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LIMITLESS

Defining + Delivering Your Signature Class

PRESENTED BY

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Reunited!

- Our Stories
- Current Trends
- Signature Class Inspiration
- Considerations on Delivery
- Playtime
- Your PLAN



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Fitness World Canada

- **15 locations in BC, Canada**
- **500+ employees**
- **150 Fitness Class instructors**
- **150 Personal Trainers**
- **15 General Managers**
- **500+ fitness classes/week**



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My Story

- 3 interesting facts
- 3 words to best describe my classes...



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Inspiring Signature Classes

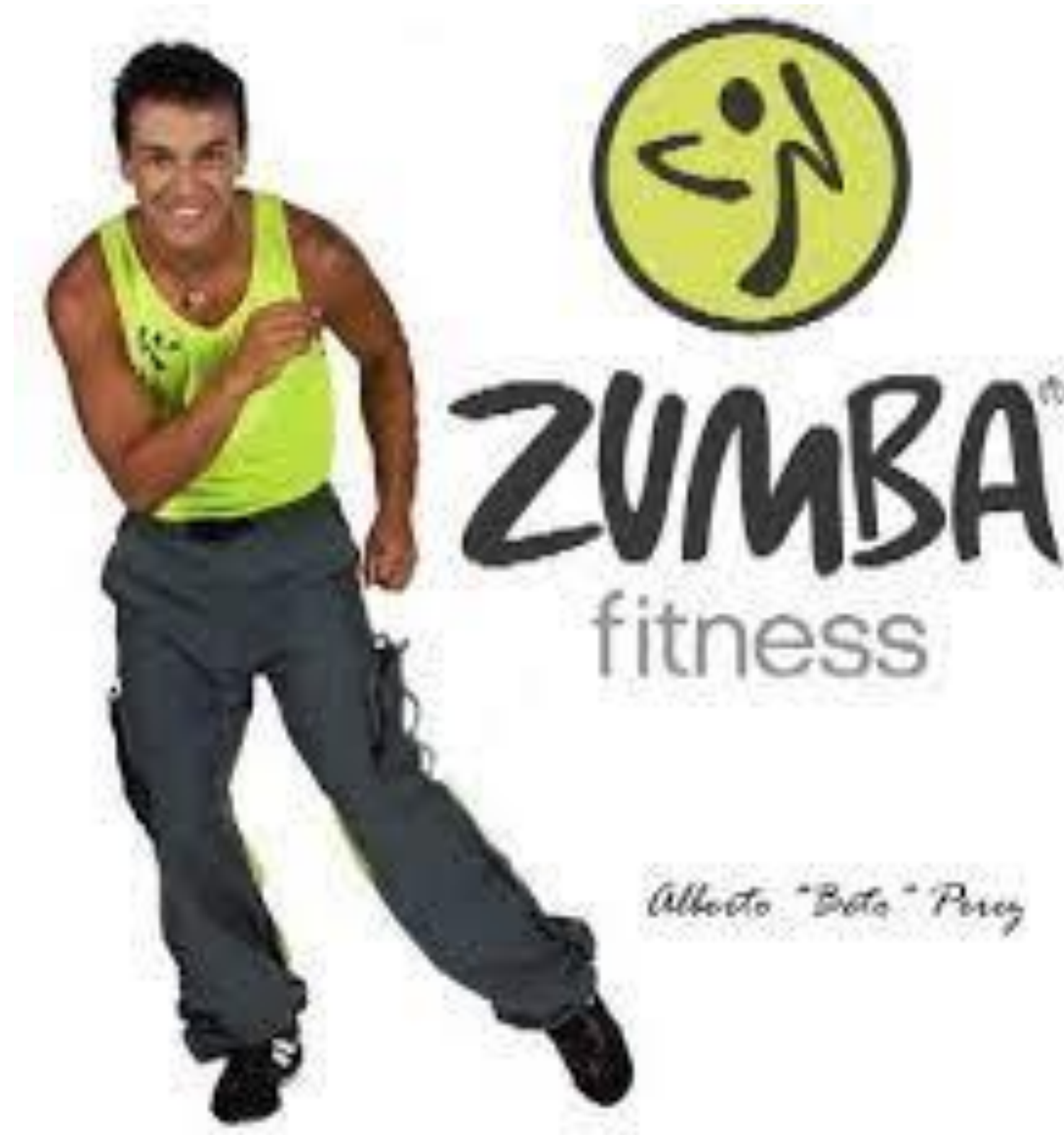
- Billy Blanks
- First to merge martial arts and aerobics in the late 80's
- **Tae Bo** gained celebrity attention
- Over \$100M in VHS sales



