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Charleston, S.C.

Innovation: FitPoint Software

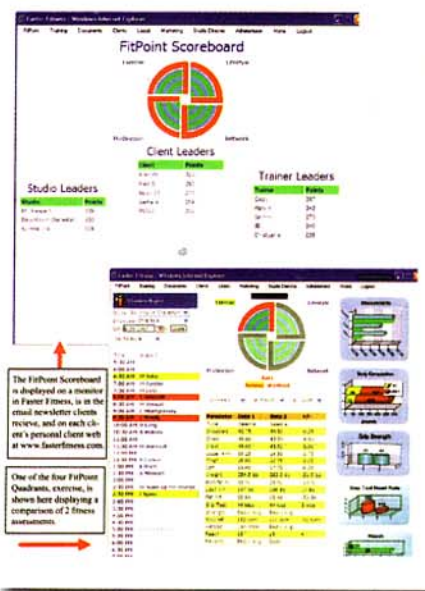
BY AMY SCANLIN, M.S.

WHEN FITNESS is fun and feels like a game, members stick with it, their results are improved and your business will reap the rewards. That's the premise behind the Faster Fitness' FitPoint software. The software integrates the four quadrants of the Faster Fitness program — exercise, lifestyle, motivation and a support network — into a visual model that shows, at a glance, how deeply into each level of the program a client is participating. For instance, it tracks clients' fitness assessments and improvements, their exercise program, their motivational support system (and allows the trainer to contact the support person as a referral), etc.

"The idea for FitPoint evolved from experimenting with models to address the problems many people typically have in sticking to and succeeding in fitness programs," says Chris McNeil, president of Faster Fitness. "One need addressed is having clear, ongoing evidence of progress in both exercise and lifestyle change. Others are the needs for accountability and a supportive social network. The four quadrants model has been a useful and simple way of organizing around meaningful results, and has evolved from experience working with thousands of personal training clients

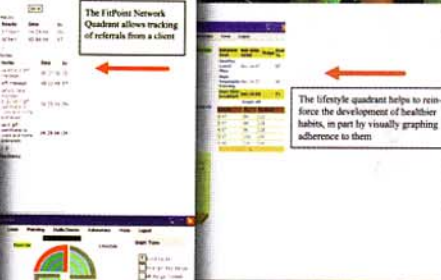
[during] the last 20-plus years."

The software includes a point system that tracks behaviors, and it levels the playing field between clients by providing different goals for different fitness levels. With progressively more advanced steps, the FitPoint software motivates

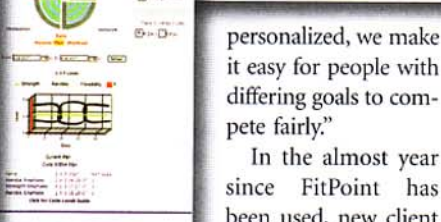


clients visually with a web-based competition. By linking the trainer's focus for the client, and client's personal goals and achievements, the trainer/client team works together toward the client's common goal. Clients are also encouraged to refer family and friends to compete with them, and the trainers then have an opportunity to gain new clients.

"Exercise performance goals appropriate to each client's goals and fitness level are set, and it is the percentage of success in achieving these personalized goals that is tracked," says McNeil. "The same applies for the lifestyle habit goals. By tracking percentage of success in integrating habit goals that are



The lifestyle quadrant helps reinforce the development of healthier habits, in part by visually graphing adherence to them



personalized, we make it easy for people with differing goals to compete fairly."

In the almost year since FitPoint has been used, new client activations, client retention and referrals have increased dramatically in the Faster Fitness studios. New client activations are up 133 percent, sales have increased 166 percent and new client referrals have increased 280 percent.

Of course, the web-based focus of FitPoint requires the added security and protection of personal client data. Faster Fitness uses secure and passcode-protected systems, as well as multiple back-up systems. Also, clients use nicknames for the competition to protect their identity.

It's fun for clients, their friends and trainers to see the progress, not only in the mirror, but on the computer, as they get closer to their goals and find success on many levels. **FM**

Amy Scanlin is a fitness expert, certified instructor and freelance writer. She has a master's degree in health promotion management, certifications through ACSM, ACE and the Cooper Institute for Aerobics Research, and she has facilitated health promotion programs both at home and abroad.

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