**INTRODUCTION**

**THANK YOU FOR ORDERING**

This document is used to plan out the written content for your new FitboxSites. Once completed, please submit your content through [THIS FORM](https://www.jotform.com/form/212190940888867) along with the rest of the information that we need to build you a brand spankin’ new website. We have broken the planning document into separate sections which should be completed from top to tail and we have included a checklist at the bottom of this document to make sure you have collected everything you need before you submit your content to us. Please see further instructions below for your specific build type:

**STANDARD SETUP**

Before submitting this document please ensure you edit all the content to suit your gym and check through the document thoroughly for spelling and grammar errors. What you submit to us will be what is uploaded onto the draft of your website. The better the content you provide the less revisions your site will require after we produce the draft site. Once you have submitted this document through [OUR ONLINE FORM](https://www.jotform.com/form/212190940888867) please book your planning session so we can run through your planning document with you and check over your content before we start building your website.

**CUSTOM SETUP**

As part of your website package our copywriter will be assisting you with finalizing the content for your website. Please do a rough edit of the content below by copying and pasting any existing content you have, adding comments to the document or dot pointing out any of your thoughts. Once completed, please submit this planning document through [OUR ONLINE FORM](https://www.jotform.com/form/212190940888867) and book your planning session so one of our project managers will run through your planning document and plan the pages and our copywriter can finalize your written content before we start building your website.

If you have any questions during the process of planning your site, please don’t hesitate to email us at [hello@fitboxcorp.com](mailto:hello@fitboxcorp.com) to get clarity on how to complete this document. Have fun!

**STEP ONE**

**YOU AND YOUR LOGO**

Complete the table below to tell us a bit about you and your business. This will greatly help us to understand the direction that you are aiming to take this website build and allows us to look after you better. Once you have filled out the table, please collect an editable version of your business logo (.ai or .eps file types). Don’t have an editable version? A high resolution jpeg is ok. You will need to have this ready when you upload all your content to us through [THIS FORM](https://www.jotform.com/form/212190940888867).

|  |
| --- |
| **ABOUT YOUR GYM** |
| **Describe what makes your gym special in 100 words or less:** |
| Type here... |
| **Do you have a slogan or opening statement for your gym?** |
| Type here... |
| **Please describe what fitness or other services / programs you offer to generate revenue in your business?** |
| Type here... |
| **Do you offer any other services aside from your core fitness program(s) that you want to promote on your website?** |
| Type here... |
| **What type of clients are you hoping to attract to your gym?** |
| Type here... |
| **How many years have you been in the industry?** |
| Type here... |
| **Do you and/or your team have any relevant qualifications, achievements or special skills?** |
| Type here... |
| **What do you think are the three biggest reasons your clients choose your gym?** |
| Type here... |
| **What are five words to describe your professional approach?** |
| Type here... |
| **What are the websites of your biggest competitors?** |
| Add links to their website here... |
| **Does your gym have more than one location?** |
| Type here... |

**STEP TWO**

**YOUR NEW WEBSITE**

Please answer the questions in the table below to provide us with some information about the features and look and feel you are wanting to achieve on your website.

|  |
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| **WEBSITE SPECIFICS** |
| **What is the MAIN OFFER that you have for new people?** |
| Eg: Free Class, Free Week Pass, X Classes For $X etc. |
| **Do you have any other LEAD MAGNETS such as eBooks, Video Courses or other materials you want to give away on your website?** |
| Type here... |
| **Send us three websites you really love the look of and tell us specifically what you like about them?** |
| Type here... |
| **Are there any specific styles, fonts, colours or other information you can tell us about how you want your website to look?** |
| Type here... |
| **Are there any pages ON the [demo site](https://demo.fitboxsites.com/) which you DON’T need?** |
| Type here... |
| **Which pricing layout would you like? (Refer to Memberships on the [DEMO SITE](https://demo.fitboxsites.com/) main navigation)** |
| Type here... |
| **Which content layout would you like? (Refer to Contact on the [DEMO SITE](https://demo.fitboxsites.com/) main navigation)** |
|  |
| **Are there any pages NOT ON the [demo site](https://demo.fitboxsites.com/) that you would like added to your site?** Please make sure you check your current website for any extra pages that you may not have immediately thought of so we can make sure we bring over any pages you still need. (CUSTOM BUILDS ONLY) |
| Type here... |
| **Do you have existing blog articles that you want us to migrate from your current website?** (CUSTOM BUILDS ONLY) |
| Type here... |
| **Do you want to be able to TAKE PAYMENTS through your website? If so, describe what you would like to do and if you have a specific payment gateway that you want to use.** |
| Eg: Take payments via credit card using Stripe, take registrations and payments for holiday dance camps using Paypal... |
| **Do you want your website to send leads into a CRM SYSTEM or THIRD PARTY APPLICATION such as Active Campaign, PipeDrive, Google Sheets or Zapier?** |
| Type here... |

**STEP THREE**

**YOUR TECHNOLOGY TOOLS & LOGINS**

Please complete the tables below to let us know what technology tools you are using on your website and how you want them integrated. If you are not sure on what tool you want to integrate but you have a feature that you are hoping to achieve, please note them in the final table below and we can discuss this with you in more detail during our planning meeting.

