

OutFit<sup>®</sup>

# An OutFit Training Franchise Investment Will Make You a Leader in the Robust Fitness Industry!





Being a small business owner is an exciting and rewarding journey, especially if you can combine passion with purpose. An OutFit Training franchise opportunity will allow you to do just that — take your enthusiasm for fitness or your ambition to become your own boss and turn it into a way to provide your community with premier boutique fitness experiences!



Over the past few decades, the fitness industry has experienced significant growth, driven by increased awareness of the importance of maintaining a healthy lifestyle. As a result, more people have become proactive in seeking fitness solutions to improve their overall health and wellness.

In this eBook, we'll dive into what makes OutFit Training such a unique opportunity and how we'll prepare and support you to make the most of it. We'll also look at a few of the steps you'll take toward becoming part of the OutFit training family. We're excited by the future of our industry and our brand and are confident you will be, too!



## A One-of-a-Kind Workout Experience

Outfit Training is a transformative, mobile outdoor fitness service that offers invigorating, convenient, and affordable boutique fitness experiences to communities everywhere. Our brand's concept centers on harnessing the benefits of outdoor environments to boost participants' physical and mental well-being while engaging in unique exercises. Our focus on outdoor fitness and creating a welcoming community sets us apart from traditional fitness choices.

### An OutFit Training partnership allows you to offer your community...



#### **Outdoor fitness classes:**

By conducting workouts in parks, neighborhoods, and open spaces, OutFit Training offers participants a refreshing alternative to traditional indoor gyms, allowing them to connect with nature and enjoy the fresh air while exercising.



#### **Mobility and convenience:**

The flexibility of our outdoor fitness model will allow you to offer services in various settings and locations, making it easy for participants to partake in workouts that fit their schedules and preferences.



#### **Boutique exercise experiences:**

OutFit Training provides high-quality, personalized workouts tailored to individual needs and goals, ensuring each participant's engaging and effective fitness journey.



#### **Affordability:**

By leveraging outdoor spaces, OutFit Training can offer cost-effective fitness solutions without compromising quality, making it accessible to a broader customer base.



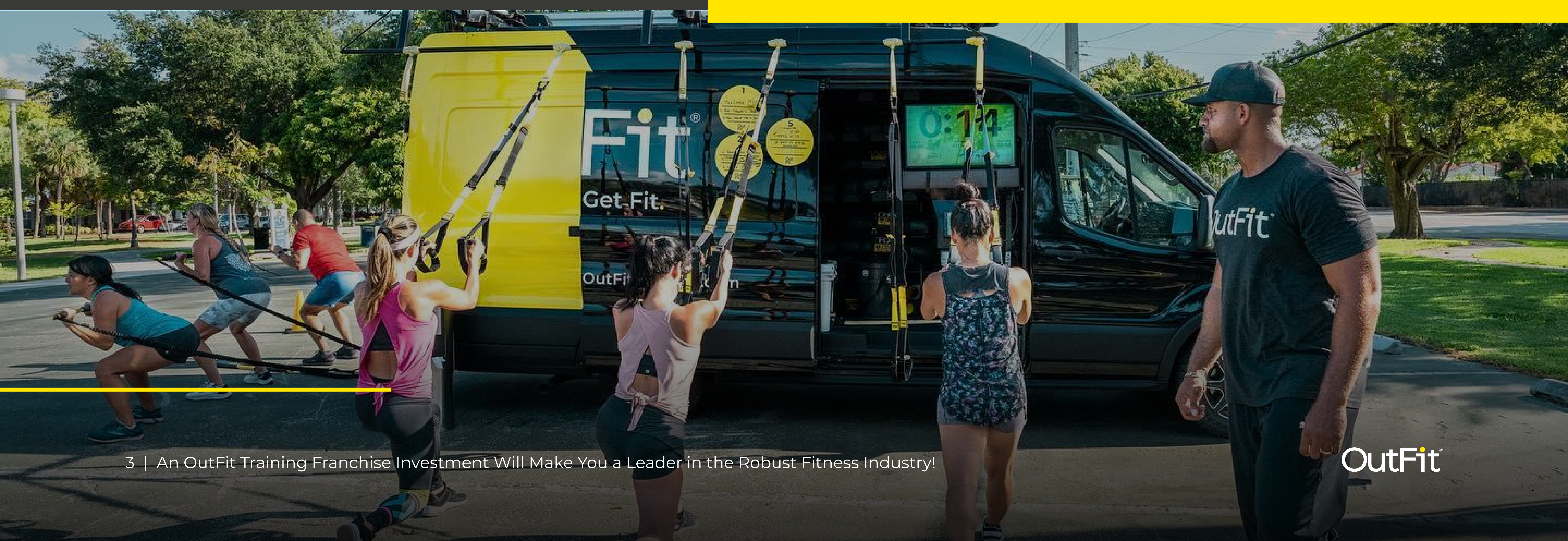
Our opportunity combines physical activity and exposure to outdoor settings, which has been shown to improve both physical and mental health, reducing stress and anxiety levels while increasing overall well-being. Furthermore, OutFit Training brings people together who share a common interest in outdoor fitness, fostering a sense of camaraderie and support.