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Inspiring Signature Classes

- Beto Perez
- The accident – late 90's
- **Zumba** launched in 2001
- Fusion of Latin dance + fitness
- First to use non-verbal cues
- The dance party workout
- 15M weekly participants
- Firm worth est. \$500M



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Inspiring Signature Classes

- Ruth Zukerman
- Elizabeth Cutler
- Julie Rice
- First **Soul Cycle** opened in 2006
- Sold to Equinox for \$90M in 2011



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Inspiring Signature Classes

- Kirsten Potenza
- **Pound** launched in 2011
- Fusion of cardio/strength + drumming, Pilates
- Fitness Rebels
- 25,000 instructors
- 100 countries



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Inspiring Signature Classes

- Taryn Toomey
- **The Class**
- Launched in 2011
- A cathartic workout experience
- Celebrity endorsement
- Est. \$3M net worth



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Inspiring Signature Classes

- Andrew Page
- **Axle Workout** launched in 2016
- First collapsible barbell
- Total body performance and balance
- 2000% growth since 2019



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Common Elements:

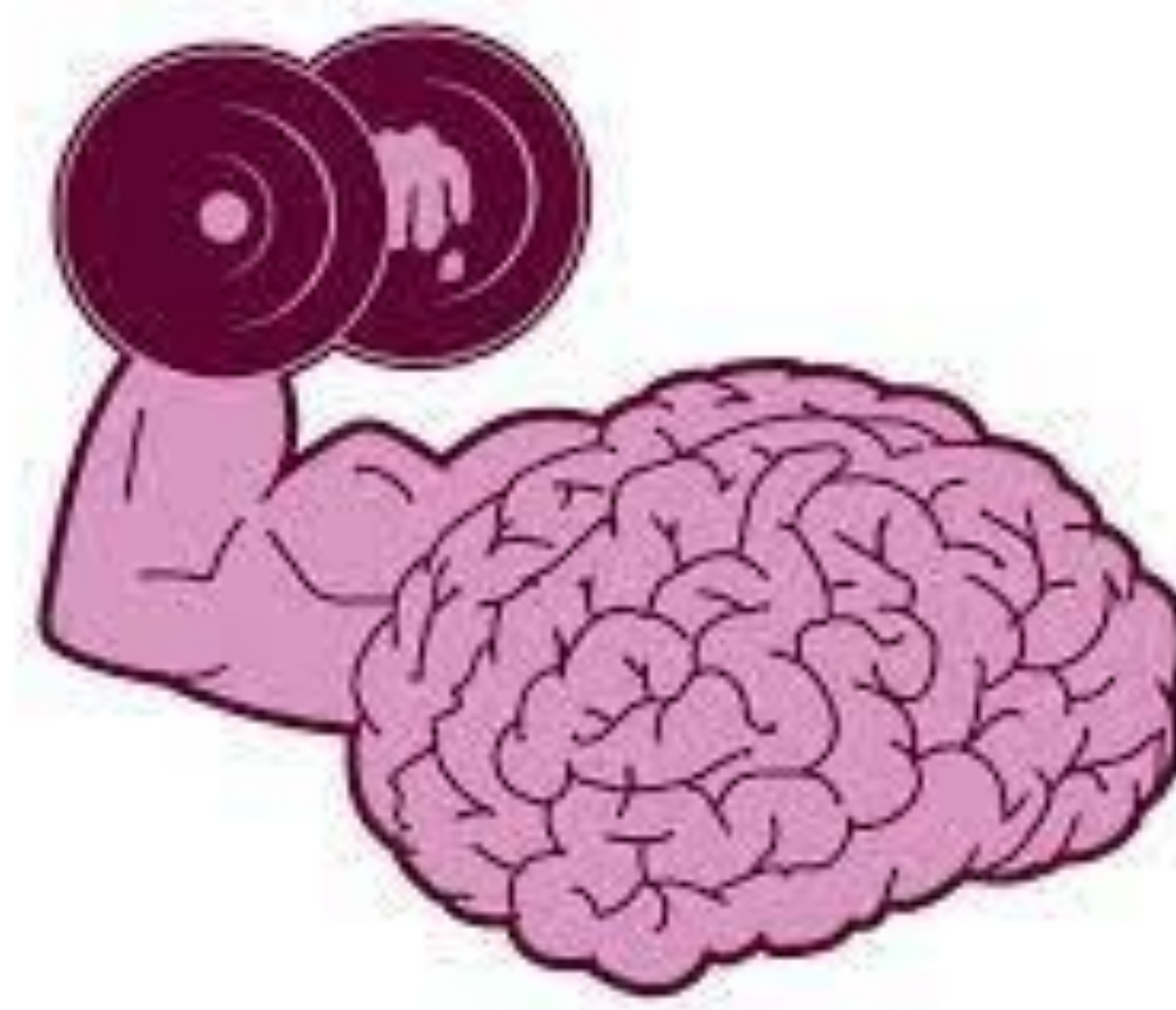
- Driven leader
- Solving a problem
- Being the first
- Serving a group/community
- Innovative idea or tool
- Celebrity/media attention