|  |
| --- |
| **YOU LOGIN DETAILS** |
| **Do you have a tool you are using to store leads, send newsletter emails and automate your marketing? This tool is often known as CRM (Customer Relations Management) System?** |
| Platform Name:  Login URL:  Username:  Password: |
| **Are you using a Gym Management tool? If so, is there any integrations that are required on your website?** |
| Platform Name:  Login URL:  Username:  Password: |
| **Payment Gateway** |
| Platform Name:  Login URL:  Username:  Password: |
| **Current Website Admin (Only required if we are transferring content from your old site to the new site)** |
| Login URL:  Username:  Password: |
| **Please provide login details for your domain name registrar:** Your domain name registrar is the company with whom you purchased your domain name. For example: netregistry, GoDaddy, Crazy Domains, etc. If you currently don’t have a domain name, purchase one from GoDaddy and pass on the login details below. |
| Login URL:  Username:  Password: |
| **Are there any other features or integrations that you require on your website?** |
| Type here… |

**STEP FOUR**

**MAIN NAVIGATION AMENDMENTS**

Below you will find the page layout of the main navigation. If you ordered a STANDARD SETUP then we do not build any additional pages on your website as part of your setup package. However, you can use the table below to reorder the pages or change the names of the pages below so we can implement this on your website build. If you ordered a CUSTOM SETUP then please list any additional pages in the table below.

|  |
| --- |
| **MAIN NAVIGATION** |
| Home  About   * Why GYM NAME * Member Benefits * Our Team   + Team Member Profiles * Success Stories * Alternative Locations Page   Community   * Upcoming Events * Facebook * Instagram * Blog * Blog 2   Programs   * Program One * Program Two * Program Three * Landing Page * Landing Page 2 * Video Landing Page * eBook Landing Page * Squeeze Landing Page   Memberships  Schedule  Contact   * Contact * Contact 2 * Speak To A Coach   [ FREE TRIAL ] |

|  |
| --- |
| **ADDITIONAL FOOTER LINKS** |
| Privacy Policy  Terms Of Use  Membership Hold  Membership Cancellation |

**STEP FIVE (YOUR WRITTEN CONTENT)**

If you have ordered a Custom Setup or Bespoke VIP Build, our copywriter will be assisting you with finalizing the content for your website. Please do a rough edit of the content below by copying and pasting any existing content you have, adding comments to the document or dot pointing out any of your thoughts. Once completed, please submit this planning document through [OUR ONLINE FORM](https://www.jotform.com/form/212190940888867) and book your planning session so one of our project managers will run through your planning document and plan the pages and our copywriter can finalize your written content before we start building your website.

**STEP FIVE:A**

**YOUR MAJOR OFFER**

Your headline offer is the most important text that exists on your website as it will be the first thing people see when they land on your website. Please choose one of the headlines below or create your own by place your chosen headline into the box below. Once you have done that please delete any unwanted headlines or use some of the ideas for the CTA section coming up later in the document.

|  |
| --- |
| FINAL HEADLINE OPT IN |
| **Friends Are For Working Out Together**  Discover a supportive community of coaches and members ready to help you reach your goals. Start your journey today with a free trial class and you’ll find more than just friends, you’ll discover family. [ GET STARTED ] |

Other Headline Options (Choose one to place in the table above and delete the rest)

**The Gym Where Everybody Knows Your Name**

Get started today with a FREE Trial Class and discover how GYM NAME  
can help you achieve your goals (and stick to them!)

[ SIGN ME UP NOW! ]

**You Don’t Need To Be Fit To Try GYM NAME**

Just Get Started With Our 6 Week Stronger New You Challenge  
And Enjoy Up To 40 Sessions For Only $250!

[ SIGN ME UP NOW! ]

**Register Now For 7 Days Of Free Fitness Training!**

That’s right, register now at GYM NAME and get one week  
of classes and expert coaching without paying a cent!  
  
[ CLAIM MY FREE TRIAL! ]  
  
\*\*WARNING\*\* YOU WILL BECOME A FITNESS ADDICT

**Free One2One Coaching Session Worth $50!**

Register now and get your free one2one coaching session from a top FitboxSites trainer! Complete the form to get started today!  
  
[ BOOK ME IN ]

**Tired Of Failing With Your Fitness & Diet Plan?**

You’re not alone! Sign up for our FREE 7 day video and discover how  
Our gym can help you achieve your goals (and stick to them!)

[ SEND ME THE FIRST VIDEO ]

**Discover Fitness In Our FREE 7 Day  
Intro To Our Fitness Journey Video Series**

Learn the fundamentals of our workouts, meet the FitboxSites team and discover  
how you can make the decision to change your lifestyle.

[ SEND ME THE FIRST VIDEO ]

**Claim Your FREE Personal Training  
Session At GYM NAME!**

Complete the form below and receive a private Fitness   
training session with one of our expert trainers.

[ CLAIM MY FREE SESSION ]

**Meet The Healthier You In Just 6 Short Weeks!**

Our fun and effective group exercise program will help you to become leaner, fitter, stronger and happier in just 6 weeks. Are you ready to challenge yourself?

[ I’M UP FOR THE CHALLENGE ]  
  
\*\*WARNING\*\* THIS CHALLENGE WILL CHANGE YOUR LIFE

**Are You Ready For The FitboxSites  
6 Week Fitness Challenge?**

Get leaner, fitter and healthier in just 6 short weeks WITHOUT the crazy diets  
and boring gym routines! Complete the form if you’re up for the challenge!

[ I’M UP FOR THE CHALLENGE ]  
  
\*\*WARNING\*\* THIS CHALLENGE WILL CHANGE YOUR LIFE

**The Sport Of Fitness Has Arrived**Start your journey to becoming the best version of YOU!  
Claim your FREE intro class to get started TODAY!  
  
