



## THE 2012 GOLD'S GYM CHALLENGE MANUAL

### “How To and Operations Guide”



## “How To” Guide for the 2012 Gold’s Gym Challenge

This guide will give you all the information you need to run the 2012 Gold’s Gym in your gym. The Challenge is EASY to run and can help you drive personal training revenue, improve retention and create a positive sense of community in your gym.

### Gold’s Gym Challenge (GGC) Overview

The basic elements of the GGC are as follows:

- Register your team online at [www.ggfa.info](http://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 1<sup>st</sup> place winners for national judging

This is a simplified view of the Challenge. In the information that follows you will find the critical dates, instructions for what and how to measure and photograph, and the vital information about HOW you send in your winners for national judging.

### 9 Steps to a Successful Challenge

More detail is provided throughout this guide, but in general you’ll just need to remember the following simple steps to run a fun and successful Challenge:

1. Register your gym (or team) so we know you are participating! Just go to [www.GGFA.info](http://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 to whom we 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 page.**
2. Choose an employee to manage the Challenge.
3. Determine a special “Challenge” personal training offer for members.

4. Display P.O.P. materials that you will receive the week of November 14<sup>th</sup> 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.
5. Sign up members! Take “before” pictures and measurements of contestants using the Entry Form and instructions provided. 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 separate VFP Challenge Tool Guide.)
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.
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](mailto:cpierce@goldsgym.com) for these forms.
9. Send your winners to the national judging panel so they can be considered for NATIONAL prizes!

### **What’s New or Returning for 2012?**

1. **\$75,000 national prize pool!**
2. **New promotional kit designed to spark interest with new and existing members**
3. **Electronic sign up tool.** Created by Visual Fitness Planner, this tool allows you and your staff to register contestants, record their measurements and print your contestant entry materials for mailing and submission to the GGFA for the national judging. More information is provided in the VFP Challenge Tool Guide. This is an option for 2012 and you can still use paper entry forms if you choose.
4. **Special Challenge Web site for participants designed to keep them engaged!** We have created a special web site, [www.goldsgym.com/challenge](http://www.goldsgym.com/challenge) that will go live in late December and provide Challenge participants with exclusive content, tips and tools to keep them motivated throughout their 12 weeks (more information below.)
5. **Exclusive Educational Webinars for Challenge Participants.** We will be holding special webinars throughout the Challenge exclusively for participants. These will be lead by celebrity trainers on the Gold’s Gym Fitness Institute and will cover topics ranging from goal setting to staying motivated and nutrition. Dates will be posted on [www.goldsgym.com/challenge](http://www.goldsgym.com/challenge) by December 1st, 2011.

### **Commentary:**

January is the time of year when people are looking to make a serious transformation in their lives. For years, many Gold's Gyms have used this as an opportunity to run “**before and after**” promotions or “**challenges**” within the gym. These promotions not only help members get results, they create incredible success stories used to inspire other consumers. For many gyms, a “challenge” also serves as a **significant revenue opportunity**.

### **What is the Gold's Gym Challenge?**

The Challenge is a 12-week body transformation contest designed specifically to motivate ***new and existing members*** who are looking to make a significant lifestyle change through proper fitness and nutrition or who need some extra motivation to get going. The number one benefit for the participants in the 12 week Challenge is that Gold's Gym will help them gain control of their health and fitness goals safely and effectively. The Challenge also gives trainers an opportunity to grow their client base through 1-1 training, semi-private training (2-4 people), group/boot camp training (5+ people) and staff-to-member interaction.

### **National Prize Pool for 2012**

This year, we have secured a national prize pool **of \$75,000!** (In addition, you may choose to charge a local “entry fee,” which could add local cash prizes on top of the \$75,000 national prize pool.) Details on how your members can win a share of the cash prize are below.

### **Who can join the Challenge?**

Any member of Gold's Gym that is age **18 or older at the start of the GGC**. Whatever their goal, they can join the Challenge.

Age categories for both male and female contestants:

- 18-29
- 30-39
- 40-49
- 50-59
- 60 and up

Category is determined by the Contestants age at the **beginning** of the Challenge.

### **How do my members get started?**

This manual includes a standard Challenge Entry form. Once the member has signed up and paid an entry fee (if you choose to collect one), they schedule their “before” photos and measurements.

**What should the participant wear on measurement and picture day?**

A good portion of the judging is based on photos and judges cannot compare what they cannot see. For men, a pair of shorts that are not too long is all they need. For women, a 2-piece bathing suit is ideal. It is vital that there is ample privacy and that members are instructed to wear their suits under sweats or something similar. They can remove the sweats in the privacy of the measuring/photo room.

