



Personal Training Solutions

for Gym Owners.



Profitme Limited was formed in January 2010 by 3 individuals who knew that their combined skills could not only improve the fitness industry but change the way people looked at recruiting and managing personal trainers. They also knew that they could provide Personal Trainers themselves a secure alternative to working in a gym.

Profitme is the brain child of Neil Hussey. With over 9 years experience as a freelance personal trainer his extensive knowledge of the industry is unquestionable. Client retention, making an individual PT profitable, managing budgets, marketing in the fitness industry as well as actually gaining goals for clients are all areas that Neil has proved himself in.

The other partners within Profitme are Mark Wilkie and Gareth Thompson. Mark is a creative director who's passion and skill in design has lead him to work with global brands such as Ted Baker, Topshop, Veuve Cliequet, Marks and Spencer, Red Bull and Harrods. Gareth has put the technical side into Profitme, to ensure that the website and online resources are secure, functional and overall a benefit to the trainer and gym. These include KPI analysis, coded promotions and an interactive portal for PTs to share experiences and knowledge.



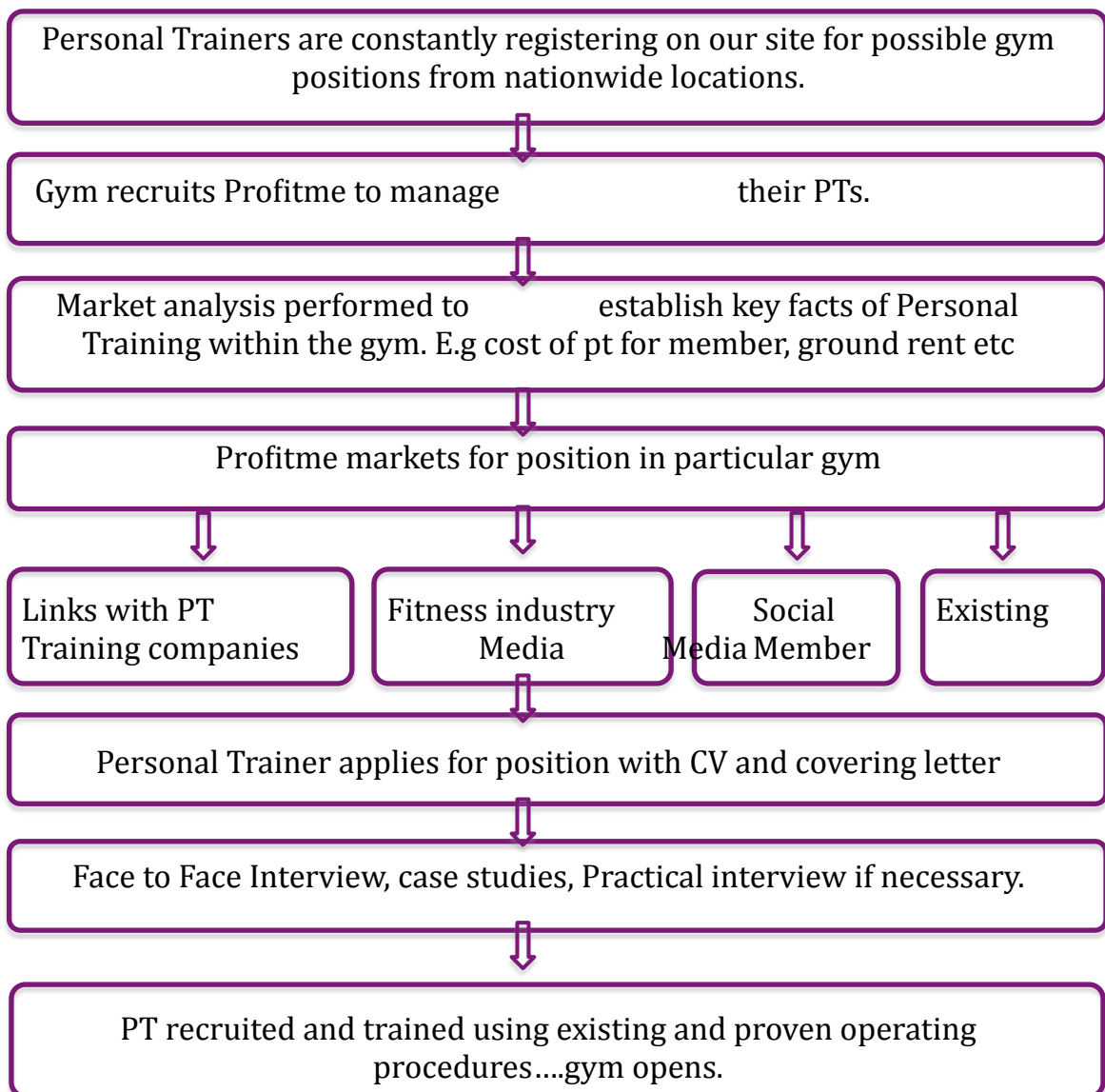
So how can Profitme benefit your Gym?