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Current Fitness Trends

- Exercise for Health Benefits
 - Immunity
 - Mental health
- Wearables
- Outdoor & Virtual workouts
- Anti-aging
- Inclusivity/Accessibility
- Strength gains
- Event Experiences

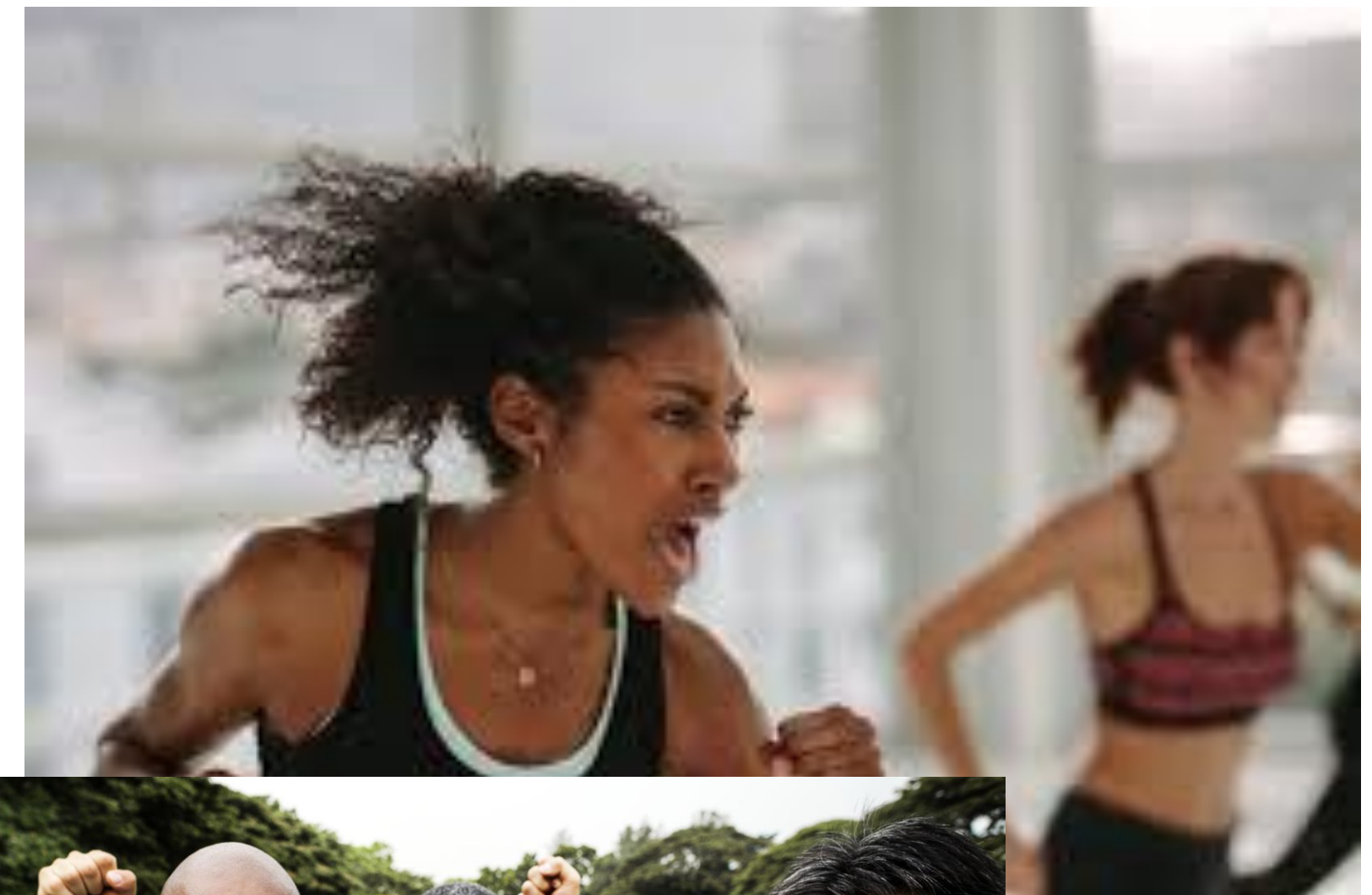


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Class Goers Wants vs. Needs

Clients want:

- Energy
- Inspiration
- Challenge
- A like-minded community
- **Social connection**
- **Results**
- **A good time!**



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Class Goers Wants vs. Needs

...but also really need:

