

TABATA BOOTCAMP™

Pricing Your Virtual Bootcamps & Training Packages

Another great source of revenue for Tabata bootcamp™ trainers is to offer solely virtual bootcamps, or virtual training sessions to your clients. This form of training has only become popular in recent years, in which most clients have invested in advanced home and mobile technology, like smart phones and ipads, Macbooks, etc. Below are some of the largest benefits of online virtual training:

- ✓ **Affordability** – a typical live session costs considerably more than online training
- ✓ **Flexibility** – clients can train on their schedule at their convenience in a location of their choice
- ✓ **Accountability** – Trainers set expectations and clients learn to be responsible for their actions and behavior by truly committing to a program and becoming educated
- ✓ **Variety** – Online training offers the client a wide variety of options for activity and for mixing up workouts regardless of the training location; more variety equates to less burnout and boredom
- ✓ **Lifestyle Change** – clients can learn new behaviors and how to eliminate obstacles and stay committed to their own success
- ✓ **Accessibility**- clients and trainers are can be connected from any remote location using an online system and connectivity is crucial to long-term success

Online virtual training is especially convenient for clients who may travel often for work, or do not have the time to commit to a full 8-week in-person bootcamp, or personal training sessions. It's a great alternative selling tool when your client has finished a bootcamp, and while she saw some great initial success, she is still hesitant to invest in another full 8-week bootcamp. Virtual training allows you to maintain your client on a plan that is not overwhelming or intimidating, also has a more attractive pricepoint.

Virtual bootcamps have become increasingly popular among fitness-conscious clients. They serve as a great alternative option, or even supplementation to a daily gym regimen. Typically, people purchase gym memberships for 2 primary reasons: first, to achieve results, and secondly, to get motivation they otherwise would not have on their own. The unfortunate case is that most people have difficulty finding a friend who is the “perfect” workout buddy to provide motivation, and only 10% of the gym member population invests in personal training sessions. So, while the the results may be achievable in a gym setting, many may have a hard time getting all of the motivation they need if they do not invest in personal training or go to Group X classes. Virtual training offers a number of options to help conquer these obstacles.

Ways to Use Virtual Training in Your Business Model

- Run Virtual Group Bootcamps
- Offer Virtual Personal Training
- Offer Virtual Online Coaching along with In-Person PT

Virtual Bootcamps

Virtual bootcamps feed off of our human nature of being social beings. As humans, we want to feel included and connected to others. Virtual bootcamps are also an easily adoptable approach in today's world, in which people work remotely from home, are connected to the internet, and have less disposable free time to devote to exercise.

How to Price a Virtual Group Bootcamp

You need to consider how much time you are willing and able to devote to each of your bootcampers. If you want to run a bootcamp that takes minimal time on your part, while still offering a quality experience for your members, plan to spend approximately 15 minutes a night evaluating your bootcampers' food logs and metabolic activity, reading and responding to messages, and checking their homework completion. You may use Universal Tabata Bootcamp Homework, and schedule additional 30 minute workout classes that members complete at home via the 30 minute web videos.

For the above approach, Tabata Bootcamp instructors typically charge anywhere from 25%-40% of what they would charge for an in-person bootcamp.

Sample: A trainer charges \$275/person for an in-person bootcamp of 10 people. She charges \$70/person (\$60 to her, and \$9.99 to be paid when registering on the site) for a virtual bootcamp, which includes nutritional guidance, daily homework, goal setting, assessment evaluation, and metabolic tracking.

Virtual Personal Training

Virtual PT is a great option to offer clients who want more individualized attention, may need more guidance in their fitness and/or weight loss, but do not want to meet in person. You may also offer it to clients who may have just completed a bootcamp, but want continual access to the website and your online guidance.

How to Price Your Virtual Personal Training

Likewise with pricing a virtual bootcamp, you need to consider how much individualized attention you plan to spend online with the client. If you are picking and choosing specific workouts based on that individual's goals, fitness levels, and physical needs, then you will be providing them superior service to a client with less needs who just wants you to evaluate their progress and help them stay on track.

If you plan to spend approximately 1 hour a week providing online training to your client, you should charge roughly 25-40% of what you would charge for a 1 hour in-person personal training session.

Sample: A trainer charges \$75/hr for a personal training session. She charges \$20 for one week of virtual personal training (\$10 to her, and \$9.99 when registering on the website), but typically bundles it into a monthly VPT package of \$80/month.

Virtual Online Coaching in Conjunction with In-Person PT

Online coaching is a great supplementation to offering personal training packages to your clients. You can include online coaching as part of the package, to provide more round-the-clock guidance, as well as demanding a higher accountability from your clients. This approach will yield the greatest success in their fitness, weight loss, and overall behavioral change. Since you are not only offering your expertise during that half hour or one hour you are

meeting with them, you can charge more for round the clock guidance, nutritional guidance, and supplemental at home workouts that you assign your clients.

How to Price Online Coaching in Conjunction with In-Person PT

The formula to determine how much you should charge your client is easy. Typically, instructors add 25%-40% of the original cost onto their one hour of in-person training. If you simply plan to assign your client universal homework, and monitor their food log and metabolic activity twice a week, then you should veer towards the lower end of the 25%-40% added cost. If you plan to pick and choose specific workouts for your client to do at home, and comment on their food log and metabolic profile every night while assigning daily homework, then you may lean towards the higher end of the price bracket since you will be spending more time outside of your PT session with your client.

Sample: A trainer charges \$65/hr for a personal training session. She creates a package of 4 personal training sessions for \$260 (1 session/per week). She adds \$78 (30% x \$65/hr x 4) to her month package, to make her total cost of 4 In-Person Training sessions, along with round the clock help, including nutritional guidance, metabolic tracking, assessments, and at home workouts - \$338 (\$328 to her, and \$9.99 to be paid when registering on the site).