

**Digital Tool Kit Training**



**“The Crunch Digital Tool Kit is one of the most advanced fully integrated sales presentation platforms ever created in the fitness industry. It’s designed to do one thing: HELP YOU MAKE MONEY.”**

**Craig Pepin-Donat, Co-Founder, EVP**

**NO JUDGMENTS**



# Digital Tool Kit Solutions

- Digital Guest Register
- Club Tour
- Digital Enrollment
- Crunch ONE PT Kickoff Orientation





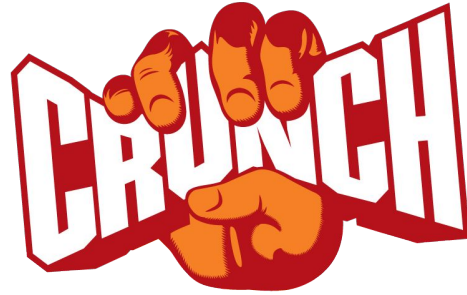
# Benefits of the Digital Tool Kit

## CRUNCH DIGITAL GUEST REGISTER, TOUR & ENROLLMENT

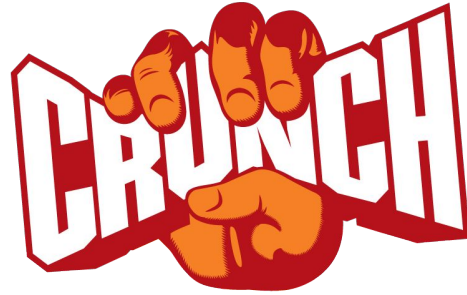
- Improves Brand Presentation
- Improves Consistency Across Locations
- Increases Average Dues Per Member
- Increase Quality Tours for New Employees
- Incorporate Crunch Vocabulary through Repetition
- Real-time reporting for Each Location and Each Lead and Member
- Instant Visibility for Lead Progression, Guests of Passes, and Peak Guest Traffic

## CRUNCH ONE KICKOFF ORIENTATION

- Increases Crunch ONE Kickoff Orientation Show Percentage
- Increases Crunch ONE Kickoff Orientation Close Percentage
- Improves Consistency for Trainer Presentations
- Ensures Each Member is Setup with a DotFIT account in the Orientation
- Increases Speed of Quality Personal Training Orientations for New Employees



# Digital Tool Kit Instructions



# Digital Tool Kit Instructions

Part I: iPad Set-Up

# GENERAL SETTINGS

## Tap on Settings icon



- Tap [Wi-Fi](#)
- Connect to the secured network set aside for the Digital Tool Kit in your club.
- Complete the [VFP Speed Test](#)
  - [Speed.vfpnext.com](#)
  - Save link as a Favorite
  - Tap [GO](#)
  - Tap [Copy Link](#) - send to [crunch@vfp.us](mailto:crunch@vfp.us)
  - **Minimum suggested download speed of 20 Mbps**
- Practice your 'tour' in the club and run the speed test at your designated stopping points to ensure good solid internet connectivity throughout the tour.
  - Send test results to [crunch@vfp.us](mailto:crunch@vfp.us)

iPad 11:48 AM 100%

speed.vfpnext.com

VFPnext SPEEDTEST

PING 6 ms

DOWNLOAD 21.7 Mbps

JITTER 9 ms

UPLOAD 100.5 Mbps

AGAIN

AT&T Richardson, TX

COPY LINK

AT&T Internet 99.105.255.34

AT&T Richardson, TX

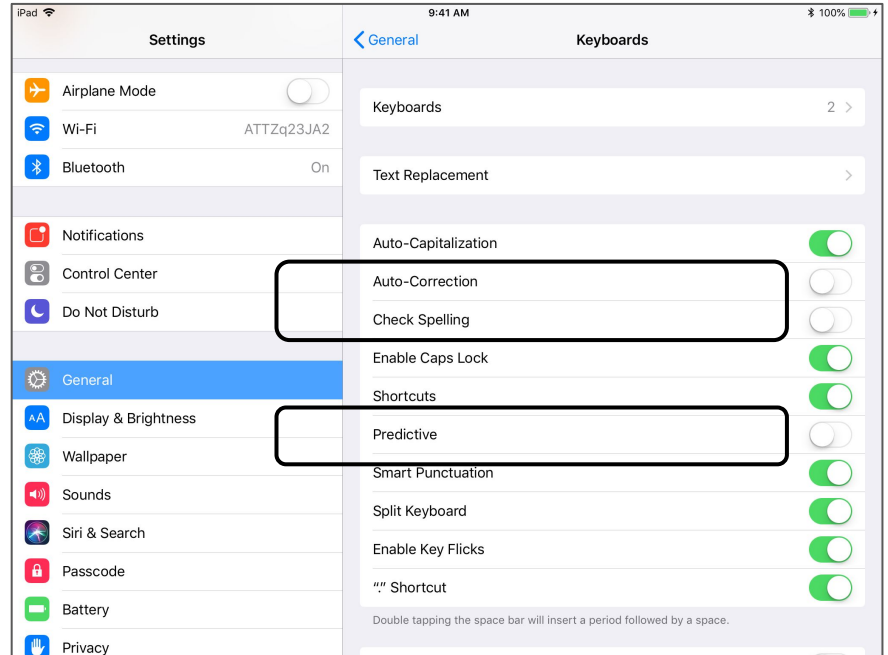
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# GENERAL SETTINGS



Tap on Settings icon

- Tap **General**
- Tap **Keyboard**
  
- Turn **OFF** - Auto-Correction
- Turn **OFF** - Check Spelling
- Turn **OFF** - Predictive



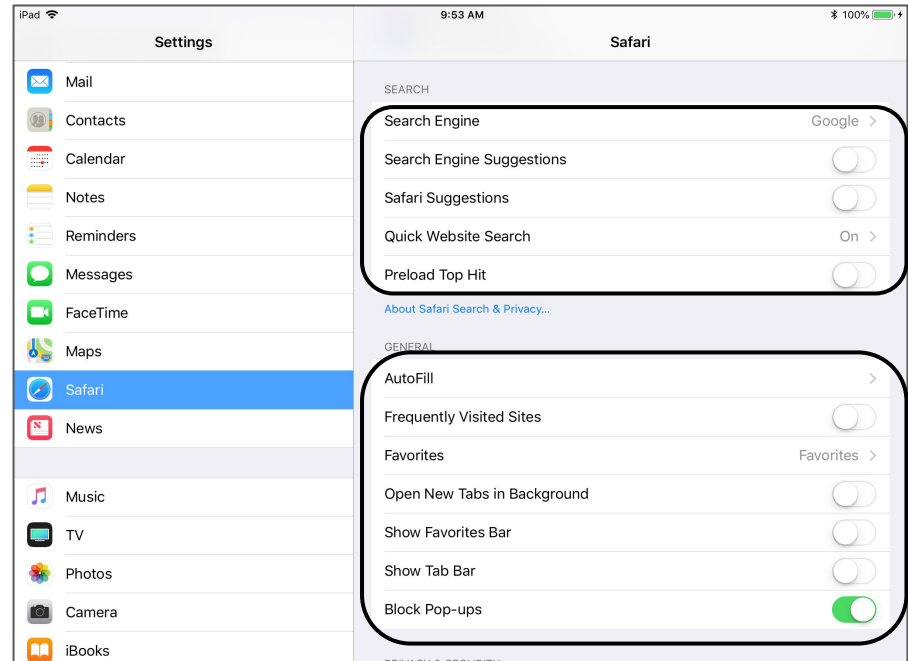


# SAFARI SETTINGS

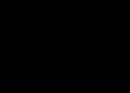
Tap on Settings icon



- Select **Safari**
- Turn **OFF** - Search Engine Suggestions
- Turn **OFF** - Safari Suggestions
- Turn **OFF** - Preload Top Hit
- Turn **OFF** - Frequently Visited Sites
- Turn **OFF** - Show Tab Bar



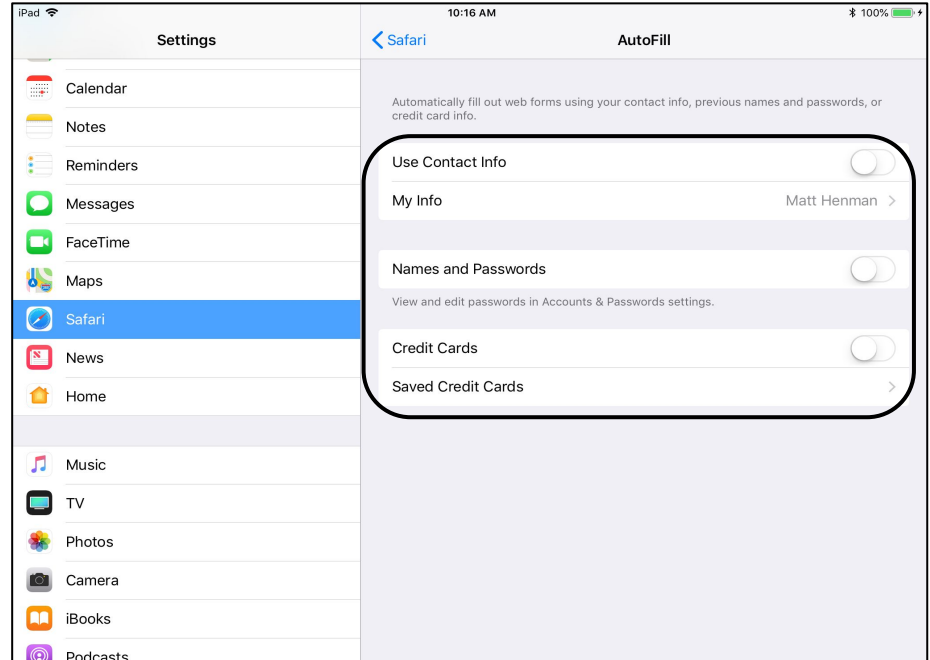
# SAFARI SETTINGS



Tap on Settings icon



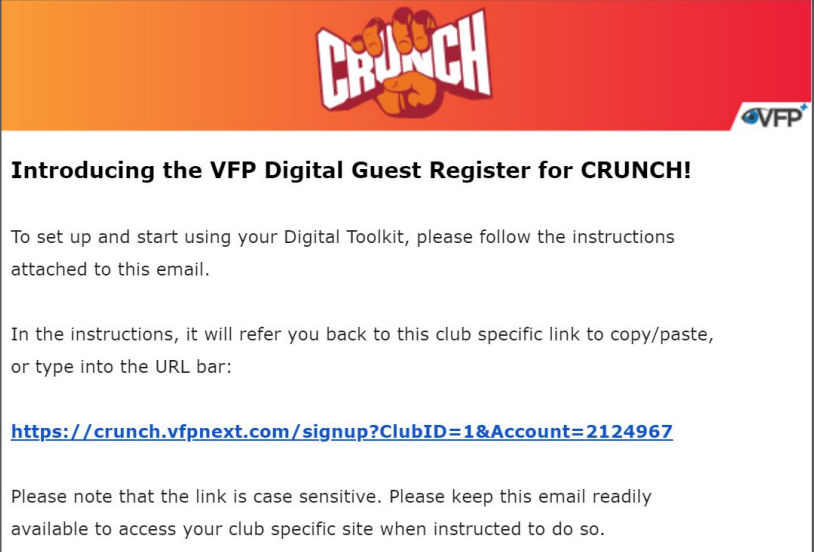
- Select **Safari**
- Tap **AutoFill**
  
- Turn **OFF** - Use Contact Info
- Turn **OFF** - Names and Passwords
- Turn **OFF** - Credit Cards