[CLAIM MY FREE TRIAL CLASS]

**Get Fit In Under An Hour A Day**Complete the form below to claim your FREE trial class and one2one  
goal setting session suitable for all fitness levels

[CLAIM MY FREE TRIAL CLASS]

**Move Well, Live Well, Be Well**Claim Your FREE Trial Class To Get Started

[CLAIM MY FREE TRIAL CLASS]

**Build A Body You Can Be Proud Of**Take the first step on your journey towards a healthier YOU! Complete the  
form below to claim your FREE Intro Session and get started today!

[ CLAIM MY FREE INTRO CLASS ]

**The Proven Way To A Healthier Life**Join our 6 Class Beginner Program and learn the foundations of Fitness Training in  
a safe and friendly environment! Get started for only $15/session!

[CLAIM MY FREE TRIAL CLASS]

**Unleash The Athlete Within**Claim Your FREE Trial Class To Get Started

[CLAIM MY FREE TRIAL CLASS]

**You Deserve A Healthier You**Get Started With A Free Session, Tailored To Your Fitness Level!

[CLAIM MY FREE TRIAL CLASS]

**Proven Health & Fitness Results**Forget the fad diets and boring gym routines. Get started with our exciting and powerful beginners program guaranteed to skyrocket your fitness fast!

[CLAIM MY FREE TRIAL CLASS]

**STEP FIVE:B**

**CALL TO ACTIONS (CTAs)**Throughout your website, we need to drive people back to taking the next step with your gym. We do this through Call To Actions. These headlines will grab the attention of the viewer and lead back to the Major Offer you crafted above. Please edit the CTAs below to suit your needs.

|  |
| --- |
| CALL TO ACTION ONE |
| **Tired Of Making Promises To Get Fit And Not Being Able To Follow Through?** Get started today with a FREE Trial Class and discover how GYM NAME can help you achieve your goals (and stick to them!)   [ BOOK FREE CLASS] |

|  |
| --- |
| CALL TO ACTION TWO |
| **We Are Here To Make Everyday A Personal Best, Inside And Out** Get Started With A Free Session, Tailored To Your Fitness Level!  [CLAIM MY FREE TRIAL CLASS] |

|  |
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| FOOTER OPT IN |
| **Get Started With A Free Trial Class**  First Name\*  Last Name\*  Phone\*  Email\* Select Location\*  [ CLAIM FREE CLASS ] |

**STEP FIVE:C**

**WRITTEN CONTENT FOR MAIN PAGES**

The written content below has been provided to you below as an example of how you can explain your service. Please feel free to use any of the content you like or adjust the written content to suit your business. Please be aware that whatever content you supply to us will be what is uploaded into your site. Changing text in the website is simple and any text content not supplied in this document will need to be revised by you when your website is handed over to you.

|  |
| --- |
| **HOMEPAGE**  [Click to View The Page](https://www.demo.fitboxsites.com) |

*Used For Normal Homepages*

|  |  |  |
| --- | --- | --- |
| **BECOME A MEMBER**  Join the GYM NAME family and find life-long friends to workout with.  [ LEARN MORE ] | **VIEW CLASS SCHEDULE**  We have the perfect program for you no matter your current experience.  [ VIEW SCHEDULE ] | **GET STARTED WITH A FREE TRIAL CLASS**  First Name\* Last Name\* Email\*  Phone\*  [ JOIN US TODAY ] |

*Used For Multi-Location Homepages*

|  |  |  |
| --- | --- | --- |
| **BECOME A MEMBER**  Join the GYM NAME family and find life-long friends to workout with.  [ LEARN MORE ] | **VIEW LOCATIONS**  One gym. Multiple locations. Find your next training home at GYM NAME.  [ VIEW LOCATIONS ] | **GET STARTED WITH A FREE TRIAL CLASS**  First Name\* Last Name\* Email\*  Phone\*  Select A Location\*  [ JOIN US TODAY ] |

## More Than A Gym More Like A Family

We are aware that joining a gym can be intimidating. However, we are also aware that if you give us the chance to assist you in achieving your fitness objectives, you will look back on this time in the future and realise that it was he best choice you ever made. When you discovered something more than just a gym, you discovered a family! I know that sounds corny, but that is how training here is. You’ll discover that our community of motivating instructors and members are involved in your journey from the moment you walk into our facility for the first time.

[ LEARN ABOUT US ]

## A Tailored Approach To Fitness

Regardless of your existing experience or fitness objectives, we have the appropriate programme for you. No matter your size or shape, you can get a terrific workout at GYM NAME because we’ve lifted the bar for functional training with innovative programmes. We have you covered whether you’re looking for the hardest workout imaginable or just want to work up a good sweat for 30 minutes. Start a free trial class by clicking here, or learn more about one of our programmes by clicking on the links below.

|  |  |  |
| --- | --- | --- |
| **Beginners Course**  Developed by our professional coaches, you are guaranteed to have a two-session foundational course. | **Fitness 60**  There is nothing better than a 60 minute fitness class that consists of strength, skill and interval training. | **Oxygen 30**  30-minute sessions for heart pumping workouts. They’re short, sweet, and sweaty! |

## Ready To Get Started?

|  |  |
| --- | --- |
| **Book A Free Class**  First day jitters? We got you so don’t worry. This is ideal if you are considering joining but want to try us first. Book now! | **Speak To A Teacher**  Want to learn more about the best fitness plan for you? Schedule a call with one of our coaches to discuss your needs. |

