

## Tips To Increase Revenue

### 1. Never compete on price

Price is NOT the issue when selling your membership. Most companies that compete on price do so because they do not know how to compete in any other way.

### 2. Add value to your service

Work out how you can add value to your existing service. Within the fitness industry this is reasonably easy, it could be increasing the services a member receives within their membership, or alternatively adding incentive based products to your members for attending.

### 3. Price for profit

How much profit do you want to make at your centre. Incorporate all your expenses into your membership price, work out the unit cost ... then add the profit that you want to make on top of this.

### 4. Sell you added value

Once you have added that extra value, then charge for it. What would an increase of 10% on your price mean to your bottom line?