

NOT ALL CONTENT IS CREATED EQUAL

DELIVERING AN EXTRAORDINARY EXPERIENCE



What types of content are most engaging? How to create personalized content? Can your content still provide a personal connection? Is it important to continue to train and educate members, or is motivating them enough? Learn why providing content alone isn't enough, and what type of experience your content needs to deliver to stand out in today's crowded fitness world.

KEY TAKEAWAYS

1 EXPERIENCE. EXPERIENCE. EXPERIENCE.

Content is all about the experience it provides. Better content leads to a better experience, which in turn leads to better retention.

2 MAKE IT PERSONALIZED

Give your members personalized content that feels like it was created just for them.

3 MAKE IT PERSONAL

A personal relationship improves coaching results. Deliver content with engaging, likable coaches that generate a personal connection with your members.

4 EDUCATE AND INSPIRE

Motivational content is essential, but it isn't enough. Your content also has a unique opportunity to provide skills, concepts, and valuable insight.

5 MEET PEOPLE WHERE THEY'RE AT

Fitness is intimidating to a large percentage of the population. Provide content that is welcoming instead of intimidating – accessible for all, instead of just the elite.

SPEAKERS



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