



TOP 4 WAYS TO CREATE A DIGITAL VIDEO FITNESS BUSINESS NOW

INTELIVIDEO CEO - MATT GIVEN

PRESENTED BY



INTELIVIDEO



NOW IS THE TIME

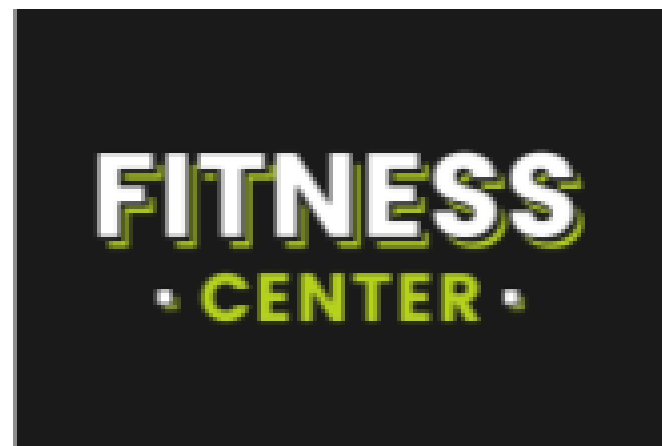


A VIDEO STRATEGY FOR ANY FITNESS BRAND

The Trainer



The Studio



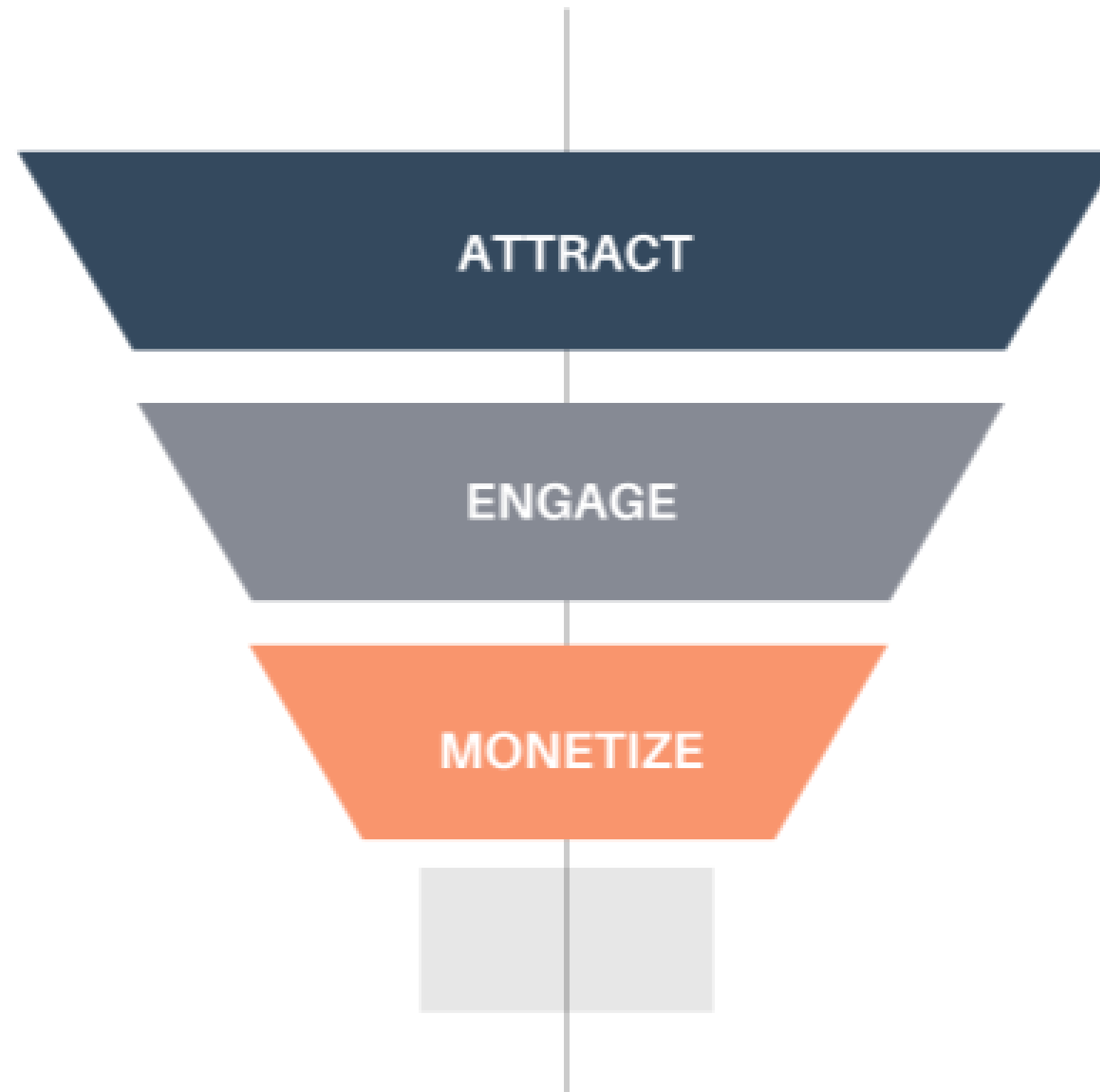
The Enterprise

FHITTINGROOM

 **TITLE BOXING CLUB**

BARRRY'S

FREE TO PAID



TOOLS AND TIPS FOR TRAINERS

TRAINER

1. Go Live on the social networks now with low tech tools like Zoom and Facebook Groups
2. Stand up a digital platform quick with a platform like TrueCoach, UScreen, or Patreon
3. Build your email database with low cost, low tech tools like Emma or MailChimp
4. Monetize with tools like Freshbooks and Stripe



TOOLS AND TIPS FOR THE STUDIO

1. Stand up a browser-based, branded Video On Demand membership in 48 hours
2. Launch with a set of core workouts and assets - 5 videos and a guide
3. Keep your members from canceling with a reduced video subscription rate. \$99 to \$19.99
4. Use Live as a funnel AND a way to add to your On Demand library



