

Headline

Health Club Consulting, Fitness Marketing, and Gym Promotion Company IHCC, LLC releases free tool to aid gym owners in increasing profits and generating new membership sales at their clubs.

Summary

IHCC, LLC one of the nation's leading health club consulting and fitness marketing companies announces free informational resources to aid club owners in optimizing the profitability of their gym or studio.

Body

JANUARY 17, 2012 - Matt York of IHCC, one of the nation's leading health club consulting and fitness marketing companies has announced the launch of its fitness marketing [blog](#) - a series of free informational resources to aid club owners in selling more memberships and optimizing the profitability of their gym or studio.

The series of weekly videos and articles will cover topics including customer service, fitness center marketing, club design, gym promotions, increasing profit centers, growing personal training income, selling more gym memberships, budgeting, year round marketing plans, direct mail campaigns, trends in the industry and much more.

"When it comes to the health club industry there is so much irrelevant and outdated information circulating that club owners have no idea what is good information and what is bad," says owner of IHCC, LLC Matt York.

"I have been in this industry since I was 16 and as much as I would like to travel to every club around the country that needs my help; my schedule will not allow it. I see this blog as a way to give back to the industry that has given me so much over the past 24 years."

IHCC works with club owners around the country in small and large markets to help their clubs achieve a higher level of success. While the company's website <http://helpmygym.com> gives an overview of the consulting and fitness marketing services available to fitness centers and health clubs Matt's blog provides free detailed information, advice and tips providing answers to many challenges that gym owners are facing.

The health club and gym industry still penetrates only 16% of the market in the USA. With gyms and fitness studios popping up on every street corner and taking a bite out of that small pie there is the ever increasing pressure to sell more new memberships. To do this a club must come up with a cost effective fitness marketing plan and a process for selling more memberships to the leads and prospects that respond to the advertising which can range from internal member promotions and guerrilla marketing on up to innovative creative fitness marketing direct mail campaigns.

IHCC knows that enrolling new members to increase the monthly gym dues is not the only solution to surviving and prospering in this industry. IHCC plans to publish a range of tips and information to aid in customer service as well as building and increasing revenue by exploiting the various profit centers located in you gym or fitness studio.

Videos posted on the blog will also aid in training your membership sales staff, personal trainers and front desk staff to insure smoother and more efficient operations at your club.

Having this online resource available at no cost to all gym owners is an invaluable tool in this day and age with all the competition in the health and fitness industry. With over 20 years of service in the health club and fitness industry the staff at IHCC brings fresh, innovative and proven solutions to problems and challenges facing gym owners today.

For more information on services or a free phone consultation call Matt York at 1-888-307-8550 or visit IHCC, LLC on the web at <http://helpmygym.com>.