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Editor's Note

Free seminars and consultations allow people a risk free way of trialing our services. As enticing as WE may think this is, if people are unfamiliar with us, our brand and what we are offering, they are unlikely to fully appreciate our freebies. As a result we often end up with a poor turnout and lots of last minute cancellations to anything we've offered for free!

This month, on page 2, we take a closer look at how to increase people's level of appreciation of our free services so that they turn up in droves.

In the theme of keeping things free we also have our free job listing on page 4 and details of our latest free workshops on page 3.

On another note, we invite you to pop in and say hi to us at our new office.

We share the office with long time friend, Sharon Kirk from Elite Fitness.

An avid fan of being located alongside other industry based businesses we were quick to jump at this opportunity and already an array of mutual benefits have emerged. We found them a fitness course graduate for a full time position there, sourced some great discounted products for trainers and no doubt entertained them with our daily antics.

Importantly, we pride ourselves on being thought of as the "Switzerland of Fitness" i.e. supporting anyone who positively supports our industry. Accordingly, being located at Elite Fitness does not affect our support of other equipment suppliers like HQH, Gymstick, Avanti Fitness and Blue Fitness.

The office is at 155 Montreal Street and we keep Wednesdays free should you ever be in the district and want to join us for a coffee

Have a great month.

Broni and all the crew at Catch Fitness

Visit us online!



www.catchfitness.co.nz/



[Visit Catch Fitness on Facebook](#)



www.20weeks.co.nz/



[Visit 20 Weeks on Facebook](#)

Successful Seminars

Part 3

This month we look at the pros and cons of running FREE seminars much of which also applies to offering free consultations.

Three pitfalls of FREE seminars.

1) People place less value on them -when do we ever get something for nothing? 2) Prospects are more likely to pull out at the last minute 3) Prospects are concerned the seminar is actually a 'sales pitch' and accordingly are reluctant to attend.

8 ways to overcome the pitfalls.

1) **Selective discounts:** Make seminars free for a select group of people who already use your service, like those who are enrolled in your bootcamp or 12 week challenge. Build a crowd by making it ½ price for other clients and allowing everyone to bring one family member, workmate or friend to for free as well. Importantly, charge full price for everyone else.

2) **RSVP:** Ensure discounts and/or free tickets are conditional on you receiving an RSVP.

3) **"Limited spaces":** Most of the time we can in fact cater for 1 to 100 people, it's simply a matter of knowing how many are coming beforehand, (another reason why RSVPs are so important). Try not to use "limited spaces" which people may view as misleading and opt instead for something along the lines of "To ensure we have a free fitness gift for you/enough food/equipment/handouts etc be sure to RSVP by x date"

4) **Location:** Choose the best location that you can for your free seminar. A potential attendee will make quite different assumptions about the quality of the content based upon whether your venue is to be your garage or a lecture room.



5) **"What will I get out of it?":** Outline what people will gain by attending your seminar. For example: "5 top tips to fat loss, take away ideas that will have a positive life-long affect". Ask people who are similar to those who will be attending to give you feedback on what you have written to ensure if it is sufficiently informative for them.

6) **Content rich:** Overcome the perception that your seminar is just a sales pitch by stating up front, "this is not a sales pitch for my services, gym or any products or supplements" or if it does include a slight pitch say "we will also include discounted offers for our services at the end of the evening".

7) **"It's my first time presenting":** If the reason you're doing a seminar for free is because you've never done one before and you're worried about whether it will be worth charging for either: a) fully back yourself and charge anyway - the 'pressure' will help you pull it off! b) be upfront and explain it is free because you need feedback on how it goes and accordingly you'd love if they came along and invited others to help support you.

8) **Confirm:** Call, text or email attendees between 1-3 days beforehand with a reminder of the date and time and have them confirm with you that they are still going to attend.

Remember, your clients are with you because they like what you do. They'll be keen to come to one of your seminars if they perceive the information is relevant to their goals. They'll also be keen to know they can help you and those they care about, by attending

Next Month

- Charging \$10 - \$100 for seminars.
- Getting leads from seminars.

WORKSHOPS



How to be a fantastic presenter

May 1st
Christchurch

A full on one day intensive course ideal for sales staff, group fitness instructors, team leaders, personal trainers, coaches and anyone else who would like to be confident and effective when presenting to crowds.

\$350

For all the details email: mikecatton@mac.com



Oz Tai Chi

Accredited with REPs
for 37.5 CECs.

Auckland 15-16 May

The beauty about Oz Tai Chi:

- ✓ Designed to fit in the gym/studio environment
- ✓ Mix and match programs together to keep clients interested
- ✓ Easy and fun
- ✓ Suitable for everyone - young and old.
- ✓ Proven to assist people with arthritis, diabetes, risk of falls and high blood pressure
- ✓ No experience needed
- ✓ No equipment needed

Please go to www.oztaichi.com for more information

Get Set Go! and Spread the Word

Dates: 29 April (GSG), 29 July (STW), 22 Sept (GSG).

More information on these event management and programme promotion workshops is on the [Catch Fitness site](#):

Register your interest now by contacting Sarah Benton, CCC on 941 5107, sarah.benton@ccc.govt.nz.

Musculoskeletal Corrective Exercise Workshop.

Wellington	Fri 16 th April
Christchurch	Sat 17 th April
Auckland	Sun 18 th April

See the full workshop details [online here](#)

New workshops are being announced all the time – keep yourself in the loop by being a regular visitor to the [Catch Fitness Free Workshops](#) and [Other Workshops](#) pages

Motivational Interviewing

Presented by Dr Joel Porter (BA, MA, PsyD)

Motivational Interviewing (MI) is an evidence-based counselling method used to help people increase their motivation for change.

