

A person wearing a white long-sleeved shirt is shown from the chest down, holding a basketball with both hands. The background is dark. Overlaid on the bottom half of the image is text in blue and white.

**OFFENSE
OR DEFENSE?
WHICH WILL YOU CHOOSE?**



**This is NOT
the time to pull back.**



INVEST PERSONALLY:

1. Decide what it means for you to be a leader.
2. Start your day with purpose. Get centered.
3. Create new structure within your day.
4. Make a list of what want to accomplish during this time and begin to knock them out.
5. Do not live in fear. Learn to control/direct your thoughts.



INVEST IN YOUR GYM:

- 1. BE A VOICE OF REASON. BE A LEADER.**
- 2. Deep dive into your current marketing efforts.**
- 3. Create a movement library. Share video tips.**
- 4. Create local partnerships. They will be responsive.**
- 5. Create a virtual local business group to connect and share ideas.**
- 6. Offer community assistance.**
- 7. Stay in front of community: live feeds, social, fb group**
- 8. Rally your team.**



WHAT WE'RE DOING TO HELP:

1. Providing a COD19 update template you can use on your site.
2. Providing our Pricing Lead Tool free for 30 days. Will be available within the next week or so.
3. Continue to meet weekly, if recommended by clients.
4. How else can we help you?



**WHAT ARE YOU
CURRENTLY DOING?**