The 60+ MEMBERSHIP

Operating Manual



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# The 60+ Membership

## 1.0 Introduction

The YourZone45 product is designed to get all sizes and shapes of people fit, help them build strength and increase energy levels. However, our high intensity workout can look intimidating to some, to attract in the older audience a new ‘gateway’ workout programme has been developed;

**the 60+**

This new membership is based on a new workout series that focuses on improving mobility, stability, balance and general fitness, using mainly body weight exercises.

Cardio fitness is still an important part of the 45 minute workout but at a less intense level. There is also the new 60+ Scorecard.

By the end of this section you will:

● Understand the thinking behind the workout programme structure and content

● Know how to run the 60+ membership

● Understand the commercial benefit of the membership

## 1.1 Minimum Operating Requirements

You will:

● Nominate a lead trainer/or you to run the membership

● Be very familiar with workout content

● Implement the membership structure and communication plan

● Market the 60+ membership according to guidelines

## 1.2 Measure, Analyse and Improve

Please take feedback from each participant at the end of their first 8 weeks using the form provided so we can improve the workouts and also you can use good feedback for promotion (Schedule A for the feedback form).

The lead trainer will have to read this manual and do a run through of each workout of the programme; the trainer must be familiar with all progressions and regressions of each exercise. Please view each of the training video snippets that have been created for each exercise.

**General content and structure**

## 1.3 The 60+ workout philosophy

The thinking behind the workout programme can be described in the following paragraph. It is important that all team members understand this:

***The 60+ workout programme is designed to improve the physical capability in the older person in such a way that will help them cope better with everyday life tasks. It focuses on strength, mobility, flexibility and fitness; improvement in these functions will lead to an increase in energy levels and body confidence.***

The programme will:

* Improve balance and flexibility
* Build core strength
* Improve cardio fitness
* Increase muscle tone
* Motivate using measurements and lead trainer motivation
* Introduce group support and interaction

The credibility of the membership is through the expertly designed YZ45 workout and MyZone HRM; this is important for this age group who quite often like data.

## 1.4 Membership Structure

The 60+ is a workout that will be offered at an off peak time, for example, mid-morning two (or three) times per week depending on how you want to run and price the programme. On joining each participant is offered a 60+ test and the results recorded in a score card that can be followed up every 8 weeks for 3 cycles.

The purpose of the scorecard is to help the participants understand what the 60+ workouts are trying to achieve and to help with retention. The score card will keep score of the body measurements that focus on key functions such as flexibility, mobility and balance; the MyZone fitness test will also feature to monitor improvements in cardio fitness.

The 60+ trainer(s) will be an important part of the member’s enjoyment of this specific workout programme. They must provide encouragement and support before, during and immediately after the workout but also through comments on social media, MyZone app and some follow up phone calls.

Features of the programme are:

● Body Measurements at week 1 and offered every 8 weeks for at least 2 more cycles

● Scores are recorded on a spread sheet and can be sent out in a personalised email

● Specific YZ45 Workouts tailored to the 60+ age group

● MyZone belt offered at a [10%] discount; decided by franchisee

● Nominated Lead Trainer that is monitoring and encouraging them through the programme using text, face to face and social media (with permissions)

● Group meeting offered once per quarter to encourage social interaction

The 60+ participants will join in the usual way and fill out a PARQ; each 60+’er must also complete the 60+ scorecard. The fitness test takes 15 minutes and can be done in a group setting. For example, a regular group fitness test session can be offered every Monday at 10.30am.

The other functional tests should be completed at a set appointment time and will require another 15 minutes slot.

The lead trainer should review each scorecard individually for any important information.

Due to time constraints and shift schedules, other trainers may have to help out with measurements, during the course of someone’s membership. They may have to cover a 60+ workout so have to be familiar with the workout and aware of who is on the programme and take time to encourage them.

**Body Measurements**

## 1.5 Body Measurements

The body measurements are an important part of the motivation for the participant to help them understand the improvements they are making. Body weight will be taken but this is not the most important measure and in fact may rise a little if they put on muscle.

The key measurements are:

* Weight
* Height
* MyZone Fitness test score
* Functional
  + Posterior Chain
  + Calf Flexibility
  + Internal/External Rotation
  + Balance Test

You can send out results after each measurement session and this allows you to check progress and reward/comment on individual achievements.

There is a ‘How to’ guide provided on taking measurements and video snippets in the trainer Facebook group.

## 1.6 MyZone App

The Myzone app is a very useful tool and should also be utilised throughout the programme. It is particularly useful for the encouragement of the participant by the lead Trainer. The Trainer must check daily and spend some time making comments and encouraging people on their workout and MyZone activity.

