

# FranchiseConnect®

VOL 04 • ISSUE 06

NOV/DEC 2022

## SPECIAL SECTION: SPORT AND FITNESS FRANCHISES

### FIT FOR GROWTH

ARE FRANCHISES MORE  
EXPENSIVE THAN  
START-UPS?

GRAB A PIECE OF  
THE BILLION DOLLAR  
FITNESS PIE

ARE FITNESS GYMS A SOLID  
INVESTMENT FOR 2023?

MEET THE PEOPLE  
BEHIND THE BRANDS

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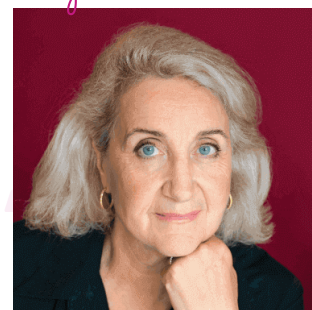
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Audrey Saba



Rosalie Guillem

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"A MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE A MAN WHO STOPS A CLOCK TO SAVE TIME."

– Henry Ford



**JAN/FEB – WINTER 2023**

**Home Services**

- ▶ **TOP 100 Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**MAR/APR – SPRING 2023**  
**Meow. Woof. Chirp. Peep. Squeak.**

**Pet Franchises**

- ▶ **TOP 100 Pet Franchises**
- ▶ **INDUSTRY REPORT**
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- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



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**Education Franchises**  
**Children's Products and Services**

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- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
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- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**JUL/AUG – SUMMER 2023**

**Senior Care and Healthcare Franchises**

- ▶ **TOP 100 Senior Care Franchises**
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- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**SEP/OCT – FALL 2023**

**Food, Drink, and Restaurant Franchises**

- ▶ **TOP 100 Food Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
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- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**NOV/DEC – LATE FALL 2023**

**Sports and Fitness Franchises**

- ▶ **TOP 100 Fitness Franchises**
- ▶ **INDUSTRY REPORT**
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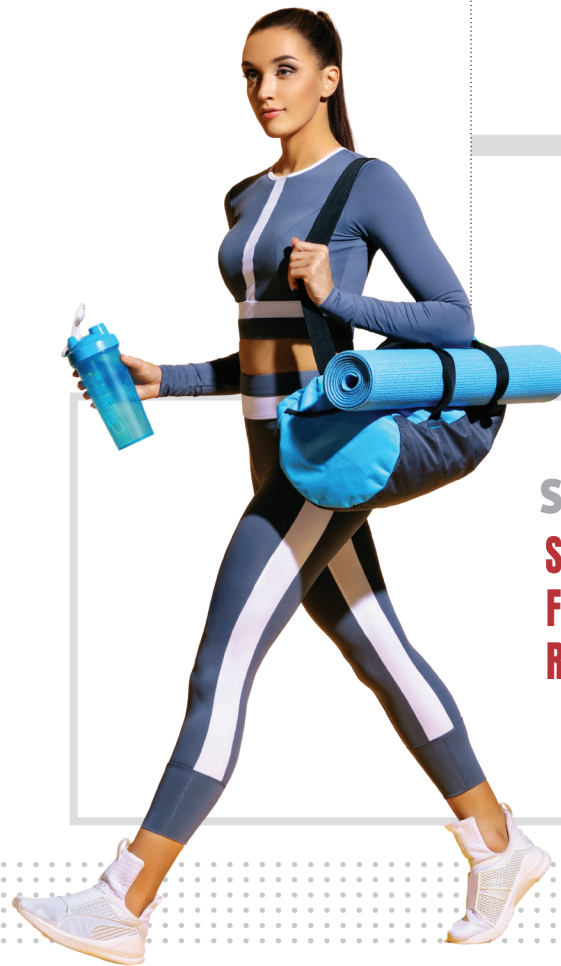
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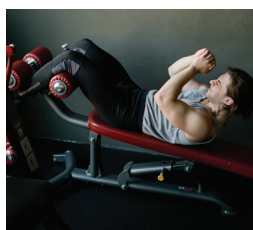
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JAN/FEB – WINTER 2023

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**FranchiseConnect**

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## THE FITNESS FRANCHISE INDUSTRY: A LOOK AT CURRENT TRENDS AND WHAT TO EXPECT IN 2023

The fitness franchise industry has experienced significant growth in recent years as more and more people prioritize their physical health and wellness. In 2023, the industry is expected to continue this trend, with an increasing number of individuals seeking fitness franchises for their workouts.

One major factor driving the growth of the fitness franchise industry is the rise of technology. Many fitness franchises now offer virtual training and coaching options, allowing customers to get a personalized workout from the comfort of their own homes. These virtual options have become increasingly popular during the Covid-19 pandemic, allowing people to continue their fitness routines while practicing social distancing.

Another factor contributing to the growth of the fitness franchise industry is the increasing awareness of the importance of physical activity for overall health and well-being. With more research being published on the benefits of regular exercise, people are increasingly looking for ways to incorporate

fitness into their daily lives. This trend is particularly pronounced among younger generations, with many millennials and Gen Zers seeking fitness franchises to stay active and healthy.

One trend to watch in the fitness franchise industry is the rise of boutique studios. These smaller, specialized studios offer a more personalized and intimate workout experience and are often focused on specific workouts such as yoga, Pilates, or cycling. Many people are drawn to boutique studios because they offer a sense of community and a more personalized approach to fitness.



Overall, the fitness franchise industry is expected to continue to grow in 2023, driven by technology, increasing awareness of the importance of physical activity, and the rise of boutique studios. Fitness franchises offer a convenient and effective way for people to stay active and healthy, and this trend will likely continue in the coming years.

You can get more detailed information about fitness franchises when flipping through this issue's pages. In our next issue, we will focus on home services franchises. If you are interested in this sector, don't miss our next *Franchise Connect* magazine.

Stay safe and healthy.

A handwritten signature in blue ink that reads "Sitki Kazanci". The signature is fluid and cursive, with a horizontal line underneath the name.

SITKI KAZANCI / Founder-Publisher

THE FITNESS  
FRANCHISE  
INDUSTRY IS  
EXPERIENCING  
SIGNIFICANT  
GROWTH, DRIVEN  
BY TECHNOLOGY  
AND INCREASING  
AWARENESS OF  
THE IMPORTANCE  
OF PHYSICAL  
ACTIVITY.



PHOTO BY ONEINCHPUNCH

# GRAB A PIECE OF THE BILLION DOLLAR FITNESS PIE

*New fitness franchises to keep an eye on*

By Christopher Conner

If you are like the 39% of Americans who own a gym membership or you just pump iron in your own home gym, fitness is part of your daily or weekly routine. The fantastic thing about fitness is that it seamlessly translates into a valuable business model. Just last year, the fitness industry raked in around \$33 billion in revenue, with a global market value of over \$87 billion. But you don't have to step blindly into this billion-dollar

machine. By investing in an established franchise, all of the processes, branding, vendor relationships, and systems are already laid out in an easy-to-understand business blueprint, allowing any health-conscious entrepreneur the opportunity to grab a piece of the pie with strong franchisee support at their back.

While there are many fitness franchises out there with big names, there are more emerging every year that showcase new models, new fitness trends, and unique approaches. By joining a brand in its

infant stage, you can capitalize on bigger territories and more affordable fees. Plus, there's more opportunity for direct one-on-one attention from the franchisor. Here are a few to keep your eye on:

## FLY TO FIT BUNGEE

This New York-based concept capitalizes on the up-and-coming, viral bungee fitness trend. Wearing a ceiling-suspended bungee system and harness, participants can enjoy low-impact cardio and strength training in a fun, high-energy group environment. Fly



*Just last year, the fitness industry raked in around \$33 billion in revenue, with a global market value of over \$87 billion. But you don't have to step blindly into this billion-dollar machine.*

to Fit Bungee gives its franchisees flexible schedule options and is applicable to all ages, including kids, for a wider customer reach. Check out [www.flytofitbungee.com](http://www.flytofitbungee.com) to learn more.

### SHOCK ROOM FITNESS

One of the more innovative concepts around is Shock Room Fitness. The brand utilizes electrical muscle stimulation (EMS) technology to deliver a powerful workout in a fraction of the time than traditional workouts. EMS targets muscle contraction during a workout for faster results. With almost zero competition in the fitness space, Shock Room Fitness is an incredible choice at a low-end investment of around \$172K. Stop by [www.shockroomfitnessfranchise.com](http://www.shockroomfitnessfranchise.com) for details.

### ELITE HOME FITNESS

Tap into the in-home, luxury personal training niche with Elite Home Fitness. This proven model offers extreme flexibility and an opportunity to build a stable, quality client base—the flagship operation still has one of its first clients. There's low overhead due to the mobile nature of the business, little equipment necessary, and zero staff. Go to [www.eliteinhomefitnessfranchise.com](http://www.eliteinhomefitnessfranchise.com) to check out more details for this brand.

### PUSH PULL

Push Pull is a unique senior-centric fitness experience, created for people who are 55 and older and looking to work out with low impact. By using senior-friendly Keiser pneumatic resistance equipment, easy-to-learn 20-minute circuit sessions, and recumbent steppers, this concept caters to the growing senior population and produces recurring monthly membership revenue. Stop by [www.pushpullseniors.com/franchise](http://www.pushpullseniors.com/franchise) for more details.

The fitness industry presents a plethora of opportunities for a person who understands business management and



PHOTO BY ANTHONY SHKRABA FROM PEXELS

customer service. Unlike other industries, there is typically no need for a specific background in fitness. My company, FMS Franchise, has helped hundreds of businesses grow through franchising. If you are seeking a fitness franchise like the ones above or if you want to franchise your own business, connect with us at [www.fmsfranchise.com](http://www.fmsfranchise.com) to get started. ►



**Christopher Conner** started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's team has expanded to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies. For more information on Chris Conner or Franchise Marketing Systems, visit [www.FMSFranchise.com](http://www.FMSFranchise.com)





# ARE FRANCHISES MORE EXPENSIVE THAN START-UPS?

*If you are asking yourself this question or even dismissing franchising altogether because you believe franchises are too costly, please read this!*

By Kimberley J. Daly

**H**ave you ever had a really good idea for a business? What happened to that idea? Where did it die? Was it when you tried to come up with a name, or when you started thinking through how to market to find customers? Oh wait, entrepreneurs don't think about marketing. They believe that if they build it, people will just come! Ha.

Wait, I know when your business idea died. It was when you started looking around the community and noticing all the

competition. Could you compete? What if you put in money to open the business, but then no one came? How long would you have to keep feeding money into your dream before you knew if it was working?

All businesses started with an idea including franchise businesses. The difference between you taking your idea, to market or investing in a franchise idea is that when you invest in a franchise, all of those questions and more have already been answered.

From day one, you have a name, a proven business model, a customer avatar, proven

marketing, a marketing budget, knowledge of where to spend those marketing dollars to get the best return, and approximately how long and how much money it will take to build a positive cash flow business. In addition, your franchise will have ready-made technology to help you manage the efficiencies in the business as well as a customer database, payroll, point of sale systems, inventory management, and more.

If that is not enough to make you think twice about starting a business on your own, let's factor in the training. Let's face it, you've probably never owned a business before, so



how do you know what to do first, next, and long-term to be successful? In a franchise, you do not need to be an experienced business owner to be successful. You don't even need prior experience in the industry you are investing in to be successful.

If all of that is not enough, the franchise provides on-going support and research and development to keep up with the market, competition, consumer demands,

## ALL BUSINESSES STARTED WITH AN IDEA, INCLUDING FRANCHISE BUSINESSES.

and economy which are always in flux. As an entrepreneur in a changing environment, how do you know how to react, when to react, or when not to react? In a franchise, you are in business for your-

self but not by yourself, so you are working collectively and collaboratively. You don't have to figure anything out on your own.

