Pricing Your Tabata Bootcamp™ Groups

As a Tabata Bootcamp™ Trainer, you’re not only in the business of changing lives, but you also want to generate revenue for yourself and your club. In order to do this effectively, you’ll need to set pricing for your Tabata Bootcamp™ that is both realistic and attractive to your clients. However, it should also adequately represent the amount of work you are putting into your bootcamp(s), and your worth as a trainer.

One of the biggest benefits of small group training is the ability to generate greater revenues by working with a small group as opposed to one-on-one training. This will not only save you from trainer burn-out and allow you to provide the client attention essential for their success, but it will allow you to effectively price your bootcamps to create profitable revenue.

However, in order to achieve this, you’ll need to establish what category of trainer you fall under, as well as all of the factors that will determine your cost.

Trainer Types

- Trainer under contract at a specific facility
- Trainer employed as a full-time employee at specific facility
- Trainer working independently – not affiliated with any facility

What Works vs. What Doesn’t

Based upon interviews we’ve had with trainers who are running bootcamps, there are basically two types of pricing models that have shown to be successful, and one that has been shown to be unsuccessful. The two successful pricing models are based on charging a complete, set fee for the entire two month bootcamp (this includes cost for resistance tubing and web access as well). One of the two models is for clients at a gym facility who already pay a club membership, and the other is for clients who do NOT pay a gym membership.

The unsuccessful pricing model is based on a “pay-per workout session” or “drop-in” attendee option. This not only hinders the ability to create a super support small group culture, but it tends to yield less success in retention for subsequent bootcamp sign-ups, as well as overall client fitness results. We will go into greater detail in a later section of this guide, but that is the trend we see in a nutshell.

✓ Successful Pricing Model
$ for Gym Members $ for NON-Gym Members
Typically $50-$100 Typically $149-$299

X Unsuccessful Pricing Model
$10-$25 per class
If you or your facility offer Tabata Bootcamp™ as a “Pay Per Workout Session”, you are just offering another HIIT class. If your goal is to see better fitness results for your clients, greater revenue, and higher retention for subsequent bootcamps and/or additional facility programming (i.e. personal training), then offer Tabata Bootcamp™ as a complete program with a full price upfront.

Understanding Your Choices/Decisions

If you are a trainer under contract at a facility, you will need to work with them in pricing the bootcamp attractively. If you work as a full-time employee at a specific facility, the facility will most likely have primary control over pricing and will set it adequately for members. There are no standard set prices in the fitness industry, but facilities have years of experience and they know their members well enough to establish an attractive and realistic price. If you are a trainer who works independently, then you have complete control over your pricing, and should carefully weigh all the following factors:

- Number of members– are there 5 or are there 12 members in your bootcamp?
- Demographics – average income and expenditures towards health/wellness in your region
- How many times per week do you plan to meet for in-person workouts? Tabata Bootcamp™ recommends 3x per week as the standard for the 8-week program, but as the trainer this is up to you.
- Experience and credentials – do you have over 5+ years of Personal Training or Group X experience, or are you new to the fitness industry? Any degrees, recognitions, and certifications should be considered in this as well.

After considering the above, use the steps below generate your pricing. NOTE, these are only provided as guides, as derived from our feedback from Tabata Bootcamp™ trainers across the US and Canada.

How to Price Your Tabata Bootcamp™ 8-Week Sessions

First Step – Determine Your Client Audience, and Determine Average Price
Surveys of our trainers, and research conducted across the fitness industry reflects that an 8 Week Bootcamp can cost a range of prices, depending on where you are located and your demographics. However the prices below reflect what we’ve typically seen to be the trend across the board.

Independent Trainer Bootcamps - Average pricing usually ranges from $149-$299.

Facility Bootcamps – Average pricing usually ranges from $50-100 for Members, and $100+ for Non-Members (this is typically a discounted price with membership enrollment)

Second Step – Determine How Many times per week you'll meet
You should charge more if you plan to meet 3x per week versus if you are meeting 2x per week.

- Meeting 2x per week - $149-$249 per person for independent trainer bootcamps
- Meeting 3x per week - $249-$299 per person for independent trainer bootcamps

Third Step – Create Price Brackets
Create price brackets based on your bootcamp size. Since you will be advertising/promoting a specific price, this means you’ll need to create a set maximum number of participants beforehand. Tabata Bootcamp™ suggests a maximum of 12 participants in order to effectively maintain a super support small group culture, while not overextending yourself as the trainer. However, there is no mandatory number of participants, and this is up to you.

Tip*: Choose a starting price with the smallest number of participants, and then work your way down in price as the number of spots in your bootcamp goes up.

Sample –

8 Week Bootcamp Meeting 3x per Week

3-6 participants - $299 per person
7-9 participants - $249 per person
10+ participants – $199 per person

Note that we have only provided a guide to determine price for a full 8-week Tabata Bootcamp™. There are not any pricing tips included for how to determine a “pay-per-session” or “drop-in” option. Surveys of Tabata Bootcamp™ trainers have shown that structuring the bootcamp as a two-month program with a complete set price (i.e. one fee for the entire 2 months) has been demonstrated to be the most successful approach for both trainers teaching Tabata Bootcamp™, and for participants. Conversely, trainers who allow “drop-ins”, or “pay-as-you-go” options tend to not have as much success. Their clients do not achieve as great fitness results, and the trainers do not see as much retention for people signing for subsequent bootcamps. This all comes down to commitment.

