



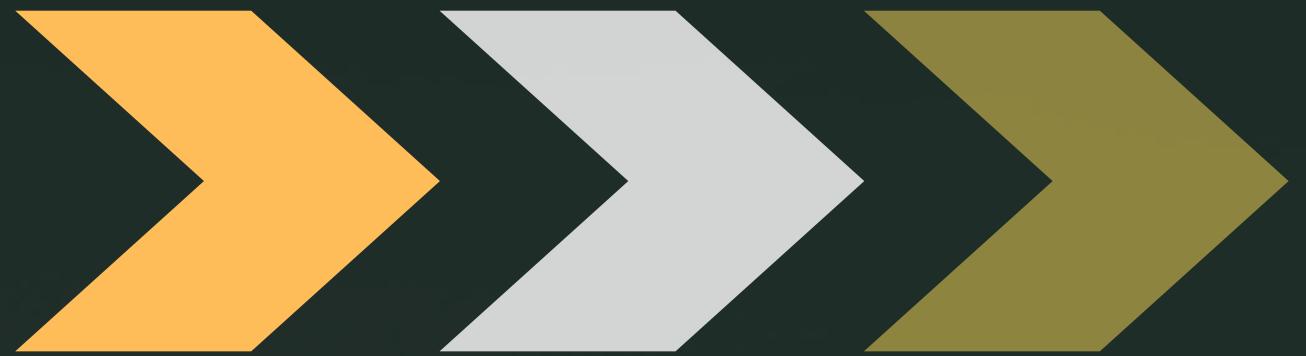
2 PHASE TRAINING

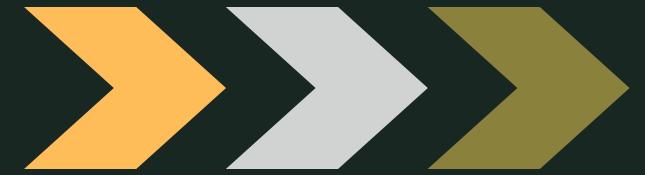
CREATED BY **EAST FITNESS**

THE POWERFUL NEW GF FORMAT TRANSFORMING TIMETABLES AROUND AUSTRALIA

WHAT IS IT?

2PHASE is the efficient 45 minute format designed to strip fat and tone muscle. Combining cardio conditioning with full body strength training, 2PHASE packs the punch of two powerful workouts, delivering results - fast.





WHY

**2PHASE
TRAINING**

TWO WORKOUTS, ONE CLASS

Participants feel the effect of two powerful workouts - 20 minutes of both cardio & strength - in one class.

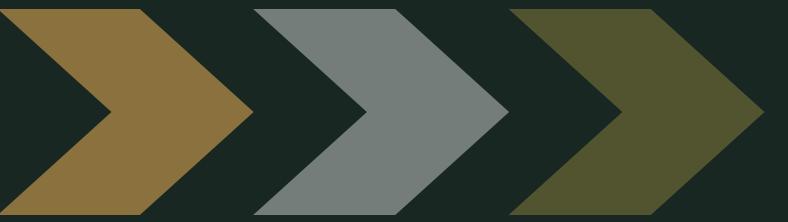
DONE IN 45

Members are more time poor than ever, approaching their fitness regime with a 'get it done' mentality. 2PHASE capitalises on this with classes only 45 minutes in length.

THE PERFECT FIT

2PHASE complements existing timetabling, offering members a fresh training style to add to their regime to fast-track results.

The response....



THE CLUB

Since launching 2PHASE two months ago we have managed to **double** the numbers previously recorded for STEP. I have already added two extra classes to our TT!

Kerry B, GFM



THE MEMBER

2PHASE works so well for me because it essentially gives me two workouts in one. It's tough, but really motivating & I feel like I get a cardio & full body strength workout all in 45 minutes!

Shauna, Indooroopilly



THE INSTRUCTOR

2PHASE has been created with safety & longevity in mind - for both the participant & the instructor. I've been teaching 2PHASE for over a year now & I'm feeling stronger & fitter than ever.

Julia, Foundation Instructor

2PHASE FORMAT

PHASE 1 - CARDIO

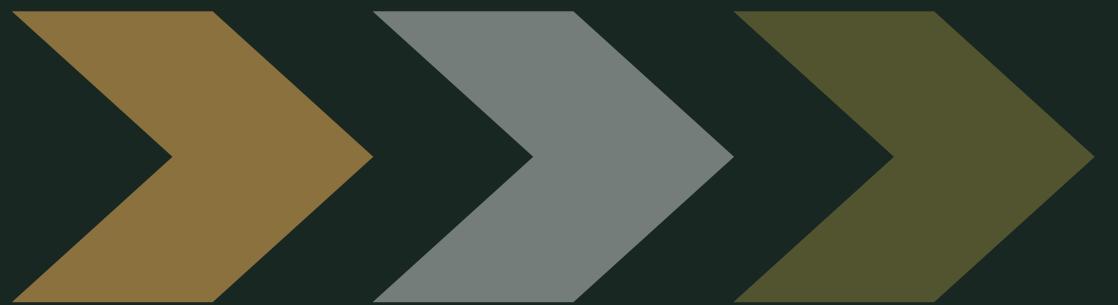
1. Warmup & Cardio
2. Strength Based Cardio
3. Cardio Conditioning
4. Power Cardio
5. Cardio Transition

