



LTYB

Listen To Your Body
Group Personal Training Specialists



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Group Personal Training Specialists

PASSION

COMMITMENT

PROFESSIONALISM

"I have been at LTYB for nearly two years now. I thought I would last 6 months! Sometimes it is a struggle, but I always come out feeling terrific. So glad for the individual attention".

Donna C

Listen to your body Franchise Opportunity.

Hi, my name is Ben Fletcher and I am the founder of Listen to Your Body. Like you I have always had a passion for health and fitness. I started off as a Personal Trainer in 2002, and built a business which had more than 400 clients and 20 PT's working for me.

I realised that the one-on-one PT model could be greatly improved if it was re-shaped into small personalised group sessions. This would give more people the opportunity to become fit and healthy whilst enjoying all the benefits of having a motivating, qualified PT by their side.

In November 2008, we opened our first studio in Strathmore, Melbourne. Within 4 short months the business was breaking even, and we had hardly spent a cent on advertising as the client base was literally growing each week by word of mouth referrals. This studio now has 250 regular members who train at LTYB weekly.

By early 2013, we had opened our first franchised Studio in Gisborne, Victoria.

Over the last 4 years I have tested, reviewed and updated all of LTYB's operating systems in order to launch it as a successful Franchise Model in 2013.

I am very excited about the franchise opportunity that LTYB is offering. We are looking for passionate people to become franchise partners, so we can realise our vision of making LTYB the best Group Personal Training Studio of choice for all Australians.

I know making the decision to operate your own business is both exciting and a big step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right decisions.

Ben Fletcher

Director
LTYB Franchising Pty Ltd



Why the LTYB group PT model?

Quite simply it fills a niche.

Mainstream gyms will always have their place as will one on one PT sessions. However there are many, many people who are intimidated by mainstream gyms and there are also very few people who can afford \$100+ per week for Personal Training. What this means is there are large sections of the population who are unfit because they don't want to go to mainstream gyms, and they can't afford to have one on one personal training.

At LTYB we offer all our members the opportunity to exercise and get fit in a boutique gym environment, under the guidance of a personal trainer, but at an affordable price.

An overview of franchising.



As someone with an interest in a franchise, you need to be comfortable that this is the right decision for you. Franchising is all about co-operation, mutual dependency and mutual benefit between the company and its franchisees.

Could you be a LTYB franchisee?

As a LTYB franchisee you will operate your own Studio. You will receive full training to ensure you are confident with the business, including generating sales and technical advice.

LTYB is looking for people who:

- Have a background in health and fitness.
- Have a strong desire to own and operate their own business.
- Are passionate about fitness and health and can motivate and inspire other people to reach their health and fitness goals.
- Are willing to learn.
- Are team players.

I joined LTYB back in April 2010. The concept of group training, whether it be one on one or ten to one impressed me for two reasons. Firstly your costs are kept low and two you still learn vital information about nutrition and exercise every time you train. Not just from the trained and friendly staff but also from other members. I have met many different people from all different walks of life, all with their own stories to share.

The team certainly work you hard but you only get out of it what you are willing to put in. I know I will always feel better after I have trained at LTYB.

Sometimes if you are having a bad day just a friendly smile or a chat from one of the trainers or another member can change your day. Fitness and health should be the number one priority in your life, if they aren't it is time to make a change.

Laurie C



What does an LTYB Franchise Include?



LTYB Franchise Head office will supply all the necessary start up support to ensure the doors open smoothly with fully systemised business practices. We will also assist you in finding your team of Trainers using our recruitment processes and we will be used as a sounding board to decisions on filling your LTYB position descriptions.

An LTYB franchise package provides everything you need to set up and run your business.

This includes:

- A defined and 'protected' or 'exclusive' territory providing security that the area will be yours exclusively.
- Five year franchise agreement with the right to renew at no cost which gives you the time you deserve to get the benefits of your business.
- Rights to use our trade name, trademarks and other intellectual property.
- Initial training at our Head Office, followed by on-the-job training with an experienced LTYB franchisee team member. This will allow you to be confident in building your business from the get go.
- A complete start-up kit including uniforms, marketing material and the option of car decals so you are professional in front of your customers from day one.
- LTYB Franchise Operations Manual, containing detailed "how to" information on all aspects of running your franchise. Together, with simple step by step instructions and combined with a wealth of experience from the franchisors, this will allow you to run your business easily and effectively.
- Ongoing back-up and support tailored to your individual needs.