# ACCESSING THE DIGITAL GUEST REGISTER THROUGH CLUB SPECIFIC LINK

## Accessing your Club-Specific Link

- Sign into your Email through Safari on the iPad
- Search - Setup Instructions for your DTK Digital Guest Register
- Click on the club-specific link in the email to open the Digital Guest Register in a new tab.



**Introducing the VFP Digital Guest Register for CRUNCH!**

To set up and start using your Digital Toolkit, please follow the instructions attached to this email.

In the instructions, it will refer you back to this club specific link to copy/paste, or type into the URL bar:

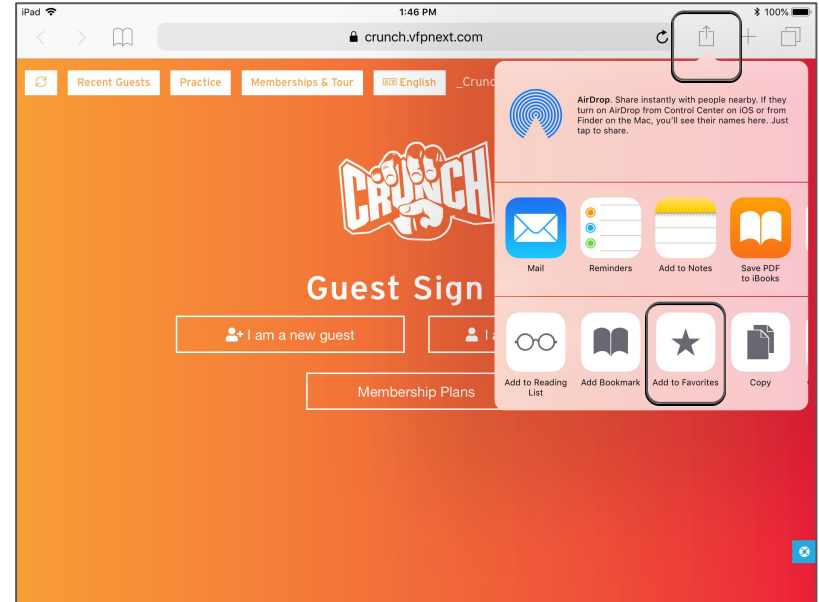
<https://crunch.vfpnext.com/signup?ClubID=1&Account=2124967>

Please note that the link is case sensitive. Please keep this email readily available to access your club specific site when instructed to do so.

# ACCESSING THE DIGITAL GUEST REGISTER THROUGH CLUB SPECIFIC LINK

## Safari will open to your Digital Guest Register

- Tap the **Share** button (top right)
- Tap **Add to Favorites**
- Name the Bookmark to **Digital Tool Kit**
- Tap **Save**
  
- **DO NOT TAP** ADD TO HOME SCREEN

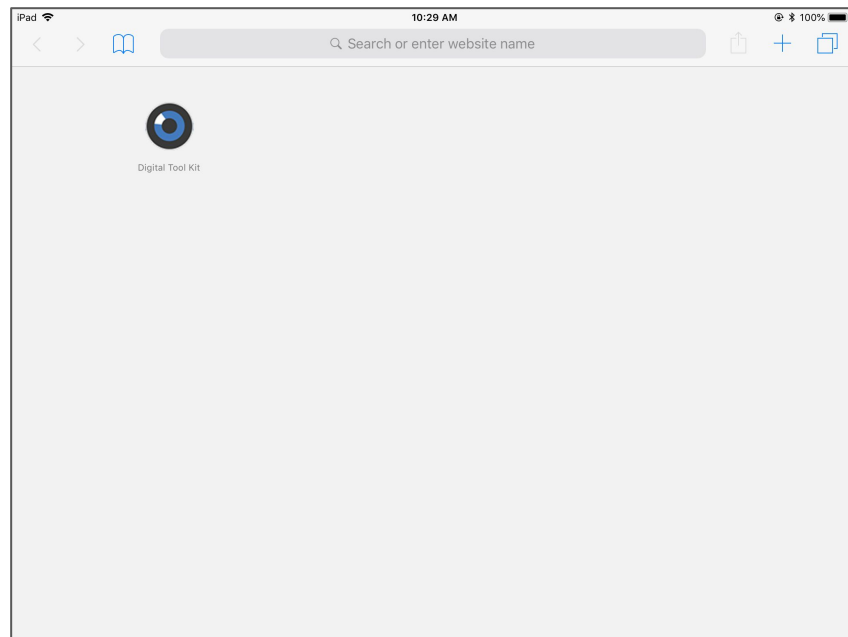


## Part II: How to ACCESS the DIGITAL GUEST REGISTER (DGR)

# ACCESSING THE DIGITAL GUEST REGISTER (DGR)

## Open Safari

- Tap the [Digital Tool Kit](#) bookmark to quickly access your Digital Guest Register
- If the Bookmarks side tab opens for any reason, you can close it by tapping the [Bookmarks](#) button



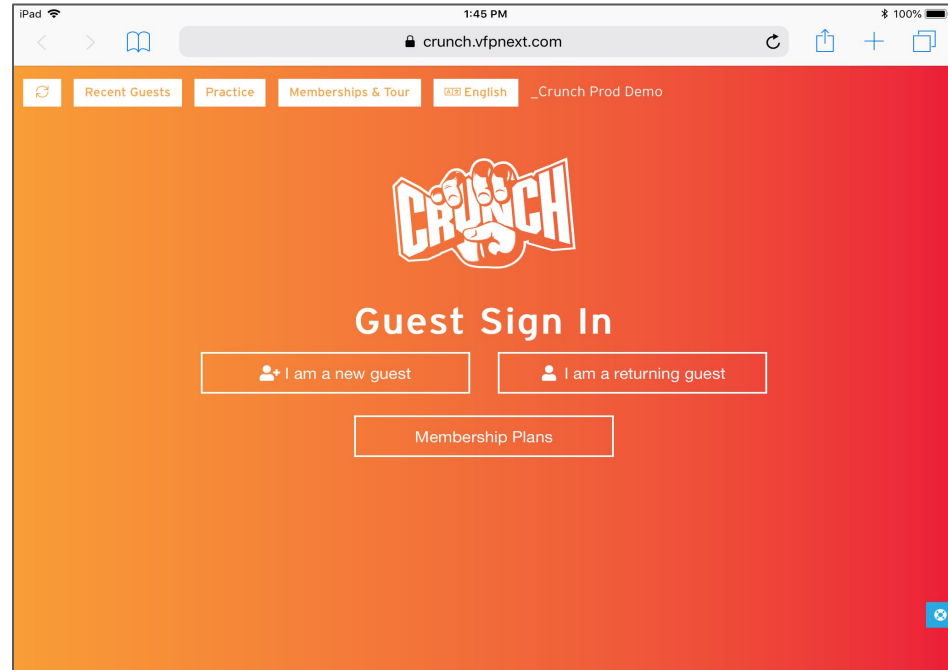


## Part III: How to Register a Guest using the DGR

# HANDING iPad TO GUEST TO COMPLETE DGR

- After greeting your Guest, hand them the iPad
- You will prompt the Guest to select New Guest or Returning Guest, membership representatives in pre-sale locations can click Membership Plans
  - New Guests
    - Never been in the club before
  - Returning Guests
    - Any Guest who has been in before
  - Membership Plans
    - Option only available for presale clubs

\*contact [crunch@vfp.us](mailto:crunch@vfp.us) to toggle pre-sale options



# HANDING IPAD TO GUEST TO COMPLETE DGR - NEW GUEST / FIRST TIME GUEST

## FIRST TIME GUEST WORKFLOW

- The Guest will enter their basic information including First/Last Name, Gender, Email, Cell Phone and how they heard about CRUNCH
- Have the Guest review the [Guest Waiver](#), sign the signature box using their finger, and tap the checkbox - [I agree to the Guest Waiver](#)
- If extended feedback is enabled, the guest will see an additional screen to give additional information.
- Tap the [Finish](#) button
  - The Guest will be prompted to hand the iPad back to the Club Representative

\*All Fields are Required

\*Contact [crunch@vfp.us](mailto:crunch@vfp.us) to turn on extended feedback

Basic Info

Signature

FIRST NAME LAST NAME Gender

EMAIL

CELL PHONE Birthday - must match ID

I agree to the Guest Waiver.

