

Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES



Technology-enabled Sales Automation, Member Engagement, and Analytic Insights

Tuesday, November 17, 2015



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Your Moderator

Todd Tweedy

Summit Education Series

Motionsoft



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visualfitnessplanner
the **ultimate** sales engine




h2 fit

M A T R I X

Netpulse

MYZONE®


Club OS

Gantner
technologies

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Upcoming Webinars

View the complete webinar schedule <http://www.motionsofttechnologysummit.com>

November 19, 2015

Thursday

**Andrew Kolman, Director of Product Development, -
Console Technology, Johnson Health Tech. Co. LTD.**
Understanding the Impact of Fitness Technology Landscape
Track: Digital Health Networks and Connected Fitness

December 1, 2015

Tuesday

Sid Banerjee, CEO, Clarabridge
Driving High-Impact Member Experience Management
Programs
Track: Member Experience Management

December 8, 2015

Tuesday

Jill Thorpe, Partner, Healthcare Division
Manatt, Phelps & Phillips, LLP

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Motionsoft Update



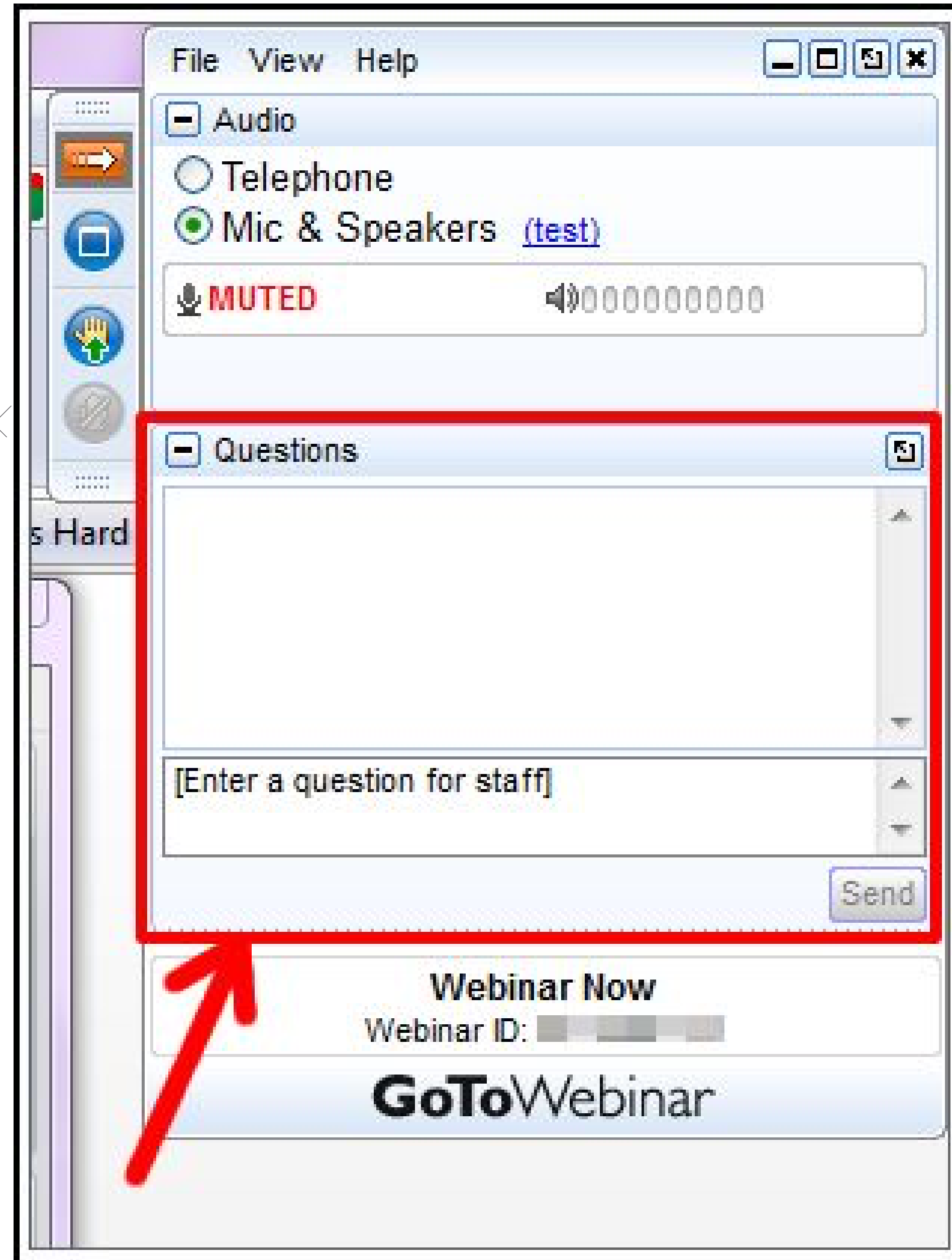
B.O.S.S. - Back Office Support Services

An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact support@motionsoft.net or call 1-800.829.4321

