

Hi, my name is Shannon Cook and I'm so glad you have decided to investigate the 24 hour gym access system and software I used to take my gym from a failing gym to a very successful fitness center

Below, for **FREE, are two chapters from my book about the 24 hour gym access system and the EZ club software, then a section about how I started my marketing off by creating a UPS that jumpstarted my gym reinvention. I am not selling the 24 hour system as you'll see; I am just giving you the info on what it is and how I used it and where you can get it.**

Of course I had many more steps to complete my Fitness Center Reinvention over the years, which I have refined it into a Fitness Center 12 week Reinvention and Marketing course.

I will have the course completed by Christmas day 2015, which is just in time to start your New Year's gym marketing strategy. I'll keep you up to date on this course, but first....

After you read the info below and I'm sure you'll want to get the rest of the over 250 pages of how I did everything from opening my gym to marketing it to selling it 11 years later for over 5 x what it cost to start. You can get the complete book at www.how2ownagym.com

Here it is:

First up is all about the 24 hour gym access and software system. Second, I'm going to give you the very first step of your gym reinvention which is creating a Unique Selling Proposition or USP, which is the Pin in the hinge that allows the door of your gym to swing in the marketing direction.

The 24 Hour Door Access System and gym software combo you need to make your gym an automated Gym. All for under \$5,000

24 hour Automated Door Access System



The above picture is the actual door access Pin Pad system and card reader to the left that work together, if you choose both options, I only use the Pin Pad because members lose their cards too often.

It's like having a full time door attendant, and it makes your gym look high tech.



The above picture is the system with the weather cover closed over the Pin Pad

Things are always changing with technology but the 24 hour system is here to stay, and if you're going to have a 24 hour gym you've got to get the right system and save yourself a lot of money trying to figure all this out the hard way like I did. Believe me; it was harder than finding a parking space at the mall on Christmas Eve.

You're about to get over **\$20,000** worth of advice, which is what this whole ordeal cost me in the end with all the buying, installing, uninstalling, and just plain inventing ways to do things myself. Now you can get the whole system for less than \$5,000 including security cameras

Getting a 24 hour door access system is a no brainer for the cost, **even if you don't plan on having an automated gym it's worth it for the software just to keep up with who's coming in and making sure they are paid up.**

Before I got my system installed, I was always having to cover for employees not showing up and my members kept saying they wished I were open an hour earlier or an hour later, so I decided to make it possible for them to do just that.

I researched door access systems for months and called each one to find out every detail I could. The best on the market at that time was a product ADT installed called HID ENTRYPROK system. It uses either cards or PIN numbers. The drawback was that it didn't have software it worked with so I had to use another software. Also it only used one set of numbers that could be guessed pretty easily.

I needed an access system that would work with the software so I could see who was entering the member number and make sure they have paid or are not expired before they got in. I finally found a system that does all this. I'll tell you everything below. You need to understand exactly what all you need it to do and what you get.

A complete 24 hour access system will include the [door access box \(pictured above\)](#) for pin # access or card access. I recommend you just go with PIN #'s because I had a terrible problem with members forgetting or losing their cards and calling me at all times of the day and night wanting to get in.

With the PIN #'s you will have some people calling saying they forgot their number and what I do in this case is to have a temporary number that I change every week month or so that I can give out to get them in so I don't have to go to the gym to get their numbers from the computer. I may have to do this once every month or so.

I tell the member when they sign up to put the Member # and PIN # into their cell phone because who doesn't have their phone with them these days.

The complete kit also includes 6 security cameras that work in conjunction with the computer system and record to the hard drive. What I love about the security cameras set up is that they are motion activated so they only record when they detect motion and not constantly so if you need to find an event you can do it much faster.

The kit also includes a *computer* already set up for the software and just needs configured by Roger at Firebug Software Systems via the internet, once the system is installed on your door you just call him and he will get it set up the computer remotely.

Also included is a *computer monitor*. Also you will have to supply but will defiantly need is the biggest *battery backup* you can find at office depot, it should be good for at least up to 60 minutes of backup in case of power loss, (which will happen, and if you don't want to have to go to your gym in the middle of the night to reset the system then you'll need this for sure). *I recommend also getting a second battery backup for the relay system that controls the door magnet also* because it needs power to talk to the computer.

****IMPORTANT** you'll need a Static IP Router if you're going to view your camera system online. You will have to call your internet service provider and tell them you need the static ip router and they'll have someone come out and install it. Make sure to get the IP**

ADDRESS from the internet provider because you'll need it to set up your cameras system for online use.

