



Flirty Girl Fitness[®]

WHAT DOES FLIRTY GIRL FITNESS[®] BOOTY BEAT[™] HAVE TO OFFER YOUR FACILITY?

A BRAND NEW, FUN, FABULOUS, FITNESS CLASS WITH NO COST TO YOU

Flirty Girl Fitness[®] Booty Beat[™] is a fun, fabulous cardio-intensive dance-based class that will have participants feeling like they are having fun with their friends rather than working out. Flirty Girl Fitness[®] Booty Beat[™] does not require any equipment or charge any licensing fees for use. All you need to get started is a professionally trained “Flirtified” Flirty Girl Fitness[®] Instructor, space to move and a sound system.

WE BRING NEW MEMBERS TO YOU THROUGH ADVERTISING & PR EXPOSURE

Flirty Girl Fitness[®] receives ongoing local, national and international press with appearances on local morning shows, Fox National News, Entertainment Tonight, The Doctor Oz Show, Canada’s Next Top Model, and the recurring Flirty Girl Fitness[®] infomercial which invests several million dollars per year on national tv promoting the Flirty Girl Fitness[™] brand. Wherever Flirty Girl Fitness[®] goes the media follows - generating excitement and discussion in the community. This brand recognition will drive people to your facility and once they take this outrageously fun & unique class they are sure to keep coming back. Additionally, The Flirty Girl Fitness[®] website features a “find a class” link that will drive people directly to you. Flirtygirlfitness.com receives an average of 60,000 unique visitors a month!

MEMBER SUCCESS AND RETENTION

Flirty Girl Fitness[®] Booty Beat[™] is designed for everyone. The unique cueing methodology makes the class easy to follow and fun. Participants are able to master the movements on the first try, which gives them a feeling of immediate success and encourages them to come back again and again. Consistent participation leads to results that they can see and feel and these positive results are a key factor in member retention.

CUTTING EDGE PROGRAMMING

Dance-based exercise has recently come back into the forefront of group exercise. Flirty Girl Fitness[®] Booty Beat[™] is dance-based exercise that is easy to learn, fun to do, and will make every participant feel fabulous every time. Using the latest popular dance movements inspired by music videos, movies and the latest dance crazes, Flirty Girl Fitness[®] Booty Beat[™] is dance-based exercise at its most fun & effective and will have your facility on the cutting-edge of group exercise! Until now Flirty Girl Fitness[®] group classes have only been available at the Chicago and Toronto studios – be the first club in your area to offer Flirty Girl Fitness[®] classes.

BRAND SUPPORT

Flirty Girl Fitness[®] provides ongoing support and continuing education to our Flirtified Instructors through the FAB program. FAB Instructors are encouraged to fill their classes and create a sense of community and loyalty among participants. To that end, they are provided with new choreography DVDs and CDs, effective marketing ideas, a discussion forum, website support and other necessary assistance to help make Flirty Girl Fitness[®] Booty Beat[™] a success at every facility.

UNIVERSITY TESTED

Flirty Girl Fitness[®] has been clinically tested by two respected California Universities and published in the Journal of Applied Research. Key findings in the research were a remarkably high retention/compliance percentage and in exit interviews, the participants identified the program as fun and they looked forward to their next workout. Participants significantly improved cardiovascular fitness, increased strength and muscle tone, lost girth and weight while maintaining lean body mass.

www.flirtygirlfitness.com