



# DONNA'S MESSAGE

29<sup>TH</sup> JULY 2022

NO. 4

Tune in to our Founder Donna Hubbard's regular messages here using the current member's password which is available from your Centre at the start of each month. Should you wish to respond to Donna's comments you can do so via email at [donna@gymphobics.co.uk](mailto:donna@gymphobics.co.uk).

Hi,

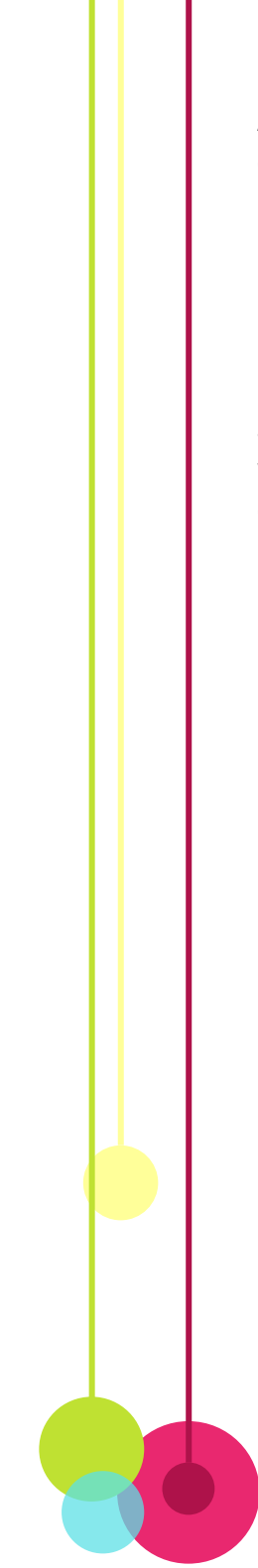
I am sure that like me you are thankful that the heat wave only lasted for two or three days. It didn't make us feel like exercising did it?

Most of our Centres stayed open, at least for a few hours each day which was quite heroic I think and a surprising number of ladies took advantage, but I can well understand why many decided to stay at home with the curtains drawn.

Now the weather is back to normal our Centres are once again packed to the rafters as many ladies are wanting to look their best on the beach or by the pool! If you have a holiday coming up soon it might be worth increasing your weekly sessions. Alternatively, try stepping up your home workouts with longer 'walk' sessions and increased 'callisthenics' each morning. Your Instructors will be happy to advise.

I want to share with you our plans for Gymphobics in the coming months. Since we opened our first Centre back in 2003 we have gradually expanded and now have some 45 Centres throughout the country. What you may not realise is that each Centre is privately owned by a franchisee who we have trained and supported, along with their staff.

Our aim is to open another ten Centres in the next twelve months and to do that, we could do with your help. If you know someone who is interested in health and fitness and would like to own their own Gymphobics Centre in an area of their choice, then we would love to hear from them.



Attached to the end of this letter is a 'Franchise Pack' which explains how little it costs to own a Gymphobics Centre so we would really appreciate it if you would pass this on to anyone who you think might be interested. Any town with a reasonable population will be suitable and we would help them to find the right premises and get started. Most of our franchisees have never owned a business before but with our support they make a great job of it and earn an excellent living. Let's face it, nothing beats working for yourself and being your own boss, does it?

So if you, or someone you know, would like to own your own business and help women to be the best they can be, then the Franchise Pack (attached to the bottom of this letter) is the first step on the ladder!

Kind regards



**Gymphobics Founder**





# Be Your Own Boss!

**OWN YOUR OWN GYMOPHOBICS CENTRE**



## **GYMOPHOBICS NEEDS YOU!**

Why you should be our next Gymphobics Franchisee!

- ◆ **Boost your income**
- ◆ **Do some good**
- ◆ **Improve your lifestyle!**





## THE FRANCHISE PACKAGE

Starting up in business for your self can seem like a scary proposition but a Gymophobics franchise means that you own your own business but you are never on your own!

Our successful concept is tried and proven over nearly 20 years with Centres throughout the UK and we can help you to open in an area of your choice.