Ask Your Questions in
GoToWebinar by using
the Question Module



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Your Presenter

Daron Allen

President and CEO

Visual Fitness Planner

dallen@vfp.us



REFINE YOUR SALES APPROACH



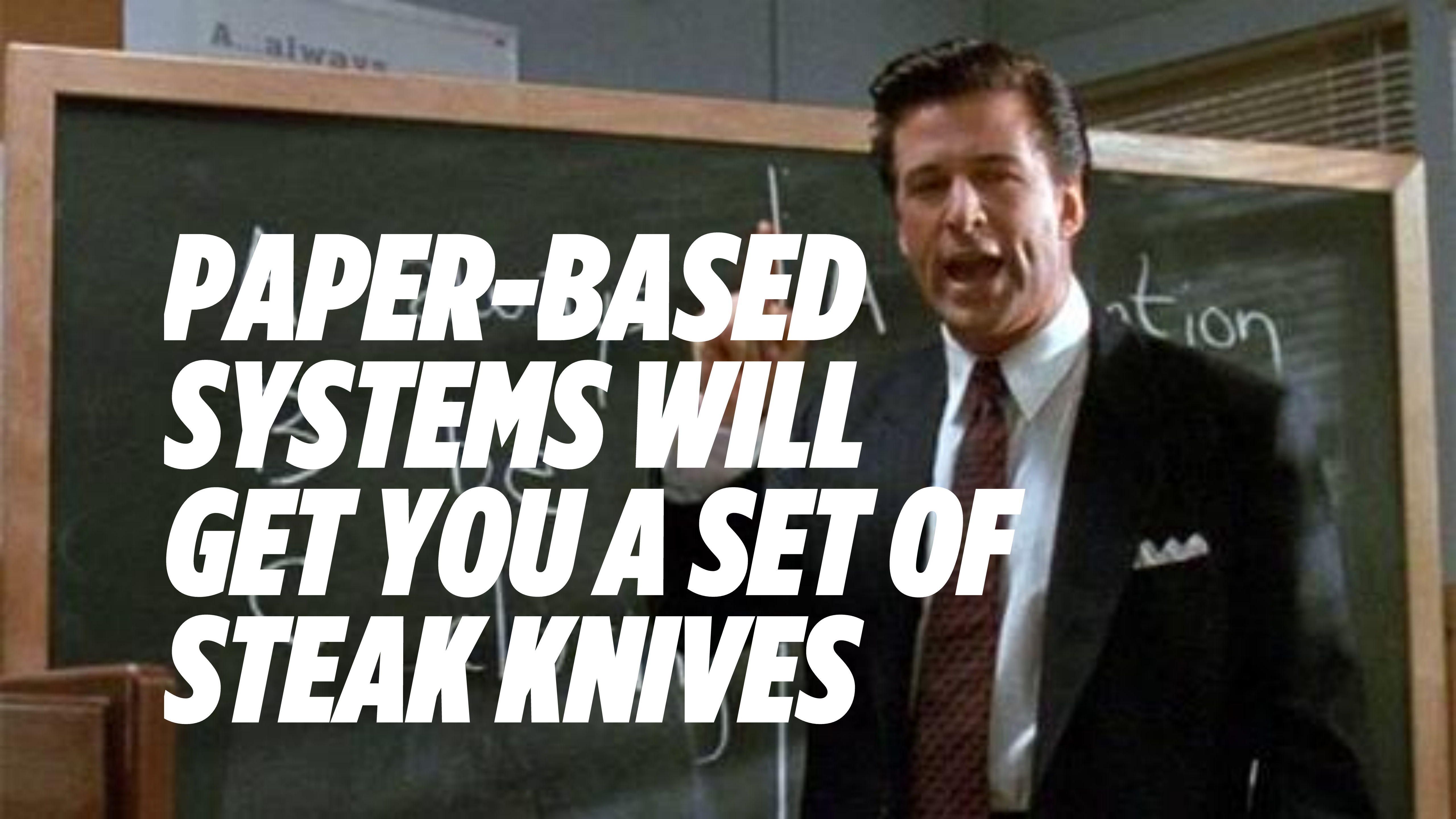
***DATA DRIVEN
DECISION-MAKING
IS THE FUTURE.***



SALES DRIVE BUSINESS

A always A
B be
C closing



A man in a dark suit, white shirt, and patterned tie is speaking in front of a chalkboard. The chalkboard has some faint writing, including the word "ntion". A sign on the wall above the chalkboard reads "Always".

***PAPER-BASED
SYSTEMS WILL
GET YOU A SET OF
STEAK KNIVES***

Member Journey

- ***Lead Generation***
- ***Membership Sales***
- ***Member Integration***
- ***PT and SGT Sales***
- ***Member Engagement***
- ***Fitness Assessment***
- ***Member Retention***



***AUTOMATE YOUR
SALES SYSTEMS...***

MEMBERSHIP

ONE ON ONE PT

SMALL GROUP PT

LARGE GROUP

Find out your body's Health Age!



Take this quick online test to learn how fast your body is aging and what your body's Health Age really is.

START



Did you know that by making lifestyle changes you can actually reduce your current Health Age?

Select any or all of the lifestyle changes listed below to see how they can reduce your Health Age:

- Lose Weight
- Start An Exercise Program

PREVIOUS

NEXT



46

Actual Age

54

Health Age

42

Goal
Health Age

By making the lifestyle changes you selected on the previous page, you could reduce your current health age by 12 years!
To learn more click next below.

PREVIOUS

NEXT



Get started on your healthy lifestyle choices!

We all know that a big part of making healthy lifestyle choices starts with regular exercise. Please enjoy one of these special health and wellness offers from WoW.



Not a WoW Member?

FREE TRIAL PASS



WoW Member?

FREE PERSONAL TRAINING



***CUSTOMIZE YOUR
SALES SYSTEMS...
MEMBERSHIP
ONE ON ONE PT
SMALL GROUP PT
LARGE GROUP***

***ONE SIZE
DOES NOT
FIT ALL.***



***SALES AND MEMBER
ENGAGEMENT
SYSTEMS
AS UNIQUE
AS YOUR
FINGERPRINT.***





XSPORT *FITNESS*

What changes do you wish to achieve from your exercise program?



How long have you been thinking about achieving your goal?

- 1 Month
- 3 Months
- 6 Months
- >6 Months

By when do you want to achieve your goal?

- ASAP
- 1 Month
- 3 Months
- >6 Months

On a scale from 1 to 5, what is your commitment level on achieving your goal?

5 (most committed) ▾

What are your interests?

