

How health and fitness businesses can go virtual

This is not an easy time for any business, especially those who rely on functioning as a brick-and-mortar space. In these challenging times, looking after our health and wellbeing is more important than ever.

And with that said, your clients still need you!

Great news is we're already seeing a number of health and fitness businesses successfully transition to the online environment, so we want to help you prepare to do the same.

Here's what steps you can take to go virtual:

1. Decide on what services you can provide

This is where you need to work out how you can adapt your usual offerings to the online environment. Everything from live workouts, workout guides, meal plans, challenges, personal training sessions and access to existing fitness portals or on-demand platforms can be adapted to work in an online environment.

One thing to keep in mind is that not everyone will be able to access standard gym equipment or feel comfortable venturing out to the shops to purchase equipment. So, it's important to provide a variety of no-equipment required workouts or offer alternatives that could be used from around the house (i.e. canned food, laundry liquid).

2. Decide on your payments - are you going to keep them the same or reduce them?

You will have to decide on your payment structure and how you will adapt based on the services you plan to continue providing.

If you are a customer of Ezidebit and **are not** using an integrated software platform, you can follow the instructions listed in our [Frequently Asked Questions](#) for information on how to suspend or reduce the amount you are charging your members.

If **you are** using an integrated software platform, you will need to apply the changes in your software. Please contact your software provider in the first instance for assistance on how to do this.

3. Decide on how you will organise appointments and deliver them

We're fortunate to have the technology to support virtual sessions. [Zoom offers a free account for sessions hosted up to 40 minutes](#). Anything above that will require spending \$14.99/month. This would be beneficial for one-on-one consultations.

Otherwise, you can take advantage of Facebook Live or Instagram Live to take a class in a live environment.

If you do need to take bookings for personal training sessions, it's important you still manage these efficiently like you normally would.

If you do want to start taking bookings online and managing them that way, we can help you choose a software integration that can assist you with this. [See our full list of software partners here](#).

4. Communicate to existing members

It's likely by now you have already communicated with your members on how services have been disrupted in some way. If you haven't, drop them a line to let them know you are figuring it out, even if you don't have a solid plan yet. Everyone is doing it tough at the moment so people are far more forgiving and empathetic towards each other. You just have to do the best you can.

Once you've made some decisions on how you plan to adapt to these challenging times, make sure you keep communicating with your members on these changes, whether that be via a social media video, social media post or email.

5. Keep motivation high and focus on community

It's important to keep the community aspect of your health and fitness business alive in this environment. Create a Facebook group, post social media challenges, get more active on social and keep communication high with your clients.

Try to stay positive and please reach out to us on 1300 763 256 or email support@ezidebit.com.au if you need any help with any of the above steps.