Profitme offers a service to gyms, which is unlike any other for one main reason. This is to put not only you as a gym owner but the personal trainers and members of the gym first.

We don't fill the gym with too many Personal Trainers who undercut each other and cause tension, we don't charge excessive ground rent to PTs meaning they leave regularly and you lose the cohesion in the gym, we don't guarantee every PT who registers with us a placement in a gym just because they have a certain qualification and most of all we don't let the PTs in your gym fail.



Below is a flow diagram of how we recruit PTs for your gym.





Benefits for you as a gym owner in using Profitme to recruit and manage your Personal Trainers.

Profitme's Recruitment.

- * The use of existing contacts with training companies and the rest of the fitness industry to showcase the available positions.
- * Existing industry contacts also used to check CV references and previous employment history of candidate.
- * Time taken for face to face interviews
- * Case studies are analysed by our fully qualified Personal Trainers to highlight any potential problems.
- * The people recruiting for your gym are, or have, been personal trainers so know exactly what they are looking for from a candidate.
- * We use existing gyms in our network to trial Personal Trainers if necessary.
- * Our current members are a perfect place to start recruiting from as they have already fulfilled vital criteria to become Profitme members.
- * Our extensive existing social media network and experience allows us to spread the word to the best PTs in the country instantly.
- * Profitme is able to offer free membership to it's member's area.

- * The member's area allows us to attract the best personal trainers as it adds further value to the position within your gym and entices experienced PTs to you.

Benefits to you from our management processes:

- * As Profitme is already established in managing personal trainers the following proven systems are already in place.

Key Performance Indicator analysis tool:

- * Accessed through our member's zone this allows us, and you, to monitor what the PTs have been doing, how successful they are being and how to improve the service they are offering your members. It also provides us with the statistics to help you promote sales levers within your gym.
- * We have a standard analysis form, which allows us to easily compare one month to another to establish the success of marketing campaigns and promotions.

Induction framework.

- * We know what does, and indeed does not work with regards to inductions. We know what the PTs should say, what they should do and how to create the ideal first impression for your new valued members.

Consultation framework.

- * Professionally designed forms, scripts, price presentation stationery and multiple years of advice are all provided to the PTs to allow them and the members to get the most out of their personal training consultation. All forms can be cobranded so there is no doubt as to who is providing them with such a great service.

Ongoing systems.

- * Recruiting and training the PTs is just the start of the journey. Unlike other management companies we don't just allow the PTs we recruit to your gym to fail and be forgotten about. We want to instil cohesion into your gym so that you and your members are part of a stable community. Profitme therefore have a number of ongoing systems that we implement to the trainers. These include cleanliness standards for both the PTs and the gym as well as how and when to contact a member if necessary.

Clothing.

- * We also have clothing the PTs under control. We set standards of dress and provide PTs with cobranded, high quality clothing to enhance your brand and reputation in the market place. These garments have been tried and tested so you know that each trainer will clearly be part of your team and without the need to constantly replace items.