Cardio



Resistance
Training



Group Exercise



Pool



PT / X-IT



Spa / Tanning



Child's Play



Basketball





YOUR LEAN FUTURE

- 3 Days per Week of Resistance **3X**
- 4 Days per Week of Cardio
- 6 Days per Week of Proper Nutrition **2X**
- 3 Days per Week with a Personal Trainer
- 5 Days per Week of Proper Supplementation **1X**

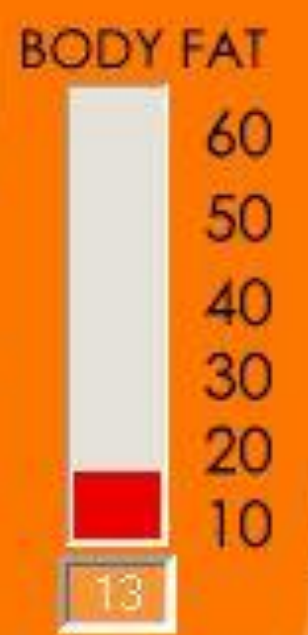
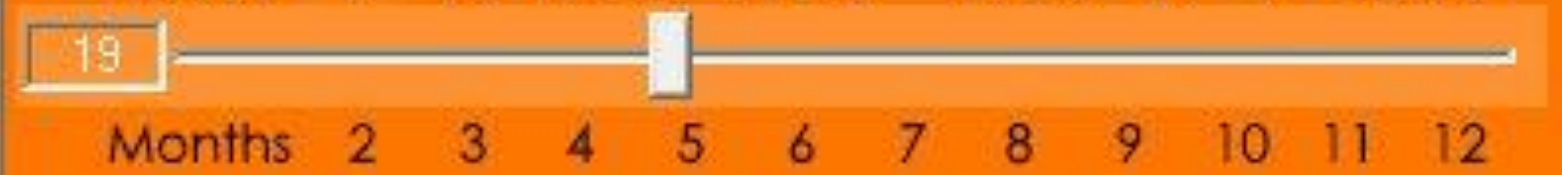
POUNDS OF FAT BURNED PER WEEK ON YOUR OWN

POUNDS OF FAT LOST



TIMELINE

Weeks 8 12 16 20 24 28 32 36 40 44 48 52



Today - 170 Lbs.

February 16, 2016 - 135 Lbs.



XSPORT *FITNESS*

YOUR COMPLIMENTARY
PERSONAL TRAINING
EXPERIENCE
WILL INCLUDE...

[2015 XSport Overview Movie](#)


the *ultimate* sales engine




[VFP Orientation Value Whiteboard](#)



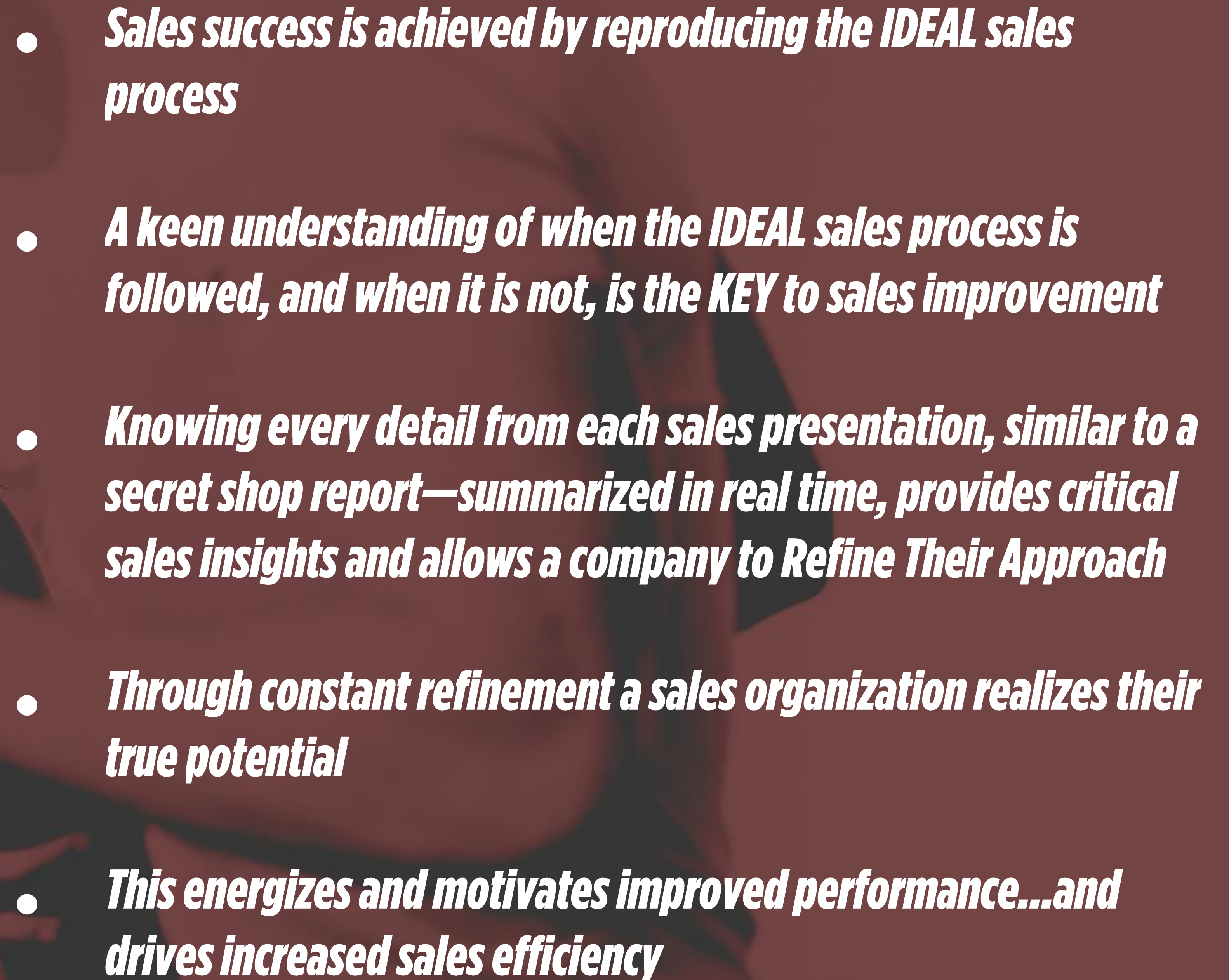
DATA DRIVEN DECISIONS


Truly improve/refine your sales systems

***Anything on paper and you cannot make
legitimate data driven decisions***



***WE UNDERSTAND
sales analytics...
and WHY they are important
to your business!***

- 
- A woman with dark hair tied back, wearing a white headset with a microphone and a white top. She is holding a smartphone in her hands and looking slightly to the left with a thoughtful expression. The background is a blurred office setting.
- ***Sales success is achieved by reproducing the IDEAL sales process***
 - ***A keen understanding of when the IDEAL sales process is followed, and when it is not, is the KEY to sales improvement***
 - ***Knowing every detail from each sales presentation, similar to a secret shop report—summarized in real time, provides critical sales insights and allows a company to Refine Their Approach***
 - ***Through constant refinement a sales organization realizes their true potential***
 - ***This energizes and motivates improved performance...and drives increased sales efficiency***