- Education
- Recovery
- Reduced risk of injury
- Affordability
- **Social connection**
- **Results**
- **A good time!**



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Defining Your Signature Class

- What problem are you trying to solve?
- How is it different/new?
- What are your SWOTs?



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Delivering Your Signature Class

- Your favorite class instructor – what makes them great?



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Build Your Own Garden

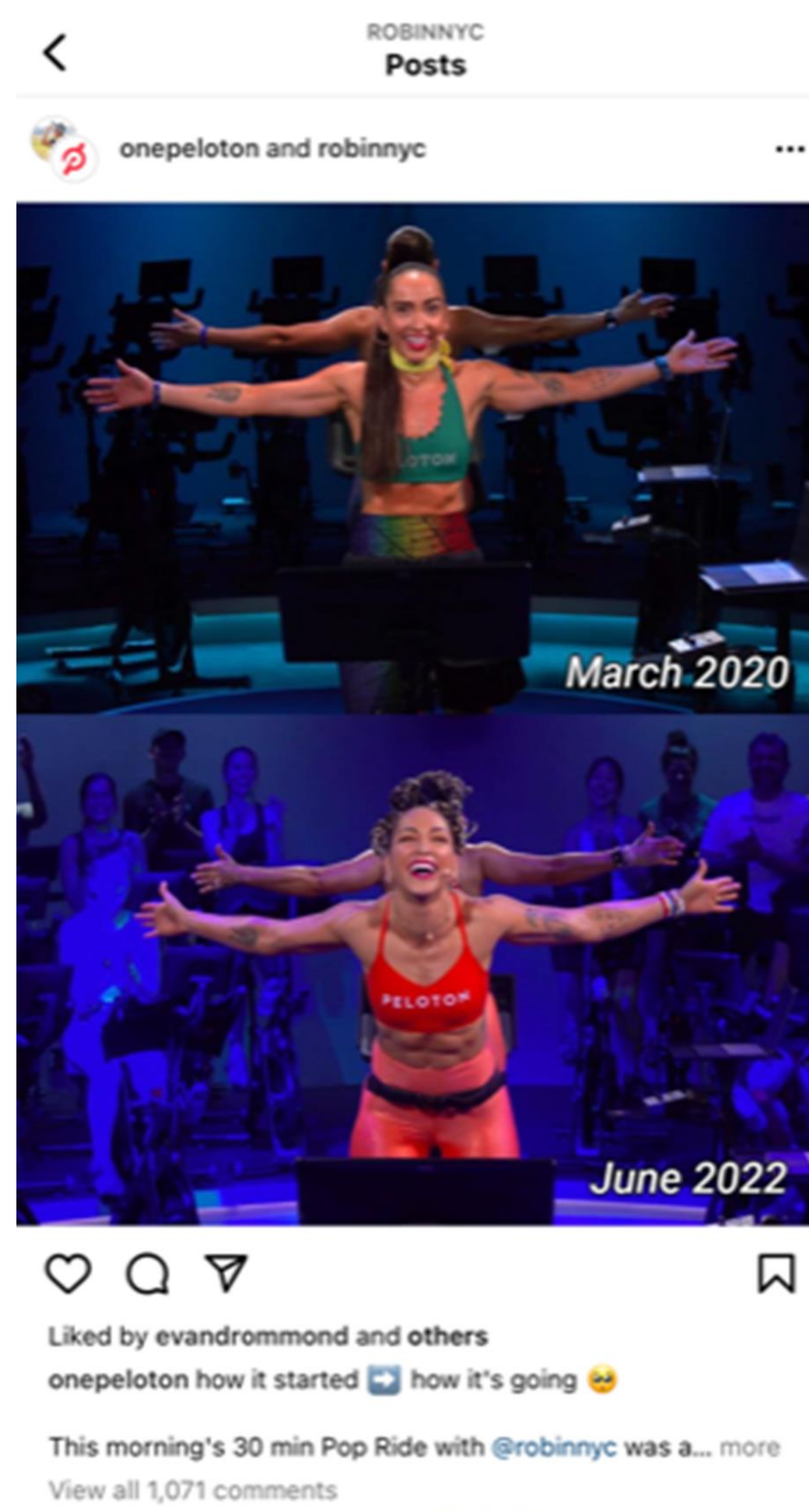
- Structure/Design
- Experience
- Growth