Then there's the issue of scale. How many entrepreneurs successfully build more than one location? I'd love to see the statistic on that topic. Since building wealth is always created through scale, and most entrepreneurs cannot figure out how to scale, guess what? Most entrepreneurs are not getting wealthy. In a franchise, you will start with scale in mind. There will be benchmarks and support to help you successfully achieve that scale and build the wealth you are dreaming of.

Finally, there's the issue of time. Most people want to own a business so they can stop trading their time for money. How many entrepreneurs successfully figure out how to do that? In a franchise, you can build to semi-absentee ownership or invest in a business that affords you a semi-absentee life from day one.

By now, you may be convinced that a franchise sounds better than going it alone as an entrepreneur, but now you're thinking this is why franchises are so much more expensive than starting a business from scratch. Well, if you factor in that 90% of start up businesses fail, but every franchise



PHOTO BY INNASAP

you explore must disclose its failure rate before you invest, so you know you are mitigating the risks of losing money or failing, would you pay more money for that?

The reality is that franchise businesses are not more expensive than starting a business from scratch. It seems like that because as entrepreneurs we are making numbers up in our heads and not usually validating them. In a franchise, the numbers are validated to build a positive cash flow business. If statistically 90% of start-ups fail because they run out of money before they really start making money, and most franchise businesses are successful, how can we question the start-up costs and perpetuate the myth

that franchises are more expensive than starting a business from scratch?

Now that you know the truth, please share it when your family and friends try to talk you out of becoming a franchisepreneur. ▮



**Kimberley Daly** is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via [kim@thedalycoach.com](mailto:kim@thedalycoach.com).







# A SHORT COURSE ON WELCOMING MEMBERS INTO YOUR CLUB

*Personalize your greetings to make an impact.*

By Nancy Friedman

A few years ago, I had the opportunity to give a keynote presentation at one of the largest fitness shows in the country.

Afterward, I got to talk privately with folks who stayed after to chat with me. They all had questions for me about handling customer service issues in their club.

One owner asked a question about how to greet his members when they walked into his club.

He said he politely says, "Hi, how are you?" to everyone who comes into the club, and receives either no response or only a grunt or a nod.

The bottom line is that no one pays any attention to him.

He wanted to know how he could improve on getting better responses. Oddly enough, the other club owners and managers who stayed around listened attentively and agreed with him. They all had a similar issue: Trying to greet the members and get a rapport-building response.

## Here comes the short course.

They all used the same "welcome" every day to everyone. That was their problem!

I explained if they changed it up, it would help a lot.

They were using the same trite, social noise comment to the same people every time. This

obviously got stale and old very fast to those who were greeted with, "Hi, how are you?" Every time.

Say something different, and certainly (a must) use their name!!!

1. Hi Bob. Good to see you!
2. Mary, hi. Thanks for coming in!
3. Mr. Smith, glad you're here!
4. Mrs. Jones, you're looking super!
5. Suzanne, is that a new outfit?

The list goes on of short, interesting greetings for the members vs. the blah "Hi, how are you?"

You don't get a good or any response because it's said so often and so robotically, they start to not even hear it.

It would be like having the trainer have you do the same exercise every single time for the full hour. Boring, not fun, and not right! I imagine you'd get tired of it as well.

The same goes for your welcoming greeting! Make it personal. Keep members happy by saying something that shows you're really interested in them. (They loved my answer!)



**Nancy Friedman** is the founder and chairman of Telephone Doctor Customer Service Training, St. Louis, Missouri, and specializes in her Golden Nugget Zoom Programs, which have been highly successful.

Their online program [www.serviceskills.com](http://www.serviceskills.com) is a popular, award-winning elearning platform, offering 20 series with over 190 modules. There is something for everyone. Get your complimentary demo. Call (314) 291-1012, or call Nancy direct at (314) 276-1012 or email [nancy@telephonedoctor.com](mailto:nancy@telephonedoctor.com).

COVER  
STORY



# SPORT AND FITNESS FRANCHISES INDUSTRY REPORT 2022

By Elizabeth Adams

In the five years leading up to 2022, the gym and fitness franchises industry has benefited from public health campaigns showing how important fitness is for fighting diabetes, obesity, and other health problems. Partly because of this health-conscious culture, the number of people who belong to health clubs has grown significantly in the last five years. This trend has helped gym franchises grow because more people are going to the gym, so there is more demand. To get more customers and keep up with the growing popularity of boutique gyms, many franchisors have opened more franchises during this time.

*In spite of Covid, this industry has continued to grow and adapt.*





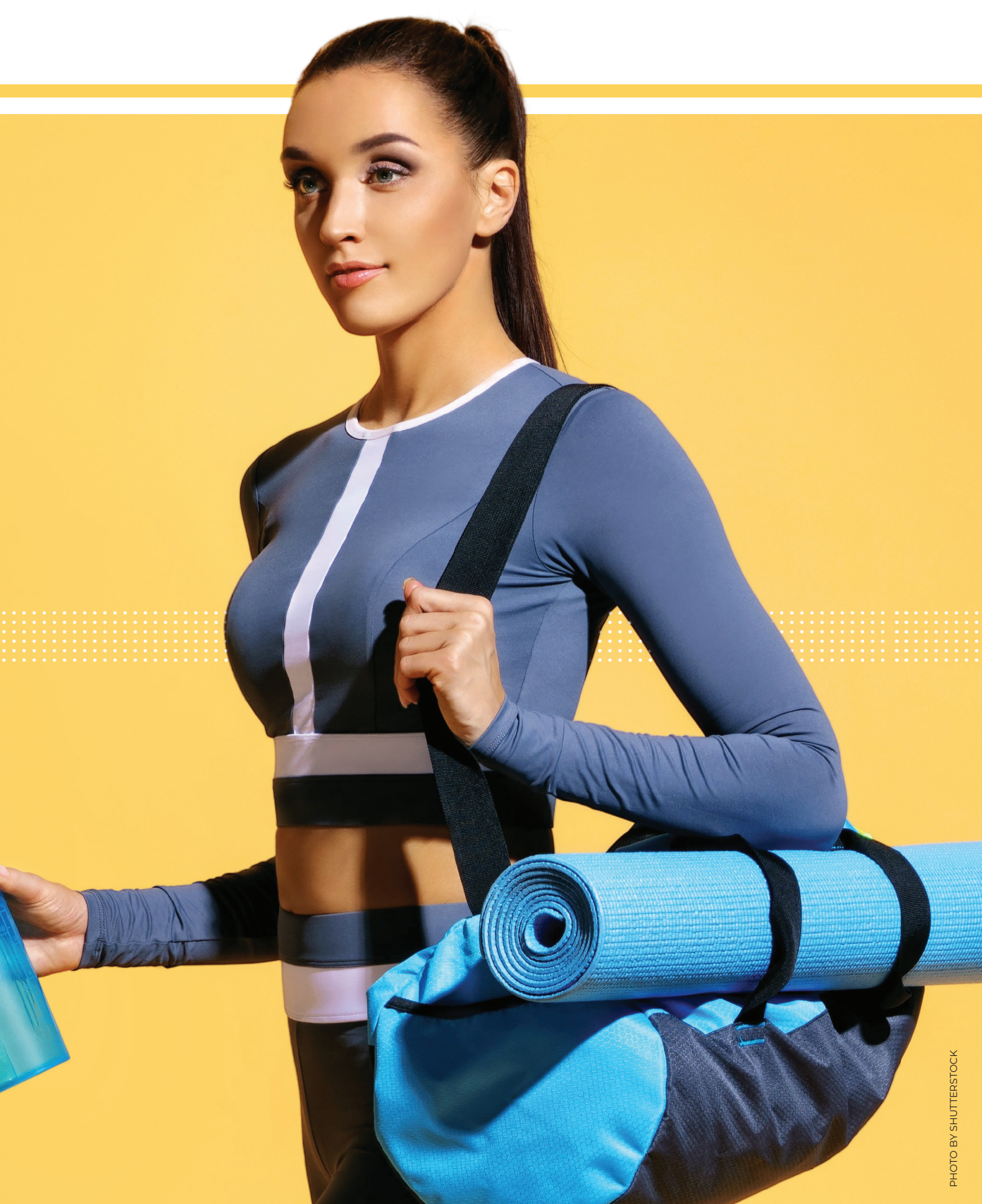


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# SPORT AND FITNESS FRANCHISES INDUSTRY REPORT 2022

In the past few years, there has been a big rise in the number of people who know how important it is to stay fit and who value a healthy lifestyle. Fitness is becoming popular, and the global fitness industry has grown and become a lot more well-known.

Even though the world has become less active, especially because of technology and the pandemic, more and more people are taking steps to be more active.

By 2022, the global fitness market was worth more than \$96 billion, with the United States, Germany, and the United Kingdom making up most of the market.

## ONLINE FITNESS MARKET

There's no doubt that online fitness training

was in 2022. Global events sped up the sector's growth and helped make it a viable choice for consumers worldwide.

Before the pandemic, the market for online fitness was worth \$6 billion.

It is expected to grow at a compound annual growth rate of 33.1% and reach \$59 billion by 2027.

North America has the largest share of the market right now, but Asia Pacific is expected to grow the most in the coming years.

## WHY SHOULD YOU BUY A FITNESS FRANCHISE?

Covid affected franchise markets, just like it did in every other industry. This caused a significant drop in jobs and income.

Even so, franchise businesses still made a \$670 billion contribution to the U.S. gross domestic product (GDP) in 2020, which is 3% of the total GDP. On top of that, the franchise industry is expected to grow by about 7% by the end of the year, bringing it back to the same output level as before the pandemic.

People also think 2023 will be a great year to invest in franchises.

## RATES OF UNEMPLOYMENT ARE EXPECTED TO GO DOWN.

Since last year, business owners have needed help finding and keeping good employees. This has made it harder for companies and franchises to reach revenue goals and repeat past successes.

But it is expected that these trends will change, and by the end of 2022, the economy will return to how it was before the pandemic. As unemployment rates rise, more and more people are looking for work again. This gives franchise businesses a chance to succeed by giving them a choice of skilled workers to hire.

## LOW RATES OF INTEREST

To start a franchise, people often need to borrow money, which is much easier and cheaper when interest rates are low. Inflation will also go up for a year or two, making prices more flexible and help new business owners and investors make money.

Because people are becoming more interested in fitness, business owners can expect to get more customers and make more money with less cost.

## CHANGES IN PLACES

Covid has changed how many people do business, but most fitness franchises have adapted to the changes. Because of the pandemic, many people have switched to one-on-one training or training in small groups.

This makes many fitness programs more effective and brings in more money. Industries that depend on big crowds may take a while to get back on their feet after the pandemic, but the fitness industry could do well with these changes.







## REVENUE SOURCES

Fitness franchises also show that they could make money in other ways, such as through retail and merchandise sales. With the rise of athleisure wear as a trend, fitness clubs can take advantage of gym-goers' connection to the gym's brand and make more money through merchandise and branded items. These don't just include clothes for working out but also the tools they need for their fitness program.

Fitness franchises can make more money by keeping these things on the premises.

## GET YOUR MONEY BACK

Most businesses in the fitness industry are "turnkey," which means that the franchisors

have already taken care of most of the things that need to be done to be successful, like business plans, procedures, etc. There is also a low entry point, which cuts down on costs and investments. With the fitness industry's growing returns, this can bring in a lot of money.

## LOW SEASONAL CHANGE

After Covid, so many people are paying attention to their health, that fitness is no longer just a trend or a hobby. Most people who focus on fitness do so as a way of life. This means that the fitness industry is not affected by the seasons and has a steady flow of income all year. Even though big things like the pandemic have affected the industry, this has been fixed, and the sector is rising.

Analysts agree that the industry is on the upswing—IBISWorld predicts 1.5% growth through 2022, with fitness brands growing twice as fast—and it's clear that many people today are willing to pay more to improve their health and connect with others who share the same experience.