## What Our Members Say

{{ INSERT TESTIMONIALS }}

## Free Health & Fitness Resources

|  |  |  |
| --- | --- | --- |
| **50-Day Recipe Challenge**  We invite you into our kitchen with a free video recipe sent to your inbox daily for 50 days!  [ SUBSCRIBE ] | **Fitness Training Video Course** Learn about the fundamentals of fitness training in this free 9 day video series.  [ ACCESS NOW ] | **Visit Our Blog**  Our ‘Coaches Corner’ blog has a wide collection of articles and videos on health and fitness.  [ VISIT BLOG ] |

|  |
| --- |
| **Interested In Trying Out A Class?**  Join us for a free 60 minute workout! Click on the button below to get started.  [ BOOK A FREE CLASS ] |

## 

|  |
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| **ABOUT US**  [Click to View The Page](https://www.demo.fitboxsites.com/about/) |

**Discover GYM NAME**

We take great satisfaction in not just offering top-notch fitness instruction, but also in fostering a positive and inspiring environment, a community. You will find a group of like-minded individuals of all ages and body types who are dedicated to working hard and attaining long-lasting fitness benefits as soon as you walk into your first class. We care about the people we work with and what we accomplish, and the gym floor reflects that.

**People First. Fitness Follows**

Most people who make resolutions lose weight or adopt a better lifestyle rarely stick to them. They can pay for a gym membership, put on the appropriate attire, follow the appropriate Instagram users, or play “Eye of the Tiger” nonstop, but without this ONE essential component, they will fail. We require coaches and friends to lead, inspire, and support us if we are to genuinely follow through on attaining our goals. Without it, people lose motivation and give up on the road. We have all witnessed it countless times. At GYM NAME, you’ll discover a supported community of individuals who are invested in your fitness journey right away rom the start of your free trial class. You’ll come across a family.

**Why You’ll Love Training With Us**

|  |  |  |
| --- | --- | --- |
| **Customized Fitness Programs**  Every workout we provide is planned and customized to your skill level and fitness objectives. | **Specialised Coaching Every Session**  Each lesson that you attend is actively coached by our highly qualified coaches. | **Multidisciplinary Functional Training**  Our program makes advantage of functional movements that your body was bult to perform. |
| **Friendship & Accountability**  Our biggest asset is our community. You’ll make friends for life who will encourage, challenge, and inspire you. | **Free Online Workout Journal**  Through our mobile app, you may track your exercises, document your own accomplishments, and interact with other users. | **Onsite Children's Creche**  Don’t let becoming a parent stop you from pursuing your wellness objectives since you’re happier when you’re physically and mentally healthy. |
| **High Speed WiFi Lounge**  All members and guests have access to a comfortable reception area with lounge and WiFi, ensuring that they are never disconnected. | **Complimentary Shower & Towel Service**  Every one of our members has access to showers and lockers rooms with free towel service. | **Quality Capped Class Sizes**  Because we want you to receive the attention you need during each session, we cap the number of students in each of our classes to 12. |
| **Pro Shop**  Grab your swag at our in-house Pro Shop! Stock up on supplies to support your workout before, during and after. | **Free Resources**  Access to exclusive nutrition and training information to help you get the best results from your workouts. | **Nutritional Guidance**  Find out how eating well makes a huge difference to your results with expert nutritional advice and accountability from our coaches. |
| **Child-friendly classes**  We welcome cheeky cuties and their parents for these friendly and flexible classes. | **Child-minding**  Our child-minding service looks after children and babies while you work out. | Write your own... |

**Meet The GYM NAME Team**

|  |  |  |
| --- | --- | --- |
| **Placeholder James Harrington**  Manager  James has seven years experience as a CrossFit trainer with a background in the Australian police force. He holds a CrossFit Level 2 Qualification and a degree in exercise science. | **Placeholder Danny Jacobs**  Head Coach  Danny earned his qualifications at the Australian Weightlifting Federation and holds Commonwealth Games weightlifting records for snatch and clean and jerk. | **Placeholder Katy Williams**  Coach  Until 2012 Katy was just another office worker with low fitness and no knowledge of CrossFit. She discovered CrossFit in 2012 was instantly hooked and today loves coaching our beginners classes. |

|  |
| --- |
| **Try Us Out For Free!**  Interested in joining but want to try us first? Contact us by clicking the button below and completing the form. One of our friendly coaches will be in contact to get you started.  [ BOOK FREE CLASS ] |

|  |
| --- |
| **COMMUNITY**  [Click to View The Page](https://www.demo.fitboxsites.com/community/) |

**Friends Are For Working Out Together**

Our core values have always been based on community. Without a support network of friends, fitness training wouldn’t be the same. Not only will you discover friends here, but also family.

{{ Insert Gallery }}

**Upcoming Events**

We like to treating our members to tons of enjoyable neighborhood events! Our members take part in events including BBQs, an annual formal, beach workouts, and a variety of other activities.