Great success stories will be asked to be on the "Wall of Fame" with before and after pictures so it is important that they feel comfortable in whatever they choose to wear (no baggy clothing or shorts with pants).

**Aren't people intimidated to strip down to the bathing suit for measuring, weighing and photos?**

YES! It is imperative that you communicate to them that it is fast, private, and painless. You also need to stress that the photos are kept confidential even during the judging.

**What if a member does not want to take photos but still wants to participate?**

If a member does not want to take photos, they can still participate in the Challenge, but they will not be eligible for national prizes. In this case, they would be doing it for their own personal benefit.

**How do we do the photos?**

Front and back photos only. No side photos are needed. The member should stand relaxed with their arms held slightly away from their body. **No posing is allowed in before or after photos**; although the member will be allowed to tense their body in the after photos as long as they maintain the relative position **as shown in these samples**.

**For your reference, we have included examples of both the WRONG way to take photos and the RIGHT way to take them. Please see below:**

**RIGHT WAY #1**

Photos consistent for proportion and clarity. Same clothing on before and after photos.



**RIGHT WAY #2:**



Notice that the member is framed in the photo top to bottom. This makes the judging process easier.

## BAD SUBMISSION #1

### Reasons:

- Holding paper in front of body blocks view
- Flexing arms
- She is framed differently in before and after



## BAD SUBMISSION #2

### Reasons:

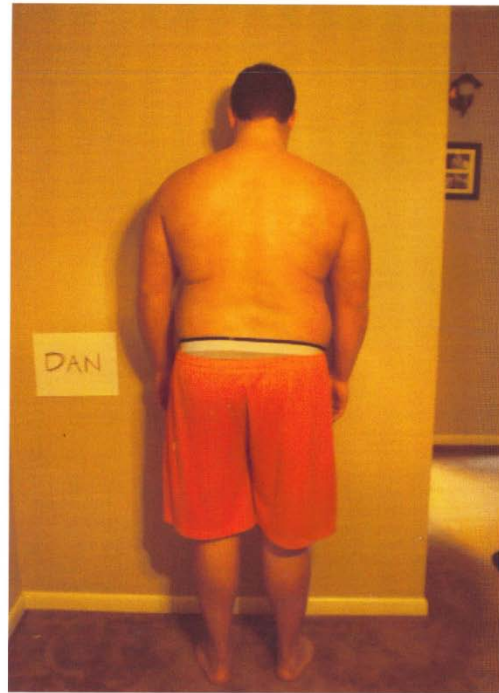
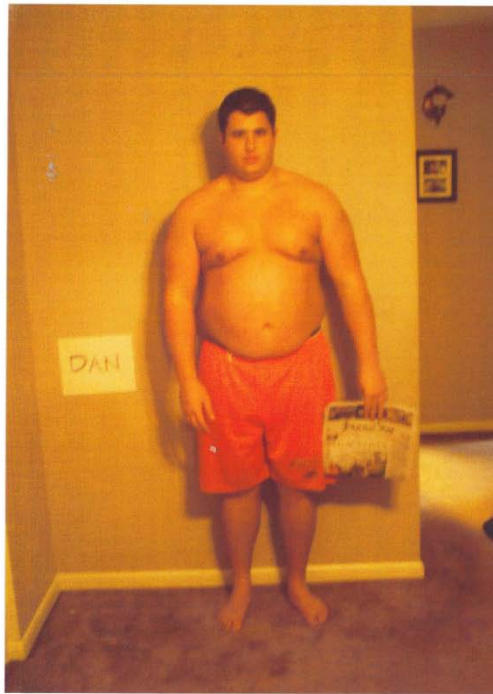
- Photos should be full body shot, not just upper body
- Contestant Number not shown
- Background is too busy



### BAD SUBMISSION #3

#### Reasons:

- Photos in very poor focus
- Contestant Number should be displayed, no names
- Photos should be 4 to the page, not 2
- Background is too busy



### **Critical photo instructions!**

- Form a dedicated group of employees who will be responsible for taking the before and after measurements, photos and collecting essays.
  - This group can consist of personal trainers, fitness manager or any other employee you see fit.
- Have a newspaper that is dated the same day as the photo in BOTH the before and the after photo!
- Have an ID number visible in the photo and change it for each member – you will want this when you’re organizing internally – many franchisees use a small dry erase board in the photo that is changed with each person.
- Have the person framed as large as possible in the photo without cutting off their feet or head.
  - **PLEASE NOTE, this means not taking the picture from too far away or too close, they should fit the frame of the picture as in the correct examples above!**
- Use a tripod for your camera if you have one and stage it in the same place every time.
- Be sure there is no way to identify your gym location in the photo!
- **\*\*\*Best Practice\*\*\*** Consider offering a trade out with a local photographer who would take professional photos of your Challengers in exchange for a free membership or two.