I recommend putting up a nice sign like I have outside your gym door beside your door access PIN Pad. Here's a picture of my sign and access pad



Here's a picture of my entrance with the sign, Pin Pad, and all my Glass door lettering, for marketing and info for prospects



You will need to get an **exit button that breaks the circuit power** so when pressed, it will turn the magnet off (basically unlock the door) and allow the member to leave.

NOTE** I have both a button by the door and I also have a *motion detector that picks up motion and breaks the circuit automatically*

Below is a picture of the motion detector I'm talking about, it's the one that has ADT on it. The other silver box is the magnet that keeps the door locked.



so they don't have to press a button to leave. It then waits about 3 seconds and relocks the magnet. You can see my system in action and what all I have exactly on you tube at

<http://www.youtube.com/watch?v=PHYwvJKTits>

Or on my website www.fitnessmarketing.tv at

<http://fitnessmarketing.tv/2011/01/the-24-hour-door-access-system-i-use-and-how-to-get-it-from-the-maker-firebug-software-systems/>

I highly recommend this two exit feature, especially for older members who can't remember how to get out, (YOU'D BE SURPRISED!!!).

Your door access installer can get these parts for you. If the power goes out, the motion detector will stop working but the exit button is manual so it is basically like a light switch that breaks the circuit when pressed even if you have a battery back up on it.

I recommend getting both, but let the installer see all the components first and tell them exactly what you want the system to do and how it should work so they get the right relay's the first time. Again, (you'd be surprised at the installers that don't know what to get)

If the power does go off for longer than the battery backup last, then your system will go offline and your door will remain locked by the magnet alone. It's not a perfect system but if the powers off for more than an hour you'll get calls anyway and know that it's not working.

Also, another **VERY IMPORTANT** suggestion is to make sure you manually set your computer "NOT" to automatically install windows updates. The reason for this is because when your computer automatically updates itself it restarts automatically most of the time.

That's when the system is kicked "OFFLINE" and will not automatically restart itself. You'll have to click the ENTER NOW software icon on your computer manually to restart the system so it can talk to the computer and allow your members to get in.

I like to have a key hidden somewhere that I can get into another door or tell a friend if I'm not able to get to the gym to reset the system should something happen. Something will happen!!!

I actually have a **manual combination door lock** on one exterior door that I only use in emergencies so I can tell members how to get in if it's the middle of the night and I can't get their quickly.



this manual lock is a Lockey® 2210KO Keyless Lockset for Entry Doors - with Key Override

I'm also able to set new codes into it by taking it out and changing it, its work, but it keeps me from having to go to the gym in the middle of the night when I can tell them what buttons to push manually and then turn a knob like a dead bolt. You can find these by searching the web for manual combination dead bolts. I've only had to give the code out 2 times in 5 years and haven't reset the code yet, so it's worth it in my book.

These are all little tricks and things I've came up with over the years when a issue came up that I didn't know existed.

IMPORTANT**, whoever you get to install the system needs to know what they are doing. Make sure you get references first before hiring a door access installer or electrician because you will regret it when you're having your grand opening and your door access system doesn't work because your electrician can't fix it right.

Also, when you first get the 24 hour system installed, there will be problems and bugs to work out with the system, so don't try to open for 24 hours right when you get the system installed.

Get to know the software and learn the system and how to fix any issues before you tell everyone it's working only to have a software glitch because you didn't test it for a few days first.

Does it matter how big your gym is for the 24 hour system?

NO, I get this question a lot. I have a 3,700 sq ft. gym and only one employee that works Monday- Friday 3:30pm to 7:30pm

I have a client who has a 2,100 sq ft. gym with the system and does really well too.

My wife does the bank stuff once a month and the employee enters members into the software system and deactivates anyone who cancels.

Our employee basically cleans, does towels, and signs members up or cancels members and that's all. The members know that they are on their own with a 24 hour automated system.

The 24 hour system will pay for itself almost immediately. Big or small doesn't matter. I know a lot of big gyms that have converted into 24 hours with the system because they lost a ton of members when a small 24 hour gym opened.

Most big gyms keep someone on location 24 hours even though they are automated because they offer so many programs and that's the best time for them to clean.

I recommend making it plain to the members when they sign up that they will be doing everything on their own, no one works besides the open door hours.

I actually made my logo a robot holding a barbell to back up the fact that we're automated, I had them made into window decals and people buy them from me all the time and put them on their car windows which is free advertising. Here's my logo.



Just make sure to put 24 hour “Automated” Gym into all your marketing messages. I get so many people asking what “Automated” means, which is great for a conversation starter.

