute mark.
  - d. 13 minutes: Play a team game such as crab soccer, hand hockey, foot volley ball, etc. Any game where there are two teams competing against each other. This will help bring people together and raise the energy levels.
  - e. Draw for a prize(s) – This is the second 15 minute mark.
  - f. 13 minutes: Relay Raced Time! Play relay races and have each team keep track of how many times they won a race. Reward the winning team with a cool prize.
  - g. Draw for a prize(s) – This is the third 15 minute mark.
  - h. 13 minutes: play whatever game(s) you would like for the remainder of the time. Make sure they are crazy, loud and fun! You want everyone to leave all "hyped up".
  - i. Draw for a prize(s) – This is the final prize draw.
  - j. Thank everyone for coming and helping out the charity. Give every person who is not a current member a gift card/ certificate for a free week of boot camp. This is your gift to them for giving to the charity and supporting the event. Explain how you play games similar to those, in your daily boot camp classes and if they would like to know more about it just ask some current members that are there. It's always better when your current members tell people how awesome you are...
  - k. **THIS IS A 60 MINUTE EVENT**

- I. The following week, your assistant should call everyone who showed up (that isn't a current member), thank them again and see when they would like to come in and try their free week of boot camp. The key thing is to follow up after the event. If not people will fall through the cracks.

**To access to the files mentioned about above [CLICK HERE.](#)**



# Event Checklist

## **Three Weeks Out**

1. Plan Event Date
2. Get Charity Involved
3. Contact Local Media
4. Get Invitations Printed
5. Input Email Campaigns into Software (Make sure they are set to go out on the right days to the right lists!)

## **Two Weeks Out**

Monday:

1. Tell current members about contest and hand out invitations. Continue awareness this whole week.
2. Create Facebook Event and invite everyone to it.
3. Go to local businesses to get support and possible prizes.

Thursday:

1. Post “First Post” on your Facebook wall.

## **Week of the Event**

Monday:

1. Post Second Facebook Post on your wall and use the “Game Day Image 1”.

Wednesday:

1. Post Third Facebook Post on your wall.

Saturday:

1. Early morning post the Fourth Facebook Post on your wall.
2. After Event get a “Group Pic” of everyone who showed up and post it to your wall. Make sure to tag everyone in it and thank them for their support.