### **How do we do the measurements?**

For the national judging, all that is needed is weight, waist, hips, and the right thigh. (Please see “Challenge Entry Form.”) Be sure the tape is always kept level and snug but not so snug that it compresses against the skin too much.

- **Waist** – measure **AT** belly button keeping the tape measure level around the entire circumference.
- **Hips** - From the side, have the member stand with their feet together. Place the tape around the widest point of the glutes.
- **Right thigh** – Have the member stand with their right side facing the employee/personal trainer with their feet about 12 inches apart. Wrap the tape around the thigh just below the right glute.

### **What about body fat measurements?**

While body fat will not be a deciding factor in the national judging, we ask that you record it for local and promotion purposes. Many media outlets want to know this statistic and locally it is a benchmark that people can identify with (we have included it in the Challenge Entry Form.) The reason it is not a deciding factor in national judging is because of the extreme inconsistencies around the country, especially for heavier members. Inconsistencies arise when different techniques are used, the member is

obese, or the calipers are read wrong – among other things. While we know that body fat is a great measure of progress, the actual data we receive has been unreliable.

### **Measurement summary**

When the member is done, you should have 3 accurate girth measurements, clear and well-framed front and back photos, and an accurate body weight.

### **\*\* Returning For 2012: The Visual Fitness Challenge Sign up Application**

Visual Fitness Planner has stepped up to create a downloadable tool that will allow you to automate the Gold's Gym Challenge process, store contest data and more efficiently generate Challenge updates and submit contest winners. **The Gym Challenge Technology powered by Visual Fitness Planner will be a FREE tool available to you whether you currently use Visual Planner or not.** Either way, all that will be required is a simple download. The tool will take much of the paperwork out of the process and will ensure consistency in the recording of the measurements and the submission process. VFP has created a VFP Challenge Tool Guide with detailed instructions. Contact Amy Simpson at VFP to take advantage of this free and powerful tool: 210-827-3011 or [amy@myvfp.com](mailto:amy@myvfp.com).

Once you register your Team, you will be contacted by the Visual Fitness Planner team and provided with access to download the tool. GGI and the GGFA will also host VFP webinars in early December, with the Visual Fitness Planner team presenting a complete orientation to the use of the tool for your member contestant measurement and picture day.

**\*\*\*PLEASE NOTE:** You can still use the standard paper process of signing people up, recording their measurements and submitting their entries.

### **Signing People Up in “Flights” (\*\*Best Practice...Optional\*\*)**

To make the contest more manageable, and to allow for a full promotional period that maximizes your effort and marketing dollars, we recommend breaking down the “sign up” process into 4 “sign up periods”....or “flights.” A “flight” refers to a specific starting point and a finishing point for a group of participants.

For 2012 the Flight dates are -

- Flight #1 – Monday, January 9<sup>th</sup> thru Sunday, April 1<sup>st</sup>**
- Flight #2 – Monday, January 16<sup>th</sup> thru Sunday, April 8<sup>th</sup>**
- Flight #3 – Monday, January 23<sup>rd</sup> thru Sunday, April 15<sup>th</sup>**
- Flight #4 – Monday, January 30<sup>th</sup> thru Sunday, April 22<sup>nd</sup>**

- Using this example, you only have to track 4 start dates and 4 end dates instead of separate dates for every participant.
- You can use fewer flight dates if you choose, so long as the start date and end dates are consistent (exactly 12 weeks apart.)
- Participant should be measured sometime in the 4 days prior to a flight's start date.

- Participants should be re-measured sometime in the 4 days prior to the flight's end date.
  - The 4 day cushion makes each flight more manageable especially if you have a lot of people who participate!
- We encourage you to make the sign up days an event with extra classes, vendors and personal training demonstrations.

**\*\*\*Returning For 2012\*\*\* “Early Bird” and “Late” Flights**

This year, some gyms will actually be hosting 6 flights total, adding an “Early Bird” flight on January 2<sup>nd</sup> and a “Late” flight on February 6<sup>th</sup>. This is completely optional and at your discretion. However many flights you choose to run (whether it's one big one or 6) your team packets are still due at the GGFA offices on May 11<sup>th</sup>. (See below.)