The group can be helped to interact with each other and chat after workouts to push the group element of the programme.

## 1.7 The Trainer Touch

The focus for the 60+ members will be the trainer. For this age group a leader is an important source of encouragement, motivation and social interaction.

For the first 8 weeks of membership a weekly call is strongly recommended as a support to stick to the workouts and encourage them to be active outside of the studio to help get the best results.

Every quarter a group social can be offered and any big improvers should be congratulated and effort should be made to get a small prize to give out. Schedule B shows a summary of Trainer activity.

## 1.8 Welcome to the first 60+ workout

Trainer should tick off the following actions:

* Check the new member has either done the Scorecard tests or has appointments booked
* Ask about injury or any restrictions and note any additional on the PARQ
* Introduce the new member to the workout group
* After the workout let them know the date of the next quarterly meeting
* Put a date in the diary for the 60+ scorecard follow up results in 8 weeks’ time

## 1.9 Quarterly Meeting

Once per quarter the lead trainer should organise a meet up in a local café or pub to allow members to socialise outside of the studio. This can also be used to gain feedback and reward some big improvers, top attenders or other fun aspects related to the programme and members.

## 1.10 Pricing the Programme

You can price according to local market conditions and in line with your current structure but an example of pricing is 11am workout Monday to Friday is recommended to be priced at c. 50% of the 12 month contract direct debit. Example:

Rolling DD £84.95

60+ membership £42.95

Or

12 month contract DD £74.95

60+ membership £37.95

Capacity will be dependent on the average visit achieved by this group of members and the number of stations in the studio.

## 1.11 Terms and conditions

This membership is strictly for people at or over 60 years of age. Please ask for photo identification; it is usually best to ask all.

On this membership they can only access the workouts stipulated as the 60+ workouts.

There is no entitlement to take part in other classes.

## 1.12 Sales & Promotion

In order to sell the programme the team need to understand why the programme will work and what it includes.

Features & Benefits Table

|  |  |
| --- | --- |
| Feature | Benefit |
| Full Body Measurements Week 1 and Week 8 and after if required | ‘Motivation through Measurement’ is well documented. It helps to write down goals and understand your progress |
| 60+ YZ45 Workouts | These workouts are specially designed to address body aging issues and are exactly the right exercises that are aimed at improving what you need |
| MyZone belt discount | Retails at £130 and you get access to an app that will help raise your general activity levels and so boost general wellbeing |
| Your 60+ lead Trainer | There to guide you through your progress and is passionate about you achieving your goal |
| Group meeting every quarter | Well documented that peer support helps you make changes and hit goals. |

If you have overwhelming demand from members you may have to run extra classes but in the off peak zone for example 10am and 11am but this will affect costs and you will therefore need to look at pricing.

## 1.13 Promotion

The promotion of the membership is done through social media and defined prospect/ex-member databases and at the club.

You can also run a referral programme with members under 60 who may wish to recommend the YZ45 60+ membership to someone.

● Promote through targeted Facebook/Instagram adverts – age group related- boost as appropriate

● Send promotional email to prospect and ex-member databases either by age or recommend a friend who may benefit

● A4 poster in the club advertising the start of the course

## 1.16 Tools & Resources

Shown in attached schedules and/or available on portal:

* 60+ Scorecard – spreadsheet available on the portal
* Feedback Form – see Schedule A
* Summary of Activity – see Schedule B
* Promotional Email text – See Schedule C
* Welcome email text to member – See Schedule D
* Body Measurements Table – See Schedule E
* Results excel table – on portal

### Schedule A Feedback Form

Feedback Form 60+ membership

We love to learn here at YZ45! Could you please help us by circling the most appropriate answer to the questions below?

1. Did you achieve your goal?

Yes No Got some of the way there

2. Did you feel supported when starting your 60+ journey ?

Yes, really helpful Not so much Could have done with a bit more

3. Did you get fitter?

Yes, I felt a lot better No, feel about the same as the start

4. Did you find the measurements helpful?

Yes, motivating A bit No, I didn’t like them

5. Did you enjoy the workouts?

Yes, really good Some of them No, too hard or easy

6. Did you find meeting in a group helpful?

Yes, really good A little bit at the start No, did not want to go

7. Did the heart rate technology help with your activity levels?

Yes I loved it! No, not my thing Used it when in workouts but no more

Any comments would be great:

Finally, we would love to help other +60’s get involved and if you could do a video snippet of no more than 30 seconds talking about your experience that would be great!