Most interest in fitness and health comes from millennials and Gen Zers, whose average age is low. This means that sales can be expected to keep going up for a long time.

The franchise business model works well for many investors, and the opportunities in the fitness industry right now make it an excellent drive to look into. Now is as good time as any to invest in a fitness franchise. ▀



## FITNESS FRANCHISE

The gym and fitness franchise business in the U.S. has grown by 6.3% and will bring in \$4 billion a year by 2020. Fitness is one of the franchising fields that is growing the fastest. So much so that the top three health and fitness businesses on the Inc. 5000 list of the fastest-growing franchises in America all follow the same pattern.

Health and fitness have been brought to the public's attention through campaigns about diabetes and obesity. This has been good for the fitness franchise industry. Thus, fitness has become a way of life, and many people are now much more health-conscious.

Building a business is hard. It can be tough to build a brand and run day-to-day operations while still making money and getting enough sleep. This is why buying a fitness franchise is such a good idea.

Getting a piece of the fitness industry by buying a fitness franchise is a smart move. It comes with business training and helps to give you the tools you need to be successful. If you're considering opening a fitness franchise, there's a lot of demand and choices. Fitness is growing and bringing together groups of entrepreneurs with similar goals.





# FAQ ABOUT FITNESS FRANCHISES



## How big will the U.S. market for gym and fitness franchises be in 2022?

In 2022, the size of the gym and fitness franchises market, in terms of revenue, will be \$6.5 billion.

## How fast will the U.S. gym and fitness franchises industry grow by 2022?

In 2022, the size of the gym and fitness franchises market is expected to grow by 3.1%.

## In the U.S., has the gym and fitness franchises industry grown or shrunk in the last five years?

Between 2017 and 2022, the size of the U.S. gym and fitness franchises market grew by an average of 2.7% per year.

## Will the U.S. gym and fitness franchises industry likely grow or shrink over the next five years?

Check out our full report on the U.S. gym and fitness franchises industry to determine if the market size is expected to grow or shrink over the next five years.

## How has the gym and fitness franchises industry done over the past five years

## compared to other sectors in the U.S.?

In the U.S., the market size of gym and fitness franchises grew faster than the economy as a whole.

## How has the U.S. business franchises sector done compared to the U.S. gym and fitness franchises sector?

Compared to the business franchises sector, the size of the U.S. gym and fitness franchises market has stayed the same.

## What makes the U.S. gym and fitness franchises industry grow or shrink?

High competition is the main thing that hurts this industry, while a growing life cycle stage is the main thing that helps it.

## What is the best way for the U.S. gym and fitness franchises industry to grow?

Consumer spending is how much people spend on goods and services. As people spend more, they are more likely to spend some of their money on gym memberships, which is suitable for the industry. In 2023, people will likely spend more, which could be a good thing for the industry.





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**Finding the right franchisees is one of the most challenging and critical aspects of building a successful franchise.**

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PHOTO BY WOSUNAN

# Why Veterans Make Great Franchise Owners

*Veterans and franchising are a good fit.*

By Melissa Lewis

**V**eterans emerge from the military with extensive training, valuable experiences, and a well-honed set of skills. After finishing their military service, many veterans seek a second career where they can use their skills and prior training to continue to serve their communities.

About 25% of veterans are interested in starting their own businesses, and franchising is an ideal way for veterans to accomplish that. The franchise model combines the resilience needed in the world of entrepreneurship with the willingness

and ability to follow the guidelines of the franchisor. Veterans have these qualities, and more, in abundance.

Veterans and franchisors have long understood the strength of this partnership. While veterans make up 7% of the country's population, they account for 14% of all franchisees!

## **QUALITIES THAT MAKE VETERANS GREAT FRANCHISEES**

Military training and experience teach skills and instill values and characteristics that are advantageous in many industries. However, veterans have many qualities that are uniquely transferable to the franchise

industry. Veterans make great franchise owners because they are:

1. Able to follow a process,
2. Tenacious and don't give up easily,
3. Not afraid of hard work,
4. Comfortable with discipline,
5. Service-minded and give back to the community,
6. Likely to hire other veterans,
7. Deeply loyal,
8. Calculated risk takers,
9. Comfortable being uncomfortable, and
10. Aware that sometimes you need to pivot on the plan.

Much like the military, a franchise's success depends upon teamwork, strong leadership,



## *Veterans and franchisors have long understood the strength of this partnership.*

determination, and following procedures. Franchisors provide proven training, resources, and guidelines.

A successful franchisee motivates and leads a team of employees in carrying out the process. Veterans are well-equipped for this role.

### REASONS VETERANS LIKE FRANCHISE OWNERSHIP

Becoming a business owner is difficult, and there is some risk involved. However, franchisors have proven business models and provide comprehensive training and support for franchisees. Partnering with an established franchisor removes a significant amount of the start-up risk and even allows veterans to enter an entirely new field if they want.

A major reason veterans are drawn to franchising is the flexibility. As a franchise owner, you are your own boss. You can take a more active role in your business or a more managerial role. Choose a franchise that is compatible with the amount of time and commitment you have to give. This means veterans can pursue business ownership and spend time with family.

The veteran franchisee and franchisor partnership is a mutually beneficial relationship. Franchisors recognize the unique skills that veterans offer to the success of their company. In return, veterans take advantage of the business model, branding, advertising, promotions, visibility, and customer base developed by the franchisor.

### FRANCHISE INDUSTRIES POPULAR WITH VETERANS

There are so many options available when it comes to choosing a franchise. And it's not just food! Actually, only 10%



of franchises are food related. Here are some of the franchise opportunities that are popular among veterans:

- Home services
- Fitness
- Health care and medical
- Pet services
- Real estate
- Travel agencies
- Financial services

Each business and each franchisor is different. They have different business models, provide different types of support, require different levels of commitment, and offer different opportunities for growth. Take the time to research each franchise you're interested in, ask questions, and choose the best opportunity for you, your lifestyle, and your goals.

### RESOURCES FOR VETERANS INTERESTED IN FRANCHISE OWNERSHIP

As a franchisee, you are in business for yourself, but not by yourself. Becoming a business owner is difficult and there are many resources available for veterans interested in franchise ownership.

VetFran is a program designed to thank veterans for their service by offering incentives, discounts on franchise fees, and resources for veterans entering the franchise industry. There are over 600

franchise companies in the VetFran program, and companies must meet specific requirements to become members.

Even with the resources available to veterans, navigating the franchise process can be challenging. Exploring franchise opportunities, researching individual franchises, meeting with franchisors, and ultimately choosing the right franchise is a lot to tackle. That's why I offer a personalized path through the franchising process from beginning to end, for free!

The franchise industry needs more hardworking business owners with tenacity, grit, and strong leadership skills. It's not easy being a business owner, but with veterans' skills, characteristics, and experience paired with the resources available, veterans thrive as franchise owners! ▶



**Melissa Lewis'** straight-forward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people.

Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.



PHOTO BY FLAMINGO IMAGES

*Fitness industry revenue in the United States is expected to be \$434.74 billion and will grow by 171.75% by 2028*

## TWO FITNESS NICHE WORTHY OF INVESTMENT

By Brian LaCour

**B**y the end of 2028, the expected revenue for the fitness industry in the United States is expected to be \$434.74 billion and will have grown by 171.75%. This projected trend shows an annual growth of 33.10% from 2021-2028. Here are my two top picks for this industry.

My favorite fitness boutique workout is an electronic muscle stimulator (EMS). It's a revolutionary

fitness concept that bio-hacks the human brain and performance level with wearables that create electrical impulses to engage muscles naturally and safely at their maximum ability, whatever your fitness level. Many of these fitness concepts offer semi-absentee models that allow you to maintain your current business or career. The total average investment for an EMS franchise is \$410,000–\$500,000, with franchise fees between \$55,000 and \$65,000, royalties between 6 and 7%, and a cash investment of \$150,000.

My second is the diverse yoga and fitness programs for our modern times. This includes the movement and intensity to meet the complete needs of any fitness goal. Members can focus on deep stretching, stress relief, or high intensity workouts that challenge them along the way.

Yoga boutiques have a class to fit every fitness level that is energizing, empowering, and fun. I believe there is a demand for yoga boutiques in every market. Yoga is now mainstream and accessible to all ages and fitness levels. The total average investment for a yoga franchise is \$300,000–\$500,000, with franchise fees between \$55,000 and \$65,000, royalties between 5 and 6%, and a cash investment of \$100,000. ▸



**Brian LaCour** is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise Group. Call LaCour at (561) 502-7283 or email him at [blacour@internationalfranchisegroup.com](mailto:blacour@internationalfranchisegroup.com).







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## MEET THE PEOPLE BEHIND THE BRANDS



CEO and Founder Daniel Stein

# ADAPTIVE & INCLUSIVE FITNESS

*We give extra care and attention to our clients and team with safety as our number one priority.*

By Christina Huang

**S**pecial Strong provides adaptive fitness services to individuals with mental, physical, and cognitive challenges. We interviewed Special Strong CEO and founder Daniel Stein.

**Can you tell us about yourself? How did you get started?**

At an early age, I was diagnosed with a learning disability. My parents encouraged me to exercise to help with my short attention span and it radically changed my life. In 2011, a mentor of mine had a

vision from God where he saw me helping other people who had challenges similar to mine. In 2016, my wife and I started Special Strong based on that vision.

**What is unique about Special Strong?**

There are three things that make us unique:

1. Affordability—we don't require a brick-and-mortar gym to start our franchise, so our total investment is only \$60,700.
2. Training, systems, and support—We can take someone with no experience in this industry and make them an expert at adaptive fitness.
3. Faith-based—We believe that by operating our business God's way that we have a distinct advantage for winning in the marketplace

**What is the training and support structure at the beginning and ongoing?**

We hold your hand every step of the way! From the moment the franchise agreement is signed, the franchisee is assigned to an onboarding specialist and adaptive franchise business coach. The onboarding specialist handles all the backend and







operational aspects of the business with the franchisee while the adaptive franchise business coach helps with the facilitation of running a successful business. Once the franchisee has their grand opening and is up and running, their adaptive franchise business coach will meet with them every two weeks and provide quarterly business reviews. Business review meetings go over business plans, financials, key performance indicators, and marketing strategy. We also provide field visit supports for all our franchisees to ensure they are successful.

#### **What is the company culture?**

Our company culture is best defined by our core values, which are represented by an acronym: STRONG. Strong stands for stewardship, transparency, relationship-focused, ownership, no judgment, and generosity. We created a core values speech that we go over with each new franchisee, so they really understand our culture and what we look for. Outside of our core values, we have a very fun, energetic, and upbeat culture. As the CEO, I can't stand the "corporate" feel of anything, so we are very much against a culture that feels like corporate. Corporate cultures keep you stuck in a box, and that's not the way we do things in our culture.

#### **What type of experience is required for your gym franchise?**

One of the things that makes us unique is that we don't require any type of specific experience for our gym franchise. The reason for this is because of the training, systems, and support that we offer. As an example, most franchises offer only a one week training program while we offer







a two week training program with over 100 hours of learning.

#### **What is a franchisee's earning potential?**

Our goal for all our franchisees is to break even within 6–12 months and make over six figures with one territory. Our first company-owned location broke even in the first full year and generated over \$100,000 of net income in its second full year with an average 63% gross margin over five years.

#### **What are the brand's further national growth plans? What are the brand's expansion plans in the future?**

By the end of 2024, we plan to open our first brick-and-mortar gym in Texas and offer that as a franchise opportunity. In the next ten years, we have what we call a BHAG (big hairy audacious goal) which is to expand to 200 home-based franchises and 100 brick-and-mortar franchises.

