

THE UK'S NO 1 DIGITAL MAGAZINE FOR GYM OWNERS & FITNESS PROFESSIONALS

# GOM MAGAZINE

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## THE EXCLUSIVE

WE CHAT WITH

### LUKE HAMER

OWNER OF

**FIT4LIFE HEALTH  
AND FITNESS**

**KERSTIN OBENAUER,**  
COUNTY DIRECTOR,  
**EGYM UK**

**EXPLORES THE  
BENEFITS OF  
DIGITALISATION**

**CHANGING THE  
SHAPE OF THE  
FITNESS INDUSTRY**

WITH  
**FLOCK.FITNESS**

TRY A **FRESH  
APPROACH** TO  
YOUR GYM  
FIT OUT WITH

**FCUBED  
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**WHAT IS STRENGTH  
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EXPLAINED BY

**PAUL WICKS**

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**AND CONDITIONING**

**EDUCATION**

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HEAD OF  
WORKPLACE  
WELLBEING AT

**MIND**





# The Exclusive

**WE CHAT WITH LUKE HAMER  
OWNER OF FIT4LIFE  
HEALTH AND FITNESS**



## HOW DID YOU GET INTO THE FITNESS INDUSTRY?

If I said I was somehow 'born for fitness', would that seem really cliché?

Well, according to my mum, I was already kicking and screaming before I was even born, which was quick - 15 minutes in labour and I was out.

As the years went by, I fell into two passions from an early age; one was martial arts and the other, football.

Both played a large role in my life.

However, despite being signed for Burnley Youth, I was heavily reliant on a step-father who didn't share the same love for the game as me, which sadly played a role in me hanging up my boots!

Support is everything right?

That was hard, especially when you watch players with less talent go on to become big successes!

Nonetheless, I fell into a new sport, kicking boxing, and actually, I was pretty good at it. In fact, at the age of 8, I was already competing at an amateur level and honing in on my skills, later competing as a professional and winning national titles, ultimately remaining unbeaten!

Little did I know, it was here where my love for helping others was born.

I would get asked by friends and family if I could help them get into shape by hitting the pads, and seeing how good they felt afterwards sealed the deal...the fitness industry was going to be my life.

From working as a leisure attendant scrubbing the changing rooms with a mop, moving up to gym manager, then my own



PT studio in my basement, it all seemed like a very natural progression for me.

And now? Not only am I the proud owner of Fit4Life Health and Fitness which has welcomed 1500 active members with 8000 different people signing up to our services...

But we're also recognised at the National Fitness Awards for Best Newcomer in 2017, Best Boutique in 2018 and Best Overall Gym in the UK in 2019

And we've not stopped! In the last 18 months, we've developed a new brand, Learn@Fit4Life which helps fitness business owners add up to £80k selling educational diplomas within their facilities.

## WHAT IS FIT4LIFE ALL ABOUT?

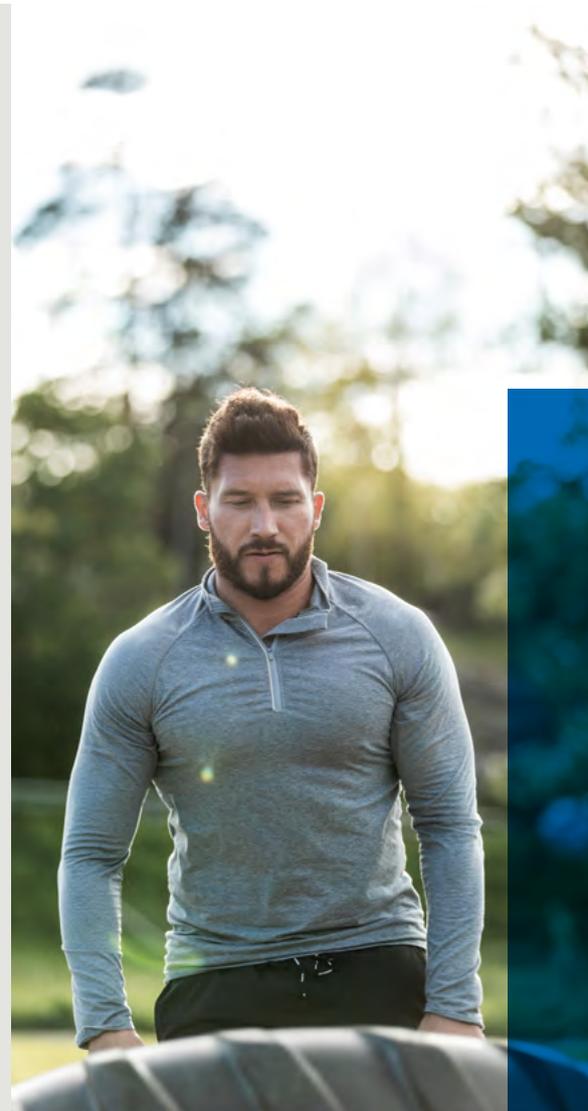
We are a people's gym, creating a warm, fun, and friendly environment. When people find larger commercial gyms daunting, they can come to us and can train with confidence!

