



INTERNATIONAL FITNESS BUSINESS CERTIFICATION PROGRAM



FOUNDATION COURSE

PROGRAM OVERVIEW

The International Fitness Business Certification Program by IFA is a comprehensive training course covering four key areas in any fitness business or practice:

- Sales
- Operations
- Personal Training
- Marketing

The Foundations courses are the first of a series of in the program, and are not only designed to teach the fundamentals in running a fitness business, but also to refresh and reinforce essential principles that every fitness professional needs to succeed.

Each course goes above and beyond a certificate of completion, with attendees expected to participate and engage in each session and required to finish an online test at the International Fitness Academy website to receive their certification.

At the end of the Foundations courses and upon passing the exam, you will receive an internationally recognized certification, gain and reinforce the fundamental principles and skills in running a successful fitness business, and supplement your professional credentials in fitness industry and beyond.



SPEAKERS

REY BOLIVAR



Rey Bolivar is the CEO of IFA International. His exemplary 28+ year career in the global fitness and wellness industry started with a degree in physiology/exercise science, sports management, and multiple certifications in the fitness industry. Rey brings his personal experience in every facet of the industry to build, restructure, and grow gym operations in a scalable format with sustainable results.

His experience and previous positions include:

- CEO & Managing Partner, UTime Fitness
- Group COO, Wills Gym, Greater China
- CEO, Anytime Fitness Asia
- Global Head of Sales & Marketing, PURE Group Asia
- Director, Town Sports International

Rey is also a founding member of the Global Health and Fitness Alliance (GHFA) and the Philippine Fitness Alliance. With his experience in the industry, he is a frequent speaker at fitness conferences, a consultant for global fitness organizations, and a contributing writer for several magazines and newspapers for health, wellness, and lifestyle.

GENE SCOTT



Gene Scott is a seasoned executive with almost 15 years of success in business operations and learning & development in the fitness industry, working with leading fitness brands like Anytime Fitness and Fitness First. His experience and previous positions include:

- EVP of Learning and Support, UTime Fitness
- Director of Learning and Development, Anytime Fitness
- Senior General Manager, Fitness First
- Manager, DFS Group Limited
- Regional Manager, Marui Imai

Gene has a Master Performance Coach certification with the International Coach Federation and his experience in the fitness industry spans gym operations, membership sales, instructional design, training delivery, coaching and mentoring, leadership development, and more. He also established the Learning Management System and training programs for Anytime Fitness and other leading fitness brands.

VANESSA ORENDAIN



Vanessa Orendain has over 15 years of operations and marketing experience in agencies and in the fitness industry, specializing in setting up, expanding, and managing startup operations to regional reach. Her experience and previous positions include:

- COO, UTime Fitness
- CMO and Head of Regional Operations, Anytime Fitness Asia
- PR and Marketing Director, PerkComm
- Managing Editorial Director, TeamAsia
- Copy Editor, HSBC Global Publishing Services

Vanessa specializes in corporate and consumer messaging strategy, conversational and professional content, and connecting with audiences through compelling platforms and delivery within marketing, and delivers on operational and back office goals ranging from Admin, HR, and IT, as well as legal and finance department support.

JAP ANGELES



Jap Angeles has a decade of experience in marketing, leading teams and launching campaigns for lifestyle brands in marketing agencies and in top fitness companies such as Anytime Fitness Asia. Her experience and previous positions include:

- EVP, Marketing and Digital, UTime Fitness
- Regional Marketing Manager, Anytime Fitness Asia
- Account Manager, Ogilvy Public Relations
- PR Executive, PerkComm

Jap established and led the regional marketing team for nine countries for Anytime Fitness Asia, and led the market launch of several brands such as Cetaphil Daylong, Benzac, Buffalo Wild Wings, Shangri-la's Sage Bar, and Cetaphil Baby. Her experience spans the breadth of marketing from branding to digital to public relations.

COURSES

The Foundations courses are the first of a series of in the program, and are not only designed to teach the fundamentals in running a fitness business, but also to refresh and reinforce essential principles that every fitness professional needs to succeed. Each course also comes with a toolkit that you can use to immediately get your business on the road to success.

01

Operations

This course provides you with a foundational understanding of gym operations, covering topics such as gym types, membership management, facility and equipment management, safety protocols, and risk management. You will also learn about staffing and customer service, including hiring and training, staff management structures, and establishing member engagement for retention. By the end of the course, you will have a foundational understanding of the fitness industry and the critical role that gym operations play in the success of a gym.

02

Sales

This course introduces key concepts on membership sales in the gym industry. You will learn the role of membership sales in the success of a gym and how to identify customer needs and preferences. The course includes techniques for building rapport and trust with customers, as well as effective listening and communication skills. You will also learn about the membership sales process and typical strategies used in the industry. Finally, the course covers how to set sales goals and objectives and develop a sales plan.

03

Personal Training

This course is designed to help you with the fundamentals of personal training and to utilize tools and competencies to become a strong coach. You will also learn about the initial stages of coaching and what knowledge, skills, and abilities are needed to enter this career. You will study how to generate your book of clients and growing your client base. In addition, you will understand how key business and financial key performance indicators (KPIs) are critical in building consistent personal training revenue streams.

04

Marketing

This course is designed to help you understand the basics of marketing, audit your existing marketing platforms, and identify the correct tools for your business. You will learn the initial stages of market research and how to use it for leads generation, social media auditing, and post management to maximize organic reach.

