



Fitness Center/Health Club In-Store Sample Scripts

FEELING GOOD:

Welcome to the (INSERT NAME HERE). Helping you look and feel your best is made up of many elements. So we offer you a variety of equipment and classes to constantly challenge your workout. Our cardio equipment and cardio theater help your conditioning, while our cybex weights and free weights build your strength and tone your muscles. For burning calories and getting that heart rate up, we offer over 15 aerobics classes in a separate studio and our certified personal trainers are always on hand for advice or one on one attention.

MORNING YOGA:

Discover a new meaning of "Good Morning" with our early morning yoga session here at (INSERT NAME HERE). If you haven't tried it, now's the time to start. Classes are held (INSERT DAYS AND TIMES), in (INSERT LOCATION). Some new yoga times and other group fitness classes are now being offered. Ask for details!

SPINNING:

Spinning. You've heard about it, and we guarantee you'll be back for more once you try it. It's a group fitness class workout done on a specially designed bike where you can burn up to 800 calories an hour! You'll need to bring a towel and water bottle - we'll provide the instructor for motivation and guidance. Ask a representative for a class schedule!

STRENGTH TRAINING:

Leading a fit, healthy lifestyle is important! And to train yourself to live well, it pays to begin early. Here at (INSERT NAME HERE), we offer youth strength training for boys and girls ages 10 to 14. The training runs (INSERT DAYS AND TIMES), and is taught by our motivating personal trainers. Check with one of our professionals for details and to sign up.

WEB MESSAGE - SURF INTO SHAPE:

Thank you for choosing (INSERT NAME HERE) as your fitness choice. To help you better schedule your workout routine, be sure to visit us at (INSERT WEB ADDRESS HERE). (INSERT WEB ADDRESS HERE) lets you check out class schedules, special events, reserve a tanning a bed or massage therapy and more. You can also get linked to health tips, nutritional information and much more. Surf into shape with (INSERT WEB ADDRESS HERE).

FREE CHILDCARE:

Stop making excuses and start making a difference in the way you feel and look at (INSERT NAME HERE). If you can't get in a good workout because you're busy with the kids, remember that we offer free, secure childcare while you enjoy the area's best fitness facility. The kids will have a great time and you will get a great workout. Ask for details!

MAKE THE MOST OF YOUR IN-STORE OPPORTUNITY.

Request your **FREE** customized sample production of Muzak In-Store messaging at <http://solutions.muzak.com/VoiceSample>.

866 MUZAK04 (866 689.2504) / VOICE.MUZAK.COM