This workshop is aimed at health professionals who have a role in helping people adopt wellness behaviours. While the workshop is arranged for Green Prescription staff whose focus is on changing clients' physical activity levels, the techniques presented apply to other areas of health and fitness.

When: 9.00am – 4.30pm,
Wed 5th May, 2010
Where: QEII Stadium,
Christchurch
Cost: \$125

Morning tea and lunch will be provided

To book please phone Trudy (03) 373 5056 or 0800 ACTIVE (22 84 83)
Email trudy@sportcanterbury.org.nz

WORKSHOPS

Catch Fitness & Active Canterbury Network: Working together to help YOU

In March of 2009 Catch Fitness bought the workshop side of our business to an end!

Up and until this date we'd run well over 100 workshops to rave reviews. We had included many well respected highly paid experts and created a plethora of networking opportunities.

The onset of the recession and feedback from our industry about the financial difficulties activity providers were facing forced us to shut down what we considered to be one of the most important services to our industry.

In August of 2009, thanks to the dedicated work of an angel called Maria Moran, our workshops were given a new lease of life. Maria approached the Active Canterbury Network (ACN) and with their support we were able to re-schedule what has now been some of our most well attended sessions ever, all at no cost to you.

In supporting these workshops the ACN have put their stamp of approval on the job Catch Fitness is doing for local activity providers and are acknowledging the importance of local on going training opportunities.

We encourage you to make the most of these workshops (like the Techniques one this month), while they are available at no charge and to send us your suggestions of any other workshop topics that would assist you.



Techniques Training Workshop

When: Friday April 23rd
NEW TIME: 1.15 pm - 4.30pm

Where: Quest, Ferrymead.

Cost: \$90 or FREE to all those in the Canterbury region who register by April 20th, 2010.

Intriguing variations on ten basic exercises that ensure clients and class attendees will always be advancing, staying injury free and enjoying their sessions.

Your presenters are Peter Evans (guest writer for Fitness Life and Cross Fit guru) and Broni McSweeney, (Body Trainer at CPIT for Circus performers).

Nb Russell Graham will no longer be able to present on this day due to a recent accident on his bike. Accordingly we have shortened the duration of the workshop and hope to be able to have Russell present later in the year.

[Register on line here.](#)

Or copy and paste the following link into your browser

<http://www.surveymonkey.com/s/C8WBR96>

For more information please email info@catchfitness.co.nz or phone 420 64 62.



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Activities Co-ordinator Extrordinaire Beckenham Courts Retirement Village, Christchurch. 35 hrs a week. All the details in "The Press" Saturday, 27th Feb or phone 337 2702

Position Filled with Catch's help ☺ **Health Promoter** – Christchurch based with travel throughout South Island. Approximately 5 hours a week. Working with large national travel agency. Training and support provided. Email: info@catchfitness.co.nz

Spin Instructor wanted for small friendly studio in Sockburn, Christchurch. Classes early mornings (6.30am Tue and Thurs and some Saturday mornings 8.30am). Experience preferred. Phone Cathy: 027 415 3698 or 344 6104.

National Heart Foundation has a great 20hrs a week opportunity up for grabs. For all the details click this link [HHA Canterbury Ad](#)

Position Filled with Catch's help ☺ **Guest Tutor** for one off 1.5 hr workshop with dance students in Christchurch. Comprehensive knowledge of effective warm up and cool down procedures with ability to apply to these dance students. \$150. Email: info@catchfitness.co.nz

Position Filled with Catch's help ☺ **Fill in Circuit Instructor** for 40 minutes sessions, Thurs lunchtimes for 8-12 people, indoors, Christchurch central, varying dates throughout 2010. Email: info@catchfitness.co.nz

Fully equipped PT Studio to rent. In great location Fendalton, Christchurch. Suitable for 1 or 2 trainers. Available Mon to Sat 6.00am to 2.00pm. Rental includes sole use of studio and equipment plus access to existing Website to personalise your profile. \$250 per wk. Ph Cathy 344 6104 / 027 415 3698

Group fitness Instructors wanted for Mini Gym, Active Seniors, Pump, Zumba, Mind & Body Monday. Phone David Pryor, Rolleston Community Centre Manager, Selwyn District Council P: 347-2882 or 027 466 0356

Gym Instructors wanted Quest Ferrymead, Christchurch. Give Paul Davies or Korey a call for all the 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 Y, Christchurch. 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

Personal Trainer positions available at Zest, Leitchfield Street, Christchurch. Great packages for new graduates and part time trainers as well. Check out <http://www.zestfitness.co.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.

I WANT A NEW JOB

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

Our Polling Booth

How many hours of 1-1 sessions and/or group sessions do personal trainers do each week?

Check it out at www.catchfitness.co.nz

Watch out for email Scams!

Signs of a scam doing the rounds at the moment:

- The email is sent to undisclosed recipients,
- comes from hotmail or yahoo addresses,
- requests 3 weeks of PT and/or massage services for groups of 4 to 6 people who are supposedly visiting New Zealand on a holiday
- offer to pay you upfront for all their services.

If you are in doubt visit www.snopes.com, and paste some text from the email into the snopes search box.

DON'T email back unless you are SURE the request is genuine (a 'real' email address – yours! – is very valuable to spammers).

TRIVIA

From this month's "Alive" magazine: The amount of carbon in the human body is enough to fill about 9000 lead pencils.