{{ Insert Events }}

|  |  |
| --- | --- |
| **Instagram**  Join our daily Instagram conversation as we try to develop healthier minds and bodies while also sharing the joy of the daily adventures at the gym!  [ VISIT INSTAGRAM ] | **Facebook**  Join our private Facebook group to receive updates on forthcoming events, video announcements, encouragement four our coaches and other members, and much more.  [ VISIT FACEBOOK ] |

|  |
| --- |
| **LOCATIONS**  [Click to View The Page](https://www.demo.fitboxsites.com/locations/) |

**THE PERFECT MIX.**

Our facilities are the perfect blend of rugged and refined. Each of our locations has its own unique vibe, but one thing remains constant – our amazing people, magnetic coaches and strong sense of community. The moment you step into GYM NAME you will be inspired to push yourself a little harder each day. We take tremendous pride in our facilities and our people, and we are invested in your journey from day one.

|  |
| --- |
| **SUCCESS STORIES**  [Click to View The Page](https://www.demo.fitboxsites.com/success-stories-with-videos/) |

Sometimes people think “I could never lose weight”. Or perhaps they are skeptical of gyms because too many people are over promising and under delivering. Well, if they land on your website and can see that people just like them have discovered great results training at your facility then it builds a huge level of trust and credibility towards your brand. In the section below choose three of your most powerful testimonials we can use for your homepage. Then provide us any additional testimonials we can use for the Success Stories page. If you have great 5 star testimonies from Facebook or Google simply let us know so we can grab them from there.

## What Our Members Say

|  |  |  |
| --- | --- | --- |
| **Video Link:** URL HERE from vimeo or youtube  With two kids and a full time job it is hard to find the time to go to the gym, the huge timetable at GYM NAME means there is always a class that works for me.  **John Doe**  Accountant | **Video Link:** URL HERE from vimeo or youtube  GYM NAME has made me fitter than I have ever been, it is a way of life for me now, my wife and children are also members, it’s a fantastic facility with great people.  **John Doe**  Accountant | **Video Link:** URL HERE from vimeo or youtube  Crossfit appealed to my competitive nature; there is always something to improve on and GYMNAME members are always encouraging and help get that extra effort out of you.  **John Doe**  Accountant |

|  |
| --- |
| **PROGRAMS**  [Click to View The Page](https://www.demo.fitboxsites.com/programs/) |

Provide an overview of what you offer your clients and showcase the various services and class types that are available. Explain these services clearly, in simple to understand language and then drive them back to take that next step with you (Normally a Free Trial Class). Delete, edit or write your own services in the table below to suit your gym. Don’t show too many services… I know we have listed a lot below, but this is only to cover off some of things gyms may showcase. Keep your services as simple as possible and get them into that trial class!  
  
**NOTE:** If you have more than 5 programs we will be adjusting the layout of the page to show the programs on cards displayed in 3 columns, rather than the alternating pattern on the current page.

## A Tailored Approach To Fitness

We've got the perfect program for you regardless of your current experience or fitness goals. It doesn’t matter what shape or size you are because at GYM NAME we’ve raised the bar for functional training with unique programs that all deliver an amazing workout. Whether you’re looking for the most intense workout in the world or you’re just interested in getting a great sweat in for 30 minutes…we've got you. Click here to get started with a free trial class or click on one of our programs below to find out more

*Please provide individual photos that best represent each program and label them.*

|  |  |
| --- | --- |
| **Fitness 60** Fitness 60 is 60 minutes of high intensity training at it’s finest. Workouts combine a variety of functional movements - everything from cardio and gymnastics to powerlifting and olympic lifting. Every day brings something new, so get ready to get after it! | **Oxygen 30**  Don’t use a lack of time as an excuse to skip your workout! Our Oxygen sessions are focused on metabolic conditioning, cardio and body movements to keep your heart pumping. Get in, sweat and get out, in just 30 minutes. |
| **Personal Training**  Access a one-on-one session or organise personal training for you and one or two close friends. This is an awesome way for beginners to learn the requirements of training, or for experienced gym-goers to take their fitness to the next level. | **Beginners Course**  When you have a clear understanding of the fundamentals of our workouts, you will be able to minimise the risk of injury and see better results, faster. Join our fun and supportive Beginners Course to start your transformation the right way. |
| **Summer Boot Camp** There’s nothing like bootcamp to turbo-charge your fitness and boost your energy levels. Yes it’s fast and furious but we LOVE IT this way! Try it once and you’ll be addicted, we swear! | **Teens Classes**  Ideal for future legends aged 12-18 years. Teen classes focus on building fitness without putting too much pressure on growing limbs. These classes are a lot more fun than school! |
| **New You Weight Loss Challenge**  Set goals and stay accountable with our New You Challenge, a group weight loss program held over a six week period. We’ll give you all the motivation, information and inspiration you need to improve your health and fitness, STARTING NOW! | **Barbell Club**  Train like an Olympian at our weights-only Oly-lifting classes. Learn how to reduce injury and optimise your weight-lifting technique for faster results. You’ll be amazed at how quickly you go from ‘so-so’ to ‘super strong’ when you stick with these sessions. |
| **Open Gym**  Self led classes with a roaming coach on the floor. If you haven’t made it to a class, make up the time at an Open Gym session. Work on your weaknesses, supplement your training routine and keep your strength and fitness goals on track. | **Block Courses**  Block courses focus on a particular element of your training and are led by an expert coach. Attend a weekly Block class to expand your knowledge and your skills, and boost your training for better results. |
| **Local Seminars**  Every year, we host several seminars, covering everything from weight loss and nutrition through to mobility and weightlifting techniques. Come along and gain the skills you need to succeed in your health and fitness journey. | **Fitness Competition**  Put your training to the test with some friendly competition. Our regular contests have a range of categories so you can enter no matter how long you have been a member for. Set yourself some goals and go for glory! |
| **RomWod Mobility Classes**  Improve your mobility, increase your athletic performance and speed up your recovery with our ROMWod program. These carefully designed sessions will help you stay lean and limber so you can perform at your peak. | **Pilates**  Professionally-led classes Pilates conditioning classes are designed to build strength, increase flexibility and tone muscles, with an emphasis on lengthening the body and aligning the spine. Grow your foundation of strength for better performance during other, more intense workouts. |
| **Rowing Classes**  Improve your upper body strength and your stamina with rowing sessions. You’ll feel the burn during these intense workouts, which are designed to take you to the head of the river and fast-track you to your next fitness milestone. | **Add your own...** |

**Interested In Trying Out A Class?**

Join us for a workout! Fill out the inquiry form below to get started.