How did you hear about us? (check all that apply)

Mail  Internet Search  Pandora

Instagram  Email  Social Media

Flyer  Radio  Friend or Family

Television  Billboard OTHER

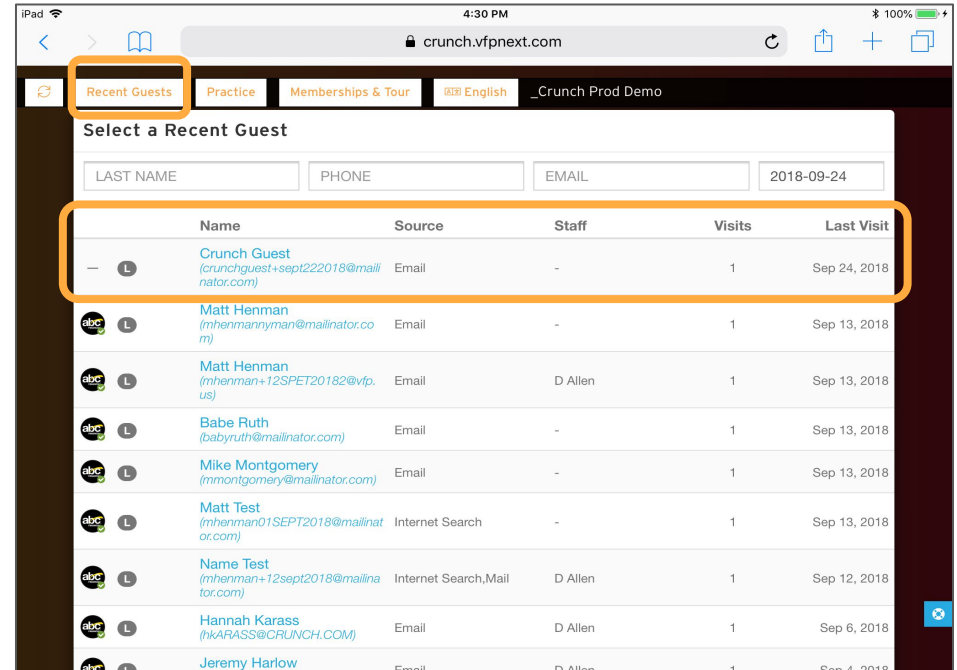
Powered by VFP

Finish

# HOW TO COMPLETE THE REGISTRATION - RECENT GUESTS

Retrieve Recent Guests to Tour:

- Tap Recent Guests in the top left hand corner of the screen.
  - Default Passcode - vfp
- The last Guest who completed the Digital Guest Register will appear at the top of the list.
- Tap on the Guest's name to select.
- The tour will begin automatically.

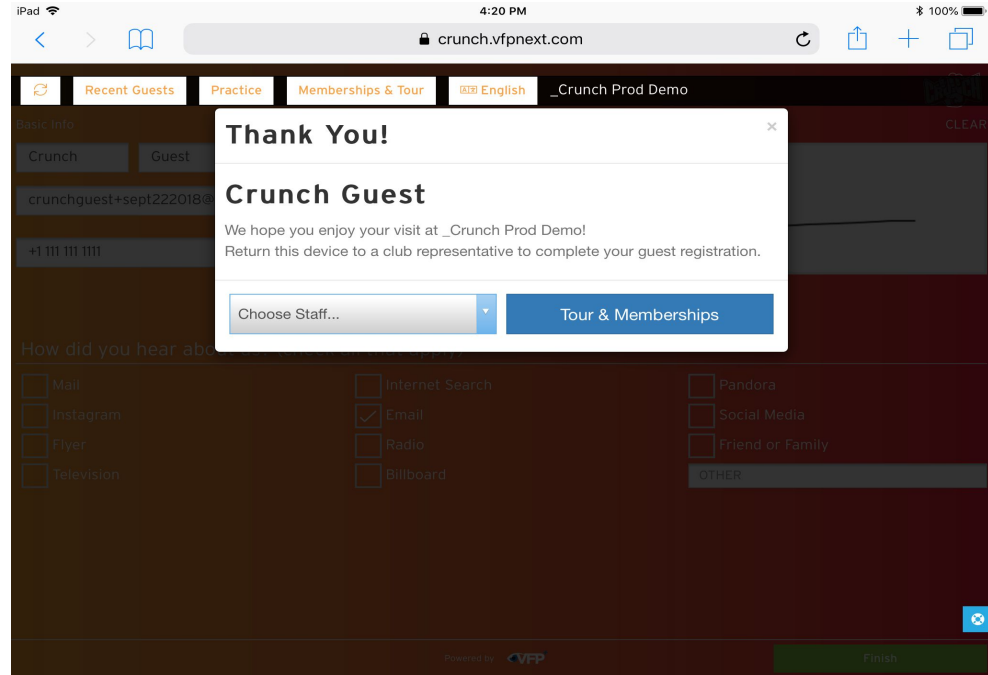


# HOW TO COMPLETE THE REGISTRATION - QUICK CLAIM AND TOUR - OPTIONAL FEATURE

## Quick Claim and Tour:

- Once the Guest completes their registration there will be a 60 second pause for the membership representative to 'claim' the guest and immediately take them on a tour.
- Select the Membership Representative from the Drop Down Menu, and then **tap** Tour & Memberships
- If you miss the 60 second window, you can always pull up your recent guests by **tapping** the recent guest button in the top left corner.

\*Contact [crunch@vfp.us](mailto:crunch@vfp.us) to activate Quick Claim and Tour

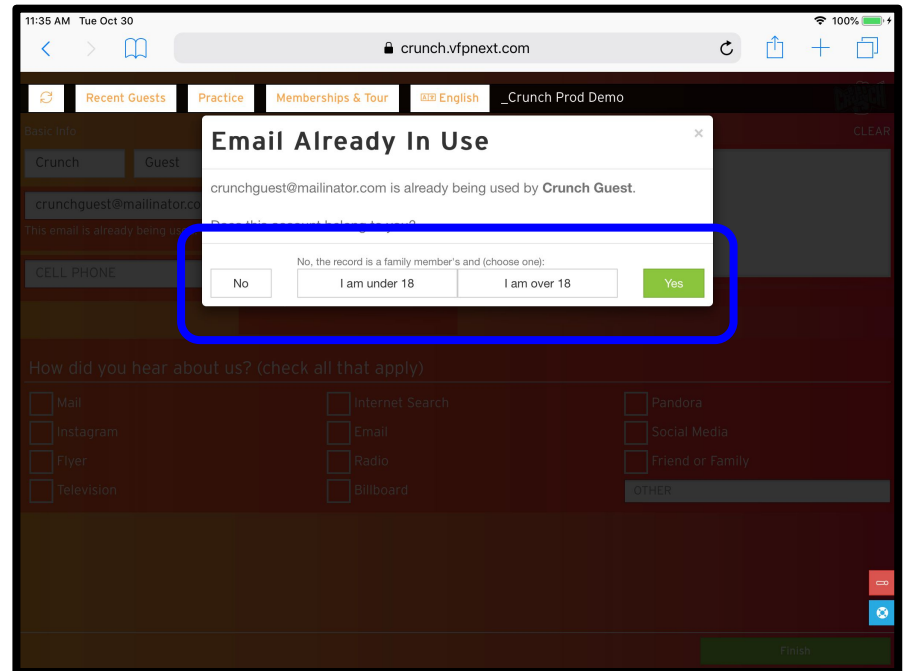


# HANDING IPAD TO GUEST TO COMPLETE DGR - Minor/Family Registration

## FIRST TIME GUEST WORKFLOW - Minor/Family

- If there are multiple guests, and they share the same email, we have enhanced this workflow.
- If they tap the under or over 18 it will associate the record with the family member, keep the same email, and continue the registration.
- Tap the **Finish** button
  - The Guest will be prompted to hand the iPad back to the Club Representative

\*All Fields are Required





# HANDING iPad TO GUEST TO COMPLETE DGR - RETURNING GUESTS

## RETURNING GUEST WORKFLOW

The Returning Guest option allows you to sign in repeat Guests

- Enter their Phone, Email, or Name
- Tap - I agree to the Waiver
- Tap - Check - in
- If they have not signed the Guest Waiver it will direct them to the Guest Register information screen

\*contact [crunch@vfp.us](mailto:crunch@vfp.us) to learn more about waiver options

The screenshot displays the 'Crunch Guest' app interface on an iPad. At the top, the status bar shows 'iPad', signal strength, Wi-Fi, '10:52 AM', and '100%' battery. The browser address bar shows 'crunch.vfpnext.com'. The app's navigation bar includes 'Recent Guests', 'Practice', 'Memberships & Tour', 'English', and '\_Crunch Prod Demo'. The main content area features the 'Crunch Guest' logo and a 'RETURNING GUEST' form. The form includes a header with the user's email 'crunchguest+sept222018@mailinator.com', a section for 'APPOINTMENTS TODAY', and a section for 'I would like to access:' with buttons for 'TANNING' and 'HYDRO-MASSAGE'. A checkbox labeled 'I agree to the Guest Waiver.' is checked. A green 'Check In' button is located at the bottom right of the form. A small blue 'X' icon is visible in the bottom right corner of the app screen.

## Part IV: How to Tour a Guest

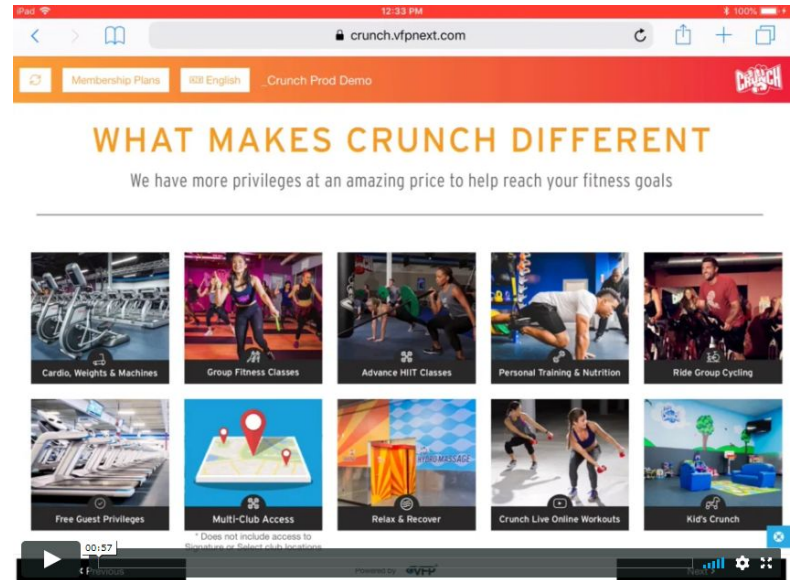
# TOUR

## Tour

Using the Recent Guest Lookup or Quick Claim and Tour function, the tour will automatically start.