#### **What does the growth path look like for a franchisee?**

A franchisee can start with one territory and expand to up to three home-based territories in one area. This can be accomplished by hiring managers to manage the other territories that report directly to the franchisee. We have all the tools in place to support this process. Once a franchisee shows success with their home-based model, they will have the opportunity to open their own brick-and-mortar location.



#### **What qualities make a franchisee successful?**

There are so many qualities that make a franchisee successful, but the number one quality is grit. I would define grit as an unwavering resolve to move forward during adversity. Running a business of any kind is incredibly challenging, and most people quit right before there is a breakthrough. The franchisees who are successful have the character and grit to push through the barriers, adjust, and do whatever it takes to win. "If you don't quit, you win!"

#### **For more information:**

[www.specialstrong.com](http://www.specialstrong.com)  
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[info@specialstrong.com](mailto:info@specialstrong.com)



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PHOTO BY IVAN SAMKOV

# ARE FITNESS GYMS A SOLID INVESTMENT FOR 2023?

*With new boutique gyms joining traditional fitness centers, the industry is strong.*

By Tom Scarda, CFE

In 2019, the weight loss market was valued at almost \$200 billion. It's forecasted to go up to nearly \$300 billion by 2027, according to Allied Market Research.

Obesity rates have skyrocketed in America. Almost everyone has tried some diet at one time or another. According to the CDC, in the United States, 36.5% of adults are classified as obese. Another 32.5% of American adults are overweight. That's more than two-thirds of the country dealing with weight issues today. Unfortunately, I am no exception. Every time I see my doctor for my annual checkup, he says, "Tom, you have to lose a few pounds and exercise more."

We always knew that fit people are less likely to get sick, and Covid abundantly clarified that fact. The pent-up demand to

get fit again is ringing the cash registers at fitness centers around the country. This raises a business question: Are gyms a sound investment?

Many people outside the industry are looking in and saying, without evidence, that gyms are a fad or trendy. Others who are uninformed believe that people have fitness ADD, that is, they are easily bored and constantly look for the next best workout trend. While it is true that some concepts may be a fad, and some people do get bored, still, 63 million Americans are members of a gym right now.

Anecdotally, my parents and friends' parents didn't belong to a gym when I was a kid. But now, my mom, Ann, who is 81 years old, belongs to a gym and takes fitness classes three times per week.

According to the International Health, Racquet & Sportsclub Association (IHRSA)

members of health clubs stay with that gym for 4.7 years. The IHRSA submitted that membership costs \$58 per month on average. Americans spent \$34.8 billion on gym memberships in 2021 alone.

Some fitness concepts appeal to a certain clientele. For example, yoga, pilates, and barre are some of the most popular fitness studio activities women tend to join. As of 2020, 14% of women showed more interest in learning about yoga versus 10% of men. Males prefer traditional workouts such as weightlifting and CrossFit. (Morning Consult, 2020).

The gym owner's best friend is the recurring monthly revenue generated by gym dues. It is built-in residual revenue. The gym's clients permit the business to charge their credit cards monthly for the use of the gym, whether they use the service or not. That means that every month the owner



*"There are no shortcuts—everything is reps, reps, reps."*

— Arnold Schwarzenegger

has money in the bank. Moreover, it's a fun industry, and the business helps people in the community. Staffing requirements are minimum, and fitness professionals typically love what they do and want to come to work. Another bonus is that working out creates endorphins that help with anxiety and depression. Who can't use some of that these days?

Yes, some members quit, but new people are always joining fitness clubs. Getting in shape is proven to lower cholesterol, improve heart disease, and even reverse prediabetic conditions.

### BOUTIQUE FITNESS

Within the world of the franchise fitness industry, several different types of franchises are thriving. There are boot camp concepts that don't even require a storefront and are relatively inexpensive to operate. However, these concepts need lots of marketing and sales to bring people in the figurative front door.

Boutique fitness is popular with both customers and new franchise owners. Locations tend to be located in neighborhood strip malls and fit into smaller square footage, which lowers overhead costs. Fewer bills in the business put the required capital on the lower side of investments. As an operator, the more you increase your membership numbers, the higher your profits.

For example, imagine your hard cost or monthly breakeven for running the boutique fitness gym is X. X represents your rent, utilities, staff, credit card fees, software fees, marketing spend, and royalties. Once those expenses are covered, somewhere around 90% of every dollar above X is profit.

Because the staff requirement is low, the profit margins are high. Usually, only one person teaches a class of 10 to 40 people. Usually, there are also one or two people working at the front desk. If there were a downside to a boutique fitness model, it would be that your income is limited to how many people you can fit into a class and how many classes you can give per day.



PHOTO BY IVAN SAMKOV

The third type of fitness club is called a big box gym. These usually require expensive equipment and a more extensive, more varied staff. These units sometimes have indoor pools, spas, massage rooms, and other amenities. They try to be everything to everyone. That is fine, but various staff types are needed because different skill sets are required, cutting the bottom line or profit.

### BIG PLUSES

The best part of the franchised fitness industry is that fitness experience is unnecessary. It's not even necessary to know the difference between an elliptical machine and a barbell. The franchise company can teach you. Great gym franchises want to partner with people with management experience and people who can transfer their corporate knowledge into operating a gym. In any good business, the owner is the CEO, and they have trained, passionate people doing technical work.

If you are considering a business investment, the fitness industry may have all the attributes you want in a company. However, it is important to be sure that the business you are investigating in has a fair franchise agreement, initial and long-term training, and marketing support. If you want to learn more about what to look for in a top-performing franchise and the pitfalls to avoid when choosing a business, feel free to contact me. I am always here to help at [Tom@TheFranchiseAcademy.com](mailto:Tom@TheFranchiseAcademy.com) or [www.TheFranchiseAcademy.com](http://www.TheFranchiseAcademy.com) ▶



Tom Scarda is a franchise coach and advisor. He was the number one franchisee of the year with his first franchise concept and failed miserably in his second franchise. The lessons learned from failure are what make him such an expert. Tom is the author of the number one bestseller *Franchise Savvy*

and hosts The Franchise Academy Podcast. [www.TheFranchiseAcademy.com](http://www.TheFranchiseAcademy.com)

# TOP 100 FITNESS FRANCHISES



FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Hudson Valley Swim	2003	2022	\$60,375 - \$76,875	Nick Gartner	(845) 414-3565	www.hvswim.com
Premier Sports Leagues	2015	2020	\$25,000 - \$45,000	Anthony Mac Neil	(902) 209-2130	www.PremierSportsLeagues.com
Special Strong	2016	2019	\$51,000	Daniel Stein	(214) 843-8135	www.specialstrongfranchise.com
Legends Boxing	2012	2018	\$300,000	Rob Scott	(801) 768-4000	www.legendsexboxing.com
Zooga Yoga	2012	2017	\$150,000	Antonia King	(323) 333-8833	www.zoogayoga.com/franchise
Oxygen Yoga and Fitness	2011	2012	\$300,000	Melissa Hanssens	(604) 619-6901	www.oxygenyogaandfitness.com
SKfit	2011	2019	\$79,400 - \$153,800	Sylvester King	(619) 508-0250	www.skfitstudios.com
Pulse Performance	2021	2021	\$350,000	JD Busch	(888) 617-8573	www.pulseperformancestudio.com
Kinderdance International	1979	1985	\$15,000	Karen Maltese	(540) 904-2595	www.kinderdance.com
PickUp USA Fitness	2012	2016	\$350,000	Grace Ronquillo	(800) 584-9507	www.pickupusafitness.com/franchise
Send Me a Trainer	2007	2020	\$49,599 - \$85,299	Bary El-Yacoubi	(703) 901-8087	www.sendmeatrainerfranchise.com
Moms on the Run	2008	2012	\$8,115 - \$15,695	Karissa Johnson	(651) 560-6667	www.momsontherun.com/franchise
Goldfish Swim School Franchising	2006	2009	\$1,355,283 - \$3,266,858	Patty Crowe	(248) 896-1237	www.bit.ly/FC-GoldFishSwim
Eat The Frog Fitness	2014	2017	\$557,500 - \$791,000	Jesse Curry	(800) 841-8363	www.eatthefrogfitness.com
Pure Physique	2007	2018	\$150,000	Mike Lipowski	(914) 302-2022	www.purephysique.com
BODY20	2017	2018	\$292,000 - \$393,000	Christopher J. Pena	(970) 313-3603	www.body-20.com
Anytime Fitness	2002	2002	\$98,430 - \$523,824	Franchise Development	(800) 704-5004	www.anytimefitness.com/franchise
The Salt Suite	2011	2016	\$199,100 - \$425,600	Ryan Dodson	336-624-9524	www.thesaltsuite.com
Core Progression Elite Personal Training	2008	2018	\$162,000 - \$452,000	Jon Cerf	(254) 744-2661	www.coreprogression.com
GYMGUYZ	2008	2014	\$100,000	Josh York	(516) 627-4700	www.gymguyz.com
30 Minute Hit	2005	2006	\$120,000 - \$200,000	Stacey Firth	(778) 828-7755	www.my30minutehit.com
F45 Training	2011	2013	\$220,000 - \$299,000	Duncan Cork	(424) 277-1067	www.f45training.com
Gold's Gym	1965	1980	\$2,218,250 - \$5,000,500	Ken Phipps	(214) 296-5026	www.goldsgym.com
Title Boxing Club	2008	2009	\$171,951 - \$514,993	James Lloyd	(517) 388-1608	www.titleboxingclub.com
Soccer Shots Franchising	1997	2005	\$41,034 - \$55,100	Ashley Mitchell	(717) 616-8587	www.soccershotsfranchising.com
DivaDance	2015	2017	\$41,000 - \$57,600	Please contact HQ	(254) 307-2781	www.bit.ly/FC-DivaDance
Total Row Fitness	2016	2019	\$86,497 - \$180,413	Viktoriya Healy	(404) 247-9328	www.totalrowfitness.com/franchise
IM=X Pilates and Fitness	1996	2004	\$86,000 - \$195,745	Lauren	(212) 997-5550	www.imxpilatesstudio.com
Retro Fitness	2002	2006	\$944,250 - \$1,592,500	Eric Casaburi	(845) 920-1998	www.retrofitness.com
Fitness Together	1984	1996	\$143,600 - \$258,100	Matt Stanton	(303) 663-0880	www.fitnessstogether.com
Crunch Franchise	2010	2010	\$255,500 - \$2,320,500	John Morrison	(800) 669-7162	www.crunchfranchise.com
Orangetheory Fitness	2010	2010	\$563,529 - \$999,121	Dean Adelstein	(954) 618-6631	www.orangetheory.com
Jazzercise Inc.	1969	1982	\$2,405 - \$17,155	Sally Baldrige	(760) 476-6750	www.jazzercise.com
The Bar Method	2001	2003	\$218,964 - \$427,405	Franchise Development	(800) 704-5004	www.barmethod.com/franchising
TRIB3 International	2015	2016	\$90,000	Vaughan Maiden	44 (114) 268-0895	www.trib3.co.uk/franchise
THE8BLOCK Fitness Studio	2016	2019	\$150,350 - \$307,428	Annette Serrano	(718) 924-4675	www.the8blockfitnessstudio.com
Baby Power Forever Kids / Linda Searles	1980	2014	\$110,000 - \$135,000	Linda Searles	(800) 365-4847	www.babypower.com
Delta Life Fitness	2010	2015	\$330,000 - \$425,000	Josh Cherry	(409) 651-0010	www.deltalifefitness.com
UFC GYM	2009	2012	Call for information	Mike Apple	(949) 838-7024	www.ufcgymfranchise.com
Athletic Republic	1990	2007	\$272,000 - \$569,000	Lindsay Simpson	(435) 647-9000	www.athleticrepublic.com
CycleBar Franchising	2004	2015	\$402,650 - \$498,700	Kate Kwon	(949) 245-1828	www.cyclebar.com
Basecamp Fitness	2013	2020	\$500,760 - \$734,848	Franchise Development	(800) 704-5004	www.basecampfitness.com/franchise
SPENGA	2015	2016	\$304,082 - \$705,027	Carin Skowronsky	(402) 382-1466	www.spenga.com
fit20 USA Franchising	2019	2019	\$98,900 - \$183,200	Ben Litalien	(833) 348-4620	www.fit20usafranchise.com
Bodytek Fitness Franchising Inc	2010	2016	\$250,000	Michael Verdugo	(954) 770-6929	www.bodytekfitness.com
NinjaKour	2013	2018	\$472,000	Dr. Robert Pruni	(404) 831-1400	www.NinjaKour.ninja
Red Effect Infrared Fitness	2017	2017	\$150,000 plus	Allie T. Mallad	(954) 559-2117	www.redeffectfitness.com
9Round	2007	2009	\$99,675 - \$143,075	Shannon Hudson	(480) 621-5740	www.9round.com
Fitwall	2013	2014	\$310,600 - \$626,200	Michael Webb	(949) 679-0872	www.fitwall.com
Sudore Wellness	2017	2017	\$230,000 - \$437,500	Jim Belanger	(951) 310-8322	www.sudorewellness.com
Hardcore Fitness Boot Camp	2007	2017	\$225,335 - \$354,300	Lawrence Nolan	(951) 501-6070	www.hardcorefitnessbootcamp.com



# INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Snap Fitness Inc.	2003	2004	\$149,771 - \$462,800	Peter Taunton	(952) 474-5422	www.snapfitness.com/us
Welcyon, Fitness After 50	2009	2011	\$259,100 - \$363,000	Suzy Boerboom	(952) 873-7900	www.welcyon.com
Workout Anytime 24/7	1999	2005	\$555,500 - \$996,400	Randy Trotter	(770) 809-1401	www.workoutanytime.com
Orange Shoe Personal Fitness	2004	2009	\$81,500 - \$271,000	Martin	(608) 270-9480	www.orangeshoe.com
Pro Martial Arts Franchise Corp.	2000	2008	\$142,750 - \$199,550	Jon McLeod	(610) 722-5600	www.promartialarts.com
Live 2 B Healthy Senior Fitness LLC	2008	2010	\$37,695 - \$48,135	Cory Czepa	(612) 702-4256	www.live2bhealthy.com
Last Real Gym	2003	2018	\$487,600 - \$965,400	Frank Kole	(619) 795-9712	www.lastrealgym.com
Fit4Mom	2001	2005	\$6,205 - \$24,285	Lauren Shaver	(866) 348-4666	www.fit4mom.com
Atlas Fitness	2010	2018	\$184,200 - \$707,500	Christopher Cupi	(202) 525-5183	www.atlasfitnessdc.com
Iron Tribe Fitness	2010	2012	\$300,000 - \$433,500	Dr. T Foster Bryant	(205) 226-8669	www.irontribefitness.com
LetsLose Weight Loss Franchising Inc.	2003	2009	\$23,400 - \$65,700	Anita Gibson	(205) 670-5355	www.letslose.com
Sasquatch Strength	2014	2019	\$67,300 - \$175,700	Troy Morse	(206) 730-7746	www.sasquatchstrength.com
My Personal Trainer	2004	2010	\$49,700 - \$122,200	Jeffrey Stone	(440) 838-8400	www.ohiomypersonaltrainer.com
The Joint	1999	2003	\$211,400 - \$339,900	Peter Holt	(480) 245-5960	www.thejoint.com
RedLine Athletics	2013	2014	\$400,000	Steven DeBiase	(480) 788-3506	www.redlineathletics.com
Fitness Together	1984	1996	\$143,600 - \$258,100	Matt Stanton	(303) 663-0880	www.fitness.together.com
Epic Hybrid Training	2012	2015	\$64,650 - \$142,300	Alexander Nicholas	(646) 450-2405	www.epicintervaltraining.com
Tough Mudder Bootcamp	2009	2018	\$280,000	Will Dean	(702) 706-1155	www.tmbbootcamp.com
TruFusion	2013	2015	\$1,495,930 - \$3,640,400	Michael Borden	(702) 982-2930	www.trufusion.com
My House Fitness Franchise Inc.	2009	2011	\$115,445 - \$213,298	Jen Wherrell	(888) 524-4047	www.myhousefitness.com
Fit Body Boot Camp	2009	2011	\$136,000 - \$198,000	Lance Farrell	(888) 638-3222	www.fitbodybootcamp.com
Charter Fitness	2002	2011	\$577,708 - \$1,201,802	Dan Collins	(888) 827-9262	www.charterfitness.com
Endurance House	2007	2011	\$411,850 - \$647,750	Nick Gonino	(904) 374-4725	www.endurancehouse.com
Tiger-Rock Martial Arts	1983	2008	\$89,900 - \$197,600	Bert Kollars	(913) 725-0777	www.tigerrockmartialarts.com
High Altitude Personal Training	2009	2015	\$261,270 - \$365,520	Joey McDonald	(928) 225-9707	www.haptonline.com
YogaSix	2012	2018	\$283,300 - \$452,800	Anthony Geisler	(949) 346-9794	www.yogasix.com
Club Pilates Franchise	2007	2012	\$167,967 - \$280,446	Anthony Geisler	(949) 346-9794	www.clubpilatesfranchise.com
Total Woman Gym + Spa	1965	2013	\$860,500 - \$1,483,500	Amanda Green	(858) 217-3920	www.totalwomanspa.com
Kaia FIT	2004	2013	\$34,000 - \$99,765	Melissa Bruce	(757) 870-4488	www.kaiafit.com
Alkaline Studios	2015	2015	\$168,250 to \$491,000	Lizzie Hammerman	(415) 952-7882	www.alkalinstudios.com
Row House Franchise	2014	2017	\$257,700 - \$400,800	Anthony Geisler	(857) 702-2769	www.therowhouse.com/franchise
Planet Fitness	1992	2003	\$969,600 - \$4,242,500	Sara Grotheer	(603) 750-0001	www.planetfitness.com
Regymen Fitness	2017	2018	\$431,000 - \$870,500	Donnie Jarreau	(225) 256-4488	www.regymenfitness.com
LaVida Massage	2007	2007	\$284,750 - \$476,400	Mark Davis	(248) 366-4611	www.lavidamassage.com
The Exercise Coach	2000	2010	\$113,149 - \$297,749	Brian Cygan	(248) 847-3923	www.exercisecoach.com
Massage Green Spa	2008	2009	\$170,000 - \$282,000	Allie Mallad	(248) 849-9600	www.massagegreenspa.com
Legacy Fit	2008	2014	\$217,650 - \$391,450	Denise Diaz	(305) 469-4797	www.legacyfit.com
Fitness 1440	2009	2012	\$100,000 - \$837,000	Jason Alles	(321) 948-5223	www.fitness1440.com
CKO Kickboxing	1997	2007	\$112,997 - \$378,447	Joseph Andreula	(347) 335-0995	www.ckokickboxing.com
iLoveKickboxing.com	2009	2012	\$214,944 - \$559,494	Fredrik Mertens	(516) 882-7182	www.ilovekickboxing.com
Max Muscle Sports Nutrition	1991	2001	\$114,600 - \$281,300	Jon Meyer	(530) 626-0239	www.maxmuscle.com
Burn Boot Camp	2012	2015	\$142,330 - \$349,150	Diamelen Splain	(704) 763-7533	www.burnbootcamp.com
Self Made Training Facility	2010	2016	\$263,982 - \$725,737	Corey Jones	(760) 505-4160	www.selfmadetrainingfacility.com
The Camp Transformation Center	2010	2016	\$167,000 - \$326,500	Erick Salgado	(909) 325-6011	www.thecampfranchise.com
Hard Exercise Works	2008	2011	\$136,273 - \$466,483	Randall Greer	(772) 529-0108	www.hardexerciseworks.com
Shred415	2011	2017	\$423,480 - \$920,800	Matt Micheli	(773) 360-8228	www.shred415.com
EnVie Fitness	2012	2012	\$84,600 - \$292,900	Ryan Bernal	(778) 549-4717	www.enviefitness.com
Get In Shape For Women	2006	2007	\$71,412 - \$172,675	Dave Dembinski	(781) 812-2870	www.getinshapeforwomen.com
Tapout Fitness	2014	2015	\$93,800 - \$566,500	Marc Tascher	(800) 598-8872	www.tapoutfitness.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.

# MAKE CONNECTIONS AT WORK AND IN LIFE





## Who you know can change your life.

By Patrick Laforet

**W**ork and day-to-day life are more enjoyable when you have meaningful relationships. It's nice to have someone to talk to, and the more people you know, the more likely it is that one of them will be able to help you out in a big way down the road.

It's not just about who you know, but that's a big part of it. Who you know can change your life! If you know the right people, big things can happen. It's also important to connect with others for social reasons.

Consider how much you would do for a good friend. Your relationships are valuable on multiple levels.

You would be very surprised to learn how many mid-management and senior positions are greatly influenced by relationships. If I am forming a new team or filling an important position, my first thought is, "Do I know anyone who would be good for this?" If you have worked successfully with me in the past, I might just pick up the phone and see if you are interested.

Even if there is a formal competition for the role, being supported by the decision-maker is a tremendous advantage.

The best approach to this long term is to be genuine, be willing to go the extra mile and take care of those around you.

### USE THESE STRATEGIES TO CONNECT WITH THE PEOPLE AROUND YOU:

**1. Be willing to start small.** It's unlikely that the CEO of a Fortune 500 company is going to join you for a burger and beer. It's also unlikely that a complete stranger walking down the street is interested in spending a weekend with you.

- ▶ Start by taking one small step. If that goes well, you'll have the chance to escalate the relationship down the road one step at a time.
- ▶ Ask a colleague to join you for coffee.
- ▶ Ask a neighbour if they'd like to play golf.
- ▶ Start a conversation.

**2. Take advantage of opportunities.** Office birthday parties, the coffee maker, water

cooler someone new moves into your neighbourhood, the time before the meeting starts. These are all great opportunities to say hello and start a conversation.

- ▶ Most people are waiting for someone to talk to them. You can be that person.

**3. Join organizations.** Many workplaces have softball teams, volunteer organizations, or a Toastmasters Club. Get involved. Your local community has plenty of social opportunities, too.

- ▶ Be assertive and sign yourself up for something that interests you that will bring you into contact with others.

**4. Show genuine interest.** One of the best ways to grow a relationship of any kind is to show genuine interest in the other person. Use their name when you speak to them. Give them your full attention. Show enthusiasm when you see them.

- ▶ Remember the things they've told you in the past. For example, if they tell you Friday that they're going to see a movie, be sure to ask them about it the next time you see them.

**5. Use your lunch hour wisely.** There's a common saying in the business world, "Never eat alone." Instead of just sitting there and eating your lunch alone, spend that time sharing a meal with someone.

**6. Be approachable.** Think about the kind of people you naturally like when first meeting them. They're probably in a good mood, very open, and smiling. We've all seen people that look very approachable.

We've also all seen people that look very unapproachable. Be the former.

**7. Be open and interesting.** Have an interesting life and be willing to discuss it. Who wants to hang out with someone that just works and watches TV?

- ▶ Do you breed snakes? Tell people about it.
- ▶ Do you compete in barbeque contests? Share that information.
- ▶ Do you collect Spiderman comics or rescue cats? That's interesting.
- ▶ However, realize that no one will know how interesting you are if you keep your life a secret!

Relationships add spice and stability to life. The people in your life can also potentially do a lot for you. **It's nice to have a ride to the airport, be invited to parties, or to be offered jobs that haven't even been announced.** Create connections with the people around you. You never know what might happen. ▶



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients. Pat is also the owner of [www.911forjobhunters.com](http://www.911forjobhunters.com), where

he delivers online training and coaching. [plaforet@stoakley.com](mailto:plaforet@stoakley.com)  
 Author of *Job Search Secrets 2020*: [www.911forjobhunters.com](http://www.911forjobhunters.com). Visit our site for more free resources.





