

CatchFitness

www.catchfitness.co.nz

For Fitness Professionals



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Editor’s Rant

I love Zumba, even though I’ve only been once. I love it because it’s a craze and I love fitness crazes, well most of them. I never really took to the Ab King Pro, but apart from that, anything that gets people having fun while they are getting fitter sounds good to me.

And if it brings more instructors more business, then even better.

“It’ll soon pass, you wait, there’ll be another one next year” I hear the die-hard craze lovers of the last craze say and so there will be and I for one am so looking forward to it.

I spend a lot of time, ranting to my buddies (who are too polite to tell me to stop), about what I think the next craze will be. But really, it doesn’t matter what I, (or the rest of us) think, because the ‘trick’ is not to hit the nail on the head with our predictions but to be able to “go with” whatever emerges. And what does that mean exactly? Primarily, I’d say, to have the mental attitude to **jump on whatever wave hits our shores** and to mix metaphors, ride the gravy train to what will most likely be, **bigger classes** and fuller facilities.

Continued on page 7

Time to plan a retreat?

In a recent survey 76% of clients said they would ‘definitely’ go on a weekend retreat with their PT and another 17% said ‘maybe’!

Did you know?

According to this month’s Women’s Health magazine, people who cool their hands between sets lift more weight!

What are PTs in New Zealand charging for their one to one sessions?

How much are Group Fitness Instructors being paid?

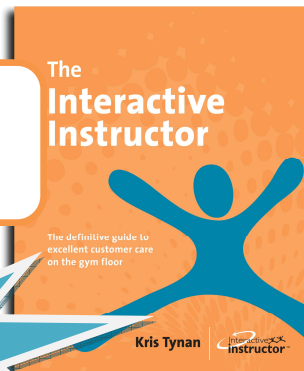
Find out in our latest polling booth.

www.catchfitness.co.nz



HOT OFF THE PRESS

See Page 8 for more info.



Our newsletter, bigger, better and now bi-monthly.

SNIPPETS



A simple five step plan for just about everyone and everything

1. Go, make something happen.
2. Do work you're proud of.
3. Treat people with respect.
4. Make big promises and keep them.
5. Ship it out the door.

www.sethgodin.typepad.com

Facebook: [Seth's Facebook](#)

Twitter: [@thisissethsblog](#)

When in doubt, see #1.



The Future of Fitness White Paper

An important document for everyone involved in health and fitness.

Click here to view online. Or go to <http://www.lesmills.com>



THE FUTURE OF FITNESS

A White Paper

By: Dale, Dan Godwin, Natalie Kramar and Dr. Arthur Fildes



RESEARCH

In this month's issue of Research Review:

The effects of a one year exercise and diet intervention programme on patients with type 2 diabetes.

We finally have evidence of a link between glycaemic control and erectile dysfunction, which could be a useful motivator for some of our male patients. There are also some interesting data on the relationship between skipping breakfast and obesity.



Subscribe to this and other reports FREE from www.researchreview.co.nz

Looking for more stability exercises?



[Check out Bosu Tilts online.](#)

<http://exercise.about.com>

Music Fees

The Australian Copyright Tribunal have just allowed an increase to the PCCA music licensing fee from 98 cents per class to either \$15/class or \$1 per person (the club can decide), a whopping 1500% increase!

Visit www.fitnessnz.co.nz/ for updates.

Waist line checks!

According to [Justin Tamsett's Active Insights](#) Japan is aiming for a 25% reduction in the number of overweight people in the next 7 years. They will do this by doing an annual waistline check for people aged between 40 and 74. Companies and local governments that do not meet targets will be fined! <http://justintamsett.com/>

WORKSHOPS



How to be an AMAZING presenter June 26th - Christchurch

Positively raved about by team leaders, lecturers, coaches, group fitness instructors, sales staff, presenters and personal trainers.