- Who We Are
- Locations
- Amenities - custom to your specific in club amenities
- Group Exercise
  - \*Video links to show if classes not in session
  - Class Schedule - Synced with class type events in DataTrak
- HIIT ZONE / Camp CRUNCH
  - \*Video links to show if classes not in session
- Personal Training
  - Build value in the Orientation or PT-Point of Sale

\*Make sure you practice your tour, and play the videos where you have tested your internet setup at the beginning of this tutorial.

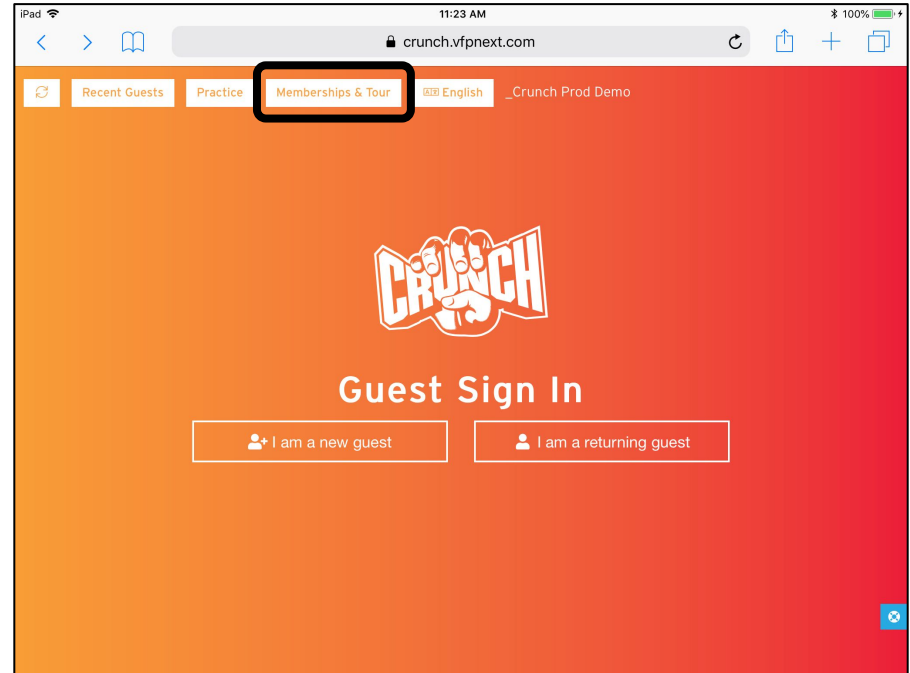


Watch video at: [vfp.us/crunch-fitness/dtk-training-tour](https://vfp.us/crunch-fitness/dtk-training-tour)

# MEMBERSHIPS & TOUR

## Quick Access to the Memberships & Tour section

- Tap the [Memberships & Tour](#) button in the top middle of your DTK screen.
- When you are in front of a 'be-back' Guest who has already been through the Tour and is ready to sign up, tap the [Membership Plans](#) button on the Tour Screen
- New visitors must go through the Digital Guest Register to sign the waiver and capture lead information.
- Once you reach the end of the Tour, tap the [Membership Plans](#) button to proceed to the Digital Enrollment



## Part V: Digital Enrollment

# DIGITAL ENROLLMENT

## Digital Enrollment

Discuss the different membership options and allow the Guest to view pricing and amenities associated with them.

- Show Card, ACH, Month, Year, and PIF options using the toggles along the bottom left.
- The option selected with the black background and white lettering is what displays.
- Select a plan by tapping the [Select](#) button.
- Select the Sales \*Staff name using the drop down menu.

\*Staff names sync at midnight PST directly from staff available in your billing and management software.

The screenshot displays the digital enrollment interface on an iPad. The top navigation bar includes options like EXIT, COMPLETE REGISTRATION, PROMO, English, Plans, and \_Crunch Prod Demo. The main content area features a table with columns for BASE, PEAK, and PEAK+ RESULTS, showing monthly rates and amenities. The table lists various amenities such as 'Unlimited Class-ic Training' and 'Multi-Club Access'. At the bottom, there are payment options (PIF, CARD, ACH, MONTH, YEAR) and a 'Choose Staff...' dropdown menu.

	BASE	PEAK	PEAK+ RESULTS
	\$9.95 MONTHLY	\$19.95 MONTHLY	\$24.95 MONTHLY
CAMP CRUNCH: Online Nutrition Program	✓	✓	✓
CAMP CRUNCH Fitness Orientation	✓	✓	✓
Unlimited Class-ic Training	✓	✓	✓
Multi-Club Access		✓	✓
Free Guest Privileges		✓	✓
Unlimited Small Group Training		✓	✓
Kids Crunch	○	○	○
Enrollment Fee	\$0.00	\$0.00	\$0.00
First Month Dues	\$0.00	\$19.95	\$24.95
Prorated Annual Fee	\$0.00	\$7.25	\$7.25
Kids Crunch	-	-	-
Unlimited Small Group Training	-	-	\$19.95
<b>Total Due Today</b>	<b>\$0.00</b>	<b>\$27.20</b>	<b>\$52.15</b>

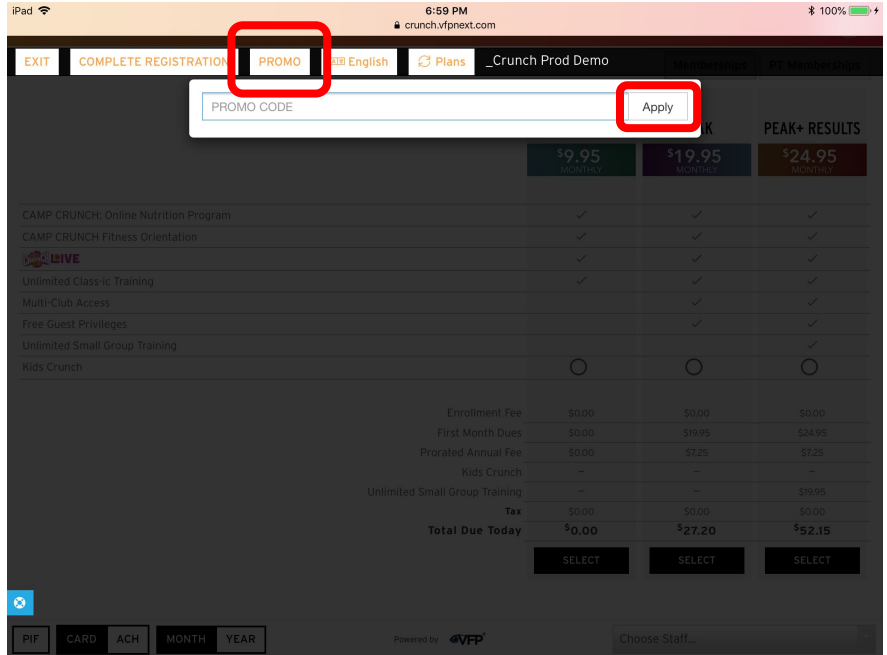
Payment options: PIF, CARD, ACH, MONTH, YEAR. Staff selection: Choose Staff...



# DIGITAL ENROLLMENT - PROMO CODES

Promo Codes are set by your billing and management company first. VFP staff can then get them coded in.

- You can access any Promo memberships your club may be running during a promotional period by tapping the **PROMO** button. (top left)
- Enter Promo code in the box and tap **Apply** to see Promo membership plans.
- Tapping the **X** button, when a code is applied, will reset the Digital Enrollment screen to your standard VFP plans. The **X** is only visible when a plan is applied and will show next to the apply button.



# DIGITAL ENROLLMENT - COMPLETING MEMBERSHIP

## Completing the Membership - Member Information

Member information will auto-fill from the Guest Register, or you can search by Name, Email, or Phone for previous guests.

Make sure you add the following:

- [Photo](#) - Accesses the iPad Camera
- [Barcode](#) - type in their Barcode
- When you Tap [Next](#) - if you have not added the above information, it will prompt you to do so.
- Tap [Next](#) again to enter payment information.

The screenshot shows the 'PEAK+ RESULTS Membership' page on an iPad. The page has a red header with navigation options: EXIT, COMPLETE REGISTRATION, PROMO, English, Plans, and \_Crunch Prod Demo. The main content area includes a search bar labeled 'SEARCH BY NAME, EMAIL, OR PHONE'. Below this is a 'Basic Info' section with fields for 'Crunch', 'MIDDLE', and 'Member'. There are also fields for email (cruncmember@crunch.com), phone (+1 111 111 1111), gender (Male), relationship (Friend or Family), and birth date (Jan 7, 1986). An 'Address' section contains fields for ADDRESS, CITY (New York), and ZIP. A 'BARCODE' input field is highlighted with a black box. An 'ADD PHOTO' button is also highlighted with a black box. The bottom of the screen features a navigation bar with '< Previous', 'Powered by VFP', and 'Next >'.

# DIGITAL ENROLLMENT - COMPLETING MEMBERSHIP

## Have your GUEST Complete the Membership Instructions for the Guest:

- Hand the iPad to the Guest
- Fill in ACH and/or Card Information
  - If ACH - both Card and ACH are required
  - Card info is used for initial down payment only
  - \* Even if no payment is due today, the Card is still required for ACH transactions.
- Tap the Two Check Boxes
  - Annual Fee
  - Terms & Conditions
- Sign in the [Signature](#) areas
- Confirm all information once more and tap the [Complete Membership](#) Button

\* API integrations require both fields for ACH Payment Setup


6:29 PM  
crunch.vfpnext.com

EXIT COMPLETE REGISTRATION PROMO Plans Crunch Harrisburg

Due Today	Enrollment	1 <sup>st</sup> Month Dues	Addons	Total			
Membership	\$0	+	\$29.95	+	\$0	=	\$29.95
<b>Total Due Today: \$29.95</b>							

Monthly Recurring	Monthly	Addons	Total		
Membership	\$29.95	+	\$0	=	\$29.95
<b>Total Monthly Dues: \$29.95</b>					

I agree to the [Terms & Conditions](#).