You can make a simple uninteresting thing like 24 hour, which they hear all the time now with gyms, interesting with words that make them say “how would you automate a gym, doesn’t someone HAVE to be at a gym because it a GYM”?

Then you can tell them how you’re different from other gyms and **even if you’re not. That one word, “automated” makes it look like you are**

I got my press release picked up by my local paper and the New York Times just because they liked “automated”. The New York Times didn’t do a lot for my business because I’m in Alabama, but how many small gyms can say they’ve been in the Sunday edition front cover of the business section in The New York Times. All because of the word Automated. Hell, 24 hour fitness center has been around for 30 years and they did a story on my gym being automated 24 hours just because of a creative word. I have a whole area on this later.

Marketing is my true passion; I like to get creative with marketing my messages.

My wife says I can get into trouble with some of my messages and she wife wisely blocks some of my attempts to put banners up at the ends of our highway by the gym because she said they are mean, I’ll tell you what went down.

My hobby is doing standup comedy also, so I combine my marketing and the gym every chance I get.

Here’s one banner I put up, please don’t judge me; I only want to make others laugh and get their attention.

“Are you fat and ugly”? JUST WANT TO BE UGLY? COME TO TEMPLE GYM AND TANNING 24 HOUR FULLY AUTOMATED

GYM, STOP FAT IN ITS TRACKS, UGLY MAY HAVE A BETTER GRIP THOUGH.

Anyway, I like to use edgy humor to get attention, and I do believe me, I get emails all the time about my banners and my emails I send out. Only a few complaints, and some people tell me that I made their day.

Don't do the same old same old marketing all the others are doing. They follow each other and stay stuck in the same old ruts.

Albert Einstein once said "if you do the same thing over and over and get the same result, but still do it hoping to get a different result, that's the definition of "insanity"

Do things differently. When I told everyone I was converting my gym into 24 hour automated system, they all, even my wife said, that it wouldn't work. Boy, they were wrong.

If you have to almost steal the money to get this system, do it! I saved up for a few months to get it, man it was 10 times worth it instantly.

The 24 Hour System and System:

There are Two 24 hour gym access systems to choose from:

The first option is the door access and software without the computer or camera security system, it includes the following:

Keypad(2x4) w/ Weatherproof Chassis

EnterNow! Door Controller

eZclub.NET GYM SOFTWARE version 5.x

Remote Software and Keypad Setup (we set the system up remotely over the internet after you get everything installed)

Shipping/Handling included

3 months Advanced Support included (there is a \$50 per month license fee that is payable every quarter for the software system that includes free support as long as you pay the license fee)

Since we do not have a local presence we will work with your contractor to install the hardware. We configure all the hardware prior to shipping onsite, and will work with your local installer for installing.

Does not include Electric door striker or Door Exit Push-Bar or any additional electric outlets or breaker installation- these should be performed by local licensed technicians.

Additional Notes: Minimum System Requirements for Software: Windows XP Pro, or Vista Home Premium, 512MB of Ram.

Remote Install: We will install the system remotely, via remote desktop or other remote control software, user must have internet connection and able to grant us temporary access to the machine.

Contact Roger Rabii for cost at www.firebugsoftware.com

The Second & Complete System Option is for the system which includes the following:

Keypad(2x4) w/ Weatherproof Chassis

EnterNow! Door Controller

6 Camera DVR / with Smartphone viewing

Windows computer with windows version 7 with 750 GB & 4GB RAM

eZclub.Net version 5.x Gym Software

also:

- Management studio to monitor all security cameras
- Motion sensors
- Record images and video directly to your hard-drive
- Web-enabled
- Desktop/Server
- 250GB hard-drive
- 2GB RAM

- LCD computer monitor
- Windows software
- 16 Port POE Switch
- Power over Ethernet to power cameras
- Door Switches (dry-contact & closed-circuit)
- Dry Contact switches for monitoring door status (open/closed)-up to 4(four) doors

3 months Advanced Support included (there is a \$50 per month license fee that is payable every quarter for the software system that includes free support as long as you pay the license fee)

