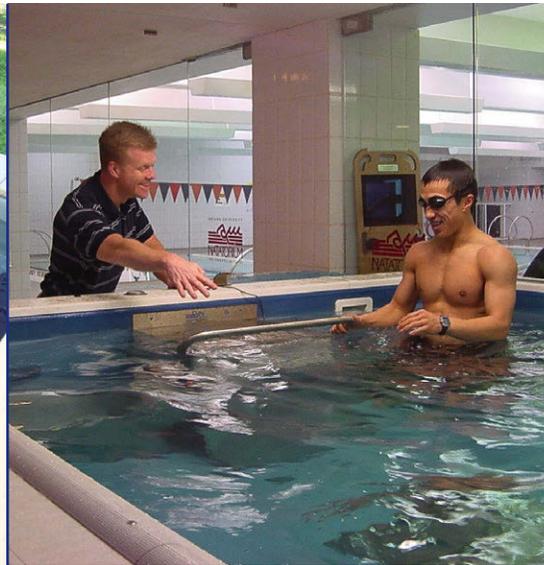


# How to Generate New Revenue Streams from Your Endless Pool®



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WITH THESE GUIDELINES, A LITTLE PLANNING, AND AN EAR FOR CLIENT FEEDBACK, YOU CAN DEVELOP A WELLNESS AND SPORTS CONDITIONING CENTER THAT DELIVERS A STEADY STREAM OF NEW REVENUE.

## SEVEN TIPS FOR SUCCESS

### #1: Tap your insurance patient population.

Use your existing client base as a feeder to your pool programs. You've already earned their trust, and depending on their condition, select pool programs may also be covered by insurance or by their FSA, HSA, or HRA.

### #2: Conduct a competitive analysis.

What's best for your facility: Eight-week programs? Monthly memberships by EFT withdrawal? À la carte classes? Before you decide, research programs and fees in your area; the results will tell where there's demand, where there's untapped potential, and what your market will bear.

### #3: Find talent online.

Local pool space is limited, so the best aquatic instructors and swim coaches are likely seeking new venues. LinkedIn and Craigslist are affordable job-posting options. To headhunt, check out the Resources section of this brochure; many of these sites will let you search for certified instructors in your area.

### #4: Hire only the best.

You have a warm-water pool with an industry-best swim current; you can afford to be choosy! Confirm that each candidate already has a following by checking references, including their website, Facebook following, and Twitter feed.

### #5: Tap the most willing markets.

Contact local swimming and triathlon clubs. Many of them are already aware of Endless Pools' reputation and eager for the regular training opportunities. A discount on their initial session always makes a good icebreaker!

### #6: Consider a referral rewards program.

Many pool programs target tight-knit, well-networked communities, such as triathletes, student swimmers, yoga aficionados, and new moms. Word of mouth and social networks can exponentially expand your customer base, so it could be worthwhile to encourage referrals. Even a 10% discount can be a significant motivator.

### #7: Broaden your schedule.

To raise your pool's occupancy rate, you need to be open when your customers are free. Include morning, evening, and weekend hours so families and working adults can easily fit your programs into their schedules. You may find that your most dedicated pool-goers use your facilities between 6-8 am and 9-11 pm.



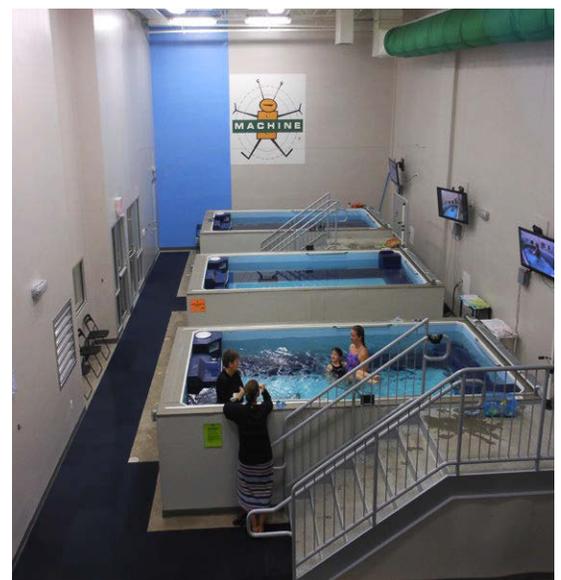
**Finis Stroke Lab**  
Livermore, California

## DID YOU KNOW...

### Classes build community for continued patronage.

Want to profit from pool programming? Then you can learn from other health facilities that have been conducting group programs for years!

According to IHRSA, the leading trade group for the health club industry, retention is higher for members who take group classes versus members who just use the equipment. Retention is also higher for members with strong social ties to other members; member-to-member connections have even been shown to be a more significant predictor of retention than member-to-staff connections!



**Machine Aquatics**  
Reston, Virginia

IN ADDITION TO ONE-ON-ONE PHYSICAL THERAPY, YOUR ENDLESS POOL CAN PROVIDE A RANGE OF SERVICES FOR A DIVERSE AUDIENCE BASE. TO START YOUR POOL REVENUE FLOWING, CONSIDER SOME OF THESE PROGRAMMING OPTIONS.

## PROGRAMMING OPTIONS

### Small-group Post-therapy Classes

Provide continued value to your clients after their prescribed therapy concludes. For your client, the classes maintain advances in flexibility, strength, endurance, coordination, and balance. For you, the classes convert your insured clients into cash customers.

The small-group setting controls their costs while building community for continued participation. Just one complimentary session can engage them for long-term attendance.

### Swim Training

In-place swimming, augmented by our optional swim mirrors and video recording, offers unparalleled opportunities for stroke analysis and adjustment. Speed up the variable swim current, and it's an excellent endurance-training tool.