Don't miss your chance to do this, the last one for 2010. View all the details online at Catch Fitness under workshops" [Become An Amazing Presenter](#)

Nutrition Success and Active Nutrition Workshops - Dr Nick Kimber Christchurch - 21st & 28 June

Understand how to implement 5 simple and powerful eating strategies that will rapidly transform the way you eat and your ability to achieve any nutrition related goals.

Develop an eating plan for any level of physical activity.

- Raise your nutrition standards and maintain them for life.
- Increase your energy levels, exercise performance and post-exercise recovery.

CECs: 10

For more information visit: www.nutrifit.co.nz



STOP PRESS: Nick has offered a 10% discount on this workshop to anyone who ['Likes' Catch Fitness on Facebook!](#) Thanks Nick!!

Business Grow June 14th – 24th

The premiere nationwide business event for the Fitness Industry.

Attend for as low \$25* in the Regions or \$49* in the main centres!

For more information visit:
<http://www.businessgrow.co.nz/>

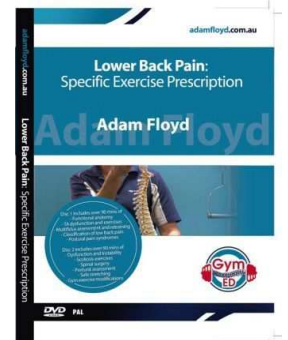
Spread the Word: July 29th

Event management and programme promotion workshop.

For more information visit:
[Catch Fitness site:](#)

Learning great stuff at home with Adam

Do you know how to assess and re-train multifidus? At what level of TVA exercises should you start a client with lower back pain? Do you want to learn about exercises for scoliosis?



Packed with over 4.5 hours of content including practical assessment tools and rehabilitation exercise demonstrations and progressions this double DVD set is a must have for professional trainers. Special note is made of do's and don'ts for LBP clients, along with chapters on functional anatomy, lumbar surgery, classification of LBP, safe stretches and gym exercise modifications
<http://adamfloyd.com.au/LBPDVD.html>

New Plymouth here we come!
We are bringing snippets of all our best workshops to you on Friday September 10th! Check out our website in July for details.

For weekly workshop reminders



www.catchfitness.co.nz

[Visit Catch Fitness on Facebook](#)



FULLY FUNDED WORKSHOPS

Senior Nutrition Workshops: For those who work with older adults

Fibre and fluid for healthy bowels, plus smart snacking ideas. 13 July - Bishopdale, YMCA

Shopping and cooking for one.
10 August - Beckenham/South Library

Nutrition Through the Lifespan: For community advisors

Various dates and lots of super topics throughout July and August.

For more details please contact Maria Moran,
maria@partnershiphealth.org.nz
or phone 027 2269 445.

“Careers In Fitness” Day

Fri August 13th | 1.30pm – 4.30pm | Christchurch

- ✓ Your big chance to sell yourself.
- ✓ Meet people who are looking for jobs.
- ✓ Meet businesses that need jobs filled.
- ✓ Find out about ongoing training opportunities to make you more employable!
- ✓ Perfect for anyone in and/or thinking about entering the fitness industry.
- ✓ Perfect for anyone needing group fitness instructors, personal trainers and other exercise experts.