{{ Insert Form }}

|  |
| --- |
| **SCHEDULE**  [Click to View The Page](https://www.demo.fitboxsites.com/schedule/) |

**Please post a graphic, link to a webpage or written information about your timetable/schedule here.** Please remember to note any changes to the class times, names or classes or other variations you would like made when we build your site.

|  |
| --- |
| Insert Here |

|  |
| --- |
| **MEMBERSHIPS** (OPTIONAL)  [Click to View The Page](https://www.demo.fitboxsites.com/membership-pricing-short/) |

The membership / pricing page on the website is an optional page. We have two pages available to choose from and one ‘Pricing Opt In’ if you would prefer to have people leave their contacts details to automatically receive the pricing. If you would like to display your prices on your website please update the text below. If you do show your prices please ensure your packages are clearly laid out like the packages below to make sure they are easy to understand and compare.

## Let’s Talk Pricing

You may think that our prices are higher than typical gym memberships. You’re absolutely right, they are! But ask yourself this: what do you get from a typical gym membership? You pay to use the equipment, and in the case of most oversubscribed gyms you may need to wait for your turn just to do that! At GYM NAME, your membership includes professionally programmed workouts that are tailored specifically to your fitness capability. You get world class coaching at every session, nutritional advice, and one-on-one help whenever you need it. When you become a member of GYM NAME, you get unlimited access to our classes, open gym times, and specialty classes. Plus we have no contracts and no joining fees!

New members are invited to get started with a free trial class, view our membership below or contact [NAME], our Head Coach, on 0000-000-000 to discuss any questions you may have. Alternatively, click on the program you’re interested in to apply for membership.

|  |  |  |
| --- | --- | --- |
| **FREE Intro Class** $0 No Obligation Trial  Gym Tour Small Group Intro Session Beginners Workout All Fitness Levels Welcome No Obligation No Awkward Sales Pitch Tons Of Fun  [ GET STARTED FREE ] | **Unlimited**  $X/Month  Unlimited Group Classes  1 Week No Obligation Trial  No Lock-In Contracts  No Joining Fee  Fitness Training Classes  Open Gym  Barbell Club  [ GET STARTED FREE ] | **Standard** $X/Month 3 Group Classes Per Week  1 Week No Obligation Trial  No Lock-In Contracts  No Joining Fee  Fitness Training Classes  X  X  [ GET STARTED FREE ] |

**Your Burning FAQ’s Answered**

**Do you have contracts?**

We don’t believe in contracts. We want you to stay and continue to train at GYM NAME because you love it and because you get results. If you need to exit your membership, or if you think GYM NAME is not right for you, no problems. You can cancel any time. No questions asked. No hassles.

**Do you have sign-up fees?**

We know that getting started with healthier choices can be really tough, and many people usually fail on their promises to get fit, and some even have countless attempts to keep healthy. That’s why we don’t charge for sign up fees. We want to make your journey to starting at the gym as easy as possible.

**What sort of support can I expect from coaches?**

Unlike most gyms, we actually care when you can’t come in to class. You’re more than a number or another ‘customer’ to us. We are all together on this journey to become healthier and fitter, and we simply love doing life together. Come in for your first class and not only will you see our incredible community, but also feel to become one with the team and family. At GYM NAME, it’s always people first and fitness follows.

**Can I pay weekly, fortnightly or monthly?**

Your membership will be deducted on the same day each month. If you would like to set up an alternative payment schedule, please have a chat to us.

**Can I pay eftpos/cash rather than direct debit?**

Direct debit is one of the easiest ways to ensure you keep up with your membership payments each month. To discuss an alternative arrangement, come and see us at the front desk.   
  
**Are there any transaction fees on top of the membership?**

We do not charge transaction fees when deducting your membership payments.

**Can I put my membership on hold if I can’t make it and how long for?**

You are able to put your membership on hold for up to eight weeks if you are injured, busier than usual or expecting to spend time out of town. Please complete the Membership Hold Form two weeks in advance of your hold period and we will arrange to suspend your payments. We’ll need a start and finish date as we will automatically to restart your membership when your hold period is complete.

We can only put a membership on hold for a maximum of eight weeks. Anything more is considered a cancellation, which will be carried out in accordance with our normal cancellation terms. Of course, we would love for you to come back and will be happy to discuss renewing your membership at any time.

**What’s the process if I need to cancel?**

To cancel your membership, complete the cancellation request form on our website two weeks before you plan to stop coming to our gym. Once submitted of our friendly team will contact you to arrange your cancellation. Any cancelled members will be charged at current membership rates if they decide to rejoin.

**Can I come for a drop-in class if I am in town travelling?**

If you are an experienced CrossFitter who is travelling from out of town then we would love to host you. Please visit our Drop In page to see our current single class and week pass pricing. Once you’ve decided on a package simply complete the form and one of our friendly coaches will reach out to you.