PHOTO BY SHUTTERSTOCK

# WHAT EXACTLY IS GPT-3?

## A STEP-BY-STEP GUIDE FOR USING ChatGPT.

*One thing I am sure of is that GPT-3 has a bright future!*

By Sitki Kazanci

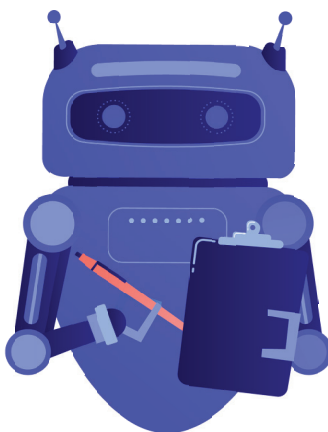
**G**PT-3 can write poems, blogs, stories, emails, essays, and cover letters for your résumé, as well as translate legal text into plain English and even code! All of this is accomplished through the use of artificial intelligence (AI).

GPT-3 can serve as your personal assistant. Simply give it a brief instruction. It will only take a few seconds. Do you find these ideas frightening?

You may have heard something about GPT-3 but are unsure what it signifies. GPT-3 is a collection of machine learning models that recognize and generate natural language. GPT-3 is an acronym that stands for generative pretrained transformer, third generation. With OpenAI's machine-generated

text generator, you can generate enormous amounts of relevant, intelligent text from a small amount of input.

With the help of ChatGPT, you can write an article about any topic, program, or mobile app in a minute; you will not need to search Google for anything.



### Now ChatGPT Is Free

In this article, I'll show you how to create and use an account.

For the time being, the AI chatbot is absolutely free.

### How to Make a ChatGPT Account

**STEP 1:** Type **Chat.openai.com** into the address bar of your browser.

**STEP 2:** First, create an account with OpenAI, the organization that created ChatGPT.

**STEP 3:** Click the sign-up button to create an OpenAI account.

**STEP 4:** Enter your email address and create a password.

**STEP 5:** You're ready to go after verifying your email and the phone number associated with your account.

You will now see page if you log in to **chat**.



*With the help of ChatGPT, you can write an article about any topic, program, or mobile app in a minute; you will not need to search Google for anything.*

**openai.com.** And this is the fundamental interface. And now we can start questioning it.

#### **How does GPT-3 help the franchise industry?**

OpenAI's GPT-3 is a cutting-edge language processing artificial intelligence (AI) model. It can generate natural-sounding prose and execute various linguistic tasks like translation, summarization, and question-answering. GPT-3 has the potential to be used in the franchise industry for the following:

**Create marketing content:** GPT-3 might be used to create marketing materials for franchises, such as blog entries, social media posts, and email newsletters.

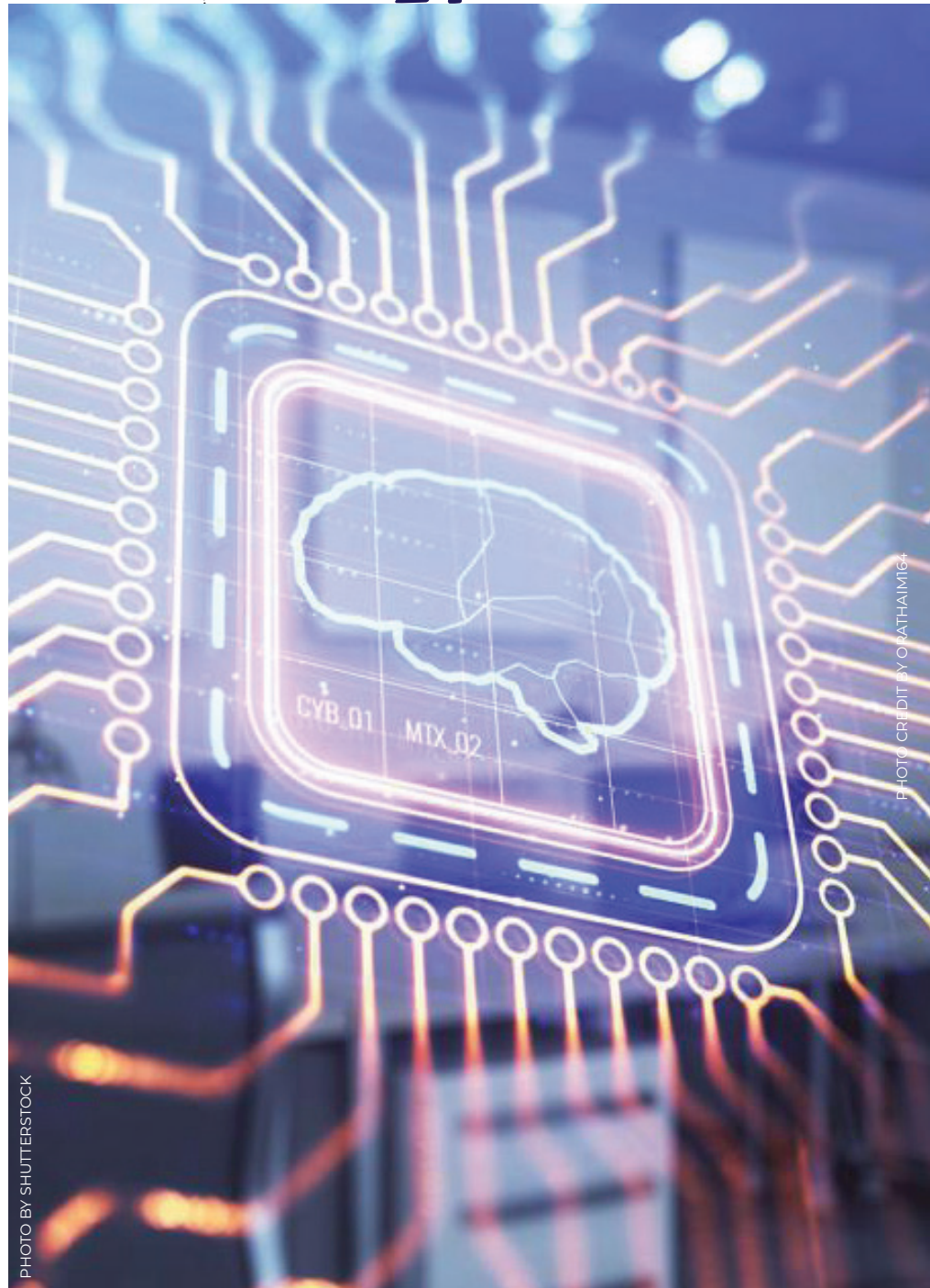
**Assist with customer service:** GPT-3 could be linked into a franchise's customer service systems to assist with answering frequently asked questions and providing customer support.

**Increase efficiency:** GPT-3 might be used to automate operations like data entry and document creation, freeing up franchise staff to focus on higher-level duties.

**Improve search engine optimization:** GPT-3 can be used to create high-quality, keyword-rich content for franchise websites, which can help them rank higher in search engine results.

While GPT-3 has the potential to be a strong tool for franchises, it is not a one-size-fits-all solution and should be used in tandem with other marketing and business methods.

Finally, OpenAI's GPT-3 is a massive step toward better application for natural language processing in the AI space. It will undoubtedly benefit several sectors. All it takes are the correct apps and model combinations, and you're ready to go. With its creative innovation and immense benefits, GPT-3 could be the next big thing for the globe.



GPT-3 has the potential to become an even more powerful instrument in the future with continued study and development.

GPT-3 was designed to simplify our jobs,

not replace us. Rather than worry that GPT-3 will take our jobs, we should make use of the benefits that GPT-3 provides. ▀

*This article was written by a human. ;-)*



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PHOTO BY GEORGE RUDY

# Fit for Growth

*In spite of the pandemic, the fitness industry endures.*

By Lynne Shelton, Esq.

**A**s our society transitions out of pandemic times, it seems some of our good old habits are destined to not only return but are poised for growth.

The sports and fitness industry has had a steady growth since 2010, except for the

pandemic year 2020. In 2019, the fitness and health club market grew to \$96.7 billion before the Covid-19 pandemic. In 2020, the fitness industry market size dropped to \$81 billion. The United States saw almost 17% of gyms and fitness clubs close permanently because of the pandemic, according to the International Health, Racquet & Sportsclub

Association (IHRSA). However, in their August 2022 statement, IHRSA states, “More than two years after the landscape of the health and fitness industry was forever altered, we see reassuring signs of recovery.” In its global report as part of the Physical Activity Council report, more than one in five Americans (21.8%) belonged to a health club or studio





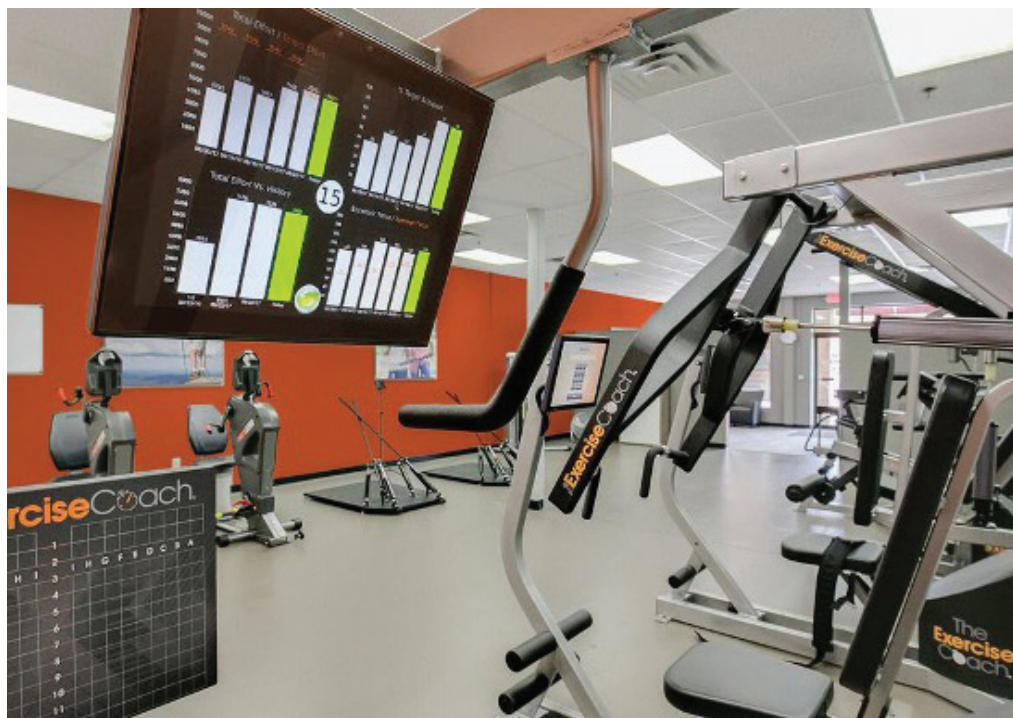
in 2021, which represented a 3.8% growth despite Covid's severe challenges.

The projected fitness industry between 2021 and 2026 is accelerating at a compound annual growth rate of 7.21% during the forecast period, according to Mordor Intelligence. As the restrictions are lifting and the science showing safe exercise on site, people are returning to their preferences. Although the habit of exercise never stopped, as shown by triple digit sales growth for home fitness equipment during the pandemic, such as yoga mats (146%), stationary bikes (170%), free weights (181%), and weight benches (259%), people still prefer working out in person, surrounded by others.

From a revenue standpoint, the fitness and health industries are growing at a rate of 8.7% per year. As such, 8.7% of extra revenue is generated on an annual basis by all global fitness facilities. This extra market growth might contribute to the long-term development of other fitness-related products and services. This doesn't dictate that prices are getting higher—rather, more people are willing to join the fitness industry, due to health and body image concerns. Fitness enthusiasts can also expect mental health improvements and more energy on a daily basis (Wellness Creative Fitness Industry Market Report 2022).