We fell in love with the LTYB Group Personal Training model as soon as we joined as members at the Strathmore studio in July 2010. When we learnt the model was going to be Franchised, we decided we wanted to become owners of our own LTYB Studio.

After the initial informal discussion with Ben, it only took 1 week to make our decision that we were going to invest into the brand. We both started our Personal Training courses immediately and began the process of becoming Franchisees. We found the support and communication from Ben amazing and we felt very comfortable on the open day that we were ready and trained up in all systems.

The one thing we both found about Ben as Franchisor is that whatever he says he will do, he follows through with and we have full trust in him and the systems and values of LTYB.

We look forward to our future working together to become the best Group Personal Training company we can and impacting peoples lives through health and fitness.

Shane and Michelle Edgar.
Gisborne Franchisees

What does a LTYB franchise cost?

Purchasing a LTYB franchise means you are buying a turn-key business. So from the day you open your Studio, you will be correctly fitted out and stocked; you will have all your marketing strategies in place and systems ready to go; you and your staff will be fully trained and ready to start trading.

You'll have all of this plus the confidence that comes from knowing you have a team of experienced franchisors right there with you every step of the way.

The total cost of the investment varies depending on the exact location and size of your studio, however prices range from \$149,000- \$200,000 depending on the site and extra requirements.

This price includes:

- Initial Franchise fee.
- Fit-out.
- All equipment.
- Working capital.
- Everything you need to open your doors successfully.

4 EASY STEPS TO FRANCHISE OWNERSHIP.

Step 1: Pre-Qualification

This is where it all begins: your journey will be made simple and enjoyable. We want the best people to join our team and build a brand name that is second to none:

- Initial informal chat with Franchisor.
- Complete and submit Franchise Questionnaire.
- Submit Application and Confidentiality Agreement.
- Meet and discuss future with Franchisor and find out everything you need to know.

Step 2: Due Diligence:

- Pay \$2000 initial deposit (fully refundable if you do not proceed).
- Receive Disclosure Document and copy of Franchise Code of Conduct and Franchise Agreement.
- Get independent legal advice on documentation.

Step 3: Business Plan Review and Approval:

- After 14 days return all documentation signed.
- Return your independent advice form.
- Pay balance of the initial franchise fee as per agreement.
- Have a cooling off period of 7 days.

Step 4: Contract, Shop Fit Out and Training:

- Select site.
- Commence fit out.
- Set start date for training.
- Arrange Uniforms, marketing material and vehicle signage.



Frequently asked questions.

Q. Do I need to be a qualified PT to own a LTYB Franchise?

A. Yes, we require all our Franchisees to be qualified Personal Trainers. If you have a passion for fitness and health but are not yet qualified you can undertake the qualifications prior to purchasing a franchise.

Q. Do I need any prior business experience?

A. No. We provide all of the training and business systems so you can efficiently run your business even if you have never run a business before. You just need to be open for learning and willing to follow our systems.

Q. Do I choose my own site?

A. We will select the site together, using years of site selection experience, with minimum studio criteria's to ensure your studio has the best chance of success.

Q. Do I get an exclusive territory?

A. Yes. We want our franchisees to succeed, so we don't want our franchisees competing with each other.

THE NEXT STEP:

Simply contact LTYB for an application package, complete the application form, sign the confidentiality agreement and send them to Level 1/5 Everage St Moonee Ponds, 3039.

FOR MORE INFORMATION:

Please call LTYB head office on 03 8371 0043 or 0409 438 286.

Email: ben@listentoyourbody.com.au

Internet: www.ltyb.com.au



"I joined LTYB two years ago because I was after personal training that did not involve having to go to a gym (which I find very intimidating) and train with dozens of other people around you while they look at themselves in the mirror as they flex their muscles.

The LTYB studio is a totally non-intimidating, non-threatening environment and the 45 minute sessions are a perfect length to get the most out of your body. All of the trainers are extremely motivating, positive and professional and each session they push you that extra bit harder so you get the results that you want.

Scott P



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