Once open we will be there to support you with the training you and your staff will require to be successful.

Our dedicated team make starting your own business easier than you ever thought possible and will support you through every phase of getting up and running.

In the following pages we explain why a Gymophobics franchise can be so rewarding and why some of our franchisees go on to open a second (and even a third) franchise. You will discover why Gymophobics is unique and so different to conventional Gyms. We explain why more than 250,000 women of all ages have used Gymophobics to improve their health, figure and fitness.

As probably the cheapest start up franchise on the market we have made it possible for so many people to own their own business. If you are ready to take the next step on the road to financial independence then read the notes that follow and visit our web site at [www.gymophobicsfranchise.co.uk](http://www.gymophobicsfranchise.co.uk) and watch our Franchise Video.

Contact us by completing our application form at [www.gymophobicsfranchise.co.uk](http://www.gymophobicsfranchise.co.uk) or give us a call on 01785 227273 to find out more.



# WHAT MAKES GYMOPHOBICS SO SPECIAL?

As the proud owner of a Gymophobics Centre you will be catering for some 83 percent of the female population who want a better figure, health and fitness but who find conventional Gyms intimidating!

Our unique exercise circuit uses smooth, state of the art machines which are powered by 'air' and take the work out of the workout. Ladies love them and the attention that they receive from dedicated Instructors on every visit.

Sessions last just 30 minutes and are backed up with more than 100 on-line workouts that members can access from home.

Ladies love the personalised prescriptions which are updated every three weeks and our 'holistic' concept which includes diet and cardio-vascular health.

Our Centres offer a friendly environment in the community for women of all ages, making it easy to make friends and are results driven which is why retention is far higher than in conventional Gyms. More than 70 percent of members make their visits a way of life beyond their first twelve months.



## Marketing

Attracting new members is a combination of internal and external marketing. Your staff are taught how to encourage your members to refer their friends and this is backed up with external marketing by the franchisees who are shown how to use local advertising, leafleting etc to spread the word. Our experienced social media team can offer all the help you need to attract new members via Facebook, Instagram, Google etc.

# OUR SUPPORT

Our Franchise Offices in Stafford supply all the support that you need to get up and running and our dedicated training academy will train you and your staff.

We supply your own web site, on line training for you and your staff in addition to courses at our Academy, plus manuals and regular bulletins. Our team will keep in touch with you and will visit you throughout the year to provide support and back up. You are never on your own.

While you focus on sales and marketing the business, your Instructors will be trained to provide the personalised diet and exercise prescriptions that ensure your members results. Recruiting the right staff is easy as no previous experience is required and our training courses, manuals and bulletins will ensure that you will be providing a high quality service to your members.



## Basic Instructor

- 4 Day introductory course Covering anatomy, physiology, nutrition and exercise.
- How to prescribe programmes and level 1 and 2 callisthenics.



## Membership Sales

- The A. B. C. of selling.
- Step by step guide on how to perform member consultations.
- Setting targets, closing sales.



## Marketing

Our marketing manual contains some 60 proven marketing strategies. We also hold marketing meetings at our Academy plus ZOOM meetings to ensure that enrolment targets are being met.



## Advanced Programme Planning

- Further personalised programmes and techniques.
- Unique 4-Stage member process covering conditioning, figure shaping, consolidation and maintenance.



## Advanced Callisthenic

- Levels 3-5 of callisthenic exercises.
- Prescribing home exercises. Technique training.



## General Support

- Online Owners website
- Online Instructors area
- Online Members area
  - Owners meetings
- Annual awards night
- Monthly Instructor quiz



## Advanced Sales

- Dealing with negative responses.
- Role playing conversational selling.
- How to deal with telephone enquiries.



## Annual Instructor Refresher

- Covers the fundamentals from Basic Instructor, Advanced Callisthenics and Advanced Programme Planning.
- Level 2 nutrition



## Office Support

- Monthly management bulletins
  - Staff bulletins
  - Leaflet design
- Telephone help line
- Training manuals
- Staff certification (level 1 & 2)

# FINANCE

For a limited time only we have reduced the price of our franchise package from £19,999 + vat to just £4,999 + vat making this the lowest start up costs in the industry! This is to ensure that we can meet our targets of opening another ten new Centres this year.

