

LES MILLS INSIGHTS SERIES GET FIT TOGETHER

LES MILLS™



MAKING NEW MEMBERS FALL IN LOVE WITH FITNESS

INSIGHT: PENN STATE UNIVERSITY GET FIT TOGETHER RESEARCH DEMONSTRATES NEW MEMBERS CAN ACHIEVE INCREDIBLE FITNESS RESULTS AND **99% COMPLIANCE OVER 30 WEEKS** WHEN YOU PROVIDE THEM WITH 3 KEY THINGS:

<p>1</p> <p>A weekly training plan that includes a mix of cardio, strength and flexibility workouts</p>	<p>2</p> <p>Highly engaging group exercise programs</p> <table border="0"> <tr> <td>SH'BAM™</td> <td>BODYSTEP™</td> </tr> <tr> <td>RPM™</td> <td>BODYPUMP™</td> </tr> <tr> <td>BODYCOMBAT™</td> <td>CXWORX™</td> </tr> <tr> <td>BODYJAM™</td> <td>BODYBALANCE™</td> </tr> <tr> <td>BODYVIVE™</td> <td>BODYATTACK™</td> </tr> </table>	SH'BAM™	BODYSTEP™	RPM™	BODYPUMP™	BODYCOMBAT™	CXWORX™	BODYJAM™	BODYBALANCE™	BODYVIVE™	BODYATTACK™	<p>3</p> <p>A 6-week familiarization period featuring a gradual build up of frequency, duration and intensity of workouts</p>
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GET FIT TOGETHER STUDY

<p>6 weeks familiarization protocol involving a gradual build-up of intensity through a build-up of frequency and duration of workouts</p>		<p>29 new and deconditioned fitness participants, with an average BMI of 30, between the ages of 25 and 40 years</p>
	<p>30 weeks combining various LES MILLST™ group exercise programs to meet the American College of Sports Medicine's recommendations</p>	<p>No dietary changes</p>
<p>Each class was offered nearly every day of the week across a range of time slots allowing each participant to create an individual exercise schedule on a weekly basis</p>		

THE RESULTS?

<p>99% COMPLIANCE OVER 30 WEEKS</p>	
<p>CARDIOVASCULAR FITNESS ↑57%</p>	
<p>WEIGHT LOSS: MALE ↓5KG FEMALE ↓3KG</p>	
<p>TRIGLYCERIDES: ↓16%</p>	
<p>CHOLESTEROL: MALE ↓16% FEMALE ↓8%</p>	

TO ACHIEVE SIMILAR RESULTS WITH NEW MEMBERS, GIVE THEM

<p>1 HIGH QUALITY PROGRAMS</p> <table border="0"> <tr> <td>SAFE</td> <td>RIGHT MIX</td> <td>APPROPRIATE INTENSITY</td> <td>SOCIAL</td> </tr> </table>	SAFE	RIGHT MIX	APPROPRIATE INTENSITY	SOCIAL
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<p>2 A TRAINING PRESCRIPTION</p> <table border="0"> <tr> <td>POINT OF SALE</td> <td>GOALS AND NEEDS ANALYSIS</td> <td>WHAT TO DO, WHY AND HOW</td> <td>GETTING STARTED PLAN</td> </tr> </table>	POINT OF SALE	GOALS AND NEEDS ANALYSIS	WHAT TO DO, WHY AND HOW	GETTING STARTED PLAN
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<p>3 COMMITTED INSTRUCTORS</p> <table border="0"> <tr> <td>REMOVE THE "NO PAIN, NO GAIN" MINDSET</td> <td>STEP-BY-STEP RECOMMENDATIONS</td> <td>RECOGNITION AND PRAISE</td> <td>LOGISTICS</td> </tr> </table>	REMOVE THE "NO PAIN, NO GAIN" MINDSET	STEP-BY-STEP RECOMMENDATIONS	RECOGNITION AND PRAISE	LOGISTICS
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"We have to find new ways to make people fall in love with fitness."
LES MILLS, 1968

CONTACT US FOR A FREE ASSESSMENT OF YOUR MEMBER INDUCTION PROCESS.

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