**Early Bird Flight – Monday, January 2<sup>nd</sup> thru Sunday, March 25<sup>th</sup>**

**Late Flight – Monday, February 6<sup>th</sup> thru Sunday, April 29<sup>th</sup>**

**\*\* BEST PRACTICE : HOSTING GOLD’S GYM CHALLENGE “INFORMATION DAYS”\*\***

Before and during the Challenge sign up period, many gyms have found success holding Challenge “Information Days,” where members can learn about the Challenge from Gold’s Gym staff and past participants. It’s a chance to educate your members on the Challenge, sign them up on the spot and turn them into “promoters” so they tell their friends and family. You can serve refreshments, feature a guest speaker and even have local vendors come in to sample products as well. Some gyms typically see 50 to 60 people at each informational event!

**How is the Challenge Judged?**

**- National and Local Judging/Prizing**

- At a local level, your gym will be responsible for running the Challenge, judging your local winners and awarding them local prizes. You will then send your local winners to the national judging panel for consideration. All of the national prizes will be judged and awarded by a committee comprised of experts from Gold’s Gym International and The Gold’s Gym Franchisee Association.
- The winners will be chosen based on having made the most significant body transformations during the 12 Week Challenge. In addition, we will judge their written essay explaining how their participation had a positive impact on their life (and perhaps the lives of others.)

- **WHAT ABOUT THE MONEY?**

- There will be ten 1<sup>st</sup> place winners selected. They will consist of the top participants in each of the following age categories for both male and female.
  1. 18-29
  2. 30-39
  3. 40-49
  4. 50-59
  5. 60 and up
  
- The 10 category winners will each receive \$6,500!
- From those 10, a top overall female and a top overall male will be selected. These two will be the Grand Champions and will receive additional recognition!
- **The net result is that 10 winners will receive \$6,500 each and the first place team will receive \$10,000 (see below)! *In addition, the two grand champions will receive a free trip to the Gold's Gym International Convention and be recognized at the event!***
- **Again this year, there will be a “best in class team prize” of \$10,000 to be equally distributed among the number of team mates submitted to nationals.**
- All prize winners will be reported to the IRS and will be required to fill out an affidavit with their social security number in order to receive their prizes. Winner information must include, full name, address, phone number and email. Prizes will not be awarded without completed affidavits.

**Do I need to have all those age categories?**

- Locally, you can choose to promote as many or as few age categories as you see fit. Think of it this way, you can send up to 10 people from your gym(s) into the national judging. However, you can send as few as 1 person if you wish. You MAY NOT send in more than 1 male and 1 female in EACH of the 5 age categories.
  
- If this is your first year, you may decide to reduce the number of age categories to make managing the Challenge easier. However, experience has shown that more age categories usually serve as an incentive for more people to join.

**How and when do I package and send in my final winners for national judging?**

***Your “Team Packet” must arrive to the GGFA offices by Friday, May 11<sup>th</sup> 2012.*** All of your entries (up to 10) must come in the same packet. Send it to:

The GGFA

245 Peachtree Industrial Blvd, Suite 100  
Sugar Hill, GA 30518

## **CRITICAL INFORMATION FOR NATIONAL JUDGING!**

**To participate in the National Judging, you must submit your hard copy package. If you are using the Visual Fitness Planner tool, see the instructions at the end of the Launch Manual for instructions on printing your documents for judging.**

Each member in your packet should have (3) three 8 ½ x 11 pages stapled together

1. **PAGE 1: PICTURES**. The top page should be card-stock with the before and after photos stapled to it. With the page vertical, staple the before photos on the left side of the card and the after photos on the right. THERE SHOULD BE NOTHING ON THE FRONT OF THIS PAGE THAT IDENTIFIES YOUR GYM(S). Write on back of before/after photo page for each contestant: Team Name / Contestant Name / Age Category.
2. **PAGE 2: "CHALLENGE ENTRY FORM" w COMPLETED MEASUREMENTS**. Include the before measurements and the after measurements and the net difference. This page should also include the before, after, and net loss/gain for body weight.
3. **PAGE 3: PUBLICITY WAIVER**. A completed Publicity Waiver must be included for each member contestant.
4. **PAGE 4: TESTIMONIAL**. The member's testimonial is the last page.