As a direct outcome of the pandemic and many lockdowns, our society has renewed interest in the importance of togetherness. As a franchise opportunity, sports and fitness franchises provide a niche for those interested in providing a place for others to be together and to improve their health while continuing to challenge themselves.

Although owning your own sports and fitness franchise can be intimidating, doing so under the umbrella of an established franchise with brand value, sports and fitness franchisees get the best of both worlds. The opportunity to establish a business under an already recognized name, with an established operation plan, creates a unique opportunity for fitness buffs looking to open a business with lower startup costs and lower overhead overall than traditional sports clubs.



The fitness franchise business model of today requires less square footage, as well as fewer employees working at any given time to operate the business. By keeping overhead lower, franchisees are given the space and time to increase their profit margin, without being bogged down by the complexities of operating and maintaining a large sports club.

The smaller fitness franchise models have been on the rise since the launch of Curves in 1992, particularly in more metropolitan cities. As technology increases the muscles targeted and the ability to work out for a shorter time, fitness franchises have enabled workouts in minutes instead of hours for many working people, allowing more people to enjoy a good workout more often. This is evidenced by the rise of small footprint franchise models appearing throughout the country over the last five years especially, such as 24 Hr. Fitness, Anytime Fitness, Orangetheory, Workout Anytime, The Exercise Coach, and Snap Fitness, just to name a few.

As our societal perception of fitness and access to it continues to change, fast, smaller, high-tech, and intimate fitness

franchises seem to be the most adaptable. Whether you decide to pursue a large sports club opportunity, or a small footprint fitness model, keeping the focus on high quality, quick workouts while maintaining a healthy, hygienic, Covid-free environment is sure to bring success for years to come. ▶



**Ms. Shelton** was the chief operating officer of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and chief executive officer of an international nonprofit company specializing in training entrepreneurship to young adults.

SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel services for a flat monthly fee.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, site selection, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to [franchising@SLA.Law](mailto:franchising@SLA.Law) or call (866) 99-FRANCHISE.

# REACHING YOUR BUSINESS GOALS IN 2023: A Step-by-Step Guide

*Tracking your progress is crucial for staying motivated and on track toward your business success goals in 2023.*

By Sara Jensen

**S**etting and achieving your business success goals in 2023 require a clear vision, a well-defined plan, and consistent action. Here are some tips to help you accomplish your goals:

**DEFINE YOUR GOALS:** The first step to achieving success is to define what success means to you. Do you want to increase your revenue, expand your customer base, or launch a new product or service? Whatever your goals may be, make sure they are specific, measurable, achievable, relevant, and time-bound (SMART).

**CREATE A PLAN:** Once you have defined your goals, the next step is to create a plan to achieve them. This plan should include specific action items, deadlines, and resources needed. Consider seeking the help of a business coach or mentor to help you develop a solid plan.

**TAKE ACTION:** Now that you have a clear plan in place, it's time to take action. This means consistently working toward your goals, even when faced with setbacks or challenges. Don't be afraid to pivot or make adjustments to your plan if necessary, but keep moving forward.



**MEASURE YOUR PROGRESS:** Tracking your progress is crucial for staying motivated and on track. Set up systems to measure your progress and regularly review your progress toward your goals. This will help you identify any areas where you may need to make adjustments or course correct.

**STAY FOCUSED AND PERSISTENT:** Success requires focus and persistence. Avoid getting distracted by shiny object syndrome or letting setbacks discourage you. Keep your eye on the prize and stay committed to your goals.

**CELEBRATE YOUR VICTORIES:** Achieving your business success goals is a big accomplishment, and it's important to celebrate your victories along the way. This will help keep you motivated and inspired to continue working toward your goals.

By following these tips and consistently working toward your goals, you will be well on your way to achieving business success in 2023. Remember, the journey toward success is not always easy, but with hard work and determination, you can achieve your dreams. ►



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# A SAFE INVESTMENT OPPORTUNITY: FRANCHISING IN THE FITNESS INDUSTRY

By Mary McHugh

**F**ranchising has long been the preferred job option for seasoned professionals wishing to leave the corporate 9-to-5 and enter their second acts or looking to add a new income stream as they prepare to retire. Due to well-established franchise systems that make investments safer than those made when starting a new business from scratch, entrepreneurs can pursue these opportunities with more confidence. Business owners that take pride in living healthy, active lifestyles should find it easy to make the decision to own a fitness franchise. Those who can launch their own business, however, must make a number of difficult choices.

Over the course of their careers, these experts have acquired various knowledge, abilities, and experiences. They have a special comprehension of what it takes to run an organization when combined with an

entrepreneurial mindset. By utilizing the guidance and best practices offered by a robust, well-established franchise system, they may combine their current skills with the collective knowledge of a successful franchise to get up to speed, reduce the learning curve, and achieve success more quickly.

For fitness franchises, prospective franchisees receive counseling and guidance above and beyond what is essential to run a successful business, including specialized coaching and instruction for trainers and other gym staff. A knowledgeable franchisor will be able to teach staff members how to implement the methods used by other gyms in the system to succeed and retain monthly members. Franchises' capacity to transfer tried-and-true best practices that support a new location from the front desk to the back office is one of the key reasons influencing the rapid growth of franchises in

the current economic environment. According to the International Franchise Association's Franchised Business Outlook Report, the franchise sector expanded by around 2% more than the overall economy in 2022.

## INTEGRATING KNOWLEDGE AND A PASSION FOR FITNESS

Prospective franchisees can combine their professional talents with a tried-and-true business strategy and their love of fitness to catapult themselves to success by investing in a fitness franchise if they are interested in leading an active, healthy lifestyle. Even with the assistance of a solid franchise concept, starting a new firm is a challenging job that occasionally requires long hours. Gym owners, however, are more motivated to work hard every day because they know they are creating a business where their customers and employees share their passion for physical fitness.



*Given the current potential in the fitness business, franchising is a fascinating choice for people who value leading a healthy, active lifestyle. Attracting investors involves a combination of market realities, consumer trends, and the opportunity for new revenue streams.*

PHOTO BY ALEX VOG

Although franchises have benefited from the current economic situation, the fitness industry has benefited the most. Commercial real estate is filled with a lot of empty space because of the decline of brick-and-mortar retail. Fitness centers are particularly appealing tenants for commercial realtors because they can induce retail establishments to remain in malls and shopping centers. With the empty space and gyms' capacity to bring their members in several times each week, it's a win-win partnership. These factors combine to give fitness franchises with powerful negotiating leverage when looking for venues, leading to favorable rent rates.

The fitness industry's revenue is rising while the price of real estate is declining. The fitness industry contributes \$76 billion globally. The global obesity problem has made more people aware of the advantages of fitness programs. The fact that fitness enthusiasts prioritize their health even when they are cutting back on other expenses shows that the industry is recession-proof.

## THE FITNESS INDUSTRY IS EXPECTED TO GROW.

Use for the deck instead of the longer one you have? The fitness industry will grow at a 1.5% compound annual growth rate (CAGR) through 2022, with franchised fitness firms predicted

to grow at a 2.5% CAGR as owners look for safe investment opportunities, according to recent predictions from market research firm IBISWorld. This trend is largely driven by health-conscious millennials who are willing to pay more for workouts that put them in touch with other people for a shared fitness experience. Fitness franchises can draw in a devoted customer base because gym memberships are popular among millennials, but people of all ages also join them.

Another advantage for franchisees in the fitness sector is the variety of revenue streams they may access. Gyms can provide group fitness classes on a per-class basis in addition to the typical monthly membership model. As indicated by the recent growth of cycling, yoga, and barre studios, where clients frequently attend for sessions for the community and group experience as well as to get and stay fit, this has proven to be a very successful business model for boutique fitness studios in recent years.

Private coaching offers gym users the ability to meet with staff members for customized training sessions or dietary advice that will help them attain their fitness goals. This service is charged on an hourly or per-session basis. Private coaching increases income while supporting gyms in long-term

relationship building, member and staff retention, and revenue growth.

## SUPPLEMENTAL SOURCES OF INCOME

Along with the opportunity to generate income from service-based revenue streams, fitness franchisees can also profit from selling products and other kinds of retail goods. When gym members fully identify with a gym's brand, they will demonstrate this identification by buying and sporting branded exercise equipment, including wraps, boxing gloves, and other protective clothes, as well as other products they need to take part in the fitness program. Because of the flexibility to provide those things on-site, customers find it convenient, and the franchisee can keep more of its members' fitness expenses local.

The franchise business model is a great fit for a variety of business owners, but given the present outlook for the fitness industry, it is particularly enticing to those who place a high value on living active, healthy lifestyles. A combination of market factors, consumer trends, and potential for new revenue sources make fitness franchising a smart investment that will pay off both immediately and over time. ▀



PHOTO BY YURI ARCURI

# Adaptive & Inclusive Fitness

Mental, physical and cognitive challenges



**B**y the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of

Personal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.



## SPECIAL STRONG

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www.specialstrong.com



## In the Global Pandemic, One Fitness Franchise Concept is Taking Advantage of Its Unique Position in the Market.

**BODY20, the leading Electro-Muscle Stimulation (EMS) Fitness Concept in the United States is enjoying record growth due to its Pandemic Proof Business Model**

**T**here are very few significant technological breakthroughs in fitness, especially one as fundamental as how the human body builds strength and muscle. BODY20 is disrupting the \$90 billion dollar fitness industry and is going to change the way people workout letting EVERY.BODY.UNLEASH their full potential. Using the proprietary BODY20 electro-muscle stimulation (EMS) training method BODY20 can give its clients the benefit of a 2 hour full body workout in just 20 minutes with no needs for weights or added resistance. Even more importantly, in a time when so many gym-goers and group fitness buffs are shunning their crowded gyms and classes for at home workouts, BODY20 is thriving due to its one-on-one private EMS training model. A business model, that through its revolutionary technology, allows its members to build strength and muscle without even touching a single piece of gym equipment and while maintaining a safe distance between trainer and client.

While BODY20 and EMS workouts are new to the United States, they are wildly popular across Europe with over 1,700 EMS Fitness studios in Germany alone. So why aren't there thousands of EMS studios in the United States? With recent FDA Clearance of the BODY20 devices, the company believes it is only a matter of time before EMS will be as common place in the United States as Pilates, Barre, and HIIT workouts.

Considering opening a BODY20 Studio and want to know if it's right for you? Are you obsessed with fitness? Are you driven, motivated and a self-starter who wants to jump on board with the future of fitness technology? Are you a leader or entrepreneur looking for something more? Well, you've come to the right place. BODY20 is looking for high performance minded and motivated individuals with a passion for fitness and the requisite business experience. While not required we focus on management experience, sales experience and

a strong understanding of service businesses. Prospective franchisees must have liquid capital in excess of \$100,000 and be ready to make a full time commitment.

So while Humans have built muscle the same way for thousands of years..... lifting heavy objects. BODY20 has a better way. With no strain on tendons, ligaments, or joints, BODY20 allows its customers to get 36,000 muscle contractions in just 20 minutes while building muscle, burning fat and toning up. If you want to be part of the fitness future and love the idea of working for yourself while also helping people look and feel great, BODY20 would love to talk to you about joining their growing team of Independent Franchisees.



**BODY20®**  
EVERY.BODY.UNLEASHED.

### **BODY20**

101 Plaza Real South  
North Unit 210  
Boca Raton, FL 33432

(970) 313-3603  
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www.bodytwenty.com

# The Most Personalized Group Training in the world!

Combining the best of personal training with group fitness

**O**ur co-founder, Olympic Gold Medalist Bryan Clay, readily admits that the biggest difference between him and everyone else was his team. Trainers, nutritionists, coaches, and sports psychologists all influenced his training over his almost 20-year professional career. To reach new heights in your fitness and performance, you also need expert guidance.