Yes, would love to help No, not for me

### Schedule B Summary Schedule for a 60+ joiner first 8 weeks

|  |  |  |
| --- | --- | --- |
| Week | Activity | Who |
| 1 | Welcome email from the lead trainer  Get the 60+ scorecard appointments into the diary - MyZone fitness test & functional tests completed this week. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 2 | 1-2 workouts to be done  60+ scorecard results to be emailed with a motivational message  Weekly call 1 to encourage attendance. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 3 | 1-2 workouts to be done  Weekly call 2 to check attendance & a well done so far. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 4 | 1-2 workouts to be done  Weekly call 3 to check attendance & any improvement. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 5 | 1-2 workouts to be done  Weekly call 4 to check on progress, are they feeling improvements, enjoying it. **Check** and comment on Myzone App | Lead Trainer |
| 6 | 1-2 workouts to be done  Weekly call 5 to check on progress and a well done if attending every week and some encouragement if not. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 7 | 1-2 workouts to be done  Weekly call 6 to remind about 8 week follow up appointment or book it in. **Check** and comment on Myzone App at least once in the week | Lead Trainer |
| 8 | 1-2 workouts to be done  Weekly call 7 to book measurements appointment and reminder to come to next MyZone fitness | Lead Trainer |
|  | Send a results email after the 8 week point on progress with a well done and keep it up  It is likely that weekly calls are not required after this point but regular comments on MyZone and diarise another scorecard appointment in 8 weeks’ time. | Lead Trainer |

### Schedule C Promotional email

For referrals from your current database.

**To current members**

Subject line: New 60+ Membership

Dear [Name],

We are pleased to announce the launch of a new membership especially for the older person. Why 60+? This membership is for people aged 60 or over to help address some typical ageing affects you get when your body does not what to do what your head asks!

Do you know someone who would benefit from our 60+ membership?

The specially tailored workouts focus on improving mobility, stability, balance and general fitness, using mainly body weight exercise. There is also the 60+ scorecard which helps monitor progress in all the right places.

Please click this link and register their name and number and we will do the rest.

Yours in fitness

Schedule C Promotional email ctd

**Prospective Members i.e. have enquired but never joined YZ45**

Subject line : New 60+ Membership

“Dear [Name],

Our new 60+ membership may not be for you but you may know someone that would benefit from the specially tailored workouts that focus on improving mobility, stability, balance and general fitness, using mainly body weight exercise. There is also the 60+ scorecard which helps monitor progress in all the right places.

Why not help someone else transform their fitness! Leave their name and number in the below form and we will do the rest.

Yours in fitness

### Schedule D 60+ Welcome email

Dear [Name],

I am very pleased to welcome you to the YZ45 60+ membership. Over the course of the next few months we aim to change the way you move and the way you feel.

Forever!

We will need you to book in to get your measurements done so I will be contacting you to make the booking. These are not hard to do and it will give us a benchmark to work from. Everyone wants to know how much they will improve.

Please get you next workout booked in and we also have a meeting once per quarter to chat about progress and how everybody is doing so watch out for dates.

The whole team look forward to working with you to get you feeling flexible, mobile, well balanced and fitter!

Yours in Health

### Schedule E Body Measurements

|  |  |
| --- | --- |
| What | Score |
| **Posterior chain**  Measures - Hamstring flexibility  Lie flat on the floor and 5 points are identified – the foot is 1, mid-calf is 2, 3 is knee, 4 is mid-thigh and 5 is hip. Holding the broom handle upright with an end against each point ask them to lift leg and get the foot past the broom handle but must keep the leg straight  Do right leg | Take score from where they can successfully keep leg straight. If they can get the foot to the knee without bending but need to bend the leg for mid-thigh then they score a 3. |
| **Calf Flexibility**  Measures calf flexibility.  Need a rule marker and a wall. Do it bare foot.  Start with big toe in line with the first inch on the marker and touch knee by bending knee forward towards the wall  Move back an inch and repeat until you cannot touch the wall without moving heel off the ground  Do right calf | The score is the last inch score you can keep your heel on the ground. |
| **Internal/External rotation**  Measures Shoulder flexibility  Take a broom handle in one hand and place behind onto back. With a relaxed stance grip up onto the broom handle behind the back with the other hand | The score is the number of ‘fists’ in-between  the two hand grips. Don’t let the person strain to get their hands closer together. |
| **Balance test**  Stand on one leg with other leg in a table stop position.  Do on dominant leg | Score is number of seconds you can maintain position without falling over. Can repeat if the first one is really poor. |