**IMPORTANT!!! In order for your members to be considered for the cash prize you MUST follow the above procedure for submission as well as the following:**

- **You must use the provided measurement/submission form**
- **It must be filled out completely and properly.**

**Failure to follow any of the procedures above may result in the disqualification of your member from the national judging!!**

**Attention multi-club owners!** If you choose, you can have each one of your gyms send a separate submission package, with the winners in each category coming from that particular gym. Or you can compile your best winner in each category from across your multiple locations to form one submission (or "team.") In this case, you would still only send a maximum of 10 submissions (one male and one female in each of the 5 age categories.)

### **Local Awards and Judging**

- As mentioned above, you will be responsible for judging your local winners and providing awards. Gyms will be responsible for choosing their own winners and you are encouraged to form judging panels at the local level. It is okay to have some staff on the judging panel but be very careful of member-bias! Some gyms get members who are not participating in the Challenge to acts as judges. Generally, a panel of 7 is about right. Example **guidelines for final judging will be posted on the GG intranet.** Again

it is important to note that ALL LOCAL PRIZES with a value over \$600 require an affidavit to be filed.

**Can I Charge a Local Entree Fee?**

- Yes. Local prizes and entry fees are at each gym’s discretion. An entry fee can be used to create a local prize pool and to offset expenses. As an example, some gyms charge \$50. 100 participants at \$50 each would be \$5,000 in local prizes. This also creates more “skin in the game” for the member. One franchisee charged \$79 and had 800 entries generating \$63,200 in entry fees!

**Is Personal Training required to be in the Challenge?**

Purchasing personal training is not required but is recommended for optimal results. Corporate gyms in 2011 offered 1 free 30 minute personal training session to those participating in the Challenge as an incentive. This allowed trainers to take these participants through an interval training session to promote their services and expertise (par-q and then a quick interval training session based on fitness level).

**Your Gold’s Gym Challenge Promotional Kit**

To help you promote the Challenge, the marketing department will be sending you a comprehensive P.O.P. kit that will contain the following:

<b><u>Item</u></b>	<b><u>Size</u></b>	<b><u>Headline</u></b>	<b><u>Quantity</u></b>
<b>Banner</b>	8' x 3'	<i>Challenge</i>	1
<b>Lobby Poster</b>	22" x 28"	<i>Lose inches. Win Money</i>	1
<b>11 x 17 poster</b>	11" x 17"	<i>Be an After</i>	2
<b>11 x 17 poster</b>	11" x 17"	<i>Love the Mirror</i>	2
<b>Mirror cling</b>	8.5 x 11	<i>Change more than your outfit - female</i>	2
<b>Mirror cling</b>	8.5 x 11	<i>Change more than your outfit - male</i>	2
<b>Desk Box</b>		<i>Are you strong enough</i>	5
<b>TV Signs</b>	Normal Size	<i>Are you strong enough</i>	1
<b>TV Signs</b>	Normal Size	<i>Be An After</i>	1
<b>TV Signs</b>	Normal Size	<i>Transform your body</i>	1
<b>Magnetic Tip pad easel back with sticky pad</b>		<i>12 tip of the weeks</i>	100
<b>24 x 36 poster</b>	8.5 x11	<i>Share what you know</i>	2
	24 x 36"	<i>Real tips from real people</i>	1

**What should we have in the club to ensure member success?**

Each gym should keep all of the contestant's sign-up sheets and photos in a binder, grouped with their corresponding "Flight." It is critical that the staff conduct regular "check ins" with members and contact them when their 12 weeks is nearing the end. It is best to post and promote the final weigh in dates by March 1<sup>st</sup> so that all participants know exactly when they need to come in and have ample time to prepare... It is critical that participants get measured for their "after" photos with the same flight they started with! It is OK to measure someone with an earlier flight but it is NOT OK to measure someone with a later flight.

## **Keeping The Momentum Going and Adding Value to Challenge Participants**

### **\*\*\*\* Returning This Year! Special Web site for Challenge Participants**

We are excited to announce that we will once again have a special web site that provides exclusive content and resources for Challenge participants. The goal of this special site is to provide a greater sense of value to Challenge participants and help keep them motivated to complete the Challenge and cross the finish line!

As you will see on all of the Challenge promotional materials, we will be driving participants to [www.goldsgym.com/challenge](http://www.goldsgym.com/challenge). Once there, they will provide their name, email and gym location to receive the following throughout the Challenge:

1. Exclusive Tips and Advice
2. Special workouts
3. Information on educational webinars from celebrity trainers
4. Reminders about key dates and information on the Challenge

### **Special Webinars from The Gold's Gym Fitness Institute**

As an added benefit to Challenge participants, we will be holding a special webinar once a month throughout the Challenge exclusively for participants. These will be lead by celebrity trainers on the Gold's Gym Fitness Institute and will cover topics ranging from goal setting to staying motivated to nutrition. Stay tuned for specific dates. Members will receive information by signing up on [www.goldsgym.com/challenge](http://www.goldsgym.com/challenge).

