



FRANCHISE SUPPORT SERVICES

Training

- Initial Training in all elements of home-based Personal Training using the At Home Fitness techniques.
- Training in running and marketing your business.
- On-site visits to assist you in developing your skills and your business.
- Accredited CPD courses to increase your skills and maintain your REPS membership.
- Regular in-house training days to deal with all elements of Personal Training and running your own business.

Support

- Intensive initial support through visits, emails and phone calls.
- You will have a scheduled weekly telephone call to talk through all aspects of your business.
- We are always available for phone call and email support Monday to Friday 0900-1700.
- You can request personal visits and on-site support as required.*

Marketing

- Your own page on our website which always scores highly with Google and other search engines.
- A phone answering service to take calls from prospective customers and book them into your diary. This means you won't miss calls from potential clients when you are in sessions.
- An intensive marketing launch to get you off to a flying start.
- Online marketing and Search Engine Optimisation to boost search engine rankings.
- Profile on leading Personal Training directories and online directory services.
- A constant supply of marketing brochures and flyers.*
- Plus other secret marketing techniques we have developed over the years.

Other services

- Your Personal Training insurance is included within your franchise management fee. *
- We supply you with letterheads and business cards whenever you need them.**
- A supply of training bags for each of your clients with promotional goods and training tools.**
- Your annual REPS membership will be paid for.

* except in exceptional circumstances if it is declined by the insurer or an extra premium is imposed

** These are unlimited but subject to reasonable demand.