

Peak 10  
"Results Typical"

**1. Grabber / Intro / Timeline (3 minutes preset video intro)**

- a. January, 2012
  - i. Its 5am and there are a line people outside the club and all 3 of the club's phones are ringing off the hook as people ANXIOUSLY line up to sign on for a 8 week program that will not only transform their bodies, but their lives
- b. February, 2010
  - i. My wife and I are returning from a 3-day weekend and are discussing the great success of our 8-week, Lose to Win, weight loss program. Wondering if we can come up with a program, selfishly, for us. For people who already workout, who may have worked out for years, who are looking to take themselves to a whole new level. A PEAK 10 level.
  - ii. We layout the "blue print" of our program utilizing the latest information on MCT for fat loss. Combining our backgrounds, Michelle (18 years in group fitness) and Phil (18 years in personal training and sports performance) we come up with an "climb to the peak" system of interval training that utilizes a unique combination of strength and cardio, all in one workout
- c. May, 2010
  - i. The amazing body transformations from the test group light a fire under BTF members and the very first 8 week run of PEAK 10 sells out. 3 groups of 30 people take the challenge on....
- d. September 2010
  - i. SOLD OUT, over 100 participants
- e. January 2011
  - i. SOLD OUT, over 100 participants
- f. May 2010
  - i. SOLD OUT, over 100 participants
- g. September, 2010

- i. SOLD OUT, over 100 participants
- h. January 2012..... back to where we started

## **2. Breakthru Fitness Story ( 8 minutes)**

- a. Michelle's Story
  - i. Journey from front desk receptionist to owner
  - ii. Group exercise
    - 1. Teaching
    - 2. World Aerobic Champion
    - 3. National and World Presenter
    - 4. Group Ex Program Director
      - a. Brignoles
      - b. Bodies In Motion
      - c. Equinox
    - 5. DVD / home workout celebrity
- b. Phil's Story
  - i. Journey from Personal Trainer to Club Owner
    - 1. Club Trainer
    - 2. Independent Trainer
    - 3. Personal Training Manager
    - 4. Partners with Michelle / Breakthru is born
  - ii. BTF
    - 1. Started inside a Health Club
    - 2. Studio 1 / Arroyo
      - a. Pilates
      - b. Personal Training
      - c. Bootcamp / Urban Workout
    - 3. Studio 2 / Old Town
      - a. Pilates
      - b. Small Group Training
      - c. Weight Loss Programs
      - d. Pilates
      - e. Bootcamp / Urban Workout
    - 4. Breakthru Fitness Club (Pasadena's upscale, results driven training club)
      - a. Membership
      - b. Group Exercise (Spinning and Group)

- c. Personal Training
- d. Pilates Studio
- e. Weight Loss / Lose to Win
- f. Parisi Speed School (Youth Sports Performance)
- g. Peak 10

### 3. PEAK 10 OVERVIEW- BE BOLD! BE REVOLUTIONARY! (10 MIN)

#### a. What is PEAK 10\*\*

- i. **Peak 10<sup>®</sup> is an 8-week group fitness, music driven fat loss program that uses our unique "Climb to the Peak" system of metabolic circuit training (MCT)** designed to challenge, inspire and transform lives of your club members and guests to achieve total body transformation and overall inches lost, due to a reduction in body fat.
- ii. **\*\*This result-driven System is designed to actually change the body's BLUEPRINT of how it utilizes and burns calories and fat,** through repetitive challenge and recovery at the four levels of the "Climb to Peak" intensity workloads, which will create the after burn effect to help raise resting metabolism.
- iii. **\*\*This result-driven, empowering program offers total body transformation,** making each individual stronger, leaner, and more agile with overall inches lost due to a reduction in body fat.
- iv. **Peak 10 is multi-faceted, melding techniques, music and workouts which can appeal to both weight room diehards and group fitness junkies--**the perfect combination that has crossed gender and age barriers while creating an impact, not only on the participant's lives, but also the health club's bottom line. Since the launch of Peak 10 in 2009, hundreds of participants have lost weight and inches and literally changed their bodies for good.
- v. **Peak 10 Training Philosophy \*\*Change your body, change your life.** We believe everyone should have the

opportunity to be in the best shape of their life, regardless of gender or age at any age. Being in top physical condition, feeling confident and bodily able to tackle life head-on is transformative and transcends into every part of a person's life to empower him or her to strive to be the best at any level.

- vi. **Power of the "Group Environment"**. We also believe in the power of group support in helping someone achieve his or her goal. Joining a group of like-minded people and being a part of something exciting, challenging and fun elicits better and more consistently inspiring results to help anyone feel leaner, stronger and fitter than ever.

