

Rachel Holmes Business Briefing

Tuesday 11th March

Introduction to the Business Briefing

Main Discussion Points

1. The State of the Fitness Industry

- Analysis of trends in fitness, particularly the group exercise market.
- Discussion on the decline of Exercise to Music (ETM) classes.
- Many fitness instructors are moving away from traditional club settings.

2. Industry Shift & Instructor Challenges

- Fitness clubs are changing, with a focus on cost-cutting and new class formats.
- Experienced instructors are leaving clubs due to low pay (as low as £10-15 per class).
- Shortage of ETM instructors, leading to fewer traditional group fitness classes.

3. Alternative Business Strategies

- Encourages fitness professionals to create their own brands outside of clubs.
- Suggestions include:
 - Building strong community-based fitness programs.
 - Developing a hybrid model (both online and in-person training).
 - Offering premium and exclusive fitness experiences.
 - Leveraging social media for marketing and community engagement.

Notes

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4. Insights from Industry Leaders

- Reference to a talk by Philip Mills (Les Mills International) on the evolution of group fitness.
- The importance of adapting to younger demographics and industry changes.
- Trends like strength training, HIIT, and functional training gaining traction over traditional aerobics.

5. The Importance of Personal Branding

- Emphasizes the power of personal branding for fitness instructors.
- Strategies for differentiation:
 - Showcasing authenticity on social media.
 - Creating engaging and unique class offerings.
 - Targeting niche markets like seniors, beginners, or specialized fitness needs.

Key Takeaways

1. **The fitness industry is changing** – traditional group exercise classes are declining.
2. **Opportunities exist outside of gyms** – independent instructors can build stronger businesses.
3. **Personalisation is key** – offering unique experiences and specialized training can be lucrative.
4. **Industry leaders are shifting their focus** – Les Mills and other brands are adapting to new trends.
5. **Social media & branding are essential** – instructors must use digital platforms to grow.