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Delivering *Your* Signature Class

- ABC's
- Credibility
- Connection
- Charisma
- Atmosphere/Ambience
- Use of Music
- Tribe/Culture/Community



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What's Your Brand?

Eve



Anthony
B.



Chanel



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JOIN NOW



FW

ANDREW A.

KICKBOX, DANCE, CORE



FW

INGRID K.

SPIN, CARDIO, YOGA



FW

JEANETTE M.

SPIN, HIIT, PILATES



FW

EMILY G.

CARDIO, HIIT, MUSCLE TONING



FW

KATT T.

DANCE, HIIT, SPIN



FW

MIRANDA G.

YOGA, BARRE, DANCE



FW

SHANNON B.

STEP, TABATA, HIIT



FW

JON P.

CARDIO, SPIN

MIRANDA G.

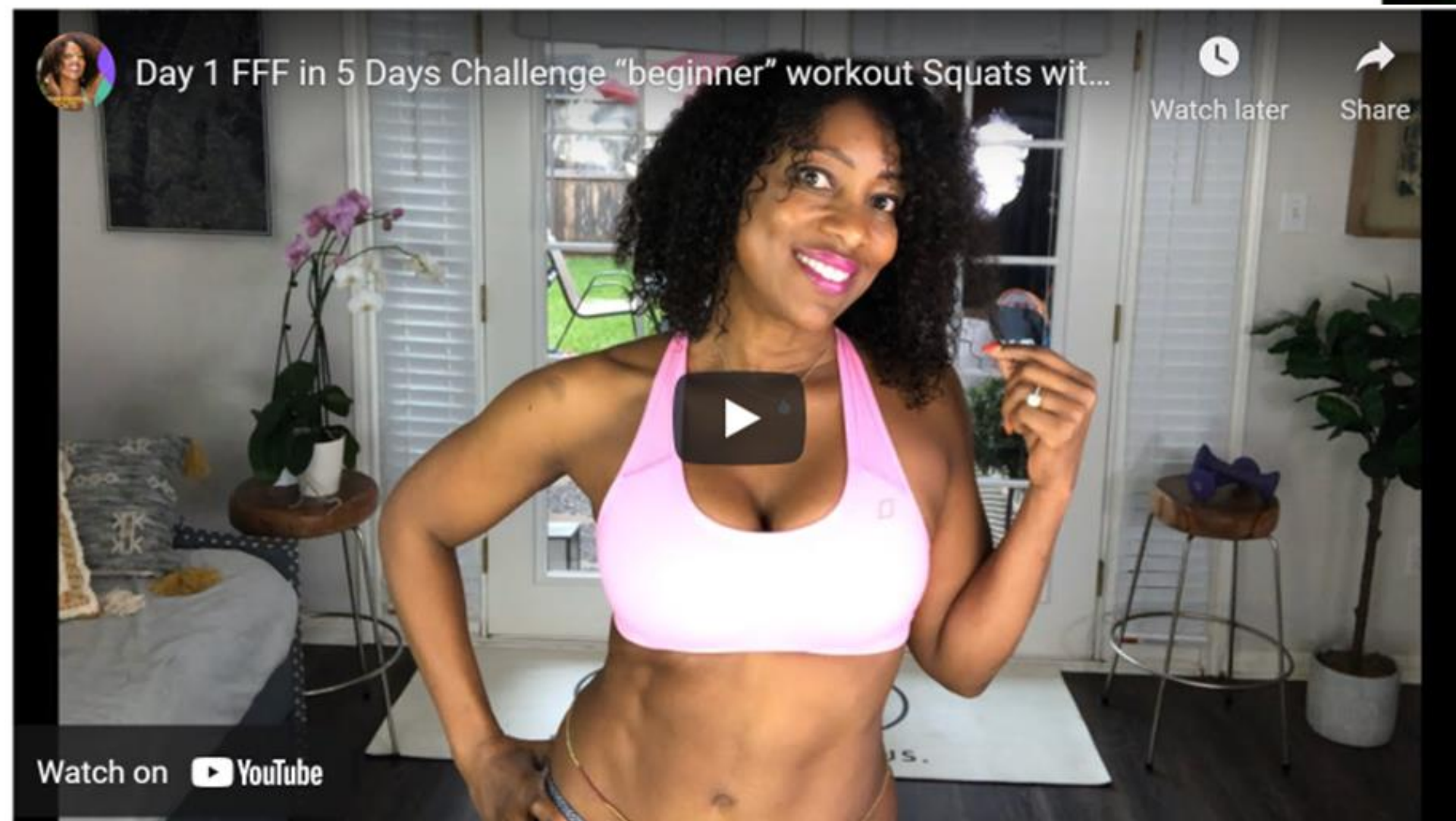
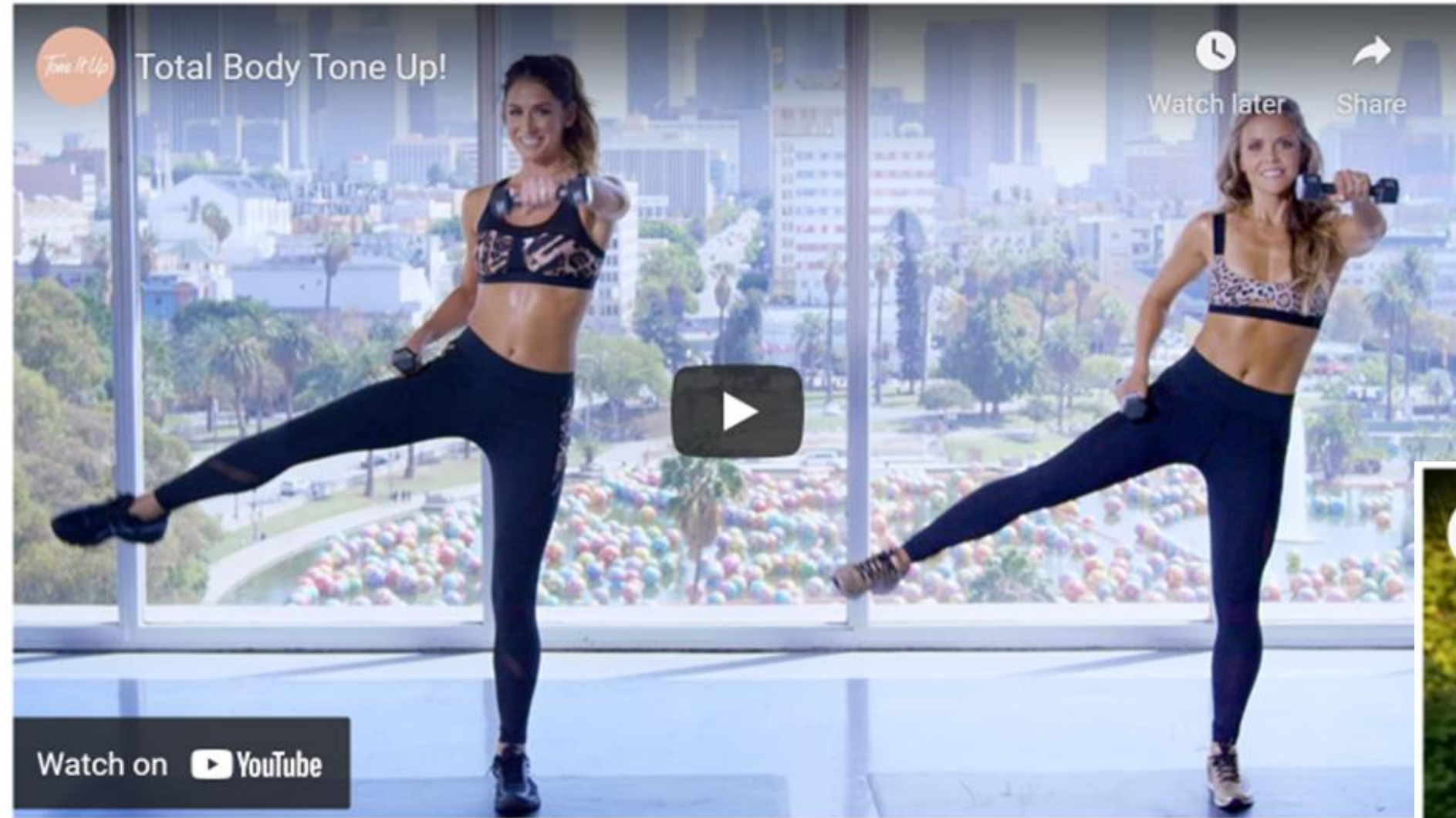
Yoga, Barre, Dance