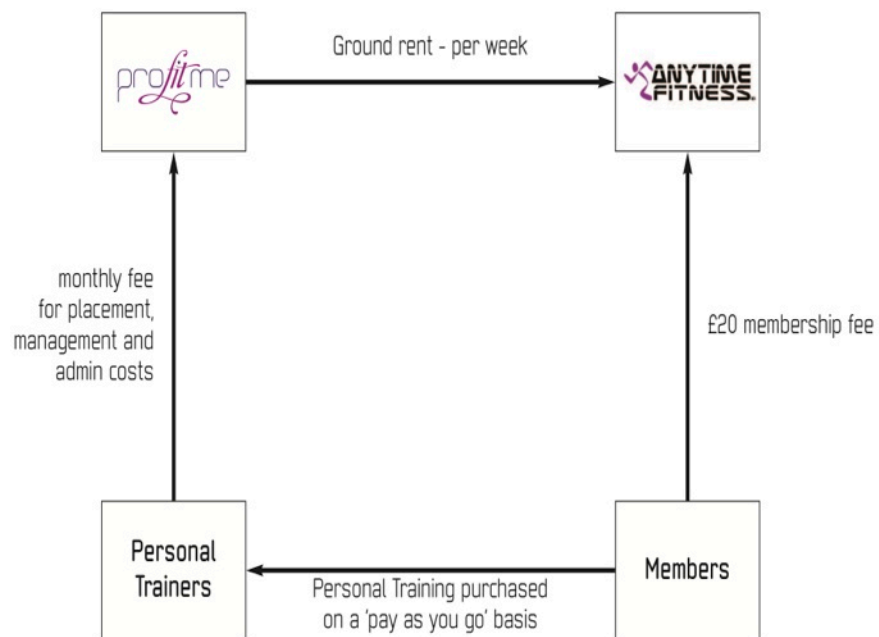
Further advantages of our member's area:

- * The Profitme member's area not only allows us to track what the PTs in your gym have been doing and attract a high calibre of candidate but also allows the PTs to remain at the absolute top of the fitness industry. This is achieved through the discounts we provide on CPD training courses with a company who are widely regarded as the best training provider, not only in the UK, but around the world, Premier International. These discounts are offered exclusively to Profitme members and allow the PTs in your gym to continue their development and offer new, improved and varied techniques in training to ensure your members get not only the best service possible but also the best results.



How it works:

Costing Model 3





Once the personal trainers who are right for your gym have been recruited, trained, and are supplying the best possible service to your members, Profitme also takes care of the legalities and invoicing for you.

We contract the PTs to Profitme so that you don't have the added cost or complications to burden yourselves with. It also means that your revenue stream is secure for your financial projections.

With regards to invoicing, rather than you having to send out, check and chase multiple invoices you simple deal with 1. We even email you at the end of the month to tell you how much next months invoice should be raised for. You send to us and we make one payment straight into your account, Simple.



Proof that Profitme can deliver real results.

Case Study: Anytime Fitness, Hemel Hempstead.

Anytime Fitness approached Profitme in the Spring of 2011 with a brief for the desire to outsource the Personal Training services in their flagship gym in Hemel Hempstead to be opened in August 2011.

Having demonstrated the skills and value that Profitme could add to such an exciting new venture the process of recruitment began. All interviews and legal documentation was handled by Profitme as part of the package offered.

The gym was duly opened on 1st August 2011 with 3 personal trainers in place. The PTs had been trained in how to induct the new members, the computer systems that they would need to use on a daily basis, what was expected of them and how to sell themselves as people and PTs.

After 3 months the gym has gone from strength to strength. The team has grown to 4 personal trainers have been constantly monitored, advised and trained to ensure that the best possible service is given to the gym and it's members. The PTs are currently performing in excess of 100 PT sessions month.

Below is what the members think of our trainers:

“Getting a personal trainer is probably the best thing I have done (fitness wise), its great motivation and you actually feel like you're achieving something!!!”

Anytime Fitness member.

And what do the PTs think of Profitme?

"Profitme has provided me with unparalleled support during my time as a trainer at Anytime Fitness. Their expertise, knowledge and understanding have ensured that I have prospered and been successful in getting an excellent client base."

Russell Valler, PT at Anytime Fitness Hemel Hempstead

"Having had some experience over the years with some of the 'top' personal training management companies within the fitness industry, I am glad to finally work with one that gives you that personal touch and support. The Profitme team were very welcoming, and friendly, and immediately allowed me to relax and be myself throughout the interview process. Going forward, their support and understanding of personal circumstances has been constant. So glad I applied, because since joining the team 3 months ago I haven't looked back!"

Rob Chambers, PT at Anytime Fitness Hemel Hempstead

And gym managers?

"I have worked with a number of Personal Training management companies in the past and none have impressed me more than Profitme."

Neil Croft, Gym Manager at Anytime Fitness Kings Cross

In conclusion:

If you are looking to outsource your Personal Training provider to one with a proven track record, one which is trusted by a global brand to not only run it's flagship UK gym, but also list it as it's preferred supplier to all franchisees, one which will take all of the hassle and cost, of not only recruiting and training the PTs, but also the ongoing management of them, and one which puts your gym, your members and the Personal Trainers first then there really is only one option.....

Profitme..... Personal Fitness Investment.