

# Additional Opportunities

# Purpose

The purpose of this document is to discuss additional opportunities to promote our team members and increase online awareness of Kev's Gym and to ultimately attract new clients and increase business.

# Opportunity #1 - Senior Fitness Class Video Production

Our goal is to have every instructor on the team create at least two videos (chair yoga, seated exercise, Tai Chi, or Zumba/Dance) which will be included on our [YouTube channel](#) and the Kev's Gym website in [your bio](#) page, to better promote you to prospective clients.

Note: It is a requirement in the on-boarding process to provide 2, 15 minute videos for your bio page on kevsgym.com. That said, if you would like to add additional content to better promote yourself, please follow the [Senior Fitness Class Guidelines](#) for developing and filming your class.

After you have completed your video, please send it to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com)!

# Opportunity #2 - Video Testimonial (\$20)

Earn \$20 for each 1-2 minute video testimonial with a senior client, or group of senior clients of your choosing. This is a gift that keeps on giving, because in addition to the \$20 upfront compensation, this testimonial will be put on our [YouTube channel](#), your [bio page](#), and other social media outlets and will help to sell/promote you to prospective clients. [Click here](#) for examples!

Please follow the guidelines below when filming your video testimonial:

1. Please ensure that the client is completely captured in the shot, and the viewer can easily make out what they are saying. **Please capture video vertically, not horizontally!**
2. Video length: between 1-2 minutes
3. Ask open-ended questions to the client:
  - a. Would you recommend [enter your name] and Kev's Gym to other seniors?
  - b. What do you like best about my class?
  - c. What are your general thoughts about the class, me, and my impact on your life at [Enter name of community]
  - d. Who else joins you in the class? Is it a fun/social event?
  - e. (Ask whatever question you think would deliver a compelling answer to help promote you for future classes.)
4. Please make video in .mp4 or .mov format
5. Note: This opportunity is limited to 1x every two months

After you have completed the video testimonial, please send your completed video to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com). Also, please remember to include a line item in your monthly invoice so that we can compensate you! Please feel free to revisit the instructions on how to compile an invoice by [clicking on this link](#).

(Limited to 1x every two months).

# Opportunity #3 - Yoga Move Monday (\$15)

We would like to showcase you on social media performing your favorite chair yoga/seated exercise, or more traditional (non-chair) yoga moves and/or postures. This will be a great way for us to better promote you to our clients, and for all of us to learn from one another! If you are interested in participating, simply send me one, 60 second video of you performing a pose/exercise. Please submit your invoice at the end of the month for \$15 for the one video submission. (Limited to 1x every two months).

Please capture your video vertically, not horizontally.

For examples of previous video submissions, please [click here!](#)

Send your video to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com)

# Opportunity #4 - Social Media Posts (\$3/post)

In order to grow Kev's Gym and promote/market all of our wonderful yoga/fitness instructors, we use social media accounts including Facebook and Instagram. If you haven't done so already, please follow us! The links to the accounts can be found here:

- [Instagram](#)
- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [Twitter](#)

To have engaging content for our website and our social media accounts, we need pictures of you teaching the seniors that you work with!

For pictures/videos of senior fitness classes: Please have the activities director on staff take 3-5 pictures/video of you teaching the residents. (Please ensure that you have approval to post pictures/video of the residents on social media). If there is an issue with posting pictures/video of the residents' faces, simply have the activities director take pictures/video from behind the class, not to include any faces. Video should be 30 seconds or less. (No stock photos)

Notes:

- Please send all content (pictures, video, text) to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com) for review along with the name of the community. (Videos should be sent via Youtube link). Also, if you would like, please post to your personal instagram/fb page, tag @kevsgym, and reshare Kev's Gym's initial post.
- Please send videos in .mp4 or .mov format.
- Please remember to include your \$3 charge for this task on your monthly invoice so that we can pay you.
- \$3/class, not per photo.
- For more information on submitting invoices, please [click here](#).
- **Make sure that you are in the picture and/or video!**

(Limited to 4 posts per month)

# Opportunity #5 - Blog Post (\$5/post)

To improve our SEO (Search Engine Optimization) for our website and our ranking in web search results, it is very important for us to continually provide engaging content on our website. To do this, we create blog posts that cover a wide range of topics including:

- Nutrition advice & healthy recipes
- Fitness workout ideas
- Inspiration
- Client Appreciation
- Volunteer work
- Chair Yoga / Senior Fitness Classes

If you would like to write a blog, please take a look at our blog by [clicking here](#) to get an idea of the length of the text, pictures, etc. Here is a good example of a [blog post](#). Pictures should be original, not stock photos.

Please send completed content and all pictures for the post to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com) for review.

Note: This task is limited to 1x per month. Also please remember to include your \$5 charge for this task on your monthly invoice so that we can pay you. For more information on submitting invoices, please [click here](#).

# Opportunity #6 - Charitable Work

At Kev's Gym, we love to give back and help others who are in need. We often times will work with non-profit organizations who provide affordable housing to low-income seniors and/or other organizations who support people with disabilities.

If you would like to volunteer, please email [scheduling@kevsgym.com](mailto:scheduling@kevsgym.com).

Thanks for helping us give back to the community!



# Opportunity #7 - Referral Bonus (\$50)

Do you know of a friend or colleague who may be interested in joining the Kev's Gym team? If so, please refer them to us!

Please send [careers@kevsgym.com](mailto:careers@kevsgym.com) an email introducing us to your referral. If the referral becomes a team member, you will receive a \$50 bonus!

Referral bonus will be granted once the referred instructor completes 6 months of service with Kev's Gym.