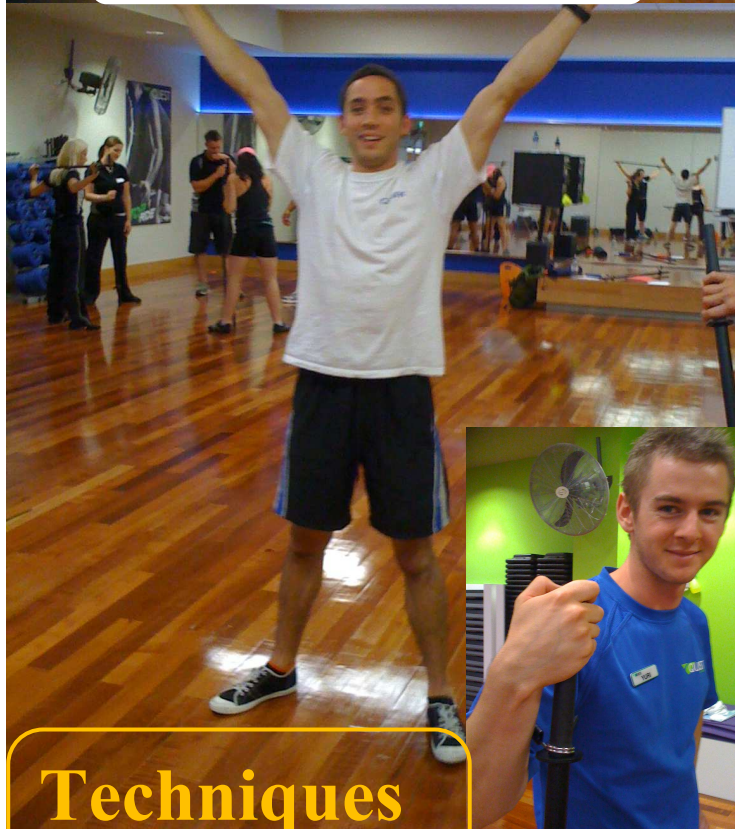
1) Register for FREE if you are looking for work and other opportunities in the industry: i.e. personal trainers, recent graduates, current students of fitness related courses, fitness leaders, activity providers and those wishing to enter the industry. For catering purposes registration is essential. Email us to register or copy and paste the following URL into your browser <http://www.surveymonkey.com/s/VB65QF2>

2) Contact us if you have jobs and/or training opportunities available in the fitness industry and would like to present details about these on the day: fitness facilities, studio owners and other employers of fitness professionals as well as organisations offer training opportunities.

Wondering what equipment to buy this year and how much it will cost? Find out on August 23rd!



Photos from our Techniques Workshop held at Quest in Christchurch.



Techniques Workshop

“Would you recommend this workshop?”

100% said yes!

Over the last year our fully funded workshop series have received the big thumbs up from over 100 attendees. Using their suggestions we have now scheduled in **8 more workshops**.

You'd be silly to miss out on them!

For details check us out: www.catchfitness.co.nz and join us on [facebook](#) for workshop reminders.

CatchFitness
Active Canterbury
Network
Working together

Successful Seminars

Part 4

Charging for seminars is not only beneficial to you but beneficial to your attendees.

It's the law of the land, people value services more when they pay for them. Charging for your seminars helps ensure people commit to attending them and if they attend, they are more likely to achieve their goals.

The question now is, how much to charge?

Seminar: Pricing Options

1) Start with a price which not only covers your cost but which would really excite you!

Think about this.

What type of seminar could you do for a) \$5 per person, b) \$50 per person and c) \$500 per person! Write down 5 bullet points on the content of each of these seminars. You might be surprised as to how viable each of these price options are!

2) Discounting needn't exist to overcome financial barriers. Most people find the money if they perceive the seminar of value. More importantly however is to acknowledge people as *special* and that's where discounts are most useful.

Reward existing clients by offering discounts to those who already use your services, like those who are enrolled in your boot camp or 12 week challenge.

For other clients, discount the seminar, but not by quite as much.

Entice all clients to bring a family member, or friend by offering 2 for 1 tickets instead of or, in addition to any discounts.

Importantly, charge full price for everyone else, otherwise it's just a gimmick and no-one feels special!

**NEED A NEW PHONE?
A VODEM?
A MOBILE THAT
BECOMES A LANDLINE?**



We highly recommend
**VODAFONE RICCARTON IN
CHRISTCHURCH**

in fact lets be more specific, because there are two stores there - the one at the northern end with Jessica and Jennifer.

Thanks to Jessica Catch Fitness now has a fantastic communications package. Did we get a discount because of this ad? Hell no and we didn't ask for one. We are recommending them because they made the whole process **EASY** - they were **SUPER FRIENDLY** and they give **AWESOME PERSONAL FOLLOW UP SERVICE!**

Over the **NEXT FEW MONTHS** we will be covering the new and great communication options they put us on to and which would be perfect for mobile trainers as well as some of the latest and most fabulous applications to use with your clients.