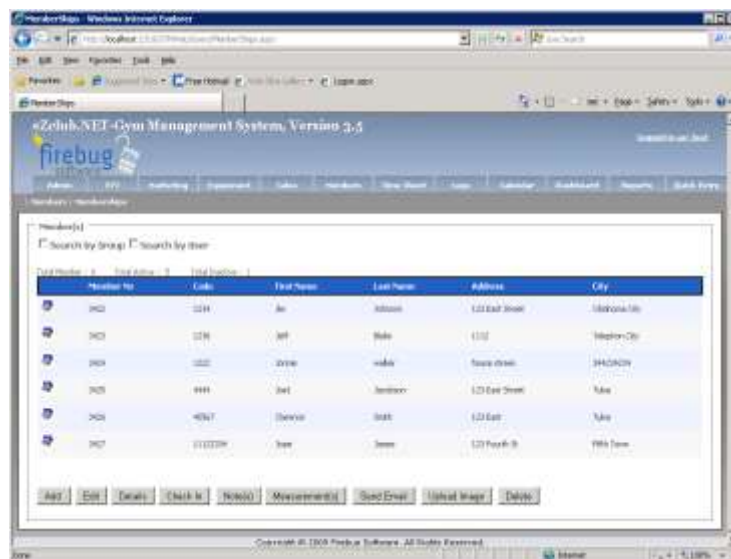
Since we do not have a local presence we will work with your contractor to install the hardware. We configure all the hardware prior to shipping onsite, and we will work with your local installer for installing.

Does not include Electric door striker or Door Exit Push-Bar or any additional electric outlets or breaker installation- these should be performed by local licensed technicians.

Contact Roger Rabii for cost of the system at www.firebugsoftware.com

Don't forget, you will need to get a door access systems installer or electrician to install the system and electric door striker.

Gym Management Software that comes with every 24 hour system:



There are many gym managements software's out there but I have only found one that works with a door access program and over the internet

I would look into another you find, but I have done a lot of research in this area and here's the one I recommend.

It does have a licensing fee of \$50 a month which includes daily backups and updates and customer support, it pays to have all these believe me because so much changes constantly with technology

You can use this system to run any type of business with a 24 hour system like Gyms, Tanning Salons, mini storage business that have a gate access, any business where you need to keep up with customers and payment info.

Updates to the 24 hour software now includes:

Ability to control tanning beds, spas or other devices in addition to doors for automating access and operation. You can control access to multiple doors with the software now as long as you purchase an access box for each door you want to control.

Ability to Offer "Session Based" Entry (Gym Owners can sell access to their club on a per session basis; the system will log them in and deduct from the total sessions avail.) This is a really cool feature for gyms who might be in tourist towns or other style gyms like that in resorts, etc..Such as Hawaii (We had seen many clients request this feature so we added it into our system for all to enjoy)

Improved usability from an iPad (gym owners can use their iPad to sign-up members, check them in or simply run reports, etc.)

Breakout of different statistics available in graphs directly from the dashboard

Customization of Entry to help gym clients with their promos and foot traffic. (For example a gym recently started a promotion where it gives \$0.10 per daily entry credit to each member just for using the facility. the \$0.10 is added to the members club account and can be used for purchases of water, t-shirts. etc.

New Utilization reports and features to help gym owners provide the required data to insurance companies etc, if members are participating in their program ,etc.

Ability to mark reminders on members and complete the reminders within the work list

Customize fields and drop down boxes for set prices to make it easier for you and your employees to set members up in the system.

Exciting Update about being a preferred gym for insurance companies**

now the insurance companies like BC/BS are finally coming around to the fact that they can save a lot of money if they paid for gym memberships for all their insured clients. I am on their system now and this is how it works. It may not be for every gym, but I like it because you get access to a ton of folks that usually won't pay for their own membership but will join if their insurance pays for it.

You have to get approved by the insurance carrier. Then you go through their training to set members up in your system they way they want each members info sent to them.

How and what they pay? The insurance co. pays in two different ways to make it cheaper for them. They pay \$3.50 per day per visit up to \$35 per month per member. So if the member only comes in 4 times that month then you get paid \$14, but if they come every day then they'll only pay \$35 for that month. Your job will be to get them into the gym on a regular basis.

You set up a separate GROUP in the software system to keep the insurance members separate form regular members. The gym software will record when they come in when they put their PIN # in. This way you automatically record when they attended. Then at the end of the month you can run a report for that group that you can export into Microsoft excel or an equivalent program. Then you send them the report and they deposit the money into your account every month. You can call the local BC/BS office and ask them who to call about this.

eZclub.NET Web Based Gym Management Software made by Firebug Software, the same company I use for my door access program

Ok that's it for the door access now here's how to Create your Unique Selling Proposition (USP)

How to create your gym's USP (Unique Selling Proposition), because without it your just like every unsuccessful gym in town

First and foremost: Come up with your
“Unique Selling Proposition”

This is the *first thing* you have to do before you write any marketing messages or material, if you're going to successfully get your message across in its simplest form.

