

EDUCATING & CONNECTING THE FITNESS WORLD



A MARKETING PITCH

WWW.GETCOMPLETE.NET

WHAT WE PROVIDE GYMS

- The Complete Athlete's online access to research-based fitness and nutrition content for members
- Monthly informational posters
- Monthly newsletters and journals packed with research, interviews with experts, and more
- Seminars and clinics



OBJECTIVES



CONTINUING EDUCATION

Provide up-to-date, relevant, and research-based fitness and nutrition information to educate athletes, coaches, and gym owners.



FITNESS NETWORKING

Provide networking opportunities for athletes, coaches, and gym owners through relevant seminars, clinics, and competitions.

COMPETITOR ANALYSIS



MULTI LEVEL MARKETING COMPANIES

Companies such as Beach Body offer online coaching, e-commerce fitness and nutritional supplements, and a workout channel.

SOCIAL MEDIA

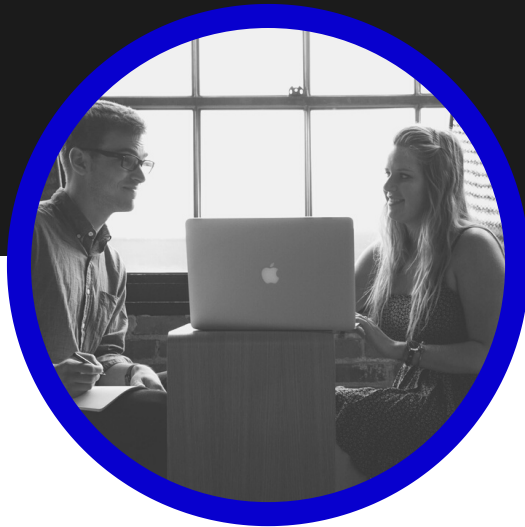
Trainers from around the world connect with athletes via social media, like Instagram, to build fitness and nutrition programs for their clients while maintaining contact.

OBJECTIVES



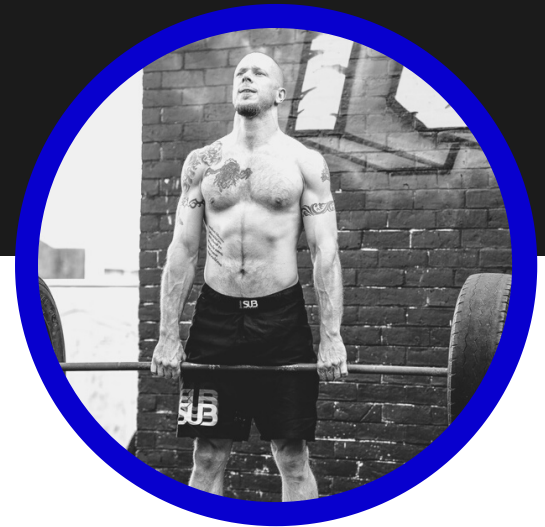
EDUCATE

Provide up-to-date, relevant, and research-based fitness and nutrition information to educate athletes, coaches, and gym owners.



CONNECT

Provide networking opportunities for athletes, coaches, and gym owners through relevant seminars and clinics.



COMPETE

Provide a hosting facility and faculties for competitions to connect athletes, coaches, and gyms.



THE COMPLETE ATHLETE

A PLATFORM FOR REFINEMENT

The Complete Athlete focuses on giving up-to-date, researched-based advice on fitness and nutrition, while connecting people and creating partnerships locally and around the world. Our mission is to provide a platform to educate, connect, and support athletes, trainers, and gym affiliates.



STRATEGIES & JUSTIFICATION

- Increase our website members
- Invest in deepening partnerships with gyms
- Accelerate content based on member feedback and needs
- Reach more members of our lifestyle brand
- Consistently promote fitness and nutrition networking as a community of athletes, coaches, and gym owners



PRODUCT

Research-Based
Fitness and Nutrition
Articles and Programs

A Platform to Connect,
Teach, and Learn with
Athletes, Coaches, and
Gym Owners

Hosting Site for
Competitions with
Opportunities to
Network



THE COMPLETE ATHLETE

WITHOUT CHALLENGE, THERE IS NO CHANGE.

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