

TURBULENCE TRAINING BOOT CAMP GAMES

*How to Market Using
Boot Camp Games*



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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.

Don't Just Play Games...PLAY THEM RIGHT!

I'm not talking about just playing fair in the class. I'm talking about playing the marketing game right! Here is a room filled with happy, smiling, laughing, satisfied clients and you aren't going to use this to get new clients? I know you are smarter than that! Here are some ways to use these games to help generate new referrals and leads for you boot camp:

Facebook

I know it's a pretty obvious one, but let's talk specifics on this for a second. There is one very quick way that you could generate a "buzz" about your boot camp that will result in more clients, more referrals and more Facebook followers. Here's what you do:

1. Snap a quick picture on your phone and send it to your Facebook page. If you aren't sure how to do this, you could just text the photo to your email address and then upload it to your Facebook page. If still aren't sure, check out fitnessfacebookfunnel.com. There are tons of Facebook "how to's" on that site.
2. Then, for the caption on the photo you are going to want to play the "fill in the blank game". To do this, you would write something like, "Let's play fill in the blank gang...This Game Was_____! Comment below to complete the sentence and as always feel free to share and like ☺".
3. After you have uploaded the photo and written your caption on it, then it is time to post it.
4. Once the photo is posted on your wall, you are going to want to tag every boot camp member on that photo that was in the class.

This is a great way to encourage interaction on the photo and a great way to show everyone how much fun your boot camp is.

- If you wanted to take it one step further, you could watch for when someone who is NOT a member comments on the photo. When they comment you could send them a private message and invite them to your boot camp class. Be creative and don't sound "spammy".

Reward Board Points

We use a reward board in my boot camp. Essentially, the reward board is a way of getting members to spread the word about my boot camp and rewarding them for it. Every time they do something like bring in a friend or check-in on Facebook, we give them points they can use to get free stuff.

How we incorporate this into the games is very simple. We take the winner (s) of a game and we give them 5 extra points for the day (which is the equivalent of bringing in a friend). This puts them one step closer to earning free stuff and helps put a little “competition” into the game.

Another Special Unannounced Bonus: I have included my templates for my reward boards. These templates are something I paid a graphic designer over \$100 to make so use them to the fullest!

Click [HERE](#) to get the Files.

The files are ready to rock. Just put your logo on the Reward Board file and the printer should have no problem mounting them. If they ask, they already have bleed. Here are the dimensions:

Reward board: 40” wide x 48” High

Point Board/Prize board: 20” wide x 18” High

** Make sure they put dry erase on the boards so you can keep reusing them!*

How it works: Click [HERE](#) for a video explanation of how the reward boards work.

Prizes

If you are a smart business person, then you know the importance of spending other peoples’ money instead of yours. Why not have your cake and eat it too? What if you could spend other peoples’ money and earn a chance to help market your business at the same time? It is possible. Here is how...

A great source of prizes is local businesses around you. Particularly ones that relate to your niche, such as hair salons, spas, massage therapists, health food stores, etc. The best way to do this is to walk into the store and ask for a manager or owner. Tell them who you are and where your business is located. Next, put your “giving” hand out and say something like, “At the end of my boot camp classes we usually play a game to keep class fun and entertaining. We always give out prizes to the winners of these games. A lot of my clients shop here and really love the quality of service you provide, so I was wondering if I could help promote your business by giving out some type of coupon or special deal to the winning clients to get them into your store.” They rarely ever say no. After all, you are the one offering to help them and asking nothing in return.

After some of your clients have gone into their store, go back to them and say how much people like their product and service. Since people like it so much, offer them a

free month of boot camp to come in and see the people who are using these coupons/deals. Whether they accept or not, it makes you look like a giving individual.

Right before you leave the store, use the “oh by the way” close. Say something like, “oh, by the way, I have these lead boxes in the car, would you mind if I put one on your counter? We give you \$25 for every person that signs up from your lead box...” You could also do this with flyers or business cards, if you don’t have lead boxes. This is a great way to turn a “source of prizes” into a marketing partner.

Promotional Prizes

You could also reward the winners with things such as wristbands, t-shirts, hoodies, jackets, etc. that have your business name and info on it. This marketing strategy is a great way to help spread your boot camp awareness.

If you wanted to be really clever, offer a private 30 minute training session as a prize. One of the conditions of this private session is that they have to bring a “nonmember” friend with them. Then, when they show up with their friends, put them through an awesome and energetic class of something special and give the friends a sweet deal to come in and try your boot camp.

Tools

For some of these games we incorporate referral tools, to help inspire new client referrals. As always, make sure you have the right marketing tools to make giving referrals easy for your clients. We use plastic gift cards that have a \$100 amount printed on them. The truth is, people will throw away pieces of paper that say “2 weeks free”, but they will not throw away a \$100 gift card. Whenever we give these out to our clients to give to their friends, they ALWAYS come in and bring the card with them. We got our cards from plasticprinters.com.

If you do not have these plastic gift cards I recommend you get them, however, there are other things like postcards and business card-like coupons that work as well. The main thing is that you hand your clients something that reminds them to give referrals. You can ask for referrals all day, but the truth is we are all busy and sometimes we forget. When people are holding on to something to give to someone, they will see it every day and there is less of a chance of them forgetting.

I hope these ideas help make your boot camp games a win-win situation for you and your clients. Not only are these games good for bringing new clients to your gym, they are amazing at keeping your current clients happy and entertained. No matter how bad we want new clients, we have to remember to retain our current clients. After all, we wouldn’t be where we are today without them.