I have found that most small businesses haven't given any thought about who they are, what they are, and why people should do business with them. They haven't ever thought about what their message is to the marketplace. They have no clear and concise answer to the question, "Why should I do business with you instead of anyone else out there offering the same service?"

Let's do a little exercise together.

Go online and look at all the ads in the category that best fits your business.

Now look at the message of each of those ads.

Do you see any messages or businesses that stand out from the rest? More than likely the answer is "No". *Everybody is saying the same thing!*

Dan Kennedy, a successful direct marketing guru and author, calls this "marketing incest". Businesses in a particular industry start saying the same things the same way as other businesses in that industry. They have the mistaken belief that it must be working if other businesses in that industry are doing it.

So then after a while, everybody in that niche is copying everybody else. All the ads and promotions look the same and convey the same basic message.

Marketing Incest is no different than regular incest. Pretty soon everybody is stupid! Dan Kennedy said that

Doing things the same way as everyone else will get you the same results as everyone else!

So the question you need to ask yourself is:

Why would people call you instead of anyone else in the marketplace offering what appears to be exactly the same product/service as you?

This message is called a **“Unique Selling Proposition” (USP)**. Your USP is a marketing message that separates you from your competition. Your USP tells people what makes you different and unique from all the other businesses in your niche, and therefore why a potential client should choose you over any and all other options.

It also announces the main benefits of your product or service.

Your USP should answer this question:

“Why Should A Client Choose You Versus Any And Every Other Provider Of The Same Or Similar Service That You Provide... Or Any And All Other Options?”

Many years ago, two brothers decided to put themselves through college by starting a small business. They chose a very competitive area, and in a short time the business was unsuccessful and one brother left the

business, selling his share to the remaining brother for a used Volkswagen bug.

The remaining brother decided to try to make something of the business, and developed a USP that literally revolutionized the industry:

"FRESH, HOT PIZZA DELIVERED IN 30 MINUTES OR LESS, GUARANTEED!"

Do I need to tell you the name of the company? In fact, if you walked outside and asked ten people to say the first word that popped into their minds when you said "pizza", seven or eight of them would say "Domino's".

At a time when you wouldn't have thought the world had room for another pizza place, Domino's became the most popular of all, due primarily to a simple message that differentiated them from everyone else.

This story demonstrates how a powerful USP can make an extraordinary difference! And because it can make so much of a difference, you absolutely must create a strong USP for your business.

Now, if you analyze the Domino's marketing message, you'll notice some very interesting things. First, it doesn't claim to be all things to all people. It doesn't mention Momma's special sauce recipe from the old country. In fact, there's not even any mention of the pizza being good.

All it says is that they'll get it to you while it's still hot and it's still fresh, and that they guarantee to do that. It answers the question of *why* you should do business with them. And it built an identity in their marketplace *very quickly*.

Second, it is very specific and meaningful. It doesn't say "It'll be there soon" or "It'll be real good." It says exactly what it means: FRESH, HOT, IN 30 MINUTES, AND GUARANTEED.

Here's my Gym's USP that helped get me into all the newspapers and all kinds of questions, mostly about the word "automated"

Temple Gym and Tanning, A 24 hour fully automated Fitness Center and Tanning Salon with a 60 day full money back guarantee

It's a clear, compelling, really great marketing message, and a good model to look at and keep in mind when you start to structure a USP for your business.

I started doing a 60 day guarantee that my wife didn't like at all, but after 5 years and only one person actually getting their money back, she had to agree it was one of the best things we ever did. I'll talk much more about the guarantee in the book; I want to concentrate on the USP for now

So sit, and write until you break everything down that you could do or offer or are offering, then continue to break it down until you have a phrase that makes people want to get up and use you over all your competitors.

Here are some examples of the most successful ads in history just to look over for ideas.

Take the **Dos Equis** beer commercials for example:

Tell me you don't laugh when you see the "Most interesting man in the world" commercials on TV?

He once had an awkward moment, just to see how it feels.

His shirts never wrinkle.

He is left-handed and right-handed.

If he were to mail a letter without postage, it would still get there.

His business card simply says “I’ll call you.”

He has won the lifetime achievement award, twice!

He bowls overhand.

He is fluent in all languages, including three that *he* only speaks

He has inside jokes with complete strangers

OK, there are the basics of how to craft your USP along with some funny ads I just threw in to make you smile.

To get my complete book/biography of how I opened and converted my gym into a 24 hour fitness center then out Marketed all the other gyms including planet fitness, go to www.how2ownagym.com

It’d downloadable and immediately delivered to you by email.

Thanks again for subscribing to the emails and I look forward to helping you with your gym marketing.

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