OPERATIONS

Introduction to gym operations

Get an overview of the fitness industry, various gym types and their respective target markets, and where your gym fits in that equation. In addition, you will learn the critical role of operations in the success of a gym, and the fundamentals of membership management and how it fits into the gym operations formula.

- Overview of gym types and their target markets
- The role of operations in the success of a gym
- Introduction to membership management

Facility and equipment management

Learn the essentials of facility design and layout, with an emphasis on optimizing space and equipment placement for efficient and effective workouts. You will delve into the necessary steps in maintaining gym facilities and equipment to ensure their longevity and safety. Additionally, you be taught safety protocols and risk management strategies to mitigate potential hazards in a fitness environment.

- The importance of facility design and layout
- Maintaining gym facilities and equipment
- Safety protocols and risk management

Staffing and customer service

Discover how to effectively hire and train staff for your gym, including best practices for conducting interviews and creating training programs. You will also learn about the different structures of staff management and how to effectively lead and motivate your team. Additionally, you will understand how member engagement and retention helps ensure the success and growth of your gym.

- Hiring and training gym staff
 - Structure of staff management
 - Understanding member engagement and retention
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SALES

Introduction to membership sales

Understand the importance of membership sales in the success of a gym, including the best start with solid memberships. You will also explore strategies for understanding gym prospects and tailoring your efforts to their individual needs. Additionally, you will learn to improve listening and communication skills to build rapport with potential and current gym members.

- The role of membership sales in the success of a gym
- Understanding the gym prospect
- Listening and communication skills for rapport

Membership sales process and techniques

Learn to improve membership and overall sales skills with a proper membership sales process, including how to create effective sales presentations and use various sales techniques and strategies. Through best practices and real-world examples, you will gain the knowledge and skills necessary to succeed in membership sales at the gym.

- Understanding the membership sales process
- Best practices for membership sales presentations
- Membership sales techniques and strategies

Membership sales metrics and analytics

Become familiar with key membership sales metrics needed to drive and track your membership sales performance. You will learn how to forecast and plan your membership sales, as well as how to use membership sales metrics to optimize your sales performance. By the end of this, you will be able to identify and implement strategies to improve your membership sales and grow your business.

- Key membership sales metrics to drive and track
 - Membership sales forecasting and planning
 - Using membership sales metrics to optimize membership sales performance
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PERSONAL TRAINING

The business of personal training and the evolution of the coach

Learn the history of the profession of coaching and training individuals, from its beginning, its evolution, and its current iteration. Understand the difference between a trainer and a coach. Know the benefits of a strong training business.

- History of the trade
- Personal trainer versus coach
- Benefits of coaching and personal training to the fitness industry

Competencies of a coach and what KSAs are needed

Understand what it takes to succeed in this business, including the knowledge, skills, and abilities that you need to learn, refresh, and reinforce to properly run a personal training and coaching business.

- Technical skill sets
- Ability to engage and influence
- Character
- Business savvy

Build your book of clients and drive your business

The success of a coach is often measured by the size of his/her client base and turnover of personal training revenue. Learn the process of generating leads and ultimately converting them into training clients.

- Exposure
- Strategic interactions
- Building a relationship and member engagement
- Marketing your skills

The business of personal training and being a coach

Learn critical key performance indicators (KPIs) that impact success, and know more about the tools needed that support the business and client trends.

- What are your KPIs – what you should be doing
 - What's in your tool box
 - Marketing your skills
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MARKETING



Owning your brand: How to stand out in the fitness industry

Aside from knowing what you offer, learn how to find the unique selling proposition that truly differentiates your business. Find out what makes your service unique to stay ahead of the game.

- Overview of unique selling proposition (USP) and pricing
- Analysis of competitors
- Crafting your USP

Understanding your market: Where to find your potential clients

Understand where to find your potential leads by utilizing your location, community, and demographics to ensure the success of your business.

- Overview of market research
- Importance of understanding your market
- Where to find your leads

Utilizing your social media: Are you using social media correctly

Maximize your social media presence and use its features to your advantage. Even with a social media presence, some businesses fail to successfully integrate their presence for bigger and better organic reach.

- Overview of the social media platforms and what they do
- Social media audit
- How to integrate your platforms for cross-posting

Introducing the social media calendar: How to organize your content

Learn to use a marketing tool that will help you organize a rundown of your upcoming posts to reach your key performance indicators

- Overview of the social media calendar template
 - What are social call-to-action?
 - How to create a post that can be cross-posted
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TOOLKIT



- Sample risk assessment checklist
- Facility maintenance planner template
- Safety and security checklist
- First aid supply checklist
- Physical Activity Readiness Questionnaire (ParQ)
- Sample membership sales flow
- Membership sales report
- Daily membership sales dashboard
- Monthly membership sales and activity planning template
- Social media calendar





The toolkit is a collection of downloadable materials specifically designed to help aid the learners to apply their knowledge after taking the course.



International Fitness Academy [IFA] is a globally recognized training provider with over 30 years of experience in creating online learning platforms and content, delivering expert-driven training, and setting the standard in education systems, technology, and learner management.

Trusted by students around the world, we deliver a personalized blended learning experience that sets the standard in learning innovations and industry trends.

We have a fully customizable and world-class education system that sets students up for success by providing the platform, the content, and the expertise to help raise the standard of every player in the global fitness industry, whether they are personal trainers or gym owners, fitness enthusiasts or professional athletes, interested beginners or experienced practitioners.

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