

## How To Give Your Fitness Center a Competitive Edge



## **Develop a Distinctive Brand Identity**

#### Establishing Cohesive Branding

From your social media pages to your actual facilities, maintaining a cohesive look and consistent message forms a solid identity. Mismatched branding makes it seem like you're unsure about your business's identity and what you offer clients. The consistency of cohesion also helps people remember your business.

#### **Curating a Specific Aesthetic**

A specific aesthetic makes your business identifiable. For example, if your gym has a down-to-earth aesthetic with lots of plants inside, people will remember it as the fitness center with all the greenery or the boho gym.

## **Expand Your Clients' Workout Experiences**

People work out and move their bodies in many ways. Fitness centers provide people with the space and resources that allow them to try and explore the many ways to exercise. Offering diverse training programs and equipment selections broadens your clients' options, expanding their workout experiences. The more resources you offer, the greater your clients' opportunities.

## Offer Flexible Membership Options

Membership programs play a huge role in a potential client's decision on what gym to sign up with. People want to make sure they invest in the best deal. Offering flexible membership options allows you to appease multiple potential clients and satisfy different needs.

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# **The Competitive Edge Ii Moving Up The Levels**

**J Dewey** 

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