

## Photos



### **If the club is a-rockin... The freaks come a-flockin!**

I was so excited to hear about the announcement of the “Make More Freaks” contest because I actually had just launched a new website and campaign to recruit more people to my BODYJAM™ class and to convert the entire class into loyal and committed fans, teetering on the edge of overly obsessive like myself!

You see, I had been teaching and enjoying group fitness classes for many years, but something inside of me changed when I started teaching BODYJAM™ I felt an addictive charge of electricity during class. And I knew the participants were feeling it too! Class numbers were not only holding strong, but were increasing each week. But, I wanted more. I wanted EVERYONE to experience the ultimate high of BODYJAM™.

### **So, I created a complete campaign with 2 objectives:**

- Get more people in class.
- Help those people to develop a love for exercise, so much that they become loyal participants and also share the class with their friends.

### **The results were over-the-top! Check it out:**

- Increased class participation by 178%
- Sold 50 new gym memberships
- Raise \$350 USD for a local couple severely burned in a plane crash

As an instructor, one of the most frustrating thing is when you get a new person in class, you meet them and create a great connection, they tell you they loved the class and then.... You never see them again. What! What happened? Or even more frustrating, you have a regular participant that comes to class faithfully week after week and then all of the sudden... they're gone and you don't know why! Every now and then, you're lucky enough to run into them several weeks, or even months, later and you find out they had a big, unexpected life event. Sometimes they had an injury, or an illness in the family, or they moved, or whatever.

So, I guess you could say, it's a one-way street. The only time we, as instructors, get to see our gym-friends is when THEY show up. It'd probably be a little creepy if we started showing up at their home or work to check in on them. ;-)

In order to stay in touch with my participants, I've been collecting their email addresses. It allows me to communicate with them regularly. It gives me the opportunity to follow up with them when they aren't there. I've created a program to incentivize participants to give their email addresses.

### **The latest project:**

- Ask participants to complete a very short survey about class.
- If they include their email address on the survey, they are entered in a drawing to receive a prize.
- Prizes were donated by class participants. (And I must say, the class really stepped it up and donated some really cool prizes -- massage, spray tan, teeth whitening, jewelry, hair services, etc.)
- Once a month, we draw a winner.
- We send out weekly emails to everyone, getting them excited about class and keeping them actively involved at the gym.

**How I did it:**

- Ran a fundraiser to promote a sense of community cohesion. Tied it together with a contest where participants could win prizes by getting their friends to purchase memberships.
- Created profiles and groups on on-line social networks.
- Created a [www.jamfreaks.com](http://www.jamfreaks.com) for current and potential class participants (posted track lists, photos, free class passes, blog).
- Collected email addresses from participants to send them personal invitations and reminders about class each week.
- Held technique sessions before class to help participants with the moves and to provide an intimate and casual setting to get to know each other better.
- Posted free ads on [www.craigslist.com](http://www.craigslist.com) (Not sure if you have a similar site in New Zealand? It's very popular in the US.) where anyone in the local community could get a free class pass.
- Delivered fun and unique quarterly launches.

I'm proud to say that we have created many, many freaks! Here's what the freaks are saying about our BODYJAM class:

- *"You rock!" – Petra*
- *"I was smiling and sweating all the workout" – Becky*
- *"Need more classes!!!!" – Kathi*
- *"Cindy & Alison are amazing. Great class, best I've been to." – Corey*
- *"It is so much fun. I LOVE the choreography. You are great." – Brittany*
- *"Fantastic! Love the instructors, music, everything!" – Jennifer*
- *"The instructors have so much energy its great! Definitely my favorite class!" – Lisa*
- *"Very fun & energetic teachers. You really keep me motivated all thru out class!" – Jaime*
- *"Love Love Love it! It's a great workout while having fun!" – Alyssa*

**A side note:**

I must give credit to my team teacher (who is my sister), Alison. She is a huge reason why people come back week after week. From her amazing ability to connect with others to her razor-sharp coaching skills, she is truly a world-class instructor. Not to mention, I have yet to see anyone who can groove, shimmy, shake, grind or simply jam the way she can. She's amazing!

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