

Rachel Holmes Business Briefing

Wednesday 12th March

Introduction and Warm-Up Discussion

- Introduces a new fitness mix (Hit 51) and asks for feedback.
- Talks about new TRX weights called "Y Bells" – a hybrid between a kettlebell and dumbbell.

Industry Trends and Fitness Market Changes

- Discussion about the decline of Exercise to Music (ETM) and opportunities for community fitness instructors.
- Pilates Boom:
 - More reformer studios opening, but setup costs are high.
 - ClassPass reports that Pilates is the most requested fitness class globally.
 - Fitness Pilates training programs are in high demand.

Fitness Class Trends and Insights

- Busy Classes:
 - Dance Fitness (high demand, especially for people in their 40s).
 - Kettlebells & Classic Aerobics (steady attendance).
- Marketing Strategy:
 - The importance of targeting the right audience.
 - Community fitness classes are still thriving despite ETM decline.

Women's Health and Life Stage Training

- Menstrual Cycle Training:
 - Emphasizes the lack of awareness about training based on menstrual cycles.
 - Calls for better education and guidance for fitness professionals.
- Pre & Postnatal Fitness:
 - Few instructors are capitalizing on this market, but demand exists.
 - Opportunity for creating online or in-person courses.
- Menopause & Strength Training:
 - Strength training for postmenopausal women is growing in demand.
 - "Strong Over 60" concept suggested as a branding opportunity.
 - ACSM study shows increased interest in strength training for women over 50.

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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.