

Promotion: Year Campaign: Transform Your Body and Change Your Life in One Year or Less... Or Your Next Year Is FREE.

January/February/ (40 percent of marketing budget/30 percent on advertising, Total \$19,000):

◆ PDX - Join Today for \$20.10 – Backpack program

- **External Marketing**

- PDX:

- Banner/Sandwich Board
 - Hollywood Star
 - Oregonian – 10,000 inserts & Direct Mail – 10,000 fliers
 - Business Cross Promotions

- Vancouver

- Columbian, VBJ, Chamber, CRYC
 - Direct Mail ?
 - Business Cross Promotion

- Door Prizes at Local Events

- Propose TV appearances – New Year's Resolutions

- Social Media / Yellow Pages – ongoing

- **Internal Marketing**

- Referral Gift – PT / Massage

- Courtesy List Days (9 different times M/T/W 3x/each day)

- Complimentary PT sessions

- Client Enewsletters / Social Media

- Promotional Fliers throughout facility

Knowledge is Power Workshop: Vancouver: Wednesday January 20th: 7:00-8:30pm Lose Weight & Turn Back the Clock – Nutrition (Alison)

PDX: Saturday January 23rd: 1:00-2:30pm Lose Weight & Turn Back the Clock – Nutrition

Fat Loss program begins: Vancouver: Occurs every Tuesday effective 1/19/2010 until 3/23/2010 from 1:00 PM to 2:00 PM and Occurs every Saturday effective 1/23/2010 until 3/27/2010 from 12:00 PM to 1:00 PM

Portland: Occurs every Wednesday effective 1/20/2010 until 3/24/2010 from 1:00 PM to 2:00 PM and Occurs every Tuesday effective 1/19/2010 until 3/23/2010 from 7:00 PM to 8:00 PM

Hip Hop program begins: Tuesdays nights 7:00-8:00, Thursdays 3:00-4:00, Saturdays 11:00-12:00 Starts 1st week in January – end of April

Rowing program begins: January - April

Events:

- New Years Day Workout
- Snowshoe – January 17th, 2010

Accountability:

◆ Role Playing / File updates / measurements etc

Team Meetings:

PDX: Personal Trainers/Massage and CSRs: Tuesday January 5th 1:00-3:00

PDX: Group Fitness Instructors: Sunday January 10th 2:00-4:00

Vancouver: Saturday January 9th 11:00-5:00 Indo Row & 5:00-7:00 Team Meeting & Dinner

Fitness Education: n/a

Staff Incentive – Monthly Bonuses

Birthdays: Justin – Jan. 18th, Alta – Jan 21st

Holidays: Jan. 1st (New Year's Day) Jan. 18th Martin Luther King Day