- 
- ***Refine Your Approach***
 - ***Ideal Sales Process***
 - ***Customer Results Focus***
 - ***Build your Bench Strength with Sales Skill Mastery***
 - ***Sales Insights with Tangible Metrics***
 - ***Automatic Accountability***
 - ***Coaching for Consistently High Performance***
 - ***Reinforce a Results Culture***
 - ***Sales Intelligence Real-Time***

Align Technology Solutions with Your Clubs' Strengths and Avoid Technology Missteps

- ***Understand what your clubs do well***
- ***Make sure the technology is customizable to your club operation***
- ***Ensure the technology partner has health club expertise on their team***
- ***Adaptability is key***

Email dallen@vfp.us for full article

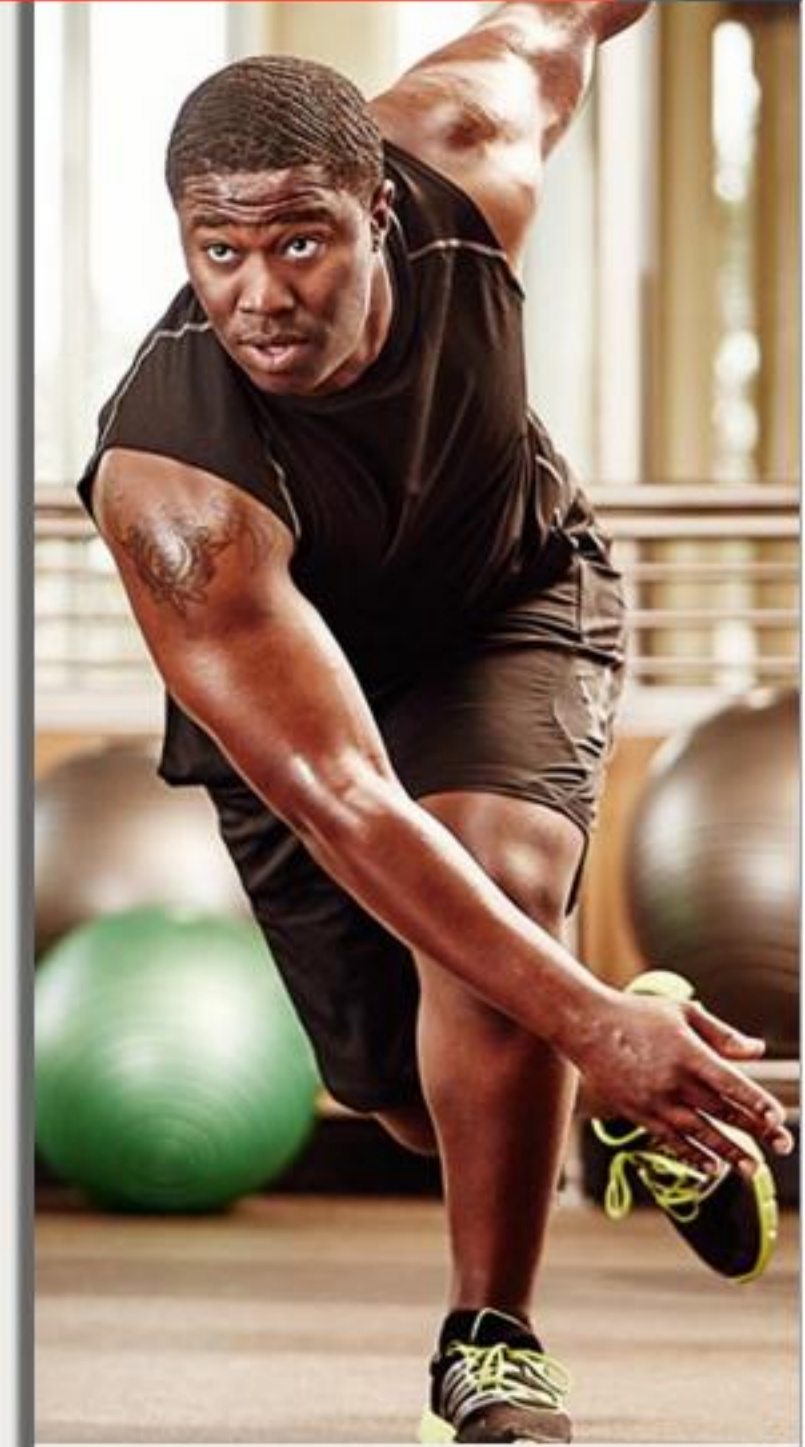
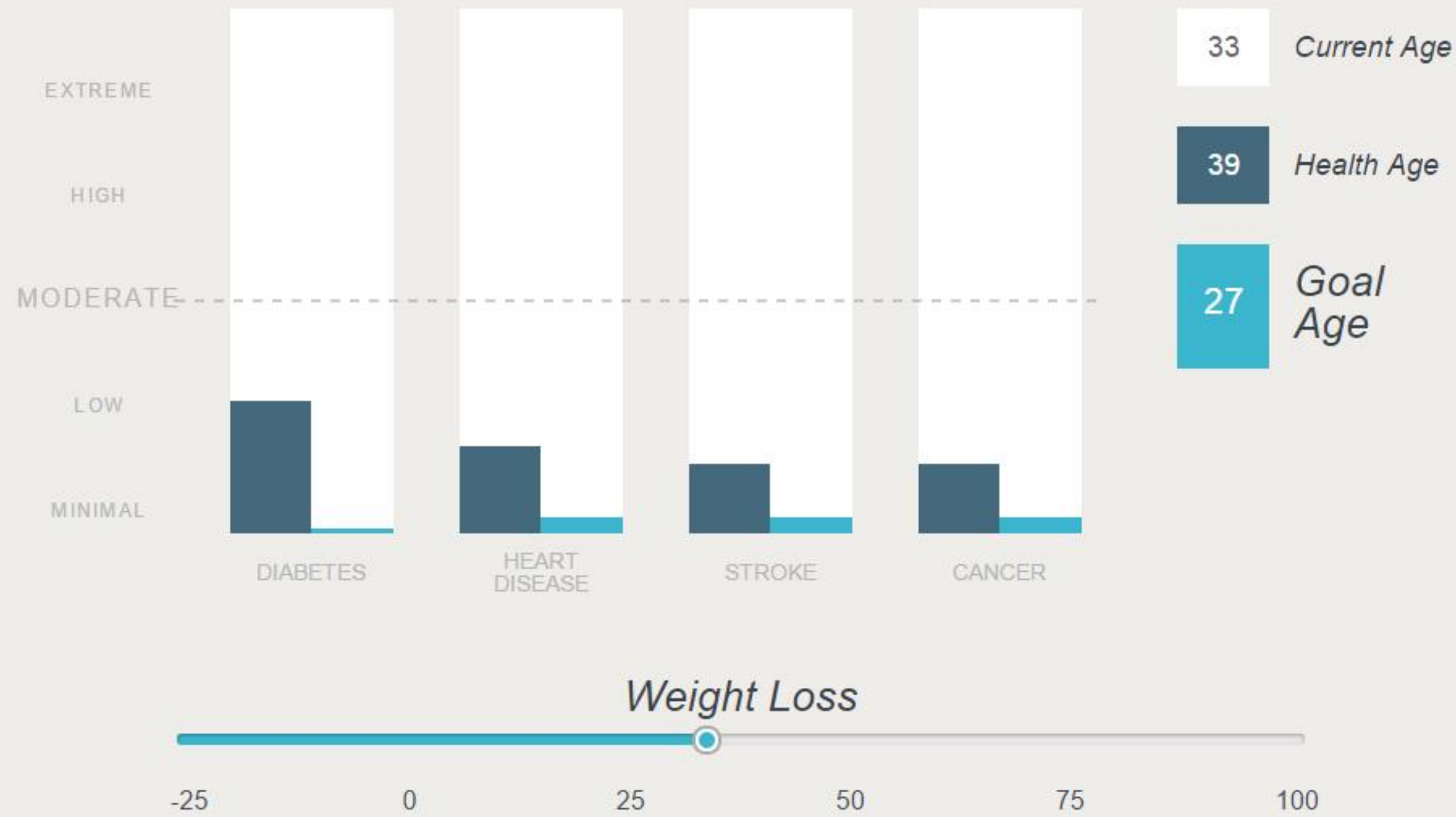
**“VFP DEEPLY UNDERSTANDS
OUR BUSINESS...
INCREDIBLY RESPONSIVE
TO CUSTOMIZATION”**



