

Look The Part

Does your business look professional and inviting? There are a number of small, inexpensive improvements that you can make to your club that will make a world of difference in the perception of your customers.

Improve your signage

The name of your business should stand out over ALL other signage. Generally speaking simple is effective. While it might be tempting to have lots of different artwork on your building it gives a very cluttered appearance. Also, it must be remembered that appearances deteriorate over time, so signage needs to be reviewed regularly. Too many fitness centres are difficult to locate due to poor inadequate signage. This means that you are missing out on potential walk ins. Additionally, if you are located off the street, make sure you have a presence on the sidewalk or roadside.

Do not have cluttered premises

There is nothing worse than walking into a business and literally having to climb over stock, displays or other things lying around your workplace. Worse still is a cluttered counter or reception area. Again, simple is effective.

Appearances deteriorate over time

While you might cherish the world championship bodybuilders poster on the wall since 1985, you need to realise that potential members will NOT. You want to have a professional modern looking facility not one that is covered in old posters or handwritten notes!!!

Clean Clean Clean

If your front entrance is dirty, it will deter a lot of members from entering the centre. Things like dirty signs, rubbish bags by the door, windows that could use a good clean etc all detract from your centre

Improve your lighting

The entrance to your business needs to be well lit to increase the appeal of your business. Poor lighting can often be the result of poor maintenance. Check your lights regularly and clean and replace where required.

DO whatever is necessary to ensure that your fitness centre looks inviting from the outside. If your fitness centre looks worse than your competitors from the outside ... who will the public potentially visit first!!