Signature 

Card Info

Card Number

Month  2019

Exp. Month Year CVV

Banking Info


123456789 0000987654321

Routing # Account #

Checking

Account Type

I agree to the Annual Fee of \$39 to be billed 60 days after opening and Annually thereafter

Payment Signature 

< Previous Powered by VFP Complete Membership

# DIGITAL ENROLLMENT - COMPLETE REGISTRATION

## Complete Registration

The Complete Registration button is found on various screens of the Digital Tool Kit, and is an option to allow for the direct sync of that person's information into your billing and management system.

- Complete Registration is helpful if you need to transition to your billing and management system.
  - Finish the membership - Club Ready
  - Recurring Services - ABC
- PRE - SALE
  - If the guest chooses not to purchase a membership, it is critically important to tap the [Complete Registration](#) button to upload your lead.

6:29 PM  
crunch.vfpnext.com


EXIT COMPLETE REGISTRATION PROMO Plans Crunch Harrisburg

Due Today	Enrollment	1 <sup>st</sup> Month Dues	Addons	Total			
Membership	\$0	+	\$29.95	+	\$0	=	\$29.95
<b>Total Due Today: \$29.95</b>							

Monthly Recurring	Monthly	Addons	Total		
Membership	\$29.95	+	\$0	=	\$29.95
<b>Total Monthly Dues: \$29.95</b>					

I agree to the [Terms & Conditions](#).

Signature



Card Info

Card Number

Month 2019 Year Exp. Month CVV

Banking Info


123456789 0000987654321

Routing # Account #

Checking Account Type

I agree to the Annual Fee of \$39 to be billed 60 days after opening and Annually thereafter

Payment Signature



< Previous Powered by VFP Complete Membership

# DIGITAL ENROLLMENT - POST MEMBERSHIP COMPLETE

## Post Digital Enrollment - Membership Complete Screen

Prompt your New Member to do the following:

- Take a Selfie and post to Social Media
- Schedule the Crunch ONE Kickoff Orientation
- Download the Crunch App
- Give Friends a free week pass
  - Required Fields - First, Last, Email
  - Guest Pass will automatically send to that friend
  - Email will look like it is from the friend
  - If no referrals - Tap **No Thanks**
  - If referrals are added - Tap **Send Invites**

\*NOTE: Buddy Referral Option must be turned on in the DTK Setup. This is based on club settings in the DTK. Please contact [crunch@vfp.us](mailto:crunch@vfp.us) to activate this feature.

5:22 PM 100%

crunch.vfpnext.com

Membership created in ABC. English Plans \_Crunch Prod Demo

### MEMBERSHIP COMPLETE

## WELCOME TO CRUNCH!

**Getting Started!**

- ✓ Take a SELFIE, post it on your favorite social media pages and tag our club!
- ✓ Schedule your amazing Crunch ONE Kickoff!
- ✓ Stay connected - Download our APP
- ✓ Give your FRIENDS a free week pass!

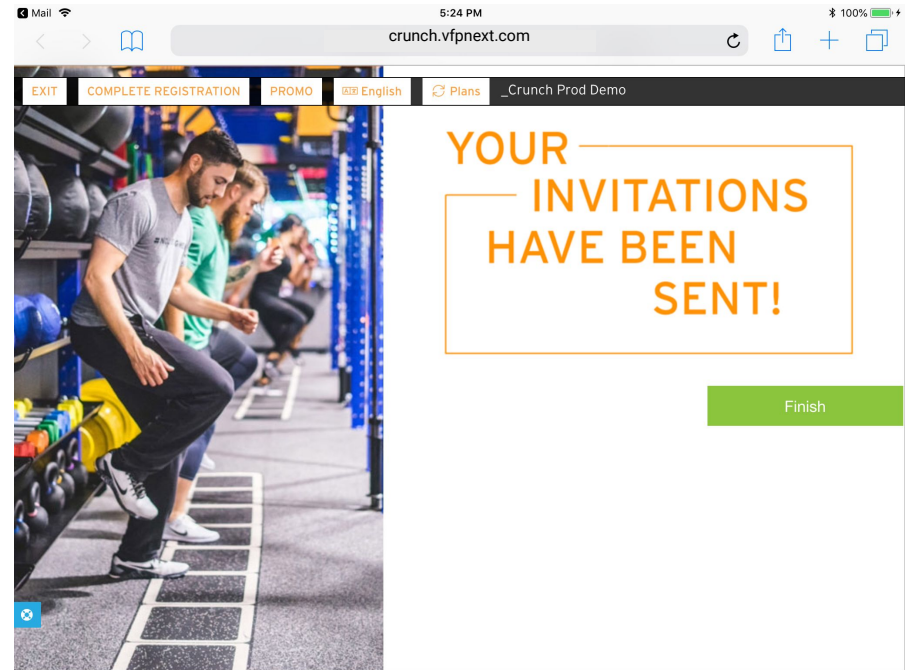
FIRST NAME	LAST NAME	EMAIL	CELL PHONE
FIRST NAME	LAST NAME	EMAIL	CELL PHONE
FIRST NAME	LAST NAME	EMAIL	CELL PHONE
FIRST NAME	LAST NAME	EMAIL	CELL PHONE

No thanks **Send Invites**

# DIGITAL ENROLLMENT - MEMBERSHIP COMPLETE

## Post Digital Enrollment - Membership Complete Final Screen

- Tap [Finish](#) to reset to the Digital Guest Register
- You are ready to begin working with another Guest



# VFP Data Box - ADMIN ACCESS

The VFP Data Box gives Owners and Managers tools to access Digital Tool Kit activity

- Digital Tool Kit
  - Guest Register - Link Access
  - Digital Enrollment - Link Access
  - Recent Guests
  - Signatures
- Digital Tool Kit Reporting
  - Daily Activity Reports
  - Automatic Emails for Yesterday's Recap

\* Reach out to [crunch@vfp.us](mailto:crunch@vfp.us) to add users, or to schedule an in depth training on reporting functions.  
ADMIN LEVEL ONLY

The screenshot displays the VFP Data Box interface. At the top, there is a dark blue header with the Crunch logo on the left, the text "VFP Data Box" in the center, and a "MENU" icon on the right. Below the header, there are two dropdown menus: "Sites:" with "Crunch Fitness" selected and "Clubs:" with "\_Crunch Prod Demo" selected. The main content area is divided into several sections. On the left, there is a "Member Launch" section with the text "Not enabled. More info". In the center, there is a "Next CRM" section with the text "Not enabled. More info". On the right, there is a "Digital Toolkit" section containing three icons: "DGR" (Guest Register), "Enrollment", and "Guests". Below these, there is a "Signatures" icon. At the bottom left, there is a "Reporting" section with a "DTK" icon.

## Part VI: Commonly Asked Questions



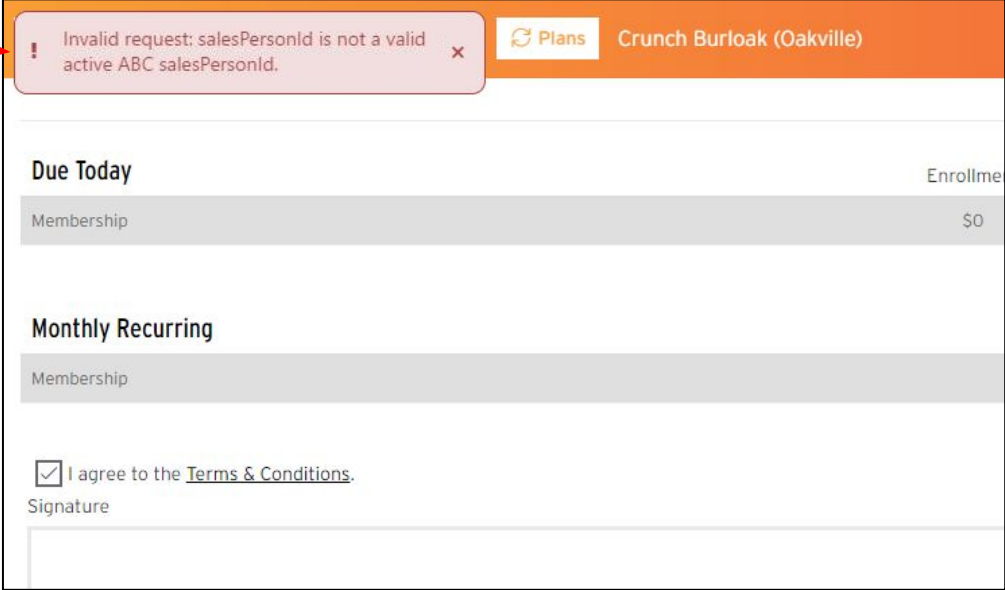
## Part VIII: ABC FINANCIAL SETUP

Please refer to your ABC representative for additional guidance

- SALES DEPARTMENT PERMISSIONS
- SALES STAFF ADDED
- MEMBERSHIP PLANS CREATED
- API DATA RELEASE WAIVER SIGNED AND RELEASED

## ABC DATATRAK SETTINGS

- Sales ID error when trying to complete a membership.
  - You do not have the selected Staff person in your Sales Department under the ABC DataTrak System.
  - Please follow the instructions below inside of the ABC DataTrak system to solve this problem:



The screenshot shows a web interface for ABC DataTrak. At the top, there is an orange header with a 'Plans' button and the text 'Crunch Burloak (Oakville)'. Below the header, a red error message box states: 'Invalid request: salesPersonId is not a valid active ABC salesPersonId.' The main content area is divided into sections: 'Due Today' with a table showing 'Membership' and 'Enrollme' with a value of '\$0'; 'Monthly Recurring' with a table showing 'Membership'; and a checkbox for 'I agree to the Terms & Conditions.' followed by a 'Signature' field.