Check out www.vodafone.co.nz/
or visit Jessica and Jennifer in store.

Next Issue:
Getting 'leads' and conversions from seminars.

We promote
 REPs personal
 trainers
 nationwide for
FREE

Free clients
 Free support
 Free workshops
 Free giveaways

We love doing stuff for free.
 It's what we do best!

Q. How the heck does this work?

A. We run a competition that promotes you! All the information you need is spread over our two web sites. There is a lot to read, take your time. 99% of the PTs agree, it's definitely worth it.

Time is running out!

The window of opportunity

June 1st to July 12th!



"This has been great for my business and personal development...a truly valuable form of advertising. I got a new client within a few days, I am very grateful for the service you provide us trainers."

"I started in February 2010 and have received free weekly support ever since, plus I got referred a new client who has been seeing me regularly" - Tracey



"I emailed out the poster and within one day I had seven new people sign up with me as their personal trainer!"

Within a week I had three more, plus four others who did not sign up to the competition but still signed up to personal training with me.

I got eleven new clients from just one email" Dwayne (Cert F.I.T, REPs).

"Helping me to market myself"

Your best year yet!

We're not telling you anything new when we say that fit, healthy staff helps make for a booming business.

With the recession still biting at your ankles however you have probably guessed that now is not the right time to start a workplace wellness programme.

Thankfully, now you can and it is no very little cost to your workplace and highly successful will help your staff to help your business and have them looking and feeling great for summer!



On-site, recession friendly fitness programme for workplaces

"The 20 Week Body & Lifestyle Competition" Over \$20,000 in prizes, already shared amongst 250 New Zealand entrants.

Staff pay just \$15 per week and receive:-

- entry into the 20 Week Competition
- their own REPs registered team trainer
- 20 weekly wellness e-newsletters
- food and proven tools - see our testimonials!
- fitness testing
- monthly group fitness sessions
- all sessions can be outside of work hours
- the chance to share in \$5000 in prizes
- tickets to the Awards night

Competition starts July 12th, 2010.

Find things first!

Find out if your staff would opt involved in this initiative.

Free marketing material
 for PTs 😊

"Rewarding my clients"

Over \$9,000 in prizes have been given to the clients of REPs registered personal trainers in this current competition.

"Increasing my income"

Over \$90,000 in extra income for PTs that jumped on board in the last 12 months

www.catchfitness.co.nz
www.20weeks.co.nz

Riding the Wave

Continued from pg 1



Click here for [Aerial Silks Class](#)



I take my hat off to anyone that creates a craze like Zumba and Body Pump. It takes a huge amount of planning and dosh. Us instructors get the easy part of simply being able to jump on board these waves with their plethora of training videos, manuals, music and accessories to on-sell. A sweet deal I'd say.

Suddenly, the dream of taking 3 classes a week and earning \$2000 becomes a reality.

Our primary role, once the wave hits?:-

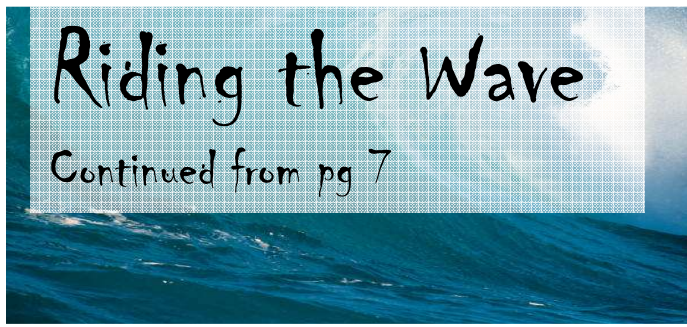
To simply keep content the same! Global fitness phenomena like Zumba are global fitness phenomena because they have produced their music, choreography, CDs etc with the elements they know will have mass appeal. Like Chinese whispers, over time however, everyone adds their variation and the product can lose some of its original popular features. Don't get me wrong, I love freestyle, but to reap all the benefits of a global phenomenon these products need to stay intact for as long as possible. This is not to say you can't use ideas from the phenomena to create your own something else, but ideally keep a 'pure' class going as well. So with Zumba for instance, I'd get my Zumba quals and do the class exactly like they do, with the music Maria uses, the clothes she wears etc until a year or 5 on, when the demand wears off.

