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How Gyms Can Profit More by Using Fluid Interval Training Instead of Personal Training or Circuit Training by [Cadman Peterson](#)

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1) What are some new personal training/circuit training trends and what type of changes do you see in the future?

Fitness trainers are going to have to find ways to handle multiple clients in an efficient yet still personalized manner. Group fitness classes and Circuit Training aren't personalized enough and exercises get performed incorrectly, while Personal Training is out of most people's budgets. I believe Group Personal Training will accommodate the majority needs, but any groups over 2 or 3 the "personal" attention and customization of the workout gets diminished. In addition, in order to adapt to the changing demographics (the huge influx of 76M baby boomers) personal trainers will have to learn to accommodate the needs and wants of seniors while facing the additional challenge due to their physical limitations. Safety will increase in importance as well as finding more user-friendly ways to accommodate their needs. Group Personal Training using Fit Express Hydraulic Exercise Equipment with the Fluid Interval Training workout method addresses all of these needs by being safer, easier, more fun, more sociable, and easier for a trainer to effectively and simultaneously train multiple people.

2) How would a gym use Fluid Interval Training for group personal training and how does it accommodate members' needs?

Fluid Interval Training (FIT) provides members the benefits they seek in less time. This will keep them happy, coming back frequently, and telling friends/family about it. Hydraulic Exercise Equipment and FIT creates a combination cardio (aerobic) and resistance (anaerobic) workout using continuous movement during and in-between set intervals. Users are able to quickly and easily adjust their cardio-to-strength ratio within their set to customize their workout for optimal results. FIT surpasses traditional circuit training by being much more efficient, quicker, safer, and more effective. FIT will allow group trainers to easily monitor multiple members (getting a cardio/strength combination workout) regardless of each members current conditioning or exercise knowledge level. One personal trainer could train 8 or more members at once and still give each of them individual attention.

3) What are the benefits for the gym owner?

The biggest benefit of adding FIT is to provide a better exercise experience for your members. The FIT circuit provides exactly what your members are looking for—a quick, easy, safe, and fun workout that will provide them the best results possible using easy-to-understand and non-intimidating equipment. Gyms typically have a 20-30% drop out rate, but we feel adding the FIT circuit could dramatically reduce this number. In addition to the serendipitous benefits resulting from providing an experience your members will love, as well as one your competition isn't, there are direct immediate benefits for the club owner as well. This includes more efficient use of floor space, reduced member injuries, and reduced costs in equipment maintenance. However, the most significant benefit to the owner would be the revenue potential that adding FIT (Fluid Interval Training) Group Personal Training could provide.

4) Why should clubs consider Fluid Interval Training and how easy is it to implement?

Implementing FIT is very simple and the ROI is relatively fast. The equipment is easy to setup and position and it takes up less space. Having a new and exciting way to workout definitely helps with

attracting new members and increase retention of current members by providing more variety. The FIT workout/equipment is fun and safe for everyone, from pre-teens to seniors, from weak to strong, from the healthy to those with special conditions, from beginners or fitness enthusiasts looking to spice it up.

5) Aside from doing FIT classes, how could we use the stand-alone hydraulic exercise equipment?

Members will get instant benefits from using the FIT (Fluid Interval Training) system. It's so easy to do, anyone can do it (with a trainer or on their own!) The equipment can also be used as a stand-alone machines just like any other type of resistance or card workout equipment. Many people neglect resistance training because they are either unaware of the various ways resistance training can benefit them (that cardio alone can't do) or because they are intimidated by large weight stacks and confusing seating, levers, and control arms and they don't want to look stupid. Fit Express equipment users all over the world say the equipment is non-intimidating, easy to understand, and so easy you can just get on and go. Members will receive both cardio and strength training benefits while cutting their gym time in half! Members will experience a reduction in muscle and joint soreness (compared to traditional weight training), less frustration dealing with or altogether avoiding the other resistance machines.

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