**Can I come in to try a class?**

Yes, we offer a free trial class to anyone who wants to try GYM NAME for the first time. Simply complete the Free Trial class form and book in a time to come in for your first class. After you have attended your free class we encourage you to become part of the community so you can make the most of what our gym has to offer.

**Why You’ll Love Training With Us**

{{ Insert Features And Benefits Section }}

**Interested In Trying Out A Class?**

Join us for a workout! Fill out the inquiry form below to get started.

{{ Insert Free Trial Opt In Form }}

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| **CONTACT US**  [Click to View The Page](https://www.demo.fitboxsites.com/contact/) |

Provide a simple write up on the contact us page to help people understand the best way to get in contact with you as well as understanding what their next step should be.

**Thanks For Visiting Gym Name!**

We're so excited to hear from you. Please complete the form below to send us a message. If you would like to come in for a Free Trial Class you can [book in a time for your class here](http://demo.wodsites.co/free/). Or if you are an experienced CrossFitter from out of town and you are looking to drop in for a class you can choose a time on our [Timetable](http://demo.wodsites.co/timetable/) and complete a [Drop In class booking form here](http://demo.wodsites.co/drop-in/). All other enquiries can be submitted on the contact form below.

|  |  |
| --- | --- |
| **CONTACT DETAILS** | |
| Please complete the table below with the contact details that you would like to make public on your website. | |
| **Gym Address:** | Insert address |
| **Postal Address:** | Insert address |
| **Phone:** | (701) 000 0000 |
| **Email:** | joe@yourcompany.com |
| **Notification Email:** | joe@yourcompany.com |
| **Social Media:** | **Facebook:** Insert URL  **YouTube:** Insert URL  **Instagram:** Insert URL |

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| **MEMBERSHIP HOLDS**  [Click to View The Page](https://www.demo.fitboxsites.com/membership-hold/) |

If you want to have a [membership hold](http://demo.wodsites.co/membership-hold/) page on your website (that allows people to request to put their membership on hold) then please update the content below to suit your needs.

Membership Hold Terms

You have the option to put your membership on hold for any reason.

Membership hold requests must be submitted no less than seven (7) business days before your scheduled hold start date. Membership hold requests received later cannot be processed until after the forthcoming scheduled renewal payment. All membership payments are non-refundable.

Upon expiration of the hold period that you select below, your account will automatically reactivate and regular membership payments will resume. If you wish to extend for longer you will need to submit another form before the current one expires, with the same conditions as above.

If you choose to cancel your membership during the hold period, the standard written cancellation notice requirement stated in our membership terms and conditions is applicable. If you choose to reactivate your membership after it is cancelled, membership rates in effect at the time of reactivation will be applicable (membership rates are subject to change)

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| **MEMBERSHIP CANCELLATIONS**  [Click to View The Page](https://www.demo.fitboxsites.com/membership-cancellation/) |

If you want to have a [membership cancellation request](https://www.demo.fitboxsites.com/membership-cancellation/) page on your website (that allows people to request to put their membership on hold) then please update the content below to suit your needs.

**Cancellation Terms**

If you decide to reactivate your membership in the future ( and we hope you do) membership rates in effect at the time of reactivation will be applicable as membership rates are subject to change.

If you would like to put your membership on hold instead of cancelling, you can submit a Membership Hold Request.

If you are sure you’d like to cancel, just complete and submit the form below. This will serve as your 30-day written cancellation notice as required by our membership terms and conditions. Your membership will be cancelled at the end of the current billing cycle from the submission of the form below.

Note that if you have a scheduled payment within this 30-day period, the payment will be processes as scheduled. All payment are non-refundable.

**STEP SIX (BESPOKE VIP BUILDS ONLY)**

**WRITTEN CONTENT (EXTRA PAGES)**

If you would like our Copywriter to produce any additional pages of content for your website then we will need you to dot point out some information about what you want to communicate on each page. Copy and paste the table below for any additional pages you would like our copywriter to help you with. **Please note:** there is a limit of 2 additional pages that our copywriter is able to provide for you with our Custom Build package. We will email you back for an appropriate quote for copywriter charges for any additional pages you need help with.

|  |  |
| --- | --- |
| **Page Title 1** | Insert Page Title |
| **Content:** | * Dot Point the information you want to say on this page. |
| **Call To Action:** | Tell us what you want people to do after they engage with the content on this page |

|  |  |
| --- | --- |
| **Page Title 2** | Insert Page Title |
| **Content:** | * Dot Point the information you want to say on this page. |
| **Call To Action:** | Tell us what you want people to do after they engage with the content on this page |

**STEP SEVEN**

**LANDING PAGES**

We have several landing page templates which are available to be installed on your website. These pages have no header or footer menus and are the pages that you can use to send your paid traffic to (eg: Facebook or Google Adwords). Please tell us which landing page layout you like better out of the following options:

1. [Landing Page V1](https://www.demo.fitboxsites.com/landing-page-v1/)
2. [Landing Page V2](https://www.demo.fitboxsites.com/landing-page-v2/)
3. [Landing Page V3](https://www.demo.fitboxsites.com/landing-page-v3/)

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| --- |
| WHICH LANDING PAGES DO YOU WANT? AND WHAT FOR? |
| Please write in here… |

Now, please provide written content for the layouts you have chosen. We have provided example content below which you can use or provide your own.