TOOLS AND TIPS FOR THE ENTERPRISE

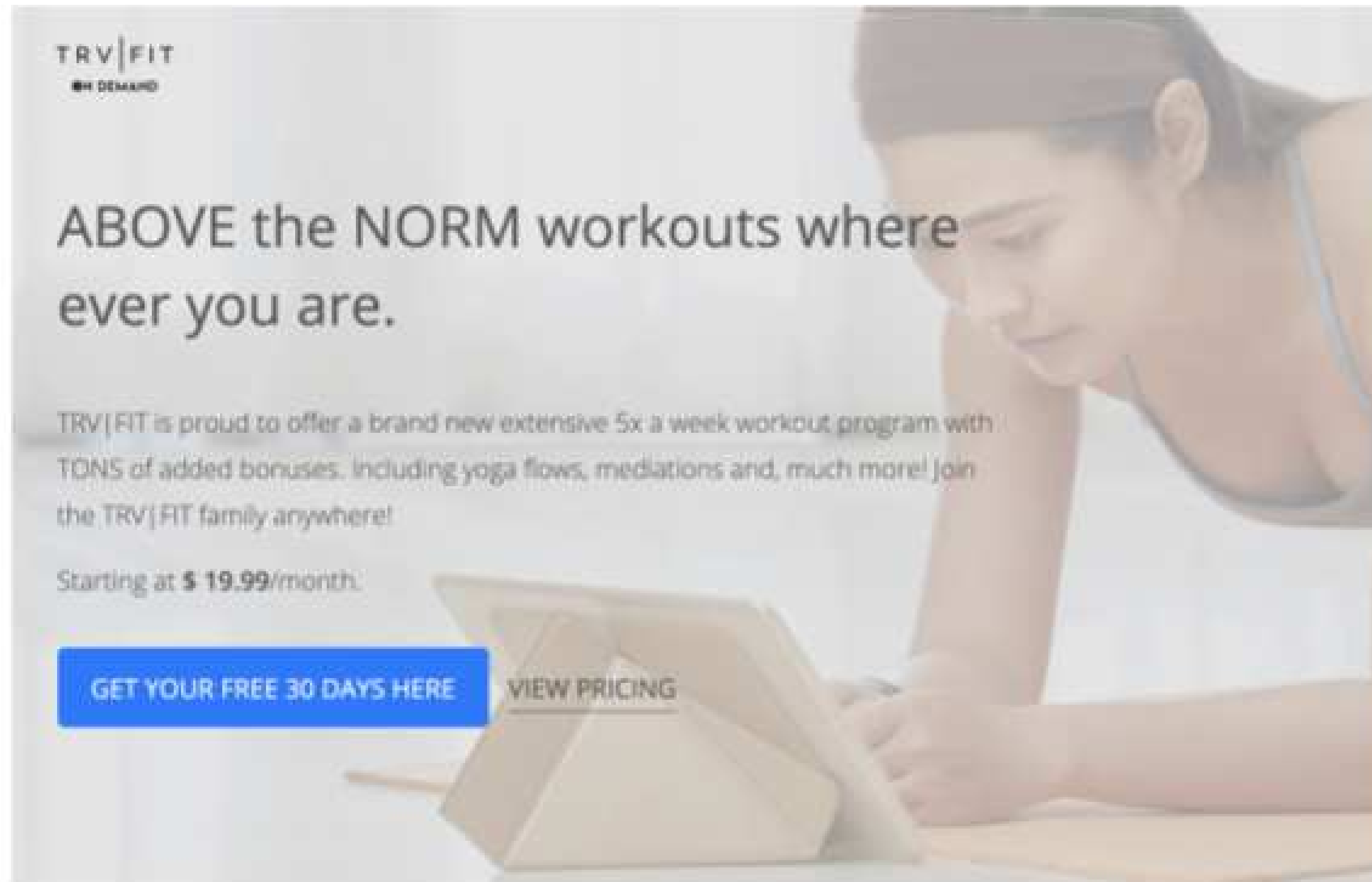
1. Prop up a browser-based, branded MVP within 72 hours
2. Coordinate with Franchisees on a “wholesale” video membership pricing strategy
3. Work with your Club Management software provider to integrate with VOD
4. Livestream through platforms like Socialive, which allows for social and premium pushes as well as recorded options



FACEBOOK for Business



Trvfit On Demand: Launched in 48 hours



TRV|FIT
ON DEMAND

ABOVE the NORM workouts where ever you are.

TRV|FIT is proud to offer a brand new extensive 5x a week workout program with TONS of added bonuses. Including yoga flows, meditations and, much more! Join the TRV|FIT family anywhere!

Starting at \$ 19.99/month.

[GET YOUR FREE 30 DAYS HERE](#) [VIEW PRICING](#)

RAPID FIRE ROUND

RAPID FIRE ROUND

- Class Pass just announced a video streaming option
- Think “Free to Paid” or In Front of the Paywall to Behind the Paywall
- Paid Ads are paying off like never before
- Low production value is more acceptable than ever
- Record Live streams to start and add to your on demand library
- Seek to license pre-recorded content from producers
- Videos, Audio, and PDFs can all create value

RESOURCES



FACEBOOK for Business



EMAIL TEAM@INTELIVIDEO.COM

QUESTIONS?



INTELIVIDEO

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UPCOMING EVENTS FOR BFS



VIRTUAL ROUNDTABLE

TOMORROW 6pm



SALES MODELS FOR VIRTUAL FITNESS W KK HART

4.17 3pm



TEMPERATURE CHECK PLAYBOOK

4.17



TIPS FOR TAKING ACTION NOW W LISA TAYLOR

4.22

FRIDAY APRIL 24th 2pm EST

BFS **VIRTUAL SUMMIT**

LIVE ONLINE ONLY





THANK YOU FOR JOINING US!

& THANK YOU TO OUR PARTNER



INTELIVIDEO

EMAIL ANY QUESTIONS TO
SUPPORT@BOUTIQUEFITNESSSOLUTIONS.COM