### **Facebook**

As with other marketing initiatives, Gold's Gym is leveraging the social networking power of Facebook to promote and support the Gold's Gym Challenge and its participants. Facebook represents a big opportunity for your gym, your staff and your personal trainers to accomplish the following:

- Enhance the Challenge by providing support
- Encourage and increase engagement among Challenge participants

- Leverage a new channel for promotion and communication
- Foster a sense of community among Gold's members

The Challenge will be promoted on Gold's Gym's national Facebook page ([www.facebook.com/goldsgym](http://www.facebook.com/goldsgym).) On this page, members will find free fitness tips and will also be able to connect and interact with other Challenge contestants from around the country if they choose.

In addition, YOUR GYM can promote the Challenge on your local Facebook page. By seeding your page with pictures, status updates and content relevant to the Challenge, members and staff (trainers, etc) will interact with one another on a more personal level.

- For questions on leveraging Facebook for the Challenge, please contact Dave Reiseman at [dreiseman@goldsgym.com](mailto:dreiseman@goldsgym.com)

### **SPECIAL ONLINE CHALLENGE – “SHOW US YOUR STRENGTH”**

This year, to help promote the Gold's Gym Challenge and drive buzz and engagement online, we will be holding the first ever “Online Challenge.” We will be picking six members and setting them up with personal training, MET-RX supplements and a XBOX-360 Kinect from our partners at Microsoft. Then we will follow their progress over the 12 weeks. During their journey, these people will be asked to blog, upload pictures and video diaries, post on Facebook and share their experiences with people participating in the GG Challenge. Think of it as our own online version of The Biggest Loser. Please note, these people will NOT be eligible for the \$75,000 cash pool. If your members would like to be considered for one of the six slots, please contact Dave Reiseman at [dreiseman@goldsgym.com](mailto:dreiseman@goldsgym.com).

### **Other Tools To Support the Challenge and Challenge Participants.**

In addition to the tools mentioned above, you will be able to leverage other resources that will either be created for the Challenge or which currently exist. These include:

- **The Gold's Gym Spotter iPhone App**
  - Challengers can track calories, find class schedules, get motivation and “flip phone” themselves by taking a new picture each day that shows how their body is changing over time.
- **ClubCom Spot**
  - We will be creating a special spot for the Gold's Gym Broadcast Network to promote the Gold's Gym Challenge.

### **Member Help**

In order to help your members achieve their goals it is important that you provide them with ongoing support throughout their 12-week transformation. In addition to your “check-ins” and follow up, it is suggested that you hold workshops.

Workshops provide an excellent way to provide consistent information for large groups of people. It allows them to network and build relationships with other contestants. Try and host a minimum of 2 workshops per month and post them on your event calendars. Utilize flyers and emails in your promotion of these events.

The following is a suggested list of workshops:

- Healthy Start - Q &A about the 5 Components of Fitness and tying it all together.
- Nutrition - a discussion about the basic principles of nutrition. You could find a registered dietitian or CFNS to present at this workshop and answer the questions that typically arise.
- Resistance & Cardio- provides information on how to make the most of your workout. This workshop explains target heart rate, as well as proper form when performing resistance exercises.
- Cooking Demonstration - Find a local caterer to demonstrate how to cook healthy meals in a short period of time.
- Motivational - this should be held about two weeks prior to your ending dates Push your contestants to finish and help them remember why they started! Additionally it should motivate them to continue beyond the twelve weeks.

#### **Mid Point Check-In (Recommended Tactic)**

Some gyms have found it useful to hold check-ins or weigh-ins halfway through the competition. This allows you to reconnect with participants to keep them motivated and re-engage with those that have not yet purchased personal training. Some gyms turn the events into mini-parties and offer aggressive personal training specials to Challenge participants.

**Final Check-in:** 12 weeks from the start of each of the 4 flights, you will have a final weigh-in/measurement period. That means you should have 4 final weigh-in periods. During this time your designated group of employees responsible for collecting measurements and taking photos (see page 11) should be available. Each participant will need to complete the 3 measurements, weigh-in, and have their picture taken with that day's USA Today or local newspaper. Use the same photo process as you did for the "before" photos.

Your participant information should be organized so that you know what their participant number is – that is the individual ID number that was visible in the "before" photo! You will want to put that same number in their "after" photo!