*Delete those that you don’t want to use to avoid confusion.*

|  |
| --- |
| **SAMPLE LANDING PAGE COPY - FREE TRIAL CLASS** |

**Short Version:**

**FREE TRIAL** CLASS

Our friendly and welcoming beginner’s classes are tailored for fitness newbies.

[ ENROL NOW ]

**Long Version:**

**FREE TRIAL** CLASS

Join us for a friendly and welcoming beginner’s class which is tailored for fitness newbies.

* Get to know our staff
* Learn workout techniques
* Come alone or with a friend
* Feel instantly welcome and supported
* Suitable for all fitness levels
* Start your journey to total transformation!

[ ENROL NOW ]

|  |
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| **SAMPLE LANDING PAGE COPY - 4 WEEK CHALLENGE** |

**Short Version:**

**FOUR WEEK** CHALLENGE

Take the challenge and change your life in just FOUR WEEKS!

[ ENROL NOW ]

**Long Version:**

**FOUR WEEK** CHALLENGE

Are you up for the challenge? Four weeks is all it takes to start forming new habits and kick-start your journey to being fierce, fabulous and FIT!

* Flat fee
* Unlimited gym access for four weeks
* Access over 30 classes per week
* Additional nutritional advice
* Get to know our team
* Overhaul your fitness, starting NOW

[ ENROL NOW ]

|  |
| --- |
| **SAMPLE LANDING PAGE COPY - FREE PHONE CONSULT** |

**Short Version:**

**FREE PHONE** CONSULTATION

Talk to an expert about how you can change your fitness and your life.

[ BOOK NOW ]

**Long Version:**

**Free Phone Consultation With An Expert Health And Fitness Coach**

This is your chance to find out everything you want to know about improving your physical wellbeing… and changing your life! Claim your free call NOW

* Experienced fitness coach
* Nutrition and weight loss expert
* Personal training specialist
* Ask any question
* Discuss your goals
* Overcome your fears

[ BOOK NOW ]

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| **SAMPLE LANDING PAGE COPY - FREE PHONE CONSULT** |

**Short Version:**

BOOK A **FREE MEET** AND **GREET**

Come in and view our facilities, meet the team and discuss your fitness goals with an expert fitness coach for free (no workout gear required).

[ BOOK NOW ]

**Long Version:**

**FREE MEET AND GREET…** NO SWEATING ALLOWED (WE PROMISE)

Want to find out more about our facilities? Book a time to come by for a tour. You’ll get to meet our friendly team, check out our equipment and chat about how our welcoming facility can transform your life.

[ BOOK NOW ]

**STEP EIGHT**

**COLLECT YOUR PHOTOS**

When you submit this content document through our [ONLINE FORM](https://www.jotform.com/form/212190940888867) you will be able to provide any photos that we can use on your website (if you have any). These photos may include:

1. Profile photos of your coaches
2. Photos of your facility
3. Photos of people enjoying your sessions
4. General camaraderie photo of your community in action
5. Profile photos of anyone who gave you a member story or testimonial to use on the website

Professional photos are vital for building great websites. It doesn’t matter how good we are at building websites. If we don’t have great photos to use, we can’t make a great looking website. If you are providing your own photos, these can be submitted either through the [ONLINE FORM](https://www.jotform.com/form/212190940888867) you complete to finalise your order or by uploading them into the Google Drive that we have provided you via email. Please ensure that all of these pictures are 1920px wide and look sexy!

If you don’t have any photos of your own then we will select images from our stock photograph gallery.

**STEP NINE**

**SUPPLY VIDEOS**

Please supply any videos that we can use to embed on your website by completing the table below. But before anything else, you will need to first upload your videos to either [YouTube](https://www.youtube.com), [Vimeo](https://vimeo.com/) or [Wistia](https://wistia.com/). If you don’t want to make your videos available to the general public, make sure that you adjust the security settings on your videos from where you originally uploaded them. If you decide to use Wistia, we will need you to supply Wistia login details in step eight below.

|  |  |  |
| --- | --- | --- |
| **VIDEOS FOR WEBSITE** | | |
| **VIDEO TITLE** | **URL** | **NOTES** |
| **Homepage Video** | <https://www.youtube.com/watch?v=tzD9BkXGJ1M> | Explain in the notes where you are thinking the video can be used. |
|  |  |  |
|  |  |  |

**STEP TEN**

**SUBMIT YOUR CONTENT**

Once you have completed the planning document above it’s time to submit all your content to us to let us know it’s all completed. At this point all the relevant content for your build should be in your Google Drive folder or collated for you to submit through this online form. [CLICK HERE TO COMPLETE THE FORM.](https://www.jotform.com/form/212190940888867)

**Here is a complete list of all the content we require to complete your build:**

**Written Content:**

1. The written content document supplied by FitboxSites needs to be edited and returned.
2. We recommend collecting any written testimonials that can be displayed on the website along with a photograph

**Logo:**

1. Your logo preferably in .AI, .EPS, or .PDF. You can also provide in JPEG or PNG if you have those as well.

**Photographs:**

1. Promotional photographs for the various programs that you offer.
2. Facility photographs
3. Team member profile photos

**Video Content** (Optional)

1. Any promotional videos you have available for use.

**Supporting Documents:**

1. Any PDF’s you want on the site for example venue booking PDF’s etc.

**IMPORTANT NOTE:** We can start on the website with some of these elements missing, however, it’s important to note that your subscription with FitboxSites commences 30 days after the handover of the draft site. So, the more you send over to us at the beginning, the faster the site will be completed. If you take a long time revising the site you may end up starting to pay your subscription before the website is able to be taken live.