*Richard Boyd, SVP of Business Strategy
24 Hour Fitness // 450 Locations*



Your Health Risks



Recommendations

Start Exercising

33 Lose Weight

The Visual Fitness Planner is an education tool and is not a substitute for visiting your physician and obtaining medical advice. The results provided are intended to show health risk factors and are not intended to show actual health risks.

Way to go!



Congrats on choosing to get started.

What's next?

- *Let's schedule your 1st training session.*
- *Your trainer will design a movement program just for you.*
- *You'll receive an email recapping your results from this consultation.*



Now, let's have some fun.

Results may vary. Please consult your physician before starting or changing a fitness program.



***THE HARDER
THE SALE, THE LONGER
THEY STAY!***



MONTH TO MONTH Memberships

≤ 6 MONTHS

12 MONTH Memberships

≤ 14 MONTHS

**“BE MORE
PROFITABLE”**



*David Patchell-Evans, Owner
GoodLife Fitness Clubs // 335 Locations*

**GoodLife[®]
FITNESS**





PE

LEANING FORWARD

Probable Issues:

Tight Hip Flexors, Tight Calves

Example Corrective Exercises:

Mod. Split Squat, Box Squats

Stretches Required:

Hip flexors, calves and glute activation

GoodLife
PERSONAL TRAINING

Squat Assessment

BACK
TAB

NEXT
TAB

GoodLife
PERSONAL TRAINING

LifeChanger



BLOOD PRESSURE



pH ASSESSMENT



WAIST TO HIP RATIO



SPIROMETRY READING



BODY COMPOSITION



RESTING HEART RATE



BODY MASS INDEX

BACK
TAB

NEXT
TAB



Custom Periodization Plan For : **Daronn Allenn**

GOALS

- 1. Lose Weight
- 2. Feel and Look Better
- 3. Lower Stress
- 4. Gain Muscle

EVENTS

- 1. Birthday - September 24th 2014
- 2. Wedding - September 24th 2014

LIFESTYLE CHANGES

- Exercise
- Nutrition
- Sleep
- Stress

	Weeks	Sessions Per Week	Movements	Lifestyle Improvements	Results
<p>Foundations</p> <p>Start Date: 11-10-2015</p>	20	3	Primal Movements - (Push, Pull, Twist, Bend, Lunge, Squat), address muscle imbalances and increase mobility.	alsdjkhalsdjfhalsfdhdj	asdfsdfasdfsdfa
<p>Build</p> <p>Start Date: 3-29-2016</p>	20	1	Begin by loading primal movements. Introduce isolated movements and split muscle groups.	asdfsdfasdfs	asdfsdfasdfs
<p>Burn</p> <p>Start Date: 8-16-2016</p>	4	3	Full body workout using multiplanar exercises utilizing all planes of motion. Focused on high reps and low rest time.		
<p>Strength</p> <p>Start Date: 9-13-2016</p>	4	3	Compound exercises. Low reps and high rest time to ensure maximum recovery. Combined with minimal cardio training.		