Like many gyms, we take pride in our members and only want the best for them, which is why we place a priority on results.

We'll check-in weekly with every member on our database so they feel supported throughout their time with us, and we make sure to have an onboarding process that allows us to know each member individually.

Why do we do this? Simply, we want every member to be the best version of themselves!





With monthly magazines, value-packed newsletters, a smart app and a consistent stream of virtual content, we'll do whatever it takes to give each member a great experience.

Plus, we future proof our model to cater for our members in the event of future closures due to the impact of COVID.

## WHAT SETS YOU APART FROM YOUR COMPETITORS?

One word - family.

Not blood related, but the moment you walk through our doors -- whether you're a brand new member or someone

who's been with us since day 1 -- you immediately feel at home.

We want all members to feel at ease so they can train at their best each time they set foot in the gym.

This means we don't tolerate big egos or people who shoot their mouths off, slam weights or remove their shirts... we'll kindly ask you to leave for another gym.

We also have an amazing team that are committed to providing an exhilarating experience to all members and are the glue that binds the gym together.

But perhaps what separates us from most of our local competitors is our unique gym model of delivering education to our community.

From Personal Training Diplomas to Sports Massage certifications, we're actively creating job opportunities and a place where people can change their careers for the better...





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## WHAT ARE THE BIGGEST CHALLENGES YOU FACE?

When are there no challenges when running a gym?

What can I say, the fitness industry is constantly evolving, and the only real way to stand out always includes some risk.

But as a team, we're adaptable, resilient and always thinking outside the box, so if we do need to change our business model, improve the team, or revamp our services, we will.

After all, "The biggest risk a person can make is to do nothing".