### Staff Settings:

1. Under the Employee tab, select Manage
2. Click on the employee you would like to add to the Sales department
3. Go to Departments under their profile and click the (+) next to Sales and click save

### Department Settings:

**AND**

1. Click on "Sales Role"
2. Visible Online = **YES**
3. Sales Person Online = **YES**

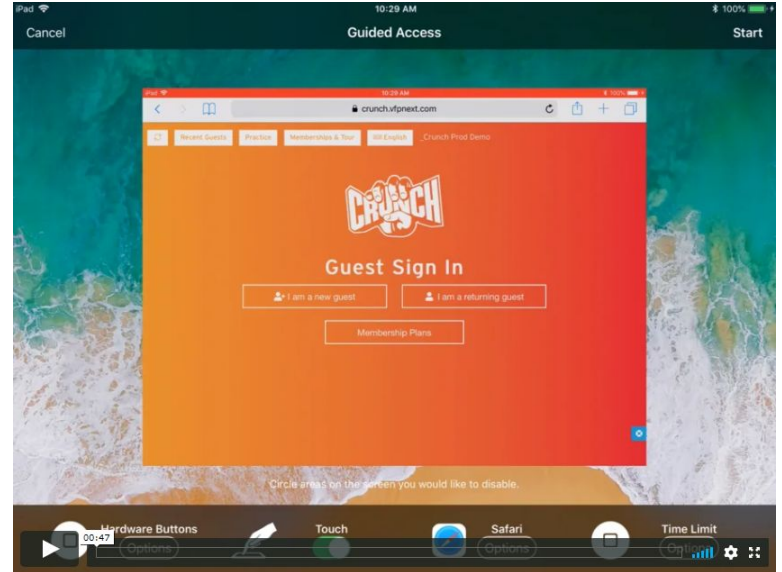
## Part VII: OPTIONAL SETUP ITEMS

# GENERAL SETTINGS - GUIDED ACCESS - OPTIONAL

Tap on Settings icon



- Tap **General**
- Tap **Accessibility**
- Tap **Guided Access**
  
- Turn **ON - Guided Access**
  - Set Passcode
  - To start - triple-click the home button in the app you want to use to start and stop guided access.



Watch video at: [vfp.us/crunch-fitness/dtk-training-ipads/](https://vfp.us/crunch-fitness/dtk-training-ipads/)

\*optional - this setting helps limit access to only the DTK on the iPad

# GENERAL SETTINGS - RESTRICTED WEBSITES - OPTIONAL

## Tap on Settings icon



- Tap **General**
- Tap **Restrictions**
- Tap **Enable Restrictions**
- Create a **Restrictions Passcode**
- Tap **Websites**
- Tap **Specific Websites Only**
- Tap **Add a Website...**

## ALLOW VFP+ Digital Suite:

1. In the Title box, type “**Guest Register**”
2. **ALLOW VFPnext:** In the URL box, type “<http://www.vfpnext.com>”
3. Tap **Websites** to return to list

## ALLOW the VFP+ Tour:

1. Tap **Add a Website...**
2. In the Title box, type “**Tour**”
3. **ALLOW the Tour:** In the URL box, type “<http://www.mivfp.com>”
4. Tap **Websites** to return to list

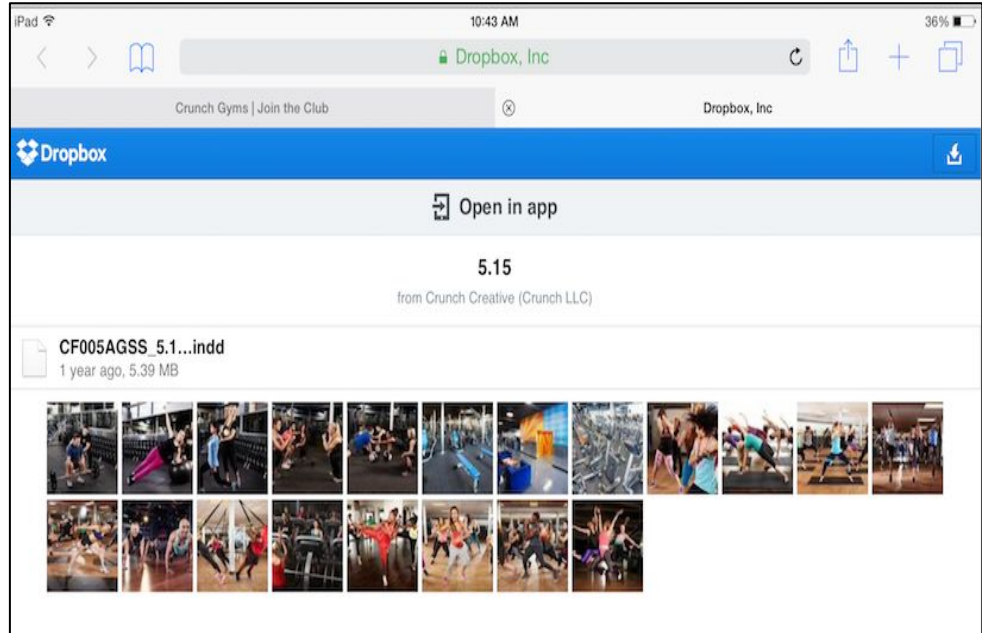
\*Optional - this setting helps limit access to only the DTK on the iPad.  
<https://vfp.us/crunch-fitness/dtk-setup/#tab-386f5fed6e416fb2231>

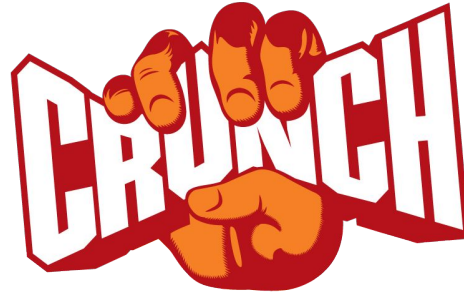
\* We encourage you to reach out to [crunch@vfp.us](mailto:crunch@vfp.us) to set this up with one of our team

## USING STOCK CRUNCH IMAGES AS IPAD SCREENSAVER

Open a new Safari screen and enter the link below to access the stock Crunch images from Dropbox and save images you wish to use. You can also find this link at the bottom of the VFP Crunch Webpage - [vfp.us/crunch-fitness/](https://vfp.us/crunch-fitness/)

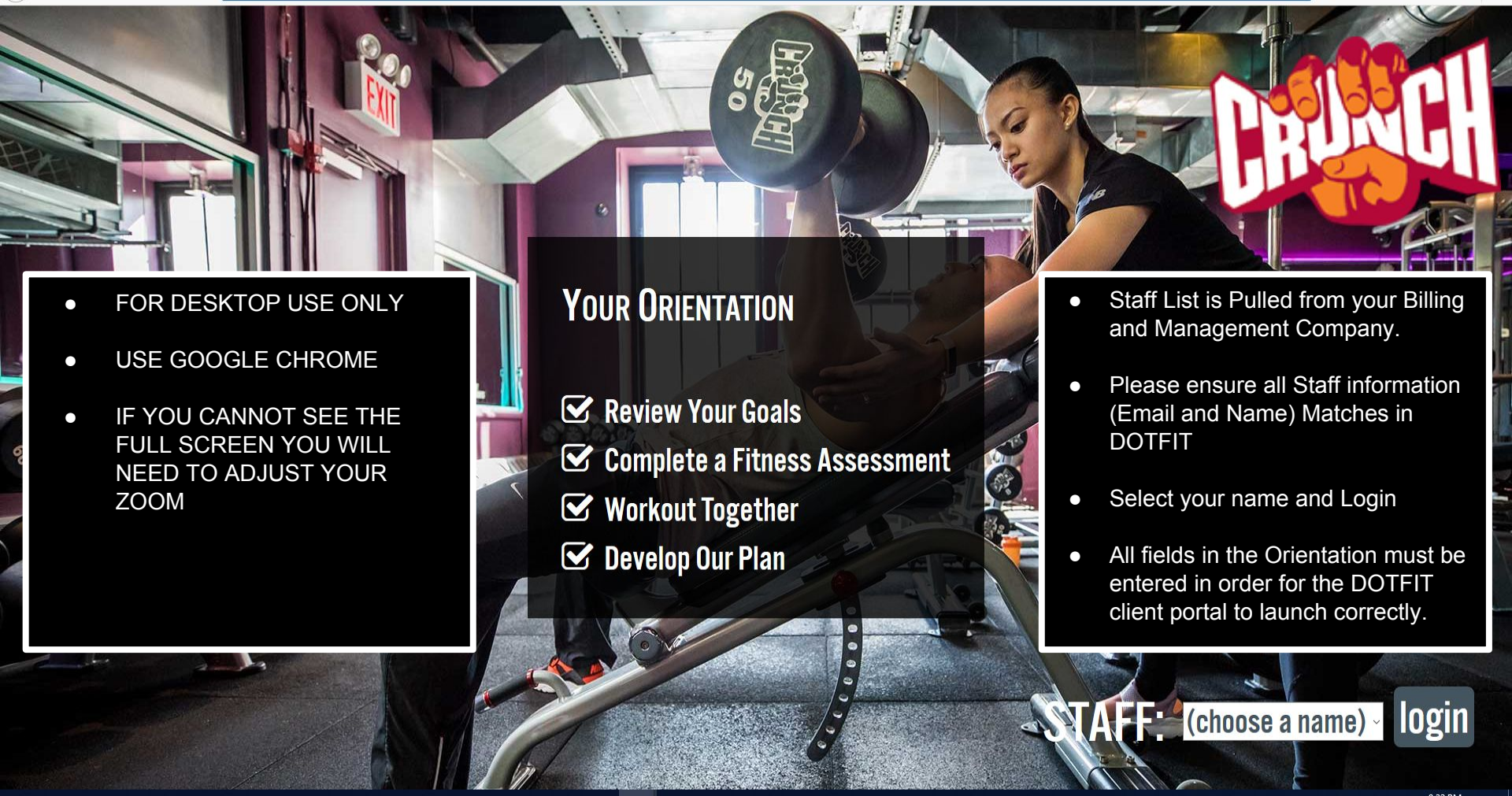
- <https://www.dropbox.com/sh/0dg4zn38ep8rwyn/AAExypRFPebRKGyXly9Vi7ua?dl=0>
- Hold your finger on any image until “Save Image” appears.
- Select “Save Image”
- Go to your iPad’s setting menu and make the saved image a screensaver





# Digital Tool Kit Instructions

Part VIII: CRUNCH ONE PT KICKOFF



- FOR DESKTOP USE ONLY
- USE GOOGLE CHROME
- IF YOU CANNOT SEE THE FULL SCREEN YOU WILL NEED TO ADJUST YOUR ZOOM

### YOUR ORIENTATION

- ✓ Review Your Goals
- ✓ Complete a Fitness Assessment
- ✓ Workout Together
- ✓ Develop Our Plan

- Staff List is Pulled from your Billing and Management Company.
- Please ensure all Staff information (Email and Name) Matches in DOTFIT
- Select your name and Login
- All fields in the Orientation must be entered in order for the DOTFIT client portal to launch correctly.

