

BILL BURNETT'S SUCCESS STUDIO FITNESS FACILITY



HAPPENINGS AT SUCCESS STUDIO

- FREE 20 minute massages at the Studio on 10/27 and 10/30! Sign up now!
- NEW CLASS! Box & Buff: a high energy kickboxing class with a segment of Body Buff. Offered Mondays at 8:30 a.m.
- Nutrition Counseling – A series of three nutrition lectures by a licensed physician will be starting soon – more details to follow!
- In-House Massages – 30, 60 and 90 minute massages will be offered at the Studio. Contact us for more details and scheduling.
- Fitness is fun with a friend! Don't forget that we offer economical 2-person training sessions with any of our 4 personal trainers for only \$75.00!

SUCCESS STUDIO REVIEWS

"I don't usually like to exercise, but working out at Success Studio is fun. I've stuck with it for 2 ½ years now. I am happier and healthier because of Success Studio!" *Becky Weybright*

WHAT SUCCESS STUDIO MEANS TO ME

Bill Burnett

Over the years, Success Studio has grown and evolved. What has remained constant, however, is the community atmosphere that we have built this business on. Success Studio is not merely a gym – it is a community in which you can feel comfortable and safe - a place for you to learn how to work out effectively and efficiently. Our clients are often making difficult decisions about lifestyle changes, which can be much easier to plan than to carry out. We are here to offer encouragement and a sense of well-being as they struggle to make positive changes in their lives.

For me, Success Studio is the culmination of a life-long dream. For years, I worked in the “big-box” gyms where the focus was not on improving clients’ lives, but on selling – How many memberships can you sell? How much “stuff” can you squeeze into the facility? Ultimately, that wore me down. I wanted to create a space where we could really touch the life of everyone that comes through our door. I am a Personal Trainer, with the emphasis on “personal.” I like the personal touch and personal attention.

That “personal” touch is one of the things the fitness industry is losing. If only 18% of the U.S. population actually exercise regularly, then the big clubs are clearly lacking something. It takes more than the obligation of an expensive annual membership to motivate clients. Too many of the larger gyms are not particularly concerned with whether you actually come in, as long as you’ve made and paid for a long term membership commitment. When their members do come in, many of the larger gyms have so many members that most trainers can barely remember their members’ names. Some clubs are not even staffed: You simply slide your card and in you go. That may be okay if you do not need any assistance or encouragement. Most of us, however, need occasional reassurance or help. We need coaching on proper equipment use. We need to work with someone who cares, someone who welcomes us and offers encouragement, someone who can help us establish a lasting routine.

At Success Studio, we are a small club, and we strive to be different and to meet the needs of clients. We don’t require long term memberships. We treat you as an individual. Your name, who you are as a person and what you need to succeed are all very important to us. We understand that fitness is hard work, and that making changes in life is not easy. We want to be that place where someone who has never worked out before feels comfortable working out next to someone who has been working out for years.

It has been quite a journey for us. When Success Studio began, we didn’t have everything we needed to succeed initially, but there were people around us who believed in us and felt we had a viable concept. In a time when there is so much division and stress in our country, we feel blessed to be involved in a business that has the feeling of old-fashioned community. We often refer to our members as being part of the “Success Studio Family,” and that family has built the Studio into what we are today. For that we are tremendously grateful. It has been very gratifying to watch our workout family change and embrace a new lifestyle, and to watch this business grow because of the community that is Success Studio.