PHASE 2 - STRENGTH

1. Leg Strength
2. Chest Strength
3. Back Strength
4. Arm Strength
5. Hybrid - Core & Cooldown

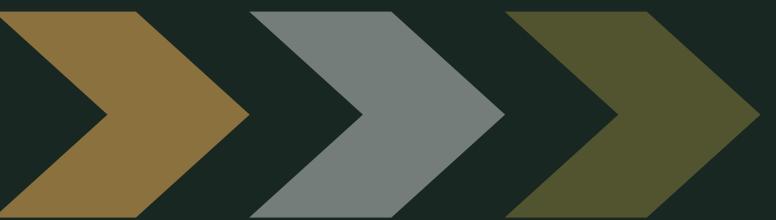
TOTAL RUN TIME: 46 MINUTES

EQUIPMENT REQUIREMENTS



**BARBELL
WEIGHT PLATES
MAT (OPTIONAL)**

TIMETABLING



PEAK TIMES

2PHASE runs well at peak times like 5:30pm week days as well as Saturday & Sunday AM

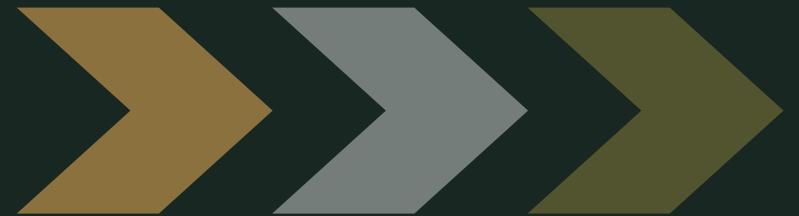
SHOULDER TIMES

2PHASE attracts consistent numbers when run during shoulder times

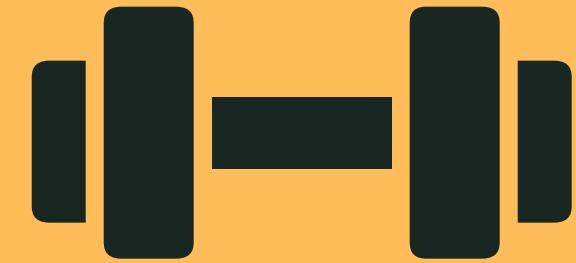
MID-MORNINGS

Mid-morning 2PHASE classes are popular with creche mums & millenial females

KEY MEMBER BENEFITS



TONED



LEAN MUSCLE
DEVELOPMENT

LEAN



CALORIE BURN & FAT
LOSS

FIT



CARDIOVASCULAR
FITNESS IMPROVEMENT



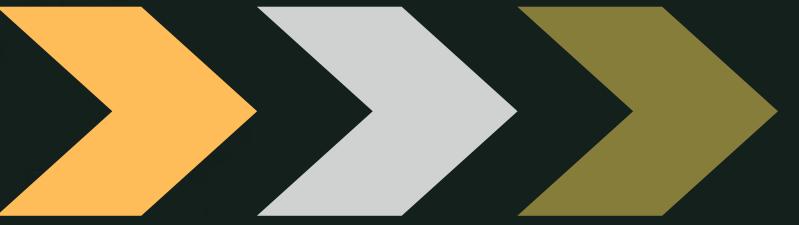
Virgin
active



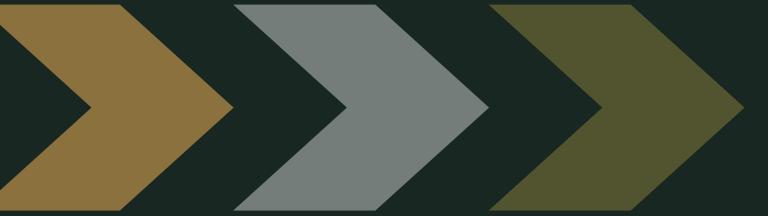
healthworks
FITNESS CENTRES

JOIN THE CLUB

FITNESS CENTRES ALREADY DELIVERING 2PHASE



WHY 2PHASE IS RIGHT FOR YOUR CLUB



PROVEN PERFORMANCE

2PHASE is continually improved & perfected to reflect the evolution of the fitness industry & the changing needs & expectations of members.

WHAT MEMBERS WANT

Where 2PHASE was implemented in a QLD chain of gyms (replacing a previous format) 18 of the 20 2PHASE classes achieved better numbers than the prior format in under 8 weeks.

INCLUSIVE & ACHIEVABLE

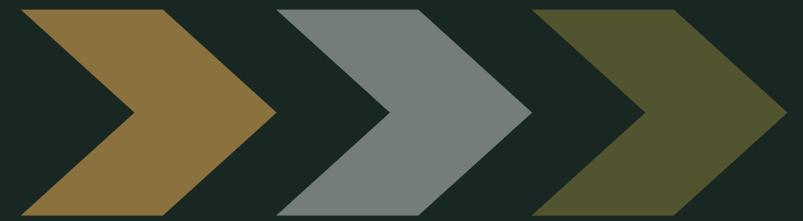
We recognise that clique-type culture & unachievable programming isn't conducive to growing classes. With all moves able to be scaled down, 2PHASE truly is for everybody.

Test it with a trial

We understand you may have reservations -
that's why we offer a trial program.

Deliver the program on your timetable for 8 weeks and if it doesn't deliver what you want it to, then you are welcome to walk away with no questions asked.





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