STAFF: (choose a name) login



1. Type first or last name (3+ letters)—OR—full email
2. Click "Search!"; then choose any name that matches

**Search!**

First  Last

Phone  Email

5% of people who join a fitness club get the results they desire



80% of people who join a Crunch Fitness club, set specific goals, and create a "How-To plan" achieve their desired results.

**NEXT**



Rank your current fitness level 1 to 5, with 1 being the worst and 5 the best shape of your life.

1

2

3

4

5

What are your primary fitness goals?

Feel &amp; Look Better

Increase Energy

Reduce Stress

Build Muscle

Better Health

Increase Confidence

Would you like to lose or gain weight?

Lose Weight

Gain Weight

How much? 30 lbs

Would you like to lose inches?

Yes

No

Where?

hip

thighs

midsection

chest

arms

legs

Are there any events motivating you to achieve your goals?

Vacation

Birthday

Anniversary

Wedding

Special Occasion

None

NEXT

By when would you like to achieve this goal?

05/01/2019

How long have you been thinking about achieving these goals?

This month

2-6 months

6-12 months

Over 1 year

What has kept you from getting started?

Time

Money

Motivation

Lack of  
Support

The Right Club

On a scale from 1-5, with 5 being the highest, how important is it for you to achieve these goals?

1

2

3

4

5

How many days a week are you willing to commit to achieve these goals?

1-2

3

4-5



Have you been exercising vigorously 4 to 5 times per week consistently for 6 months or more?

Yes

No

How would you describe your current activity level? *[no judgments!]*

Sedentary

I spend most of the day sitting and I do not exercise.

Low

I spend most of the day sitting and I exercise less than 4x per week.

Fair

I spend most of the day sitting and I exercise at least 5x a week, OR I perform continuous light activity but do not exercise.

Average

I spend most of the day sitting and I exercise at least 5x a week, OR I perform continuous light activity and exercise less than 3x a week.

Good

I perform light continuous activity and I exercise at least 3x a week, OR I perform continuous moderate activity and exercise less than 3x a week.

High

I train multiple times per day, OR I perform moderate continuous activity and exercise at least 3x a week.

Intense

I am an endurance athlete training competitively, OR I perform heavy continuous activity and exercise at least 3x a week.

NEXT



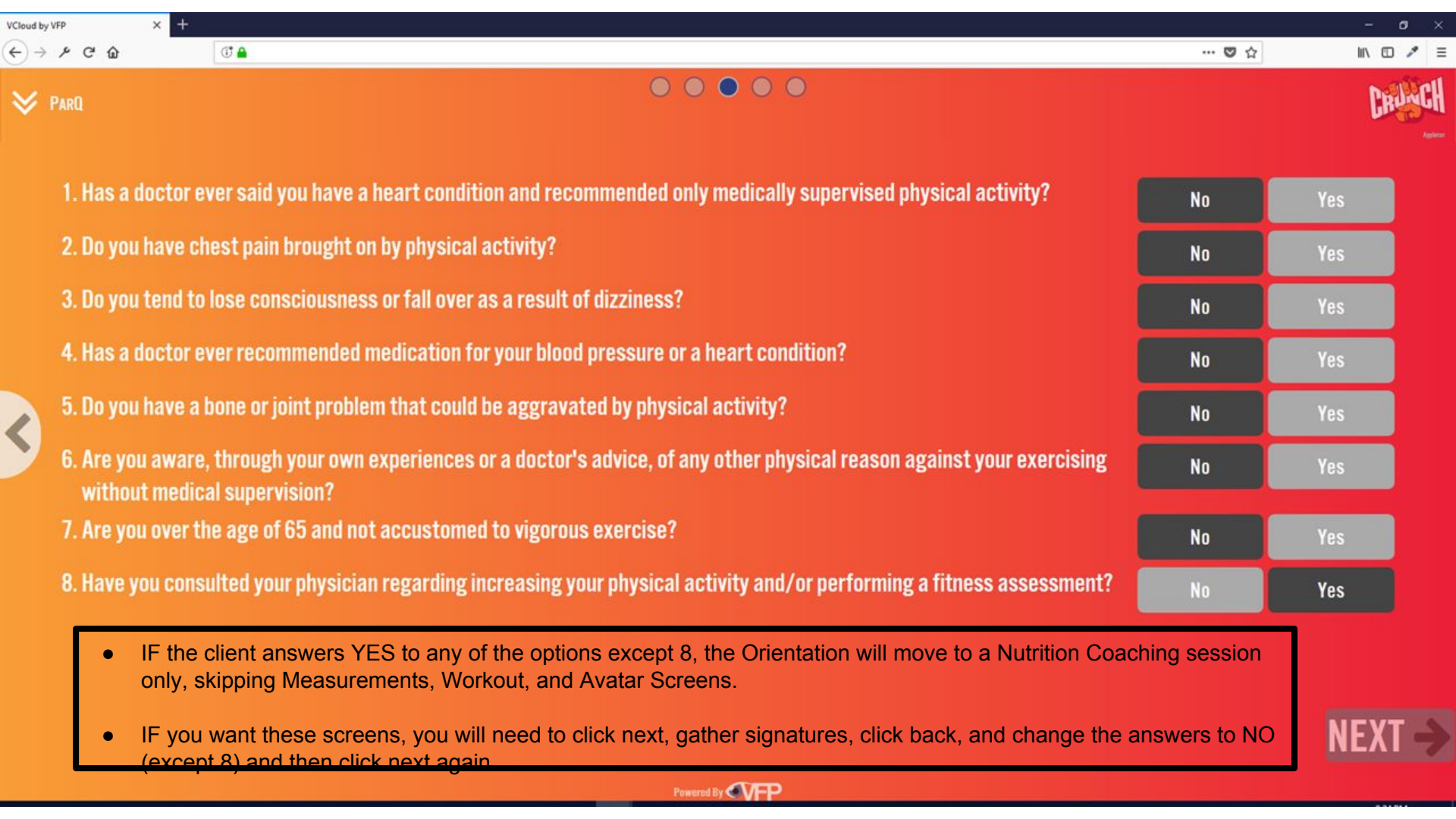
## My Health Conditions

 Diabetes Heart Disease Stroke Cancer Liver/Gallbladder Disease Smoked (last 5 years) High Blood Pressure High Cholesterol Kidney Disease Breastfeeding Ulcer Gastrointestinal Disease Depression Pregnancy/Trying to Conceive None

Has any member of your immediate family experienced any of these conditions before age 55?

 Diabetes Heart Disease Stroke Cancer No**NEXT**





1. Has a doctor ever said you have a heart condition and recommended only medically supervised physical activity?

No

Yes

2. Do you have chest pain brought on by physical activity?

No

Yes

3. Do you tend to lose consciousness or fall over as a result of dizziness?

No

Yes

4. Has a doctor ever recommended medication for your blood pressure or a heart condition?

No

Yes

5. Do you have a bone or joint problem that could be aggravated by physical activity?

No

Yes

6. Are you aware, through your own experiences or a doctor's advice, of any other physical reason against your exercising without medical supervision?

No

Yes

7. Are you over the age of 65 and not accustomed to vigorous exercise?

No

Yes

8. Have you consulted your physician regarding increasing your physical activity and/or performing a fitness assessment?

No

Yes

- IF the client answers YES to any of the options except 8, the Orientation will move to a Nutrition Coaching session only, skipping Measurements, Workout, and Avatar Screens.
- IF you want these screens, you will need to click next, gather signatures, click back, and change the answers to NO (except 8) and then click next again.

NEXT →



CONSENT



Applicant

### PHYSICAL ACTIVITY INFORMED CONSENT

During MY fitness evaluation, I answered NO to ALL questions on the Physical Readiness Questionnaire (PAR-Q) and the Health History Questionnaire that may restrict MY physical activity. ALTHOUGH CRUNCH FITNESS HAS RECOMMENDED THAT I CONSULT WITH MY PHYSICIAN BEFORE STARTING A NEW FITNESS PROGRAM THAT INVOLVES PHYSICAL ACTIVITY, I AGREE AND CONSENT TO STARTING MY PHYSICAL ACTIVITY PROGRAM UNDER THE FOLLOWING TERMS AND CONDITIONS.

#### TERMS AND CONDITIONS FOR PHYSICAL ACTIVITY INFORMED CONSENT

The Crunch fitness club you are using as a member or guest ("this Club") is a privately owned franchise club operated by a franchisee of Crunch Franchising, LLC. Using this Club involves the risk of injury to you, whether you or someone else causes it. Specific risks vary from one activity to another and the risks range from minor injuries to major injuries, such as catastrophic injuries including death. In consideration of your participation in the activities offered by this Club, you understand and voluntarily accept the risk and agree that this Club and Crunch Franchising, LLC, including its parents, subsidiaries, affiliates, officers, directors, members, employees, volunteers, agents and independent contractors, will not be liable for any injury, including without limitation personal, bodily, or mental injury, economic loss or any damage to you, your spouse, guests, unborn child, or relatives resulting from the negligence of this Club or anyone acting on this Club's behalf or anyone using the facilities whether related to exercise or not.



I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS FOR THE PHYSICAL ACTIVITY INFORMED CONSENT AND CONFIRM THAT THERE ARE NO MEDICAL CONDITIONS THAT WOULD

PREVENT ME FROM PERFORMING ANY TYPE OF PHYSICAL ACTIVITY.

Clear



Print Consent

NEXT



BODY INFO



AppStore



Gender

Male

Female

Current Height

6 ft

1 in

Birthday

02/20/1991

Current Weight

225 lbs

Current Body Fat

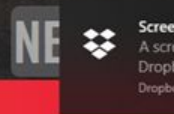
30 %

NEXT →





IT'S TIME TO TRAIN!



## CUSTOMIZE

SEX  M  FHEIGHT  6'1"WEIGHT  225AGE  27BODY FAT %  30

- Move Sliders and Selection until you are comfortable asking the client,
- “Is this an accurate representation of where you would say you are right now?”



A Toggle - Muscle and Fat Adjustment

B Toggle - Style Options

C Toggle - Avatar Position Toggle

A B C



NEXT



1

- Click on the Boxes to Change them to Green
- Talk thru, with excitement, the changes they have made!