- *High school and college teams* – Contact your local schools or district(s) to suggest training field trips to your facility.
- *Triathlon clubs* – Offer small-group training or club pool rentals.

NOTE: Endless Pools has a long history of sponsorship and participation at triathlons; expect to find an informed and receptive audience among USA Triathlon-registered clubs.

### Aqua Yoga, Aerobics, and Other Disciplines

These classes are especially popular with seniors, a growing population that's proven more than willing to spend on fitness classes that cater to its low-impact needs. Usually done in a small-class setting, one-on-one instruction can also be upsold.

The Aquatic Exercise Association and the American Council on Exercise each list instructors and offer certification options.

### Arthritis Therapy Classes

The Arthritis Foundation certifies instructors for its six-week Aquatic Program. For other forms of therapy, the Aquatic Therapy & Rehab Institute can help you find instructors.

### Swimming Lessons

With its fully adjustable swim current speed, the Endless Pool also makes an approachable venue for beginners. It's deep enough to swim in, but shallow enough to stand in, so it's particularly well suited to those with a fear of deep water.

The American Swimming Coaches Association offers a listing of certified instructors in all fields. U.S. Swim School Association and USA Swimming each have a wealth of swim-instruction resources.

### Infant Swimming Self-rescue/Survival Swimming

Basic water skills – such as floating and rolling into face-up position – can save a child's life. Organizations such as Infant Swimming Resource and Infant Aquatics let you search for instructors and find instructor training.

### Aqua Zumba®

Zumba is the world's leading branded fitness program, combining upbeat world rhythms with simple choreography for a full-body workout, and they've extended their proven 'fitness party' formula into the pool. Zumba Fitness can help you find certified instructors and certification options.

### Poolates®/Water Pilates

Water Pilates (and its branded cousin, Poolates) gives a low-impact twist to the popular conditioning discipline. The Pilates Method Alliance lets you find instructors and certification opportunities.

### Watsu® Aquatic Bodywork

Watsu is the branded name for 'water Shiatsu' massage. The one-on-one sessions require warm water, giving your Endless Pool a leg up on the competition. The Worldwide Aquatic Bodywork Association offers a registry of all trained instructors.

### Other Options for Current Clients

The pool allows a wealth of low-impact exercises, including post-operative gait analysis with our optional underwater treadmill and video recording system to monitor and correct form.

*"The Endless Pool is a moneymaker for us. We bill for services we wouldn't have without it. It's a great marketing tool that makes us a more credible facility."*

**Joseph V. Mullen, D.C.,** Chiropractic Neurologist, The Injury Care Center

## JOIN THESE SUCCESSFUL ENDLESS POOL PROGRAMMERS

*"Our Endless Pool has definitely established itself as a revenue center for Pike. Our therapeutic patients love it because they're healing more quickly. Our fitness classes are also booming; I just added another one because we have a waiting list. For our children's swim classes, we started with four a week; now we're up to eight. It's definitely brought new business from therapy, fitness, and swim lessons."*

**Rachael Bell**

Fitness & Pool Manager

Pike Physical Therapy and Fitness Center



Pike Physical Therapy and Fitness Center

*"The Endless Pool is the crown jewel of our physical therapy clinic. It is easy to maintain, great for aquatic therapeutic exercise, safe to access for our patients, and looks great."*

**Josh Green**

Co-founder

Advance Physical & Aquatic Therapy



Advance Physical & Aquatic Therapy

*"My Endless Pool has helped me define my business as incredibly unique and valuable to the swimming and triathlon community, not just in Austin, but all over the country."*

**Kim Brackin**

Owner/Coach

Brackin Elite Swim Training



Brackin Elite Swim Training

DEFINE YOUR BUSINESS WITH AN ENDLESS POOL. YOU'LL STAND OUT FROM THE COMPETITION WHILE EARNING NEW INCOME STREAMS FROM BOTH NEW AND EXISTING CLIENTELE. WITH A LITTLE EXPERIMENTATION AND CREATIVITY, YOU CAN FIND THE PROGRAMMING MIX THAT KEEPS YOUR POOL OPERATING AT FULL CAPACITY!

**For a FREE Planning Kit or to speak with your personal Design Representative call 800-732-8660.**

**Resources:**

American Council on Exercise: [www.acefitness.org](http://www.acefitness.org)

Aquatic Exercise Association: [www.aeawave.com](http://www.aeawave.com)

Arthritis Foundation: [www.arthritis.org](http://www.arthritis.org)

Infant Swimming Resource: [www.infantswim.com](http://www.infantswim.com)

Poolates: [www.poolates.com](http://www.poolates.com)

USA Swimming: [www.usaswimming.org](http://www.usaswimming.org)

USA Triathlon: [www.usatriathlon.org](http://www.usatriathlon.org)

Zumba: [www.zumba.com](http://www.zumba.com)

American Swimming Coaches Association: [www.swimmingcoach.org](http://www.swimmingcoach.org)

Aquatic Therapy & Rehab Institute: [www.atri.org](http://www.atri.org)

Infant Aquatics: [www.infantaquatics.com](http://www.infantaquatics.com)

iSport Swimming: [swim.isport.com](http://swim.isport.com)

Pilates Method Alliance: [www.pilatesmethodalliance.org](http://www.pilatesmethodalliance.org)

US Swim School Association: [www.usswimschools.org](http://www.usswimschools.org)

Watsu: [www.watsu.com](http://www.watsu.com)

Worldwide Aquatic Bodywork Association: [www.waba.edu](http://www.waba.edu)



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