



THE 2012 GOLD'S GYM CHALLENGE
QUICK START GUIDE



Cheat Sheet Guide for the 2012 Gold's Gym Challenge

Gold's Gym Challenge (GGC) Overview

The basic elements of the GGC are as follows:

- Register your team online at www.ggfa.info
- Measure, weigh, and photograph members on specified dates in January
- After 12 weeks, you repeat the process
- Award local prizes to your top winners [if applicable]
- Submit 1st place winners for national judging

9 Steps to a Successful Challenge

- 1. Register your gym (or team) so we know you are participating!** Just go to www.GGFA.info and click on the link to register your "Team" for this year's Gold's Gym Challenge! You will need some information on hand before you do:
 - a. A name for your team! For example, if you have multiple gyms for one team, use a city name (i.e. Team LA/Hollywood)
 - b. Contact information for your "Challenge Manager" including name, email and phone number. This is the point person in your gym responsible for running the Challenge (the fitness manager is usually the most appropriate.) This is who we also will send critical updates and information to.
 - c. An activated GGFA benefits code *if you have one* (**not having one WILL NOT prevent you from registering and being a part of the GGC but having one will get you extra benefits!**) **Your code is the same as your franchise location number, which you can find next to your gym name on your local gym website.**
- 2. Choose an employee to manage the Challenge.**
 - a. Find a person or 2 to take this on and see it through to the end. They will need to be very passionate and excited as this is a program that needs excitement and commitment. Also this needs to be someone who will read, understand and execute the detailed manual to follow.
- 3. Marketing the Challenge.**
 - a. Display P.O.P. materials that you will receive the week of November 14th and begin promoting the Challenge in gym. It is a very good idea to make this look like an event and not a promotion. Ensuring high visibility of the Challenge throughout the gym is key.
 - b. Create an urgent feeling about "Getting Started Today!" and use the prize money as an incentive to get as many people into it as possible.
 - c. Have all gym staff promote the contest with members – they can wear buttons or special uniform shirts with "ask me how to win \$\$\$ in our Challenge Contest"
 - d. Have a staff contest that runs parallel to the member contest. Incentivize and create the same sense of urgency with the staff.

- e. Have a prize for the staff person who gets the most members to sign up for the Challenge.
 - f. Create a special PT offer for participants who get involved with the challenge contest.
- 4. Sign up members! Take “before” pictures and measurements of contestants using the Entry Form and instructions provided in the detailed manual.**
 - a. Make the member comfortable with how they are treated and put through the process. Make sure the room is clean and neat with nothing in the background of the photos. Make sure the staff in the room is encouraging while the member is there. (This year, there is also an electronic tool created by Visual Fitness Planner you can use to sign up members if you choose. **See details in full manual.**)
- 5. Ongoing support**
 - a. Create weekly emails or contact participants via phone or email. Another option would be to conduct workshops or Special Personal Training events or programs for participants. Have a designated person that participants can contact with questions or an email address that a staff member checks daily. Also have the Personal Training staff be available for help or questions throughout contest. Lastly, take advantage of the free special webinars that Gold’s Gym Fitness Institute trainers will be hosting for Challenge participants.
- 6. Hold a mid-contest “weigh-in” event to record measurements and encourage personal training to those who have not yet purchased it.**
- 7. Take “after” pictures and measurements at the end of the Challenge.**
 - a. Call or email every single participant and remind them of when they finish and what to do to be considered a finisher. Also create an exciting atmosphere in the gym during the ending measurements phase so people feel good about how they did.
- 8. Select and announce your LOCAL gym winners,** give away prizes and promote the great success stories. NOTE: If you are awarding prizes with a value of \$600 or more you will need to have winners complete an Affidavit of Eligibility to provide their Social Security for IRS form 1099. Please email cpierce@goldsgym.com for these forms.
- 9. Send your winners to the national judging panel so they can be considered for NATIONAL prizes!** All team packets must include for each contestant: Entry Form, Before/After Photos, Testimonial & Publicity Waiver and be received in the GGFA office by Friday, May 11, 2012. GGFA
245 Peachtree Industrial Boulevard, Suite 100
Sugar Hill, GA 30518

2012 Challenge Schedule of Events

Webinars Hosted by GGI & GGFA –

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| Challenge Team Leader Orientation | 11/4 & 11/16/11 |
| Challenge VFP Tool Orientation for Teams | 12/12 & 12/15/11 |
| Team Leader National Judging Submission Orientation | March (2 Sessions) & April (1 Session) |

Pre-Challenge –

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| Open Registration for 2012 Challenge Teams @ www.ggfa.info | 10/17/11 – 2/5/12 |
| Challenge Packages mailed | Week of 11/13/11 |
| Promotion Period for Team Leaders at gym level | 11/25/11 - 1/6/12 |

Challenge Execution –

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| “Before” measuring and photos for Early Flight. | 12/30 - 1/2 |
| “Before” measuring and photos for Flight #1. | 1/6 - 1/9 |
| “Before” measuring and photos for Flight #2. | 1/13 - 1/16 |
| “Before” measuring and photos for Flight #3. | 1/20 - 1/23 |
| “Before” measuring and photos for Flight #4. | 1/27 - 1/30 |
| “Before” measuring and photos for Late Flight. | 2/3 – 2/6 |
| Execute Early Bird Flight for 2012 Challenge | 1/2/12 - 3/25/12 |
| Execute Flight #1 for 2012 Challenge | 1/9/12 - 4/1/12 |
| Execute Flight #2 for 2012 Challenge | 1/16/12 - 4/8/12 |
| Execute Flight #3 for 2012 Challenge | 1/23/12 - 4/15/12 |
| Execute Flight #4 for 2012 Challenge | 1/30/12 - 4/22/12 |
| Execute Late Flight for 2012 Challenge | 2/6/12 - 4/29/12 |
| All contestants have "started" by this date | 2/6/12 |
| “After” measuring and photos for Early Flight. | 3/22 - 3/25 |
| “After” measuring and photos for Flight #1. | 3/29 - 4/1 |
| “After” measuring and photos for Flight #2. | 4/5 - 4/8 |
| “After” measuring and photos for Flight #3. | 4/12 - 4/15 |
| “After” measuring and photos for Flight #4. | 4/19 - 4/22 |
| “After” measuring and photos for Late Flight. | 4/26 - 4/29 |
| All contestants have "finished" by this date | 4/29/12 |

National Judging –

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| National Judging Submission Information posted on GGI and GGFA Websites | 3/15/12 |
| Local Judging Conducted by Team Leaders | 4/22/12 - 5/5/12 |
| All local winners announced in each market by this date | 5/7/12 |
| Team packets submitted to GGFA for National Judging | 5/11/12 |
| Challenge National Judging Event in Atlanta | 5/16/12 |
| National winners notified | 5/29/12 |
| Checks mailed to winners | 6/3/12 |
| Top Winners travel to Gold’s Gym Convention | July, 2012 |