2

- Adjust the Weight Lost slider to their goal.
- Keep in mind it will only allow them to lose weight within healthy parameter.

NEXT

# BEFORE & AFTER

## Adjust the Below Settings

- Timeline needs to be adjusted to their goal weeks

1X 2X 3X NO TRAINING

FITNESS GOAL: MAINTAIN HEALTH

FAT BURNED: 2.3 lbs/week

- CARDIO: 4 days/week
- PERSONAL TRAINER: 3
- RESISTANCE: 4
- PROPER NUTRITION: 6
- PROPER SUPPL.: 6

FAT LOST: 22 lbs

TIMELINE: 10 weeks



NEXT →

# CHECK OUT YOUR DOTFIT DASHBOARD!



SUMMARY ▾

FOOD ▾

ACTIVITY ▾

PROGRAM ▾

DIETARY SUPPORT

LEARN

STORE ▾



Consumed  
**0%**  
0 Calories

July  
**25**  
WEDNESDAY

Burned  
**89%**  
2578 Calories

1  
Guided tour for the new interface



Quick Log



Favorite



Meal



Steps



Workouts



Devices Sync

You are in the Client's actual DOTFIT Account

- Click Program Dropdown to Print Program
- The Client just received an email from DOTFIT prompting them to create their own password to their account.

You've burned so far today

2578 cals

GET LEAN / Lose weight or body fat or tone up (-38.28/2928.1/6 lbs)

**Screenshot Added**

A screenshot was added to your  
Dropbox.  
Dropbox



- Resistance Training**
  - Helps build lean muscle tissue which burns more calories at rest.
  - Builds bone density and supports a more stable and active lifestyle
  
- Cardiorespiratory Training**
  - Burns calories and fat and supports a healthy circulatory system.
  - We use the FITT (Frequency, Intensity, Type and Time) principles to maximize results.
  
- Proper Nutrition**
  - 70% of your results is based on what you put in your body, including food and proper supplementation.
  
- One on One Focus**
  - Working with a certified Crunch Trainer will connect you with our “Core Crunch Results” protocol, getting you to your goals faster.
  - Training, education, motivation and results.

**NEXT**

# CRUNCH ONE PT KICKOFF - FOUR PILLARS



## EDUCATION in FOUR PILLARS

- Hover your Mouse over these 2 Titles
  - Resistance Training
    - Muscle Metabolism Overlay
  - One on One Focus
    - 12 Week Progression Overlay
- Click on the Title
  - The Overlay Image will appear
  - To exit click on the X in the top right corner

### ✓ Resistance Training

- Helps build lean muscle tissue which burns more calories at rest.
- Builds bone density and supports a more stable and active lifestyle

### ✓ Cardiorespiratory Training

- Burns calories and fat and supports a healthy circulatory system.
- We use the FITT (Frequency, Intensity, Type and Time) principles to maximize results.

### ✓ Proper Nutrition

- 70% of your results is based on what you put in your body, including food and proper supplementation.


### ✓ One on One Focus

- Working with a certified Crunch Trainer will connect you with our “Core Crunch Results” protocol, getting you to your goals faster.
- Training, education, motivation and results.

## Muscle Metabolism Overlay

The More Lean Muscle You Build, the More Calories Your Body Metabolizes ✕

Muscle → Metabolism



**RESISTANCE TRAINING**

**NUTRITION**

**CARDIO**

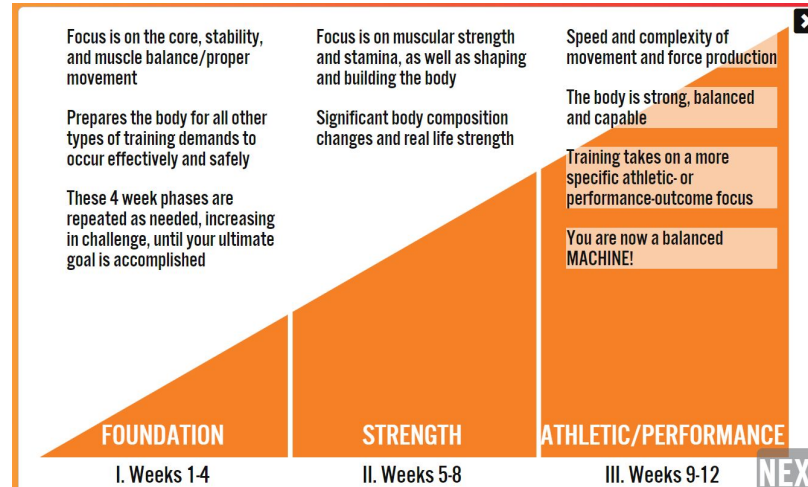
**FITNESS PRINCIPLES**

“After age 25, without a strength training program, individuals lose one pound or more of muscle every two years.”

- American Council on Exercise

**NEXT**

## 12 Week Progression Overlay



**I. Weeks 1-4**

Focus is on the core, stability, and muscle balance/proper movement

Prepares the body for all other types of training demands to occur effectively and safely

These 4 week phases are repeated as needed, increasing in challenge, until your ultimate goal is accomplished

**FOUNDATION**

**II. Weeks 5-8**

Focus is on muscular strength and stamina, as well as shaping and building the body

Significant body composition changes and real life strength

**STRENGTH**

**III. Weeks 9-12**

Speed and complexity of movement and force production

The body is strong, balanced and capable

Training takes on a more specific athletic- or performance-outcome focus

You are now a balanced MACHINE!

**ATHLETIC/PERFORMANCE**

**NEXT**



 RECAP

AppStore

Current fitness level (5 is high)? 2

Level of importance (5 is high)? 4

Primary goals? increase energy , better health

Days per week commitment? 3

Lose or gain weight? lose weight (30 lbs)

Exercising vigorously > 6 months? no

Lose inches? Where? yes from midsection

Activity level? low

Motivating events? birthday

Family history? heart disease

Goal date? 05/01/2019

Personal conditions? smoked, high blood pressure

How long considering? 2-6 months

Did not start because... motivation

OBSERVATIONS FROM YOUR WORKOUT

NEXT 

## RECAP - Observations from your Workout

- Hover your Mouse over this Title
  - Observations from your Workout
- Click on the Title
  - The Overlay Image will appear
  - Option to Enter Observations
  - These Observations are included on the Success Email sent to the client post Orientation

Current fitness level (5 is high)? 3

Primary goals? feel & look better , increase energy , build muscle , better health

Lose or gain weight? lose weight (35 lbs)

Lose inches? Where? yes from thighs , midsection

Motivating events? anniversary, vacation

Goal date? 03/15/2019

How long considering? 6-12 months

Did not start because... motivation, the right club

Level of importance (5 is high)? 4

Days per week commitment? 3

Exercising vigorously > 6 months? no

Activity level? fair

Family history? stroke, cancer

Personal conditions? depression, high blood pressure, high cholesterol

OBSERVATIONS FROM YOUR WORKOUT

# CRUNCH ONE PT KICKOFF - Observations from Your Workout

## RECAP - Observations from your Workout

- Hover your Mouse over this Title
  - Observations from your Workout
- Click on the Selection
  - The Overlay Image will appear
  - Option to Enter Observations
  - These Observations are included on the Success Email sent to the client post Orientation

The screenshot shows a client profile page with a red-to-orange gradient background. The text is as follows:

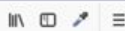
Current fitness level (5 is high)? 3  
Primary goals? feel & look better , increase energy , build muscle , better health  
Lose or gain weight? lose weight (35 lbs)  
Lose inches? Where? yes from thighs , midsection  
Motivating events? anniversary, vacation  
Goal date? 03/15/2019  
How long considering? 6-12 months  
Did not start because... mo

Level of importance (5 is high)? 4  
Days per week commitment? 3  
Exercising vigorously > 6 months? no  
Activity level? fair  
Family history? stroke, cancer  
Personal conditions? depression, high blood pressure, high cholesterol

**KEY OBSERVATIONS**

Static Assessment  
- Lower Crossed Syndrome  
Overhead Squat  
- Excessive Forward Lean

UT



## SOLUTIONS

4

TRAININGS  
PER WEEK\$55.00  
PER SESSION\$880.00 

Monthly

3

TRAININGS  
PER WEEK\$60.00  
PER SESSION\$720.00 

Monthly

2

TRAININGS  
PER WEEK\$65.00  
PER SESSION\$520.00 

Monthly

1

TRAINING  
PER WEEK\$75.00  
PER SESSION\$300.00 

Monthly

12 MO.

55-min. sess  
Packages

NEXT

# CRUNCH ONE PT KICKOFF - Additional Price Model and Budget

## Additional Price Presentation Models & Tools

- Trainer Levels - Accommodates up to Three Trainer Levels
  - Trainer Level 1
  - Trainer Level 2
  - Trainer Level 3
- Budget Tool
  - Click on the \$\$ symbol in the top right corner under the Crunch Logo
  - Adjust the Calculator to show budget for PT and Supplementation

\*contact us [crunch@vfp.us](mailto:crunch@vfp.us) to add trainer level pricing

The screenshot displays the Crunch One PT Kickoff interface. At the top, there are four dark grey boxes with white numbers: 4, 3, 2, and 1, arranged from left to right. A grey overlay window titled "How much MONEY are you spending each week on..." is open in the center. The overlay contains a list of categories with their respective costs: Groceries \$150, Restaurants \$150, Snacks \$50, Cokes & Soda \$10, Coffee \$30, Supplements \$15, Alcohol \$40, and TOTAL COST: \$445. In the top right corner of the interface, there is a red box around a "\$\$" symbol next to the Crunch logo. In the bottom right corner, there is a "NEXT" button with a right-pointing arrow. In the bottom left corner, there is a "Packages" button with a left-pointing arrow. The background is a gradient from orange to red.

Category	Cost
Groceries	\$150
Restaurants	\$150
Snacks	\$50
Cokes & Soda	\$10
Coffee	\$30
Supplements	\$15
Alcohol	\$40
<b>TOTAL COST:</b>	<b>\$445</b>

THANK YOU



We want to be part of your  
Fitness Journey —  
we help you get results!

You Must Finish and Click  
Launch Another once  
Complete to Trigger emails

Launch Another!