164 Sessions

BACK TAB
NEXT TAB

November 2015							December 2015							January 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31	6	7	8	9	10	11	12	3	9	5	11	7	13	9
1	2	3	4	5	6	7	13	14	15	16	17	18	19	10	16	12	18	14	20	16
8	9	10	11	12	13	14	20	21	22	23	24	25	26	17	23	19	25	21	27	23
15	16	17	18	19	20	21	27	28	29	30	31	24	30	26	27	28	29	30		
22	23	24	25	26	27	28							31							
29	30																			

February 2016							March 2016							April 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	6	6	8	8	10	10	12	3	4	5	6	7	8	9
7	6	9	8	11	10	13	13	14	15	16	17	18	19	10	11	12	13	14	15	16
14	13	16	15	18	17	20	20	21	22	23	24	25	26	17	18	19	20	21	22	23
21	20	23	22	25	24	27	27	28	29	30	31	24	25	26	27	28	29	30		
28	27												31							

May 2016							June 2016							July 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	5	6	7	8	9	10	11	3	4	5	6	7	8	9
8	9	10	11	12	13	14	12	13	14	15	16	17	18	10	11	12	13	14	15	16
15	16	17	18	19	20	21	19	20	21	22	23	24	25	17	18	19	20	21	22	23
22	23	24	25	26	27	28	26	27	28	29	30	24	25	26	27	28	29	30		
29	30	31											31							

August 2016							September 2016							October 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	4	5	6	7	8	9	10	2	3	4	5	6	7	8
7	8	9	10	11	12	13	11	12	13	14	15	16	17	9	10	11	12	13	14	15
14	15	16	17	18	19	20	18	19	20	21	22	23	24	16	17	18	19	20	21	22
21	22	23	24	25	26	27	25	26	27	28	29	30	23	24	25	26	27	28	29	
28	29	30	31										30	31	1	2	3	4	5	

- Lose Fat
- Gain Muscle

Sessions 164



180 Lbs.

160 Lbs.

Body Fat % 25

Body Fat % 16

- FOUNDATIONS
- BUILD
- BURN
- STRENGTH

Fat Lost 21
Muscle Gained 1

GoodLife
FITNESS

The good life. Made easy.

Personal Training

Session Length

One Hour Sessions

Total Sessions**164**

Regular Session Rate

\$62

Reduced Session Rate

\$52

Program Savings**\$1,640**

Down Payment

\$ 963.66

Biweekly***\$431.98**

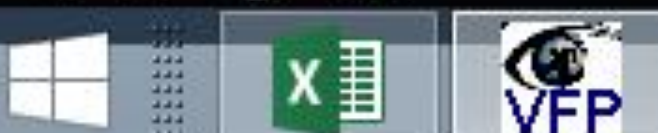
21

25
max

Options

PT Calculator

Congratulations

BACK
TAB

Desktop

10:03 PM
11/16/2015

Section 1 - Health History

- About You
- Health History
- Fitness Objectives 1
- Fitness Objectives 2 / Barriers
- Upcoming Events

Section 2 - 4 Pillars

- Nutrition
- Exercise
- Sleep
- Stress

Section 3 - Vitality Statistics

- Blood Pressure / Heart Rate
- Circumference
- Body Stats / Avatar

Section 4 - Assessment

- Expired Air
- PH Test
- Functional Movements

Section 5 - LifeChanger Score

- Your Score
- Analysis
- Health Risks
- Health Age After
- Before and After Final

Section 6

- Periodization
- Calendar

SAVE & GO
HOME

How long have you been a Member with GoodLife?

- 6 plus yrs
- 3-5 yrs
- 1-2 yrs
- < 1 yr

What activities are you currently involved in?

- Group Exercise
- Strength Training
- Club Programs
- Outside Sports
- Walking / Running
- Biking / Cycling
- Other

If you have selected "Other", please specify.

How often do you do these activities per week?

- 6 plus
- 3-5 dys
- 1-2 dys
- < 1 dy

How long does a typical workout last (in minutes)?

- 60 plus
- 60
- 45
- 30
- 15

Has this exercise been vigorous 3 to 5 times per week, consistently, for the past 6 months or more?

- Yes
- No

Is your job / daily routine active or sedentary?

- Extremely Active
- Very Active
- Moderately Active
- Lightly Active
- Sedentary

What is your gender?

- Male
- Female

What is your height in inches?

Fitness Objectives 1

Upcoming Events

Body Stats / Avatar

LifeChanger Score

Periodization / Calendar



Getting more members engaged in personal training services is the key to success in the new economy. As the CEO of 16 locations I knew we would need help. Our current way was just not working.

VFP not only audits your current PT model and all of its moving parts, but they really take the time to help you make all the necessary adjustments where needed to include: how you sell, what you sell, what you charge, and how you compensate.

They delivered the most successful PT sales process I have ever seen. Bottom line...there isn't a better decision you can make to increase PT revenue. Hands down - the best PT revenue enhancement decision we have ever made.



***Robert Brewster
Alaska Clubs // 16 Locations***



THE ALASKA CLUB



*VFP has assisted us in moving the needle!
Our VFP sales and personal training system
accomplishes the following:
70% of all new members are booked for orientation / VFP
assessment
70% of these appointments show up for the session
40% of these VFP sessions result in PT or SGT sales*



Jim Sansone, President
The Edge Fitness Clubs // 12 Locations







- Exact Plan of Action
- Accelerated Results
- Motivation
- Accountability
- Structure & Safety

Program Progression

**“ KPI VISIBILITY
ENABLES SWIFT
ADJUSTMENTS ”**



*Jason Markowicz, Owner
Fitness Premier // 5 Locations*



- ***Complete System to implement EFT personal training and blend with Small and Large Group Training solutions***
- ***PT sales expertise on how to layer your PT offerings to align to your business goals***
- ***Transitioning from cash to EFT***
- ***Compensation plans***
- ***Building a sustainable PT draft***
- ***.....much more***

Email dallen@vfp.us for more information



Weight
 Today: 170lbs
 Goal: 134lbs

Body Fat
 Today: 32%
 Goal: 13%

Food Intake and Supplementation

- Daily Caloric Intake for Maintaining High Energy Levels
- Number of Meals/Day for Stabilized Energy, Reduced Cravings, Muscle Retention and Increased Metabolism
- Proper % of Protein, Carbs and Fat
- Nutritional Requirements from Multi-Vitamins and Meal Replacements
- Accelerates Changes

