

WILD TRAINING

MONTHLY ARTICLE FROM JAMES GRIFFITHS

INDUSTRY INSIGHTS - EDUCATION - PERSONAL TRAINING



THIS MONTH'S FEATURES

**COVID - 19
Gym Closure**

**What Have
We Done?**

**Potential To
Transform**

**Creation of
Wild Live**

COVID-19

THE POTENTIAL TO KILL OUR INDUSTRY?

On Friday the 20th of March, with only a few hours notice we were told to close the Wild Training Gym to support the fight against the Covid - 19 crisis.

Every gym in the country was fearing that this was coming.

How could we possibly hope to keep our business alive if all our customers cancel their direct debits because the gyms are closed?

I have seen some horrible numbers, like small sub 500 member independent gyms losing over 140 members in a day.

There are plenty of gyms that have lost or had to pause all of their memberships.

Our industry really is built around a monthly income. That DD run is everything, so to lose it for even 1 or 2 months can destroy even established gyms as they aren't cheap businesses to run.

"WE LOVE OUR JOBS TOO MUCH, AND OUR MEMBERS LOVE WILD TRAINING TOO MUCH FOR US TO EVER EVEN THINK ABOUT GIVING UP"

Personal trainers lose their place of work. Their customers are self-isolating and because of social distancing means you can't responsibly ask people to come out to a park to exercise with you.

Zero technical training and a saturated market makes it very hard to instantly transition your business to online workouts, so for a lot of personal trainers, most of which are self employed this is a very scary time.

We could have let this be the end of the Wild Training Gym, the end of our service to our gym members, and potentially the end of the Wild Training brand, but in true Wild Training style, we worked and innovated like no one else in the Fitness Industry can.

So what have we done?

"IN 2 DAYS, OVER THAT WEEKEND, WE SUCCESSFULLY TRANSFORMED OUR BOUTIQUE FITNESS BUSINESS INTO A DIGITAL ONLINE GYM"

A brand new interactive workout experience called Wild Live where we deliver both group exercise classes and personal training.

We have invested in technology that gives our members high quality video streaming that not only lets them see and hear the instructor, but we can see and hear them.

This is the only way to get uncompromised interactive coached exercises sessions that I have seen during isolation. The motivation. The results. The fun.



We launched a new class time table, 14 new classes specifically designed for home training with minimal equipment, all with completely new programming and descriptions ready to be booked on to from our Wild Training app.

Classes have a maximum capacity of 7 people, so our members get plenty of attention from our trainers. Fun, social and our trainers always bring the motivation to the live classes.

There is a sense of accountability. You book a class. We call you. You don't have to rely on your own motivation to press play on an online workout video.

Wild Live Classes are in a different league to online workout videos and the video system makes Zoom conference calling look like caveman tech.

"SO THE WILD TRAINING GYM IS OPEN FOR BUSINESS, AS A BRAND NEW DIGITAL ONLINE GYM, WITH ALL THE SERVICES YOU'D GET AT THE GYM THAT WAS VOTED BEST GYM IN BUCKS"

Covid - 19 - The potential to TRANSFORM the fitness industry?

When Covid-19 ends, and it will end, everyone will value their health and fitness more. Value the freedom we have to be active and appreciate the joy in movement.

We are being forced to appreciate how much social spaces add to our quality of life. That all sounds like good news for the gym and fitness industry.

The impact this virus will have on life and the economy is terrible, but I think most people are already aware and anxious about the impact Covid-19 will have on the mental health of our world.

The fitness industry is perfectly positioned to support people get back to their health and feeling good about themselves. Nothing is more powerful for your mental and emotional wellbeing than physical activity, and we know people need our help to get an effective fitness routine into their lifestyle.

This week has shown me that a digital live service enhances what our gym can offer to our members, and dramatically increases the reach of our gym. We can even have people join our classes from Australia!

In the week after we were told to close our gym doors we lost less than 8% of our gym membership, but the thing that really shocked us is we were selling new memberships at our full £55 per month price by Monday.

"SHUT YOUR GYM FRIDAY AND THREE DAYS LATER START SELLING NEW MEMBERSHIPS!"

When our gym opens back up we will keep Wild Live going. Currently we have 8 trainers set up who can deliver professional Wild Training classes from home. That means we can run 8 classes simultaneously so our membership capacity has more than doubled.

We've also had feedback from members that simply think the Wild Live Classes are better for them. It's easier for them to wake up, do an awesome workout before they start work, all because they don't even have to travel to the gym.



They see no drop off in the quality of the instruction they get from our coaches and so far everyone has been really impressed by the creativity and variety of our programming.

"MAYBE THAT IS WHY GETTING THE BOUTIQUE FITNESS EXPERIENCE ONLINE IS SO HARD. YOU NEED THE QUALITY. THE PROGRAMMING. TRAINERS THAT UNDERSTAND GOOD PROGRAMMING AND HOW TO COACH IT"

I've said that for a long time, I think it's a mistake that big gyms invest more in their facilities than their staff. New facilities and equipment will always become old. Your staff being the best trainers in the area will never get old.

Now that gym facilities are closed, having well trained staff - and maybe the real key is staff who are aligned with your brand and are just as motivated and passionate as you are is more important than ever.

The great thing about our new technology is it also enables me to train my coaches online effectively. This saves us all time and ensures our members continuously get new exciting training from top level professionals.

The other thing Wild Live has allowed me to do is recruit great trainers that aren't local to the Wild Training Gym.

We set them up with everything they need to coach to our standards and deliver high quality interactive video exercise sessions and they benefit from our training and our client base.

We already have a lot of trainers booking 1-1 and small group personal training as well as specialist seminars.

What is our focus right now?

Support our community. This is not a time to give up on fitness. You don't need to feel isolated and alone. We have created an online community to keep exercising at home fun. All the motivation of a gym class without leaving your home.

It's such an important time to stay active and healthy.

Try our Wild Live Classes. The feedback from our members has been incredible.

Testimonial from Kate

Just did my first Wild Live Class from home. Thanks Kurt Hicks for your awesome instructions. The technology was really easy to use, and a great workout even without any kit! James Griffiths and all at Wild Training - thank you!!"



Testimonial from Emma

"Wild Training are doing an amazing job to keep us all moving during this lockdown! I really struggle with motivation to do exercise even if I have a home video to follow, so having a live class that I book on to, that is in my diary makes a huge difference!

I've done two now and am super impressed at the set up and quality.

This will keep up my motivation to train in between the classes too.

Thank you for keeping Wild going in exceptional circumstances, I'm really grateful"

“ **OVER A WEEKEND WE HAVE SUCCESSFULLY DIGITALISED THE BOUTIQUE GYM EXPERIENCE AND TAKEN THE GYM VOTED BEST IN BUCKS ONLINE.**

CAN WE HELP YOU DO THE SAME WITH YOUR FITNESS BUSINESS? ”