#### 4. WHY PEAK 10 WORKS: FOR THE INDIVIDUAL (10 MIN)

- a. For the participant, this program is designed with **two main goals** in mind: **1) help members get in the best shape of their lives (lean, ripped, strong and fit) and 2) give the experienced exerciser an opportunity to take their fitness to a whole new level.**
- b. **Set programming**. This encourages participation with **less attrition, leading to better results**. Although Peak 10 workouts are typically held in the group exercise room, this program should never be part of the regular group exercise class schedule.
- c. **The key to this concept is that there is a significant difference between going to the club to workout vs. being on an 8-week program**. Research has shown that people are more successful when they workout in groups. The more people you have participating in groups and specialized programs, the higher your club retention rates. These members get comfortable working out in the group environment and want more of it. Therefore, we have also found that launching new group classes or promoting other small group training programs at the end of a Peak 10<sup>®</sup> session is a great way to introduce a newly captive audience to more of your club's unique offerings.

- d. **Result Oriented.** Although fat loss is the primary motivation people want to participate in the Peak 10 program, **there are significant, result oriented incentives why Peak 10 sells out time and time again and why participants keep coming back for more**
- i. Peak 10<sup>®</sup> is addictive (you get a “high” from the workouts)
  - ii. Peak 10<sup>®</sup> offers people a new challenge
  - iii. Peak 10<sup>®</sup> makes people feel fit, strong and agile
  - iv. Peak 10<sup>®</sup> conquers fears and builds confidence
  - v. Peak 10<sup>®</sup> encourages friends and loved ones to take the challenge together
  - vi. Peak 10<sup>®</sup> gives former athletes a way to “get it back”
  - vii. Peak 10<sup>®</sup> offers motivation for people to eat healthier
  - viii. Peak 10<sup>®</sup> helps people accomplish their goals
  - ix. Peak 10<sup>®</sup> gets great RESULTS
  - x. Peak 10<sup>®</sup> is a fun, exciting, group shared experience
  - xi. Peak 10<sup>®</sup> is a solution based program for someone who can stick to exercise
  - xii. Peak 10<sup>®</sup> program introduces many “non-group class exercisers” to your group room
- e. **Tested with a proven track record.** Peak 10<sup>®</sup> has gone through over 2 years of testing and fine-tuning. We have taken hundreds of our members through the program as well as our group fitness staff, personal trainers, Pilates instructors, and Parisi Speed school coaches. The results of those that put in 100% effort are remarkable. Peak 10<sup>®</sup> creates a sense of community, full of support and camaraderie. Your group instructors will teach a *systematic and proven to get results program* where everyone is in it for the challenge.

## 5. WHY PEAK 10 WORKS: FOR THE CLUB OWNER (10 MIN)

- a. For the **health club**, Peak 10<sup>®</sup> is a profit based, replicable, scalable, program that achieves 3 main goals: **1) member retention (keep members longer) 2) member acquisition (get new members) 3) increased member profitability (get members to spend more per visit)** as it serves as a built-in catalyst for profit growth in other ALL other departments of your

facility (e.g., Juice Bar, Nutrition Counseling, Corrective exercise, Personal training and Massage). This program will enhance your current members' fitness **results** and create an **exciting buzz** about your club in the community.

- b. **Peak 10 is a solution-based source of ongoing revenue** that can increase your training revenue and turn the group exercise room for any health club into a Profit Center.
- c. **Peak 10 is a licensed, standalone program, designed to challenge, inspire and transform lives of members and guests in a health club setting.**
- d. **Peak 10 is a solution-based source of ongoing training revenue, turning "down time" in the group exercise room into a profit center, enhancing the lives of club members while giving a boost to the club's bottom line.**
- e. The Peak 10<sup>®</sup> program **benefits both the participants and the health club.**
- f. **Peak 10 has a proven record to attract new members from your community, solely on the basis of results and word of mouth.** Our participant's bodies are walking advertisements for the program. And by allowing non-members who are looking for the ultimate challenge to come in and sign up for Peak 10, your club will expand its offering to meet the market demands of harder, more intense workouts.
- g. **WHAT PEAK 10<sup>®</sup> BRINGS TO YOUR HEALTH CLUB** Peak 10<sup>®</sup> is a business solution that will give you the following benefits:
  - i. Attracts new members
  - ii. Up-sells existing members
  - iii. Improves retention rates
  - iv. Creates a flood of powerful testimonials
  - v. Differentiates you from your competition
  - vi. Positions your club as "the fitness / results expert" in your community
  - vii. Introduces group fitness profit based programs
  - viii. Fills your club with more energy, buzz and enthusiasm
  - ix. Enhances job satisfaction for employees
  - x. Creates a teamwork environment for the entire staff
  - xi. Increases your club's value

## 6. WHY PEAK 10 WORKS: GROUP INSTRUCTOR / COORDINATOR

### a. **PEAK 10<sup>®</sup> PROGRAM SPECIFICS**

- i. **The program is designed for experienced exercisers looking to take their fitness to a new level and use proper nutrition for fat loss.** To be enrolled in Peak 10<sup>®</sup>, the participant must be free of all injuries, and be a confident exerciser that can perform full body movements, like push-ups, planks, squats, lunges and intense jumping drills. These movements aren't necessarily easy for the participant but they must have the capability to perform them. The program is not designed for new exercisers or those with any sensitive joints or pre-existing conditions that would limit their safety by participating.