As a new franchisee you will need up to £10,000 to cover signage, décor, carpeting, furnishings and your initial marketing.

Equipment is always the most expensive requirement when opening a Gym so we can supply your equipment for a small monthly fee.

Costs at each Centre vary and are dependant on local rents, rates, etc but most break even with little more than 150 members which can often be achieved in the first months of opening. Many Centres are in profit after three months.



## Monthly Fee

Your monthly franchise Fee is just £500 + vat plus £100 per month for equipment (unless purchasing):

## What's Included?

Use of our brand name and trademarks

Exclusive rights to your area

Support from an experienced team used to running their own successful Centres

Online members area with over 100+ digital classes and more

Instructor's website for home learning.

Website maintenance, Social Media set up and Search Engine Optimisation

All management, sales and staff training, including refresher courses

Regular bulletins and forum access for Franchisees and Instructors

Access to national Gymnastics events

Online franchisee area with access to stock photos and templates.

Reduced pricing with recommended suppliers



**SARA & NEIL DAVIES**  
Wigston

"There are not many jobs where you get to change peoples lives for the better which makes it very rewarding for us."



**TRACY TURNER**  
Macclesfield & Nantwich

"Gymphobics is a fabulous concept and having played a part in helping so many ladies, I now get total job satisfaction. I am so glad I did it."



**DEBBIE HARPER**  
Wickford

"I love owning my own gym. Becoming an owner is the best decision I ever made."



**TRISH & TONY CONNOR**  
Harrogate & Wetherby

"We would recommend a Gymphobics franchise to anyone. We are very glad we did it."



**SAM HACK**  
Pitsea

"Becoming a Gymphobics franchisee has been the best decision I have ever made."




**ADELE MARLOW & LAURA MADDOX**  
Cannock

"Owning our own business has changed our lives for the better. We couldn't recommend it enough."



# CONTACT US

 01785 227273

 Gymphobics Licence Ltd  
The Academy  
Rickerscote Road  
Stafford  
ST17 4EX

 @GymphobicsFranchising

 [franchising@gymphobics.co.uk](mailto:franchising@gymphobics.co.uk)

[www.gymphobicsfranchise.co.uk](http://www.gymphobicsfranchise.co.uk)

## THE TEAM



**DONNA HUBBARD**  
FOUNDER & DIRECTOR



**TRACEY GILBERT**  
OPERATIONS MANAGER

**RICHARD HUBBARD**  
CO-FOUNDER & DIRECTOR



**TIFFANY MAWLE**  
SOCIAL MEDIA &  
MARKETING MANAGER



**LOUISE WILLIAMS**  
FINANCE DIRECTOR



**KIERAN MOGG**  
SOCIAL MEDIA & SENIOR  
MARKETING EXECUTIVE

**STEVE WILLIAMS**  
TECHNICAL DIRECTOR



**LUCY ASTLEY**  
ADMINISTRATOR



# LOCATIONS

Current locations are shown below. Look for ground or first floor premises of 900 to 1200 sq. feet. Once you have told us the area you are interested in our team will help you to find the ideal site.

## North

1. Harrogate
2. Wetherby
3. Garforth
4. Southport
5. Manchester (Whitefield)
6. Liverpool (South)
7. Beverley
8. Hessle
9. Hull
10. Macclesfield

## South

31. Stowmarket
32. Woodbridge
33. Sudbury
34. Felixstowe
35. Colchester
36. Hatfield
37. Ruislip
38. Wickford
39. Basildon (Pitsea)

## Midlands

11. Nantwich
12. Belper
13. Stafford
14. Rugeley
15. Telford
16. Cannock
17. Lichfield
18. Aldridge
19. Tamworth
20. Sutton Coldfield (South)
21. Kidderminster
22. Halesowen
23. Redditch
24. Bedworth
25. Hinckley
26. Wigston
27. Rugby
28. Kettering
29. Daventry
30. Banbury