And to leverage off their marketing. When a craze like Zumba first hits, it's not the time to do a slight variation on it and call it something else.

It's like trying to run off the benefits of Sushi but calling it Sucki and using pasta instead of rice. It just won't work.

So how about giving birth to your own craze?

Sure, I'd love to be the creator of my own global fitness phenomenon but my idea of Parkour and Aerial silk classes is a little expensive to set up not to mention, time consuming. I'd be quite happy if you're reading this and thinking "wow cool idea, I'll do that", please steal it, especially if you have wads of spare cash to market it with, because that's the first challenge when creating a global phenomenon. Dosh. You may be able to think of innovative ways to get widespread marketing on a limited budget but generally money is a major requirement. Not that should stop you, it's just something to take into account. *Cont...next page.*



Riding the Wave

Continued from pg 7

This is my wave and I'm sticking to it.

I know several great instructors that have come up with some super unique, fabulous classes that given the coverage Zumba has got could easily be as huge. For a variety of reasons (mainly the allocation of funds into marketing it) they have not had that coverage.

My advice; if you want to give birth to the next craze, go for it. Don't let the fact the one craze is out there deter you. There can be more than one successful craze at a time. The key to your success will lay, I believe, in meeting up with a brilliant business mentor and that's what I will rant about next time!

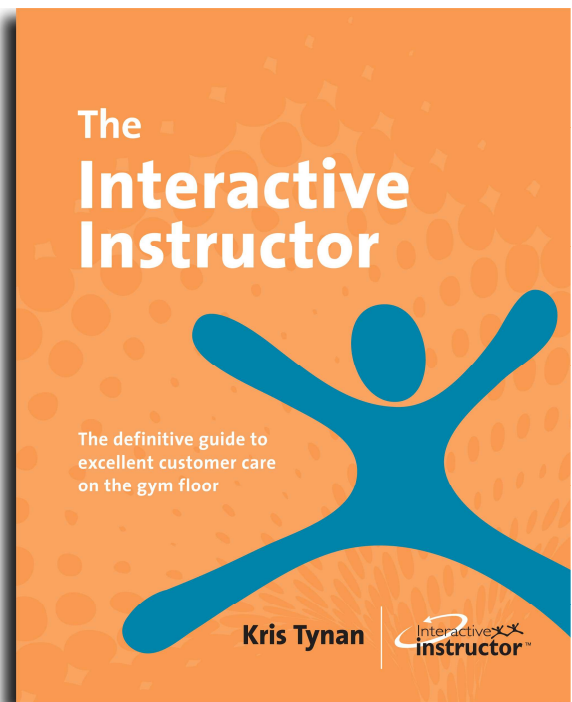
Waves coming to NZ shores? *Strongman comp's, Galaxy girls, Inside Parkour training classes, Crossfit gets even bigger, Fight Club, Cloud Swing, Vibration platform classes, Wii Fit classes, Multi-step classes and classes where attendees are working solo but competing against each other!!*

Waves website:

If you love real waves and a place called check out: <http://magicseaweed.com>

Interesting books:

Get excited about the realisation of dreams with "The Tipping Point" by Malcom Gladwell and the Guinness Book of Records!



Chock-full of practical ideas, this newly released book enables gym floor instructors - new and experienced - to communicate with customers more confidently.

If you are a personal trainer it will reveal some must-know communication essentials that will dramatically improve the way you relate to your clients keeping them engaged, motivated and above-all loyal to you.

For ordering details go to:
www.lightenup.co.nz/interactive-instructor

PLEASE DONATE TO OUR GIFT HAMPER



On July 7th we will be selling raffle tickets for a gift hamper to raise money for the NZ Spinal Trust.

