

Most fitness centers tend to be laid out based on equipment, not based on the user that is when Matrix fitness consultant comes in.

Think about it: If you slap some weights in a room, collect checks, and leave everything else up to each individual member, you're not offering your community a real chance at healthier living. It's like sending cubs into the wild without offering a few pointers first.

Instead, you have to do some hand-holding by providing guidance in the first 30 to 60 days of a member's experience is absolutely critical. "These people are motivated right when they get started. They want to jump in, and it can also be really overwhelming," That's where we come in. It's all about personalizing a game plan that works for each member's strengths and weaknesses.

Our program as well as a four-pillar approach involving mindset, nutrition, movement, and recovery to track progress and provide a path to positive results. That's part of how we create an experience that leads to higher retention of clients as well as success for fitness center members. In addition, there are some basic strategies we consider when it comes to crafting an unforgettable user experience.



Layout should cater to your clientele by considering how they work out and what creates the least intimidating environment.

1. We analyze your target market.

You can't successfully market to your community if you don't actually understand who lives in your community. We find out how many families live in the area so we know how many [members will](#) come in to workout. If a lot of seniors live close by, we think about the programs, classes, and even equipment that will best serve them.

“There are certain reports we can also run that tell us more about the segmentation of who these people are, what they like, where they come from, how long they've lived there, what do they spend their money on, what are their hobbies. “We encourage people to call us and have us do that for them. Those are the building blocks. That's the very first thing that has to be in place.

2. We Design for function.

“Most fitness centers tend to be laid out based on equipment, not based on the user. For example, [cardio machines](#) are usually separate from the strength training equipment, even though this arrangement may not cater to how people actually structure their workouts.

You can avoid this problem by letting us design the facility with the user's actual behavior in mind.

The other aspect we consider is how the layout looks to potential new members when they walk in the door.



Programming that speaks to your demographic by keeping families in mind can lead to better member retention.



Locker rooms should make people feel comfortable, not vulnerable.



Group classes for the win: Creating a social environment can set your fitness center apart.

At matrix, we use our matrix Journey program as well as a four-pillar approach involving mindset, nutrition, movement, and recovery to track progress and provide a path to positive results.

3. We invest in locker rooms.

The first thing that comes to mind when starting a new fitness center is the equipment; and, like bathrooms in restaurants, locker rooms tend to be an afterthought. However, People are more vulnerable in any of these facilities in a locker room.”

Remember, everyone battles with insecurities about his or her body, and if your privacy rooms don't make members feel comfortable and safe, they probably won't enjoy coming back.

4. We engage your demographic.

Once we know more about who your target demographic is, we think about how best to engage those people. “If someone is participating in three additional programs or services within the center, they're more likely to be successful, and they're more likely to stay a member longer,”

5. We create a social environment

our goal is to put the “community” in [community fitness center](#). Depending on the size of your space and the market you're operating in.

6. We focus on holistic health, not just fitness

with the g landscape of boutique fitness studios and name-brand gyms, it's not enough to simply put equipment in a room. We're changing the conversation from purely fitness to one that is more holistic by partnering with nearby hospitals and health insurance providers to leverage their name also provides a certain comfort level for people.

Tailored programs for your target market coupled with bonus perks that further engage your members will put your center on the right track. We are going above and beyond the minimum requirements. We need to walk a mile in your customer's shoes and think of managing your fitness center to meet their full range of wants and needs.



HEALTH SYSTEMS