## Your Drive, on Four Wheels

Ours is a comprehensive investment that allows you to take your drive and ambition and turn it into a business. At the heart of it will be your fully customized world-class gym on wheels, delivered to you in just 90 days, so you're ready to start offering boutique-level fitness experiences quickly and affordably.

## An OutFit Training partnership allows you to offer your community...

- A flexible and cost-effective business model that's scalable and perfect for multi-unit growth.
- Consistent, recurring revenue streams and low overhead for quicker ROI.
- Cutting-edge technology and our mobile app that connects users to a network of trainers, vans, and training ground locations.
- Innovative marketing programs that will keep you in front of your best customers at all times.
- Comprehensive pre-opening training and ongoing support for the life of your business.
- Networking opportunities, our research and development, online marketing resources, and much more!







## Our Brand Leaders Are Just That!

Partnering with OutFit Training means you'll gain access to the experience and expertise of our brand leaders, headed by our CEO, Randy Hetrick. Randy is a former Navy SEAL and a pioneer in the fitness industry, having previously founded TRX, a groundbreaking suspension training system. His proven track record in the fitness industry, combined with his extensive knowledge, well-established network, and dedication to delivering a top-notch fitness experience, adds significant value to the OutFit Training brand. By joining forces with us, you'll have the unique opportunity to capitalize on Hetrick's expertise and reputation, strengthening your position in the competitive fitness market and maximizing the return on your investment.



# Training and Support You Can Count On

OutFit Training provides comprehensive training and support to all franchisees, ensuring they're prepared to succeed in the competitive fitness industry. Our pre-opening training program covers all aspects of running a successful fitness franchise, including the following:

- How to handle all day-to-day operations of your franchise
- How to market your franchise to your best customers
- How to find and hire qualified staff
- How to leverage our cutting-edge technology
- How to deliver an exceptional workout experience

Through our proven three-phase training process, our expert team is able to onboard and rapidly up-skill franchise owners and staff on the business systems and processes required to deliver the extraordinary OutFit Training fitness experiences we're known for.

## **Phase 1: Pre-Learning**

This phase consists of up to 15 hours of virtual and online classroom training, laying the foundation for the subsequent stages and teaching you the basics of everything you need to know inside the OutFit operation.

## **Phase 2: Ready to Launch**

In this 3-day intensive live training, you'll receive live instruction, coaching, experiential sessions, preparing you for a successful launch.

## **Phase 3: Education, Development, and Ongoing Mentoring**

Spanning over 90+ days, this phase includes virtual and trainer-led sessions that focus on continuous learning, skill development, and personalized mentoring and coaching to support franchisees in their business journey.



After you're up and running (or driving!), you can rely on us for continued and ongoing support with equipment and van upfitting, regular updates on workout programs, retraining opportunities for you and your staff, centralized technical support, expert in-house marketing, and much more.

Our dedicated franchise team is committed to helping you resolve any issues or challenges you may have while minimizing downtime and maximizing growth!

## Joining Our Franchise Family Is Simple

Our ideal candidate is a financially qualified investor who is ready to be fully immersed in the day-to-day operations of their mobile fitness franchise and is prepared to learn what it takes to expand beyond a single unit. The steps to franchise ownership with us include...

- **An introductory call:** Simply fill out a brief form on our website, and a member of our franchise development team will contact you.
- **Reviewing our Franchise Disclosure Document (FDD):** We recommend going over our FDD with your attorney to understand what your investment entails. Our franchise experts will also be available to answer any questions you might have.
- **Attending a Discovery Day:** Next, you'll get an opportunity to attend a Discovery Day at our corporate headquarters to meet the team behind our fitness brand.
- **Signing your Franchise Agreement:** Congratulations! This is the final step of the franchise process. Once you've signed on the dotted line, you're officially part of the OutFit Training family!

By joining the **OutFit Training family**, you become part of a mission-driven team of men and women who are committed to promoting health and wellness in communities nationally while enjoying the potential for strong financial returns and long-term growth!



So what are you waiting for? If you're ready to take your passion for fitness and combine it with an exceptional business opportunity, now's the time to reach out to OutFit Training to get the conversation going!

OutFit  
Get Out. Get Fit.

Join Up @ [OutFitTraining.com](http://OutFitTraining.com)