Participants have more success because they are committed for the full two months - both with a verbal promise, as well as financial investment. When they see their results, they are much more likely to sign up for another bootcamp to continue their success, as opposed to a participant who was offered a “pay as you go” or “pay per session” option. The participants who commit to the full 2 month bootcamp will also be stronger word of mouth referrals, as opposed to someone with mediocre results. To summarize, setting the price for a complete 2 month bootcamp is directly linked to greater fitness and weight loss results for participants, as well as greater retention and long-terms success for you as a trainer.

Fourth Step – Package Your Bootcamp to Encompass the TOTAL costs

You need to promote the TOTAL price up front, so participants don’t feel there are any unexpected prices afterward. This includes everything the bootcamper gets, including resistance tubing, web access and bootcamp. This pricing approach was also the most successful strategy in overcoming any price objections from bootcampers. When bootcampers see the total price up front, they will not feel the other expenses are “add-ons”, but are rather what is included, and not even questioned whether it is part of the program.

Breakdown of Cost Sample –

8 Person Bootcamp Meeting 3x Per Week
$239 trainer fee + $10 Figure 8 tube + $9.99 for website = total price $259.

NOTE*: If you a trainer contracted under a facility, you’ll also need to factor in this revenue split as well.

Fifth Step (OPTIONAL) – Create any additional price incentives you want to include.
You may want to consider offering a discount deal with your bootcamp, with a discounted rate for referrals or re-sign-ups. Trends have shown that people who join bootcamps with a buddy, or form a partnership within their class also have better results and higher retention to sign up for subsequent bootcamps.

Discount Incentive Sample

8 Week Bootcamp Meeting 3x Per Week

- $259 per person
- Refer a Friend Rate - $239 per person
- Re-Sign-Ups Bringing a Buddy - $229 per person

**Tips to Keep in Mind**

You need to consider everything your clients are getting with Tabata Bootcamp™. You are not just meeting with your bootcampers 2 or 3 times a week for workouts. You are introducing them to a complete super support small group culture that will lead them on a path for sustained success. The bootcamp classes, Take 3 Eating Method, metabolic profiling, 6 minute web workouts, and online accountability all work together to provide a framework for lasting behavioral change. You are providing them a true formula for success, so your pricing should reflect this.

Once you have determined your bootcamp price, it is critical that you set the tone for your bootcamp at the very beginning. This all starts with how you communicate your pricing. You have been hired and contracted as a certified fitness professional, and therefore need to convey this self-assurance when you explain the total pricing for the bootcamp (both the bootcamp, and $9.99 website fee) to your participants. Our feedback from trainers has shown that those who simply explain the fee as what is part of the bootcamp, mandatory for participation, and most importantly…necessary in order to achieve the greatest success, receive little to no objections from their prospective clients. Those who offer options or let their clients pick and choose, are typically questioned more and also do not see as much overall success with the program. It is crucial to have firm, set pricing at the very beginning and to present the entire program as set in stone. Keep this in mind, and your facility will have greater faith in the program’s longevity, your clients will have greater faith in the program’s results, and everyone will have greater faith in you as a Tabata Bootcamp™ trainer.
Sample Pricing Tree

Step #1 – Determine Client Audience/Avg. Price

<table>
<thead>
<tr>
<th></th>
<th>Independent</th>
<th>Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg Price</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| $149-$299      |             | $50-$100-
| NonMembers     |             | Members  |
|                |             | $100+    |

*Note, this is usually tied in with a discount for Membership enrollment

Step #2 – How Many Times Per Week You’re Meeting

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$149-$299</td>
<td>$50-$100</td>
<td>$100+</td>
</tr>
<tr>
<td>Meeting 2x/Wk</td>
<td>Meeting 2x/Wk</td>
<td>2x/Wk</td>
</tr>
<tr>
<td>$149-$225</td>
<td>$50-$75</td>
<td>$100-$175</td>
</tr>
<tr>
<td>Meeting 3x/Wk</td>
<td>Meeting 3x/Wk</td>
<td>3x/Wk</td>
</tr>
<tr>
<td>$226-$299</td>
<td>$76-$100</td>
<td>$176-$300</td>
</tr>
</tbody>
</table>

For the sake of simplicity in the next step, we will choose Meeting 3x per week for both bootcamps

Step #3 – Create Price Brackets

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting 3x/Wk</td>
<td>Meeting 3x/Wk</td>
<td></td>
</tr>
<tr>
<td>$226-$299</td>
<td>$76-$100</td>
<td>3x/Wk</td>
</tr>
<tr>
<td>3-6 people</td>
<td>3-6</td>
<td></td>
</tr>
<tr>
<td>$299/person</td>
<td>$100/person</td>
<td>$300/person</td>
</tr>
<tr>
<td>7-9 people</td>
<td>7-9</td>
<td></td>
</tr>
<tr>
<td>$250/person</td>
<td>$88/person</td>
<td>$230/person</td>
</tr>
<tr>
<td>10+ people</td>
<td>10+</td>
<td></td>
</tr>
<tr>
<td>$226/person</td>
<td>$76/person</td>
<td>$176/person</td>
</tr>
</tbody>
</table>

Step #4 – Package Bootcamp to Encompass ALL costs

For the sake of simplicity, we will show one example:

Independent
7-9 person bootcamp meeting 3x/Wk - $250/person

$230 trainer fee + $10 figure 8 tubing + $9.99 website fee = total price $250