Eat The Frog Fitness is the only personalized group training program that combines athletic-inspired training and the science of your body to achieve incredible results.

## Live Coached & Virtual In-Studio Training

Eat The Frog Fitness is known for our live-coached and virtual in-studio sessions - offered 24 hours a day, 7 days a week. Most recently, we launched Frog On-The-Go for members to workout from the comfort of their homes.

## Minimal Staffing

In-studio virtual sessions eliminate coach-led sessions up to 50% per day, reducing your overall payroll expenses since the studio can remain open with no staff needed - all while you are fully operational during non-peak hours.

## Technology Driven Company

With custom heart rate technology (no one-size-fits all algorithm here), 24/7 access, best in class security, global delivery of workouts, a proprietary algorithm to deliver personalized workout training plans, and the Eat The Fitness app - we use technology to deliver the most personalized workout experience available.

## Immersive Experience

With oversized IMax style screens, it is easy to follow along with the session instruction. Plus, lights and music change to match suggested heart rate training zones for a fully immersive experience unlike anywhere else.

## Our Equipment

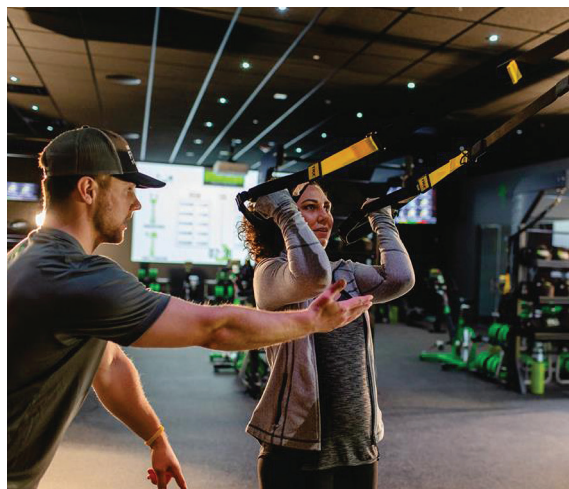
Our world-class equipment consists of Concept 2 rowers, Kaiser spin bikes, TRX bands, Trigger Point Foam Rollers, Alpha Sand Bags, and the Nubell weight system, all of which are low impact, biomechanically sound, and powered by your body - reducing your initial investment and long term maintenance costs.

## Position In The Market – Net Promoter Score

Our membership experience is reflected in our world-class Net Promoter Score®, or NPS®, which measures customer experience and predicts business growth. We are very proud of our 90+ average and believe it is a positive indicator of Eat The Frog Fitness's future growth.

## Industry trends favor boutique Fitness.

Over the last five years, consumers who reported being members of boutique studios grew by 121%, significantly more than the 18% growth experienced by commercial fitness facilities over the same period (IHRSA).



## EAT THE FROG FITNESS

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# Total Row Fitness

Join the Rowing Revolution!

**T**otal Row is a rowing centric group boutique fitness studio. Headquartered in Atlanta, Georgia husband and wife owners, Elliott and Lauren Smith, built Total Row on 3 founding principles: (1) Provide a scalable workout that someone of any age or ability can enjoy, (2) Broaden the target market of those looking to join group fitness classes, and (3) Give back to their local community.

There is a reason rowing is making waves in the fitness industry! “We had worked out for years before, and most places are really intimidating unless you fit a very specific demographic. We decided to change this and created Total Row. By putting rowing front and center, we took advantage of the exercise’s total body, low-impact motion that almost anyone can do. Our studio is warm and welcoming, and it is a nice reprise from the celebrity instructors and head-banging music,” said Elliott.

Because Total Row classes always have rowers as the central cardio component, classes are total body, low-impact, and calorie-torchers (participants can burn up to 900 calories per class)! With the addition of suspension bands, kettle bells, slam balls, yoga, and more, each class is unique and fun! Classes are scalable to any age or ability, and we have members that range from Olympic gold medalists to grandparents!

The Total Row Franchise is committed to supporting the communities that help it thrive. Each year, the company donates to 10 different charities through its “Give Me 10 Big Ones” program.

Total Row franchises are unique, scalable, flexible and are built to thrive in both small and large markets. If you have a passion for helping people live better, healthier lives, we want you on our Crew! Total Row Studios have a low fixed cost structure, which opens the reality of owning an exciting, impactful business to a wide range of investment levels!



**TOTAL ★ ROW**  
FITNESS

## TOTAL ROW FITNESS

3655 Roswell Road  
Suite 204  
Atlanta, Ga 30342

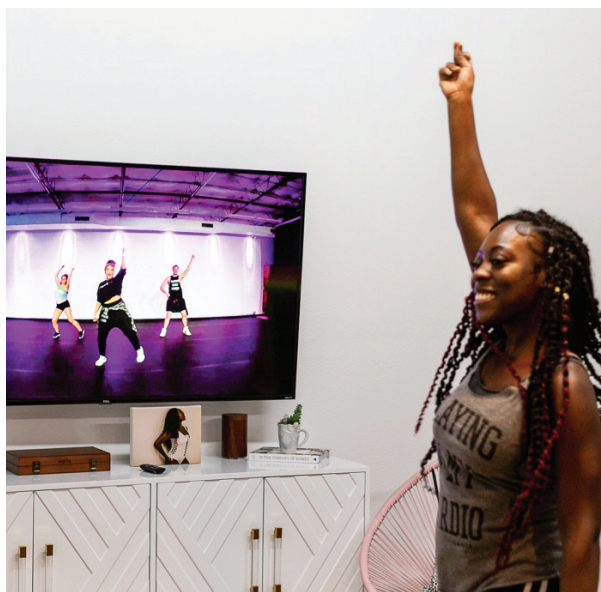
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# DivaDance

Dance choreography classes for adults.

**T**he mission of DivaDance is to change lives while inspiring confidence and building community through dance choreography classes for adults! Now in 20 cities across the country (and a robust online class offering), DivaDance makes dance class accessible, inclusive, stress-free, and FUN. The DivaDance franchise is a unique model with no required facility build out or long term lease, as DivaDance franchise owners identify local partnerships and facilities where they can consistently hold classes such as rec centers, children's dance studios, community centers, and even Jazzercise facilities! This makes the initial investment even more accessible and the model recession-resilient. Founded by former music executive, Jami Stigliano, DivaDance was created after she left a dance class at a famous New York City studio - feeling frustrated by the stressful and competitive environment. Determined to redefine the dance class experience for those who aren't Broadway or Beyonce-backup bound, she began curating her own classes for Manhattanites looking for a fun way to do

what they love and to find community. While weight loss and health/fitness goals are a benefit of dance cardio classes, DivaDance focuses more on body positivity, inclusivity, and the self-care benefits of committing to dance as a lifetime hobby. And franchisees are loving what this does for the ladies in their area. Says Rashaida Melvin, owner of DivaDance Washington, DC, "I wanted to be a part of an inclusive dance community, one that is completely free of competition and welcomes everyone. I have danced since the age of 3 and I love being able to provide community for people with varying ranges of dance experience. As an adult, especially in DC, it is easy to get lost in professional (and personal) goals. At every class, we are able to offer ourselves and our clients a break from reality and an opportunity to invest in themselves." DivaDance Franchising is headquartered in Austin, Texas and actively looking to expand to even more cities nationwide! The total investment necessary to begin operation of a DivaDance Franchise is between \$41,100 and \$57,600. This includes \$28,000 that must be paid to the franchisor.



## DIVADANCE HQ

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# Disrupt the Catus Quo

Join our growing pride of animal enthusiasts turned entrepreneurs as we continue our mission to change the way people think about cats and cat care.

**A** Happy Cat Hotel & Spa Franchise is a premier, world class care facility designed and engineered exclusively for cats. Happy Cat Hotels and Spas are boutiques – that is quiet, serene environments that allow you every opportunity to immerse yourself in a hands-on cat experience WHILE growing a successful business along the way.

The dog daycare and boarding centers will tell you that the US has gone to the dogs but those looking under the fold know that there are more cats owned and cared for in the US than dogs. In fact, cat ownership exceeded dog ownership as early as 2004. As of 2018, there are estimated to be 2.1 cats per family in the US – compared to 1.2 dogs per dog



owning family. It is a more affluent demographic, a more travel-ready demographic, and a demographic with virtually no options in their respective markets. That means no competition! Cat enthusiasts are not boarding or grooming their cat's at a dog spot. If you see the wisdom in this, you're already halfway there.

## Consider...

- 67% of all cats are owned by boomers or millennials
- 72% cat owners are not influenced by the economy
- 53% cat owners have more than one cat
- 60 million dog families with a total of 89.7 million dogs VS. **47 million** cat families with a total of **95.6 million cats**
- 60% of pet owning households at "high-income" level
- Cat ownership among seniors up 43 percent in last decade

Owning your own business isn't easy. After 20 years in small business, our founders can tell you that first hand! But Happy Cat Franchising Inc. has the tools and resources to help you grow as an independent businessperson in a profitable business you can truly love. Stop thinking about making that change and make that change. Remember, **today** is your best opportunity to take control of tomorrow. If you're ready for a change in both life and work and love animals but have never thought there was a way to make a living doing so, you should check out Happy Cat Franchising. It's the cat's pajamas!

THE  
**Happy Cat**  
HOTEL  
*Franchising Inc.*

## HAPPY CAT HOTEL FRANCHISING, INC.

446 Broad St.  
Windsor, CT 06095

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www.happycatfranchising.com

## BY THE NUMBERS

THERE ARE ABOUT  
**41,370**  
GYM FACILITIES  
IN THE U.S.

SOURCE: IHRSA



GYMS MAKE ABOUT  
**\$545.81** PER GYM  
MEMBER EACH YEAR.

SOURCE: RUNREPEAT

**86%** of consumers are willing to pay  
up to 25% more for a better  
customer experience.



THE NUMBER OF GYM  
MEMBERS  
IS EXPECTED  
TO REACH  
**230 MILLION**  
BY 2030.

PRIOR TO THE PANDEMIC,  
THE ONLINE FITNESS  
MARKET WAS  
VALUED AT  
**\$6 BILLION**



**3.8%**  
GROWTH OF  
GYM & FITNESS  
FRANCHISES IN THE  
U.S. ANNUALIZED FOR  
2018–2023.

THERE ARE  
**713,000**  
FITNESS CLUB  
EMPLOYEES IN  
THE U.S.

IN THE U.S.  
**39%**  
OF CITIZENS  
ARE CURRENTLY  
REGISTERED AS A GYM  
CLUB MEMBER.

**69%**  
of employees  
are more likely  
to stay for  
**3 YEARS**  
if they  
experience  
great  
onboarding.



**83%** OF PEOPLE WOULD BE HAPPY TO  
PROVIDE A REFERRAL AFTER A POSITIVE  
EXPERIENCE.

MORE THAN **12%** OF NEW GYM MEMBERS JOIN IN JANUARY.

NORTH AMERICA CURRENTLY HAS THE GREATEST  
MARKET SHARE, BUT ASIA PACIFIC IS EXPECTED TO  
SEE THE LARGEST GROWTH IN THE FUTURE.



**WEARABLE TECHNOLOGY IS THE  
NUMBER ONE TREND FOR 2022.**

MODERN GENTLEMEN





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- Equipment financing for new purchases and upgrades
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- Insurance options to help protect your investment<sup>1</sup>

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All loans and lines of credit are subject to receipt of a complete M&T application, credit approval and other conditions. Other terms, conditions, fees and restrictions may apply.

Unless otherwise specified, all advertised offers and terms and conditions of accounts and services are subject to change at any time without notice. After an account is opened or service begins, it is subject to its features, conditions, and terms, which are subject to change at any time in accordance with applicable laws and agreements. Please contact an M&T representative for full details.

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