**PLEASE NOTE:** While it is the participant's responsibility to come in on their respective final weigh in day, it is critical that you and your staff call or email the Challengers to remind them that their final weigh in day is approaching.

**Final judging: When and what is judged?**

All participants that complete the 12 week Challenge will be asked to complete a testimonial and bring that testimonial in on their final weigh-in day (testimonial outline attached) to be eligible to win. Each gym should put together their own “judging panel.” The judges will be looking at the most significant body transformation in each category and will choose the winner based on body fat loss and/or lean muscle mass gain as well as the strength of their written essay.

**Recommended Best Practice:** BE SURE THAT SOMEONE IS RESPONSIBLE FOR COVERING THE FACES OF EVERY CONTESTANT BY PLACING SMALL ROUND “CLEAN STICK” STICKERS ON THE PHOTOS. THESE CAN BE PURCHASED AT ANY OFFICE SUPPLY STORE! THIS HELPS PREVENT PERSONAL BIAS IN THE JUDGING!

**REMOVE THE STICKERS BEFORE SENDING YOUR WINNERS IN FOR NATIONAL JUDGING!!**

**Testimonial Content**

Contestants need to write/type an essay that is less than one page in length. Ask them to simply write down the positive things that they garnered from their experience. Tell them that we don't need to know specifics about exercise programs or diet but rather the personal things that may have motivated them or that they may have discovered during the Challenge. A sample essay is below:

## My Journey

When I began my journey with Gold's Gym, I had two things running through my mind. These things I would call my mantras, the thoughts that kept me going and focused.

The first was my love of self. Now I am not talking a conceited love, "like I'm all that and a bag of chips". That would be far from the actual truth. The love I am talking about is more of an acceptance of myself. I needed to truly cherish the thing God has given to me. This meant treating it well, working it hard, and feeding it right. It also included listening to it when it needed a break and pushing it further than I thought it could go. I realized how much I'd taken my body for granted. Now I am amazed at what it can do.

The second mantra was that "I'm worth it". That finally in my life I would take care of me. Not that I didn't still take care of everyone else too, I am a mom. But I took the time to take care of me. I came to realize that I was worth every drop of sweat falling to the ground, every muscle pain, every early morning workout, every grimace and tear because I didn't think I could handle anymore. But guess what?, I did, and I handled it like the athlete I never thought I was or could be. All because I finally realized I was worth it!

This experience has changed me, made me a better person, a better mom and friend. It has made me realize that I have great power when it comes to myself. That I can affect the outcome, change the things that need changing, accept the things that I cannot change and love myself for who I am. For I am a powerful human being.

I am truly grateful for Gold's Gym of Wenatchee and East Wenatchee for their awesome team! I absolutely could not have done it without the instructors. The classes are amazing!! The staff at both places go above and beyond. As soon as you walk in the door you feel welcomed, and just walking in is half the battle.

Essay by

~~Sharon Miller~~

Contest 2009

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### **Local Prizes**

All local prizes are determined and secured by the individual participating gym. We strongly recommend that each gym secure local prizes as incentives for participants. This is a good opportunity to reach out to local vendors (restaurants, hotels, electronics stores, etc.) to build relationships, secure “sponsorships” and/or obtain prizes through trade out agreements.

### **Winner’s Reception**

It is suggested that a reception be held to recognize the accomplishments of your members. This event can be large or small depending on what your intentions are for the event.

- Winners in each category will be announced and prizes should be awarded.
- Create a presentation noting the statistics of the contest. For example, note how much weight was lost overall, how many inches, and how many people started and ended the contest.
- Convert the total pounds of fat lost into calories and come up with great facts. *“That is enough calories to serve every single person in a sellout crowd at a \_\_\_\_\_ stadium, one hot dog and two Bud Lights each!!!” “That is the same amount of calories it would take a 150 pound man to jog around the circumference of the globe 7.5 times!!”*
- Have the before and after photos of each winner in your presentation so you can recognize accomplishments.
- Get all "Wall of Fame" releases signed and get these WINNERS on the wall.

### **Wall of Fame**

If you do not already have a “Wall of Fame” in your gym, we strongly recommend that you use the Challenge to build your inventory of success stories and create one. The “Wall of Fame” is simply an area of the gym (a visible, high traffic wall) where you post your most inspirational/impressive member success stories. As the Challenge gets closer to its completion, we will be sending out a template for “Wall of Fame” success stories that you can use after the competition. The template includes space for the member’s before and after picture and their written essay/testimonial.