Cardio Training

- Stimulus to "Burn Fat"
- Strengthens Heart and Lungs
- Increase Circulation for Better Nutrient Uptake
- Increases Metabolism for 3 - 5 Hours

Strength Training

- Increases Metabolism for 24 - 36
- Tone or Increase Lean Muscle
- Strengthen Muscles and Increase Bone Density
- Improve Core Strength and Stability

Recovery Training

- Relieve Stress
- Improve Posture
- Relaxation

Professional Assistance

- Safe Fitness
- Education
- Empowerment
- Long Lasting Motivation/Fun
- Accountability
- Change Program to Overcome Plateaus Every 6 Weeks

of Weeks for Your Custom Program **20**

3&2 2&1

Training Sessions per Week M W F S

37

28

X-IT Sessions per Week **2X/week** unlimited

Today Health Age

Goal Health Age

	M	T	W	T	F	S	SU
1		✓	✓	✓	✓		
2		✓	✓	✓	✓		
3		✓	✓	✓	✓		
4		✓	✓	✓	✓		
5		✓	✓	✓	✓		
6		✓	✓	✓	✓		
7		✓	✓	✓	✓		
8		✓	✓	✓	✓		
9		✓	✓	✓	✓		
10		✓	✓	✓	✓		
11		✓	✓	✓	✓		
12		✓	✓	✓	✓		
13		✓	✓	✓	✓		

X 20 Weeks - 39 Training Sessions



Retail Coaching Rate \$64.50

Today \$

Savings 22%

Avg. Weekly Investment \$158.75

M

T

Summary

X-it Program Monthly Rate \$49

Coaching Downpayment \$

Number of Payments \$

Payment \$550

Due Today \$449

of Weeks for Your Custom Program

Training Sessions per Week

52

Today Health Age

46

Goal Health Age

X-IT Sessions per Week

	M	T	W	T	F	S	SU
1		✓	✓	✓	✓		
2	✓	✓	✓	✓	✓		
3	✓	✓	✓	✓	✓		
4	✓	✓	✓	✓	✓		
5	✓	✓	✓	✓	✓		
6	✓	✓	✓	✓	✓		
7	✓	✓	✓	✓	✓		
8	✓	✓	✓	✓	✓		
9	✓	✓	✓	✓	✓		
10	✓	✓	✓	✓	✓		
11	✓	✓	✓	✓	✓		
12	✓	✓	✓	✓	✓		
13	✓	✓	✓	✓	✓		

X 14 Weeks - 41 Training Sessions

A man in a white tank top is speaking to a woman in a white shirt. The image is overlaid with a semi-transparent red filter. The man is on the left, looking towards the woman on the right. The woman is looking towards the man.

BENEFITS

- ***Increase speed to revenue production by replicating CUSTOM, IDEAL sales presentation***
- ***Secret Shop every presentation and have specific sales improvement coaching data***
- ***Increase Revenue Over Time through consistency...and increased staff retention.***

REPORTING LEVELS

A woman in a gym setting is performing a handstand. She is wearing a light-colored tank top and dark leggings. Her legs are raised high, and she is balancing on her hands. The background shows gym equipment and a window. The entire image has a blue color overlay.

- ***One Trainer***
- ***One Club***
- ***District Level***
- ***Regional / National Level***
- ****PLUS* – master feed***
- ***Automatic Feed/Email***

All Clubs

Switch to Custom Date Range

Overall	Today	Yester-day	MTD	Last Month	QTD	Last Qtr	YTD	Last Year	All Dates
VFP Shows	13	424	7610	9524	16670	9878	27012	0	27012
VFP Closes	4	193	3576	4989	8307	5459	14024	0	14024
Closing %	30.8	45.5	47.0	52.4	49.8	55.3	51.9	0.0	51.9
VFP Total Sess.	144	5913	111539	154300	258023	161300	427139	0	427139
VFP Total \$	\$3,012	\$123,894	\$2,346,685	\$3,228,686	\$5,416,749	\$3,313,542	\$8,888,913	\$0	\$8,888,913
Avg Sess./Deal	36	31	31	31	31	30	30	0	30
⇒ Most Pop./Mo	12	12	12	12	12	12	12	n/a	12
Avg Term	3.0	3.0	2.9	2.9	2.9	2.9	2.9	0.0	2.9
⇒ Most Pop.	3	3	3	3	3	3	3	n/a	3
Avg Total \$/Deal	\$753	\$642	\$656	\$647	\$652	\$607	\$634	\$0	\$634
Avg Pmt (Mo'ly)	\$251	\$221	\$224	\$221	\$223	\$208	\$217	n/a	\$217
Avg Pmt (non-Mo'ly)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

AllDates

By Term	One Month	Two Months	Three Months	Six Months
VFP Closes	329	360	13221	48
Avg \$	\$513	\$576	\$642	\$563
TCV	\$168,662	\$207,348	\$8,485,880	\$27,024
Avg \$ by Week	\$42,165	\$25,918	\$652,760	\$1,039

Empty column hidden: 12 mos.

Consultations

	Totals	Closed	% Closed
TOTAL	36185	8355	23%
[+] Region 101	6268	1537	25%
[-] Region 102	7759	1600	21%
[+] District 01	943	228	24%
[+] District 02	829	181	22%
[+] District 03	1043	182	17%
[+] District 04	827	92	11%
[+] District 05	844	163	19%
[+] District 06	804	215	27%
[+] District 07	1198	263	22%
[+] District 08	921	224	24%
[+] District 09	350	52	15%
[+] Region 103	9850	2074	21%
[+] Region 104	9448	2391	25%

Districts displayed, totaled

Click + to expand district



Expanded to Club list as well

[+] District 01	515	228	21%
[+] District 02	829	181	22%
[+] District 03	1043	182	17%
[+] District 04	827	92	11%
[+] District 05	844	163	19%
[-] District 06	804	215	27%
[+] Club 63	65	11	17%
[+] Club 64	84	32	38%
[+] Club 111	67	8	12%
[+] Club 125	24	18	75%
[+] Club 127	62	24	39%
[+] Club 156	34	3	9%
[+] Club 159	88	7	8%
[+] Club 195	91	38	42%
[+] Club 855	110	24	22%
[+] Club 858	29	3	10%
[+] Club 896	74	24	32%
[+] Club 922	76	23	30%
[+] District 07	1198	263	22%

Could expand clubs to list Trainers. HFC detail not available at this level.