Miranda's light and love of movement is always inspiring. Truly passionate about helping people and having a positive impact in their lives, Miranda's yoga, barre and dance classes will show you your strength and remind you that you are capable of anything!



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Top YouTubers



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Leveraging Social Media

- Choose 3 platforms
- Post regularly to
 - Inform
 - Promote
 - Celebrate



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Leveraging Virtual Platforms

- **Partnerships**
- **One way vs. Two way platforms**
- **Livestream**
- **On-demand library**
- **Quality image & sound**
- **Note average viewing duration**



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Signature Class Examples

- **Aerial Yoga**
- **Pedal n' Glow**
- **Axle Outdoors**
- **Rise + Grind**
- **Skip + Strength**
- **Booty Burn**
- **Vacation Workout Series**



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Signature Class Examples



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Rise + Grind



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Skip + Strength



On Sale Jun 10 at 8:00 AM

Join us for our FIRST outdoor class in our Summer Sweat Series!

About this event

ARE YOU READY TO SWEAT?

Join us for outdoor workouts all summer long that are sure to get you sweating!

First up in our outdoor class series: Skip & Strength!

Skip & Strength is a new hybrid cardio/strength class that captures the spirit of summer! Skipping intervals for a cardio fun factor, coupled with serious strength intervals with the booty band. Get the best of both worlds, and even better results.