### ***HAVE FUN!***

For additional questions, please call or email:

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## Key Dates/Checklist

- 11/1/11 Register your team online through GGFA (begins 11/1) at [www.ggfa.info](http://www.ggfa.info)
- 11/1/11 Receive electronic copy of the Challenge Manual
- 11/4/11 Participate on the first Gold's Gym Webinar, "Overview of the Gold's Gym Challenge," starting at 12 pm EST, 9 am PST. We will also cover the VFP Sign up Tool at this time. Sign up thru the GGFA website.
- 11/14/11 (Week of) P.O.P. kit arrives. Display elements in gym. Distribute promotional flyers in gym to members and prospecting flyers to prospects outside of the gym.
- 11/15/11 Identify employee to serve as "manager" of the Gold's Gym Challenge in your club (Fitness Manager is often most appropriate.)
- 11/15/11 Review "How To" manual and Challenge promotional materials with your staff (to be sent electronically by GGI).
- 11/16/11 The second offering of the Gold's Gym Webinar, "Overview of the Gold's Gym Challenge," starting at 12 pm EST, 9 am PST. We will also cover the VFP Sign up Tool at this time. Sign up thru the GGFA website.
- 11/21/11 Determine any personal training offers/specials you would like to promote in support of the Challenge.
- 12/1/11 You should be ready as soon as possible to begin collecting entry fees (if you are doing this) and scheduling people for their "before" photos and measurements. If you can't do this by 12/1, do it as soon after this date as you can. If you are running 4 flights, you should make all flights available for all members to begin reserving a measuring time for the flight they choose. NOTE: If you charge an entry fee, be sure to collect that fee before you reserve a time for the member. This will greatly reduce no-shows!
- 12/6/11 Special Challenge web site for participants launches.  
[www.goldsgym.com/challenge](http://www.goldsgym.com/challenge)
- 12/5/11 (Week of) Participate in Gold's Gym Challenge Webinar "Executional Details and Use of the VFP Tool". This will provide more in-depth information and will be your opportunity to ask questions.

- 12/12/11 Reach out to local vendors to secure potential prizes and giveaways. Promote those vendors to all your members!
- 12/12/11 Purchase or secure:  
 1) A binder with 4 tabs to store all participant tracking forms.  
 2) A camera to take each participant's before and after pictures.
- 12/12/11 Promote on your local GG.com gym and Facebook page.
- 1/2 -1/8/12 Hold a "Meet the Trainers" open house event to promote the Challenge and discuss fitness goals with current and potential members.
- 1/2 – 2/6/12 All flights will start in this time period.
- 12/30 - 1/2 "Before" measuring and photos for Early Flight. Flight begins on 1/2.
- 1/6 - 1/9 "Before" measuring and photos for Flight #1. Flight 1 begins on 1/9.
- 1/13 - 1/16 "Before" measuring and photos for Flight #2. Flight 2 begins on 1/16
- 1/20 - 1/23 "Before" measuring and photos for Flight #3. Flight 3 begins on 1/23
- 1/27 - 1/30 "Before" measuring and photos for Flight #4. Flight 4 begins on 1/30
- 2/3 – 2/6 "Before" measuring and photos for Late Flight. Flight begins on 2/6.
- 2/1 – 4/1 Call members who miss workouts; hold seminars; do small group personal training that is designed for the Challenge; come up with creative ways to keep you participants moving!
- 3/22 - 3/25 "After" measuring and photos for Early Flight. Flight ends on 3/25.
- 3/29 - 4/1 "After" measuring and photos for Flight #1. Flight 1 ends on 4/1.
- 4/5 - 4/8 "After" measuring and photos for Flight #2. Flight 2 ends on 4/8.
- 4/12 - 4/15 "After" measuring and photos for Flight #3. Flight 3 ends on 4/15.
- 4/19 - 4/22 "After" measuring and photos for Flight #4. Flight 4 ends on 4/22.
- 4/26 - 4/29 "After" measuring and photos for Late Flight. Flight ends on 4/29.
- 4/30 – 5/6 Hold local judging

- 5/6/12 Local judging should be completed by this date!
- 5/7/12 Your local winners should be announced by this date! You have an opportunity to make this a real party. Keep it moving and keep it fun!
- 5/11/12 Compile and send your Team Packet to the GGFA offices so that it arrives by the 11<sup>th</sup>!!!
- 5/16/12 National judging completed
- 5/29/11 All national winners contacted by this date
- 5/30/11 National Winners Announced
- July 2012 Winners flown to GG Convention and recognized!