

How To Inflate Your Profits Without Even Trying

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Do you consider yourself to be a proactive business owner? Are you still trying to make it happen? If you are the type of businessperson that is always interested in new ideas to enhance your programs and ultimately your bottom line, then read on! The newest craze to hit gymnastics schools around the country is not a new program nor is it a new piece of gymnastics equipment; it is the emergence of Inflatables. Yes, these Moonwalks, Mazes, Giant Slides and Giant Obstacle Courses are indirectly responsible for an increase in the return rate for many preschool and grade school programs. These highly graphic, colorful, interactive play pieces should now be on every gymnastics school list of "necessary equipment." The fact is that you need to have more than gymnastics equipment if you want to keep your students coming back semester after semester.

Are you having difficulty visualizing the benefits of including a 55-foot Caterpillar in your *Gymnastics School*. If so, then contemplate these alarming facts:

- Families only have so many recreational dollars to invest in their children's activities.
- Approximately 95% of the students that attend your gymnastics classes are never going to be "outstanding gymnasts."
- As educators, we know the many benefits that a gymnastics background provides, but in all honesty, "**kids just wanna have fun!**"

I'm sure you would agree that it is vital to the success of your Gymnastics School that you continue to improve your programs and entice your customers. Having said that, how would you rate the following in terms of the WOW factor?

- A new balance beam (\$1,700)
- Wedges and barrels (\$300-\$700)
- A new vaulting board (\$575)
- A Dragon Bouncer (\$3,500)

My point exactly! Unfortunately, there is only so much in the way of "gymnastics equipment" that will time and time again excite your students. Imagine your student's faces when they enter your facility and see a 55-foot Sea Serpent or a 25-foot Dragon Maze! What child wouldn't have fun while bouncing in a Castle Bouncer or sliding down a 18-foot Giant Slide?

Inflatables allow you to turn your Gymnastics School into a multi-use facility (without having to add climbing walls, swimming pools or soccer fields) while at the same time enhance your preschool and grade school programs. How? Read on...

Preschool and Grade School Gymnastics Classes

- Open House and Registration-use your imagination!
- First week of classes-a great ice breaker!
- Re-registration week-need I say more?
- Last week of the semester-have a blast in class, it may even change their minds if they were going to try a new sport!

Birthday Parties

- If you haven't heard, Gymnastics Schools across the country love to host parties! Let us entertain you with cooperative games, trampoline, and Inflatables. Not only will the parents thank you, but your instructors will too! (For making their job a breeze!) F.Y.I...Birthday parties expand your client base, attracting non-gymnasts to your facility...who may in turn become future clients. The cost for a \$4,000 bouncer works out to less than \$5.00 per party, at 5-parties/ week for 4 years. Increase your party prices \$10.00/party and your bouncer brings in \$5,000 in four years and you still get to use it in your other programs!



Team Fund Raiser

Tired of selling candy and giftwrap? Imagine the possibilities if each family took one weekend a year to set up your Inflatable at town soccer, baseball, football, school event or craft fair. Think of not only the

revenue they would earn, but of the exposure for your Gymnastics School as well...(and you still get to use the Inflatable in your Gymnastics School!)

Town Fairs

Just about every town, small or large, hosts a town fair. What do you do to promote your Gymnastics School? A demonstration, perhaps. But why not an Inflatable? It's always better to have children actively participating in a fun activity than it is for them to watch a demonstration. What better way to promote your business than by associating your gymnastics school with "Fun Activities?"

Donations

Being a well-respected member of a community has its perks. All kinds of groups solicit donations from our Gymnastics School and the way we like to oblige is to give a gift certificate for an Inflatable. Again your Gymnastics School looks like a hero (boosting public relations), the exposure to potential clients is immeasurable and it costs you virtually nothing.

Mobile gymnastics programs:

Inflatables will allow you to expand your program and add a lot of excitement too. Summer a little slow? Not any more! Parties, fairs, and corporate picnics will more than fill your schedule. The list of ways to incorporate an Inflatable into your existing Gymnastics School business is endless...**Open Gym Day, Bring A Friend Week, Inflatable Make-up Classes**

and Family Fun Days. So what are you waiting for? Slide into the new millenium by expanding your business base and Inflating your bottom line!

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