Date: Wednesday, June 29

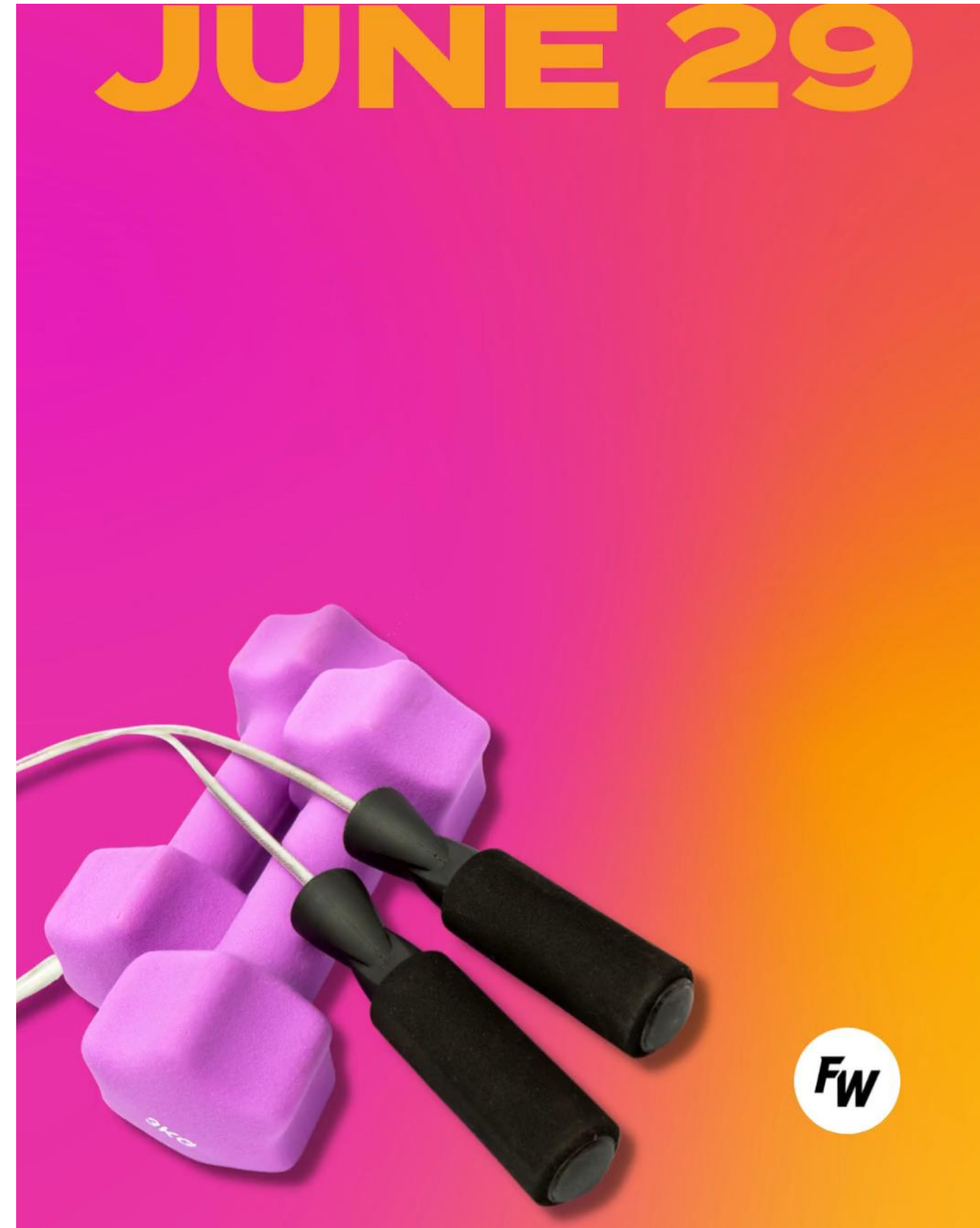
Time: Class starts at 6:00pm sharp! Arrive 15 minutes early to get settled.

Location: LaSalle College - covered foyer entrance at 2665 Renfrew, directly across from CIBC Bank at 11th Ave.

How to Attend: This class is FREE for both Fitness World members and non-members! Register via eventbrite to secure your spot.

What to Bring: Jump ropes and booty bands will be provided. Wear clothes you feel comfortable working out in, and some water to stay hydrated!

How to Get There: Plenty of free street parking is available, and the Skytrain is accessible nearby.



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Booty Burn



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Vacation Series On Demand

WHAT ARE WE UP TO NOW...?
STAY TUNED FOR [#fitnessworldcanada](#)
vacation workouts on-demand!



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Your Turn!

- **Groups based on Class Type**
- **Decide on:**
 - **Duration**
 - **Location**
 - **Equipment**
 - **Tempo/Time based**
 - **Instructor/Music style**
- **Sampler Mash-Up!**



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That's a Wrap!

Thank you!

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- **www.fitnessworld.ca**
- **@fitnessworldcanada**
- **#fitnessworldcanada**



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