If you'd like to donate something to our hamper whether it's a great book you've read, a shirt you've bought but will never wear or a discount voucher for a Cafe, we'd be grateful.

Gifts can be sent or dropped off to Catch Fitness C/- 155 Montreal Street, Christchurch by June 20th.

For more info on the trust visit www.nzspinaltrust.org.nz

Thanks heaps.

Products and Services

A word from the current Speight's World Multisport Champion

Elina Ussher, about

Em's Power Bites.

*"Just got some new power bites. Really nice, bite size, very handy. The new apricot flavour is the winner. It's just perfect, nice and soft, not too sweet and not too dry and bitter either. Well done, Emily!
All the best, Elina ;)"*

POWER BITES are the perfect size for when you're racing really hard, or for the energy-conscious person who wants only a smaller snack.

- Bite-sized morsels of Em's Original Sports Cookie and the Em's Power Cookie-Bar Range
- Individually wrapped then packed into a tamper-proof re-sealable, re-useable bag
- Original Cookie Bites 30g each, 10 Power Bites per 300g pack
- Cookie-Bar Bites 27g each, 10 Power Bites per 270g pack

WWW.POWERCOOKIES.COM



Em's Power Cookies - created by Emily Miazga, a Nutritionist with six years experience as a Clinical Dietician and three times winner of the Speight's Coast to Coast.

Would you like to trial the HQH Ultimate Instrument? If you are based in Christchurch just send us an email info@catchfitness.co.nz and we'll book it in for you.

Use for two whole weeks, at no charge, thanks to the friendly crew at HQH.



Your own billboard:

Ever thought about mobile advertising? Wondered how much it costs and what the return might be? Vehicle signage - the most affordable way to reach thousands every day. Get instant results. For a free design and quote email bianca@academysigns.co.nz



PRINT • SIGNAGE • DISPLAY

MOBILE +64 27 524 2622 PHONE/FAX +64 3 366 5344
212 BARBADOES STREET, CHRISTCHURCH, NEW ZEALAND



Looking for work?

Don't miss out on the 'Careers in Fitness' Day. Christchurch, August 13th.

www.catchfitness.co.nz

Gym Instructors wanted at Quest in Ferrymead, Christchurch. For more information P: 373 6005.

Group Fitness Instructors wanted for Spin, Power/Pump, Pilates, Fight Do/Combat classes. No experience needed-training available. Please contact Lana Law, Contours Christchurch City Club P: 9622250 or 021566724.

Group Fitness Instructors for City YMCA, Christchurch. A boxing circuit instructor and a step instructor. Good pay for the right instructor. Contact Kevin Yee P: 03 359 8320 E: kevin@ymcachch.org.nz

Dance Studio available for yoga/pilates/group fitness instructors. • Pay an hourly rate • Beautiful studio. Level 1 160 Manchester St, Christchurch. For more information phone Reuben on 021 243 2692.

Health Promoters – Part time, required throughout the North Island. Please contact matthew.downs@flightcentre.co.nz

Check out www.reps.org.nz and www.fitnz.co.nz for a listing of jobs nationwide.

Spreading the good word **Sales People Wanted**

To meet the growth of the '20 Weeks' competition (which promotes personal trainers nationwide) Catch Fitness are looking for part time sales people to jump on board before June 24th.

We have a huge vision - to positively affect the lives of 20,000 people and would welcome expressions of interest from those who would like to join our team to help us realize the dream.

Email info@catchfitness.co.nz



ENTRIES ARE NOW OPEN FOR ALL CATEGORIES.

To enter or for more details visit: <http://www.fitnessindustryawards.co.nz/>.

Entries for most categories are open until **31 July 2010.**

Need a video testimonial?

If you need help doing a video for your awards application or for your website you can borrow our video camera! Just email us: info@catchfitness.co.nz.

If you need help editing your video we highly recommend Phil Benoit from www.vidhost.co.nz . You can view the video he did for us at www.20weeks.co.nz.