### b. **THE PEAK 10<sup>®</sup> "CLIMB TO PEAK" INTERVAL SYSTEM**

- i. **\*\*Each Peak workout will utilize our unique "Climb to Peak" training levels.** All the exercises are arranged in a very specific manner in order to maximize results. Think of it as if you were climbing a series of mountain peaks going from the lowest point up to the very top of the mountain.

### c. **WHAT IS INCLUDED: program design, choreography, music selection**

- i. **Peak 10 offers a complete pre-fab package of program design, choreography and music.** Each program is carefully scrutinized as part of hundreds of hours of development and meticulous planning. All the routines have been tested on real members, then modified or re-vamped based on a broad range of feedback, movement capabilities and enjoyment factors.
- ii. **Peak 10 includes an entire *Implementation System* for running an 8-week Peak 10 program,** from set-up to final day with all of the necessary instructions, documents and tools necessary to maintain program control and continuity, ensuring satisfied customers and better results.
- iii. **Peak 10 music is pre-selected and custom edited with level and tempo changes, all to enhance motivation**

**levels, excitement and endurance development.** Each beat of every routine is strategically planned and choreographed to deliver proper sequencing of our Signature Peak formats. Programming and choreography for each 5 minute segment can take anywhere between 5 and 10 hours to create, test and finalize. After that time, staff training and rehearsing takes several more hours.

d. **Science Behind Peak 10: Why Metabolic Circuit Training**

i. **Metabolic Circuits change your individual "blueprint"**

(resting metabolism and body composition) for permanent weight loss. The music and group format makes it fun and challenging

ii. **Metabolic Circuit training and high intensity interval training helps you burn calories long after the workout is finished. This effect is called EPOC**

or EXCESS POST EXERCISE OXYGEN CONSUMPTION. Creating EPOC is the goal as it basically represents all the additional calories your body will burn post exercise for 24 to 72 hours post workout while it replaces muscle glycogen that has been depleted during the workout, restores blood lactate levels back to normal, bring down the heart rate and body temperature. All of these functions take energy (calories).

iii. **The Peak 10 Climb to Peak Intervals allow for greater results in less time.**

iv. **Metabolic Circuit training can be defined as interval training integrated with resistance training.**

v. **Metabolic Training "Peak Style"-- Peak utilizes 3 Metabolic "Avenues"**

**\*\*\*\*\*So this is your secret sauce, you have to decide if you even want to discuss it, I don't think having a PPT page with just the list of the 3 and you discreetly go over it will allow someone else to copy it.\*\*\*\*\***

vi. **[1] Strength to Stimulate Muscles:** The resistance training component utilizing a method called "complexes": exercises are sequenced in a back to back method that produces a higher, more intense metabolic effect. Adding moderate to vigorous resistance training

to create Metabolic Circuits, increases “muscle remodeling” the natural post workout repair of muscles worked which contributes to the after burn for up to 72 hours post workout.

- vii. **[2] High Intensity Cardio:** High impact aerobic and sports moves increase heart rate and boost metabolism
- viii. **[3] All-out Peak Blasts:** A 15 to 30 second plyometric PEAK boost at the end of each 5-minute round. This takes participant to the absolute "peak" intensity they can handle and requires a short rest period before starting the climb all over again.
- ix. **\*\*Peak Instructors—who are they, why they’re chosen, the importance of the right people to teach this program**

## WHY PEAK 10? BRINGING IT ALL TOGETHER

**Does your group exercise program actually make you money?** Are you looking for a way to create an entirely new and unique profit center that exponentially expands revenues in other areas of your club? If you are, Peak 10 provides you with everything you need to run a fun, effective and safe, profit based, membership retention/acquisition program.

Based on member prices, one session of Peak 10, running 3 times per year with 30 participants in each session can **yield approximately \$27,000 gross income**. With three sessions running concurrently, **3 times per year can produce approximately \$80,000 of gross income**, not including crossover revenue (recovery shakes, gear, etc.) from other club profit centers.

TOGETHER, WE CHANGE LIVES