

Rachel Holmes Business Briefing

Thursday 13th March

Introduction & Opening Remarks

- The video begins with an introduction and background music.
- The host greets the audience and sets the stage for the discussion.
- A new fitness music mix (Hit 51) is introduced, with the host asking for feedback.
- Talks about new TRX weights called "Y Bells," a hybrid between a kettlebell and a dumbbell, designed for versatility and ease of use.
- Initial conversation focuses on fitness class attendance and how numbers have been changing in response to recent industry trends.

Industry Trends & The Evolution of Fitness Classes

1. The Decline of Exercise to Music (ETM)

- ETM classes, which have traditionally been a staple in fitness, are declining.
- Many instructors are moving away from ETM, and fewer new professionals are getting certified in it.
- Clubs are shifting focus to more modern fitness formats like strength training, HIIT, and circuit training.

2. The Growth of Pilates

- Pilates, especially reformer-based classes, is seeing a major surge globally.
- More Pilates studios are opening, but the setup costs are high (reformers are expensive, and commercial property costs are increasing).
- ClassPass data: Pilates is the most booked and requested class worldwide.
- This trend presents an opportunity for instructors to expand into Fitness Pilates and cater to demand.

3. Popular & Declining Fitness Classes

- What's Thriving?
 - Dance Fitness – Highly popular among people in their 40s.
 - Kettlebell Training – Growing in popularity.
 - Strength Training – Especially among older adults and women.
- What's Struggling?
 - Traditional aerobics and ETM classes are seeing a decline.
 - Younger audiences are not engaging with ETM as much as they used to.
- Conclusion: Marketing plays a key role in class success. Instructors must target the right audience and adapt their offerings accordingly.
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Women's Health & Life Stage Training

1. Training Based on the Menstrual Cycle

- Historically overlooked in fitness.
- Women's training programs should consider hormonal fluctuations and adapt intensity accordingly.
- More research and education are needed in this area.

2. Pre & Postnatal Fitness

- A largely untapped market for fitness professionals.
- Few instructors are offering dedicated pre/postnatal programs, even though demand exists.
- Online or hybrid fitness programs could be a great business opportunity in this niche.

3. Menopause & Strength Training for Older Women

- Strength training for postmenopausal women is in high demand.
- "Strong Over 60" concept – A unique branding opportunity for fitness businesses targeting this demographic.
- American College of Sports Medicine (ACSM) research shows strength training for women over 50 is exponentially growing.
- Women are finally embracing strength training as essential for longevity, health, and osteoporosis prevention.

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Business & Marketing Strategies for Fitness Instructors

1. Building a Strong Personal Brand

- Use social media to showcase expertise.
- Post short, engaging videos showing real people working out, particularly in specific life stages.
- Create content that focuses on education, motivation, and real-life success stories to engage and attract clients.

2. Creating 7-Day & 14-Day WhatsApp/Facebook Challenges

- Why WhatsApp?
 - Low barrier to entry.
 - Easy to deliver daily challenges or workouts.
 - People engage with voice notes, videos, and written tips easily.
- Challenge Ideas:
 - 7-Day Strength Training Challenge.
 - 14-Day Menopause & Mobility Program.
 - Pre & Postnatal Fitness Challenges.
 - Women's Health & Nutrition Tips.

3. Email Marketing & Online Courses

- Email newsletters can deliver workouts, tips, and accountability.
- Using platforms like YouTube, WhatsApp, or Facebook groups to transition clients into paid memberships.
- Combining educational content with action-oriented workouts helps in client retention.

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Key Takeaways & Action Steps

1. Industry Shift: ETM is declining, while Pilates and Strength Training are on the rise.
2. Community-Based Fitness is Thriving: Independent instructors can build strong businesses by offering niche classes.
3. Women's Health is an Untapped Market: Menstrual cycle training, pre/postnatal fitness, and menopause strength training offer huge potential.
4. Marketing is Key: Leverage social media, WhatsApp, and short online challenges to grow your audience and brand.
5. Strength Training for Older Women: "Strong Over 60" is an excellent concept with massive potential.

Final Thoughts

- The host encourages viewers to think strategically about their fitness business.
- Highlights the importance of staying ahead of trends and leveraging marketing tools effectively.
- Suggests listening to additional industry talks and podcasts for deeper insights.
- Encourages viewers to engage in discussions and seek new opportunities to grow their business.

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Wednesday 12th March

Business & Marketing Tips for Fitness Instructors

- Social Media & Personal Branding:
 - Encourages fitness pros to showcase real women strength training at different life stages.
 - Short-form videos and social media posts can boost engagement.
- 7-Day WhatsApp/Facebook Challenges:
 - Suggests creating 7-day or 14-day strength training programs for women.
 - WhatsApp voice notes and daily challenges help build engagement and habit formation.
- Email Marketing & Online Courses:
 - Options to deliver fitness programs via WhatsApp, YouTube, or Email.
 - Helps attract new clients and transition them into paid memberships.

Key Takeaways

1. Fitness trends are shifting: Pilates and strength training are dominating.
2. Community instructors can thrive: ETM is declining, but targeted programs are growing.
3. Women's fitness is underdeveloped: More opportunities in menopause, pre/postnatal, and strength training.
4. Marketing is essential: Social media, WhatsApp, and short-form challenges can grow your audience.
5. New branding ideas: "Strength Training for Over 60's" is a unique niche with great potential.