



DISCOVER  STRENGTH[®]

Not Fad Driven. EOS
Implementation. Degreed
Career Employees.



FRANCHISE OPPORTUNITY



Become a thriving fitness business owner.

YOUR WORK SHOULD MAKE AN IMPACT.

Life is too short not to love your work.

At Discover Strength, we believe you should be able to build the career you want while doing work that changes lives. Imagine owning a distinguished fitness business, backed by a market-tested business model, where efficient, 30-minute workouts are provided to your clients by exercise physiologists.

Imagine building a thriving business while doing work that you love, with people you love. If this speaks to you, you should speak to us.

Here's how you get started:

1. Complete a 10-minute pre-qualification call.
2. Start your mutual discovery process.
3. Attend a Join the Movement Day at our home office.

Call us today at 612.581.9377



What is different about the Discover Strength approach?

Educated, Expert Personal Trainers.

Your trainers and staff are not simply people who like exercise, but instead, have dedicated their education and career to mastering their craft. All Discover Strength personal trainers have four-year degrees in kinesiology or a related field and hold prestigious certifications.

Efficient.

The research is clear. For best results, strength train less, but strength train harder. The clients you serve will not find a more efficient workout. Discover Strength clients strength train twice per week for 30 minutes. Not only do the clients get more time back in their week, but they also reap the myriad of health benefits from twice-per-week strength training.

Evidence-based.

Rather than jump on the latest fitness fad or market-driven trend, we look at the scientific evidence to determine what will be the safest and most effective approach for our clients.

Your client sessions are conveniently set by appointment, whether a 1-on-1 Session or in a Small Group Session of up to three clients working with one trainer. During each 30-45-minute session, clients complete 10 to 12 exercises customized to their needs to achieve a safe, effective, and total body workout. The focus is on proper form, slow speed of movement while maintaining a high level of intensity for optimal results. Combine this approach with our belief that we are truly a customer service company that happens to offer fitness and your studio could achieve the benchmarks we've set: an 85% client retention rate and an industry leading 95 Net Promoter Score.



Better than everything I have tried.
Efficient and effective.
The staff is well trained, the equipment is top of the line, and the theory is based entirely on peer reviewed research – not trends or gimmicks.

Moe S., Yelp



More benefits of being a Discover Strength franchise owner

Not Fad Driven

Fitness concepts come and go because they tend to base their methodology on trends and market driven fads. Because Discover Strength's methodology is based upon the preponderance of peer reviewed research, it will always be the most efficient, safest and effective way to strength train.

Degreed Career Employees

Hiring is one of the biggest headaches for a business owner. It's even more difficult when many franchise concepts have the same hiring pool. Discover Strength employees are educated, expert trainers. We hire them right out of college with a specific degree. We know who you are hiring and where to find them with little to no competition.

EOS Implementation.

Throughout the entire Discover Strength organization, teams are utilizing The Entrepreneurial Operating System (EOS). The benefits of EOS are:

- Productive meetings staff actually enjoy.
- Quarterly goals that everyone is a part of to get the team aligned with the annual goal and the vision.
- Quarterly one-to-one meetings with your direct reports for employee engagement.
- Simplification in processes.
- Clear and simple marketing plan.
- Tools for you to be an effective leader and manager.



UpsizeMag.com cover story

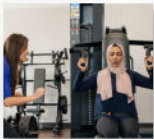
With segmentation, divergence and specialization, smaller niche retailers [have] emerged, and they became large focusing on just one thing. The same is happening in health clubs. I learned about the importance of narrowly defining a strategic niche and the idea that the strength of a brand grows as it becomes more focused in scope, and the strength of the brand weakens as the scope increases.

Founder and CEO, Luke Carlson,
as cited on UpsizeMag.com



Why choose Discover Strength within the boutique fitness industry?

- Loyal target market. Discover Strength's Net Promoter Score (NPS) is at 95 which is an extremely high score. "The International Health, Racquet & Sportsclub Association announced that the benchmark for the North American health club industry is 39."⁴
- No seasonality. Discover Strength's revenue does not wax and wane due to seasonality. We have seen consistent growth year over year.
- Exclusive sourcing and pricing for medical-grade exercise equipment.
- The strategic niche of personal strength training with high revenue potential per unit of time, coupled with low capital requirements relative to the rest of the industry, means that the Discover Strength model offers an incredible value proposition. Our objective is to create businesses with higher revenue per square foot than the vast majority of retail, restaurant, and fitness business models.
- Monthly recurring revenue. Monthly recurring revenue potential from clients allows you to not have to sell every time someone needs to "re-up" their packages, it just happens automatically. It also encourages consistent training behavior for your clients, which will in turn provide them with better results. It is a win-win-win scenario that benefits the client, trainer and business.



(4) <https://www.ihrsa.org/about/media-center/press-releases/over-million-health-club-members-give-valuable-feedback/#>



We are a group of leaders passionate about growing leaders and managers.



Our Core Value of Servant Leadership serves as the foundation for our commitment to supporting our franchise owners. Our passion is to develop world-class exercise practitioners as well as leaders and managers. To this end, we've developed tools and systems that will contribute to your constant journey toward mastery as a fitness professional and business leader.

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In medical school, an ongoing lesson is that there will be ongoing lessons. You're never done.

Surgeons and internists are expected to keep studying for their entire career — in fact, it's required to keep a license valid. Knowledge workers, though, the people who manage, who go to meetings, who market, who do accounting, who seek to change things around them—knowledge workers often act as if they're fully baked, that more training and learning is not just unnecessary but a distraction. The average knowledge worker reads fewer than one business book a year. On the other hand, the above-average knowledge worker probably reads ten.

Show me your bookshelf, or the courses you take, or the questions you ask, and I'll have a hint as to how much you care about leveling up.

Seth Godin

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⁴<https://seths.blog/2016/09/fully-baked/>

Your Business is Our Priority

With 17 years of experience, we have the training, development, and infrastructure to support you on every step of your journey to owning a thriving fitness business.

TRAINING

- 10-day Franchisee Training and Launch
 - 5 days at home office - 2 months out
 - 5 days at home office - 1 month out
 - 2-4 days up to and through open date on-site
- Home office additional training

DEVELOPMENT

- Franchise Business Coach
- Learning Management System
- Annual Convention
- Leadership Institute
- Workouts at the home office
- Monthly All-system meetings
- Quarterly Site Visits
- BI-weekly calls
- Quarterly strategy meetings
- Annual strategy meetings

INFRASTRUCTURE

- Buxton
- Learning Management System
- Profit Keeper
- Special vendor pricing
- 300 page Operations Manual
- Marketing assets
- CRM
- Optional staff onboarding through the home office





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