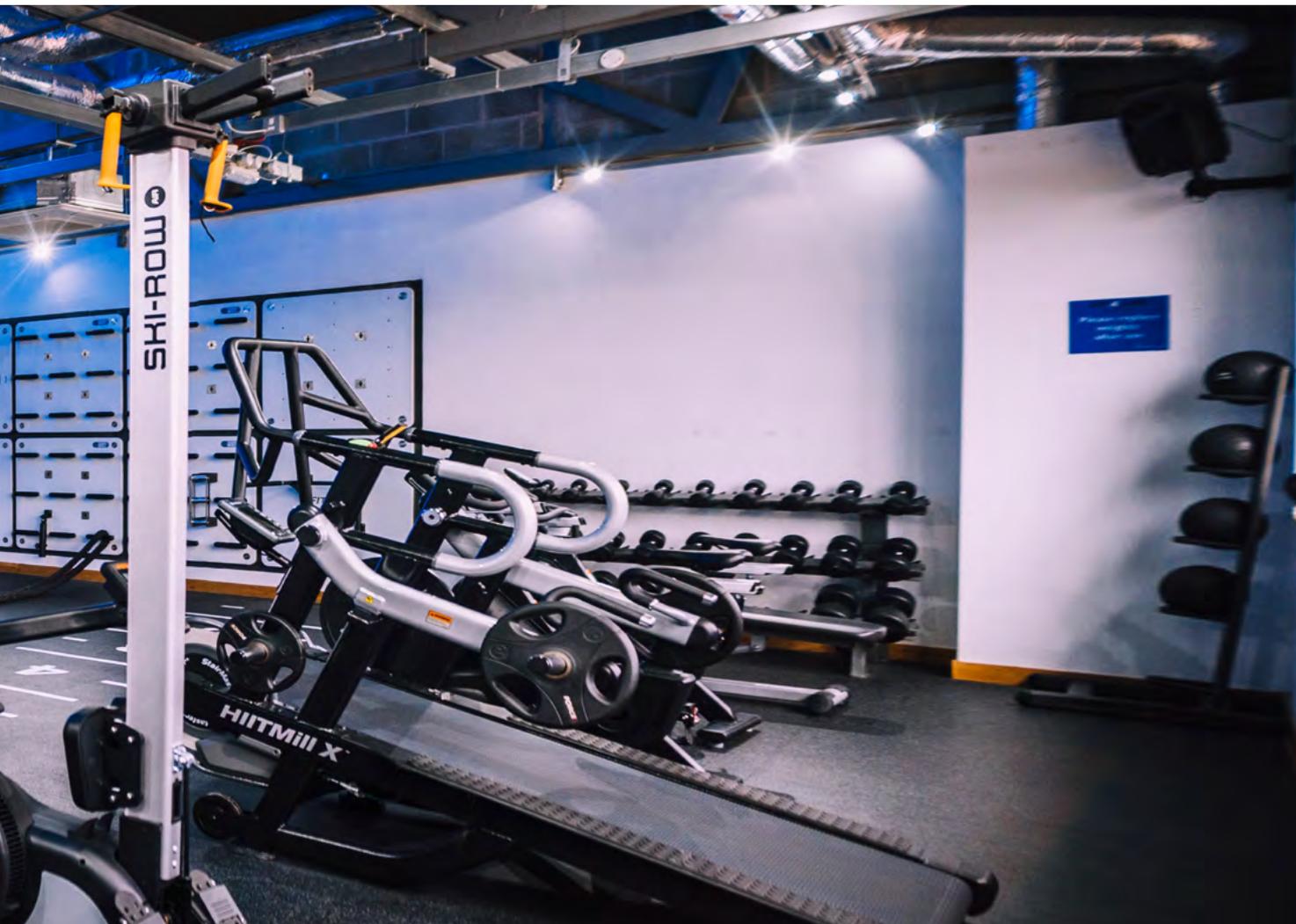
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## HOW HAS THE CURRENT COVID SITUATION AFFECTED FIT4LIFE

In a way, COVID was kind of a blessing for our business model.

Don't get me wrong, losing almost half your revenue sucks, and it felt like a punch to the gut from Iron Mike....

But the situation forced us to think of a new revenue stream that would replace what we'd lost, and that's where we came up with the idea of creating our very own fitness education diplomas.



As of right now, we're currently helping other fitness businesses not only bridge the revenue gap left after COVID but produce higher profit margins than their core offerings, adding up to £80,000 to their yearly revenue.

## HOW CAN YOUR NEW EDUCATIONAL MODEL HELP OTHER FITNESS BUSINESS OWNERS?

Good question.

As gym owners, we often have a lot of 'dead time'. That point in the day (or week) where your gyms' capacity is at its lowest and looks empty.

I want to know I'm maximising my facility from the moment it opens to the moment the doors close, and an Educational Model is perfect for this.

With an educational Academy, you're not just giving something back to your local community, or separating yourself from your competitors, but you can add up to £80,000 to your business.

One last thing, running an Educational Academy allows you to seek out perfect fitness employees for your business too!

Which means you could save money on recruitment ads, and avoid hiring toxic team members for the gym off the back of a C.V.

We know fitness business owners are busy, that's why we made sure to make adding an Educational Academy to their existing business dead easy.

This is why we've done the brunt of this for you, from sales, marketing, course creation, you name it, we've done it.

This means fitness business owners can focus on the more practical and fun elements of delivering the courses, whilst adding more revenue to their business.

We've used this model at Fit4Life for 18 months, and we've already had massive success and hundreds of successfully qualified students. Now we want to share our methods with others.

If Fitness Facility owners felt like this was an opportunity for them, or they wanted

to find out more, we always ask them to book a quick discovery call.

It's always a great opportunity to see whether or not an Educational Academy is right for them, and have a friendly chat about life.

If you want to find out more, simply hit the link below and book in on my calendar, and I'll look forward to chatting with you.

<https://calendly.com/fit4lifeacademy/30min>



**LEARN@FIT4LIFE**