**Consultations for
Region 102 District 02**

	Totals	Closed	% Closed
[-] District 02	145	23	16%
[-] Club 70	133	21	16%
Daron Allen	3	0	0%
Sara Benvenuto	1	0	0%
Corey Castillo	1	1	100%
Erica Caudill	1	0	0%
Al Chida	4	0	0%
Owen Cluff	1	0	0%
Jane Doe	25	9	36%
Jon Doe	1	0	0%
Jon Don	36	2	6%
Jim Fato	1	0	0%
Joshua Garcia	1	0	0%
Nicole Glatman	1	0	0%
Tom Hanks	1	0	0%
Mike Irons	1	0	0%
Alfonso Jaimes	2	0	0%
Jon'elle Jan'iqua	3	1	33%
Karynn Lamonda	1	0	0%
Chris Long	4	0	0%

Further clicks on trainers or individual HFCs available, just like for trainer level reporting



Follow Up Reporting

(close)

ARNHEM ARENDT

Consultation Date: Mar. 11, 2015

Phone: (213) 456-0798

Email: jsax@vfp.us

GOALS:

Lose Weight: 33 pounds

Improve Health by 06/17/2015

Improve Performance: To the tops

Feel and Look Better by 05/13/2015

STUMBLING BLOCKS:

(none selected)

PAST SUCCESSES:

More Energy

Participate in an Athletic Event

BUDGET:

\$484

Smoking

Restaurant Meals

Fast Food

Individual HFC with all details available

201

201

201

2015 No (incomplete) Arendt Arnie jsax@vfp.us (321) 456-0987 32456AA 70

“MORE THAN SOFTWARE”



*J.J. Creegan, Chief Operating Officer
YouFit Health Clubs // 120 Locations*





Nutritional Support



Monthly Fitness Evaluation



Exercise / Program Design



Supplementation

Client Name: Jane Smith Trainer Name: Travis Jones

Client Goal: Strength/CE's/Weight Loss Client Age: 42



	Baseline	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Date:	01/10/15	02/10	03/10				
Weight:	217lbs	210lbs	202lbs				
Body Fat %:	37%	35.3%	33.8%				
Current Trainer:	Travis	Travis	Travis				

MEASUREMENTS

Neck:	15.5	15.3	15				
Shoulders:	41	41.8	41.7				
Chest:	46	46	45.5				
Waist:	43.5	42.5	41.75				
Hips:	47	46	45.5				
Right Arm / Left Arm:	12.5/12.25	12.25/12.25	12/12				
Right Thigh / Left Thigh:	20/19.75	20/19.75	19.75/19.5				
Right Calf / Left Calf	13/13	13/13	12.8/12.8				

STRENGTH TESTS

Upper Body 1 Rep:	45lbs	65lbs	95lbs				
Lower Body 3 Reps:	115lbs	165lbs	205lbs				
Endurance 1 Min Test:	3 minutes	7 minutes	11 minutes				
Push Up Test:	0	9	14				
Plank Test:	15 seconds	60	90				
Blank:							

Client Name: Jane Smith Trainer Name: Travis Jones

Client Goal: Strength/CE's/Weight Loss Program Phase: Correct Imbalances

Key:
 BB= Barbell
 SB= Stability Ball
 DB= Dumbbell
 MB= Med Ball



DAY 1: Date 01/14/15

DAY 2: Date 01/16/15

DAY 3: Date 01/18/15

WEEK 1

Exercise	SET 1	SET 2	SET 3	SET 4
Foam Roll Calf	30 seconds			
Foam Roll Hip	30 seconds			
Foam Roll Thigh	30 seconds			
Tube Walking	15	15	15	
Front Lunge	15 0	15 0	15 0	
Squat Row	12 35	12 35	12 35	
Standing Row	12 45	12 45	12 45	
Side Iso Ab	15	15	15	

Exercise	SET 1	SET 2	SET 3	SET 4
FR-Inner Thigh	30 seconds			
FR-Front Hip	30 seconds			
FR-Outer Calf	30 seconds			
DB Chest Press	12 30	12 30	12 30	
DB-Inc Press	12 10	12 10	12 10	
Cable Fly	15 15	15 15	15 15	
Tri Exten	15 20	15 20	15 20	

Exercise	SET 1	SET 2	SET 3	SET 4
FR-Calf	30 seconds			
FR-Thigh	30 seconds			
FR-Hip	30 seconds			
Lat PD	12 45	12 45	12 45	
Cable Row	12 45	12 45	12 45	
Incl Bi-curl	15 10	15 10	15 10	
SB Row Alt Arms	15 12	15 12	15 12	
Roman Chair	12	12	12	

Recap

Budget

Goals

Timeframe

Totals:

Approximate summary of monthly spending which may be an obstacle to accomplishing your goals

- Snacks: \$45
- Breakfast: \$32
- Lunch: \$120
- Dinner: \$180
- Coffee: \$120
- Smoking: \$0
- Alcohol: \$120

Total: \$617

You have 30:02:03.40 left until your Vacation

- Neck
- Chest
- Upper Arm
- Waist
- Hips
- Thigh
- Calf
- Forearm

Date Range: to





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Time for Your Questions

Daron Allen

President and CEO

Visual Fitness Planner

dallen@vfp.us



Thank You

View the complete webinar schedule
<http://www.motionsofttechnologysummit.com>



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***"IT WAS IMPRESSIVE TO SEE
THE INTELLECT AND BUYING
POWER IN THE ROOM."***

ANDREW KOLMAN
DIRECTOR OF PRODUCT DEVELOPMENT
CONSOLE TECHNOLOGY
JOHNSON HEALTH TECH. CO. LTD