

# Additional Opportunities

# Purpose

The purpose of this document is to outline **strategies and opportunities** to:

- **Promote our team members**
- **Increase online visibility and awareness of Kev's Gym**
- **Attract new clients and drive business growth**

By leveraging these initiatives, we aim to strengthen Kev's Gym's **brand presence**, showcase the **expertise of our instructors**, and ultimately **expand our client base**.

# Opportunity #1 - Video Testimonial (\$20)

## Earn \$20 for a 1–2 Minute Senior Client Testimonial

- **What:** Record a **vertical video** (1–2 min, .mp4 or .mov) of a senior client or group.
- **Why:** Posted on **YouTube, your bio page, and social media** to help promote you.
- **How Often:** **1 video every 2 months** per instructor.

### Tips:

- Capture the client clearly (good lighting, audio).
- Ask open-ended questions (recommendations, favorite parts, impact of class, social aspects).
- Obtain any required **permission/media release**.

### Submit & Get Paid:

- Email video to **socialmedia@kevs gym.com**.
- Add a \$20 “Video Testimonial” line item to your **monthly invoice**.

Click [this link](#) for examples of video testimonials.



# Opportunity #2 - Yoga Move Monday (\$15)

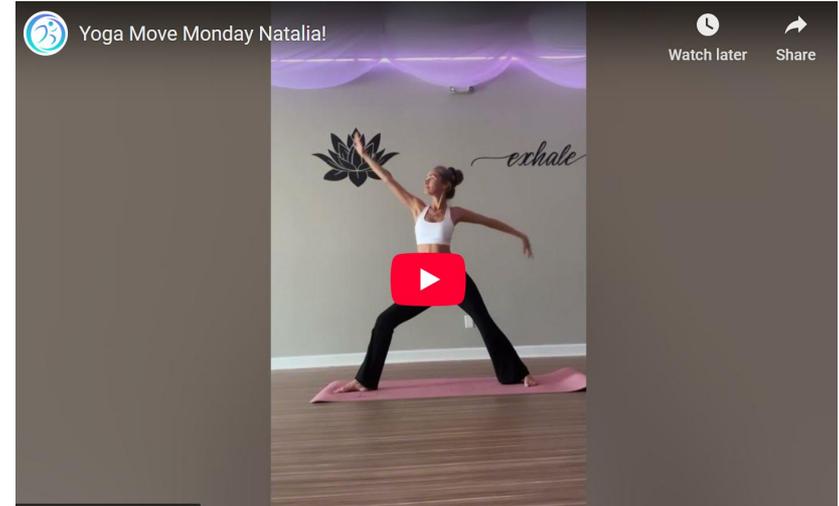
**What:** Submit **one 60-second vertical video** showing your favorite **chair yoga, seated exercise, or traditional yoga pose**.

**Why:** We'll feature you on **social media** to promote you and inspire our community.

**Pay:** **\$15 per video** (limit **1 every 2 months**).

**Examples:** [Yoga Move Monday](#)

**How to Submit:** Email your video to **socialmedia@kevsgym.com** and include "Yoga Move Monday – \$15" on your **monthly invoice**.



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

- **Follow us:** [Instagram](#) | [Facebook](#) | [YouTube](#) | [LinkedIn](#) | [X](#)
- **What to capture:** 3–5 photos or ≤30s video of you teaching **senior fitness** (no stock).
  - If resident faces can't be shown, film **from behind** / no faces.
  - **Get approval** from the community before posting/sharing.
- **How to submit:**
  - Email media + **community name** to [socialmedia@kevsgym.com](mailto:socialmedia@kevsgym.com)
  - **Video format:** .mp4 or .mov
  - Optional: post on your own IG/FB, **tag @kevsgym**, and reshare our post.
- **Payment: \$3 per class** (not per photo). **Limit: 4 posts/month.**
  - Add a line item on your monthly invoice: "Social Media Post(s) – \$3/class."

**Tip:** Make sure **you** appear in the photo/video!



# Opportunity #4 - Referral Bonus (\$50)

- **Know someone great?** Refer a friend or colleague to join the Kev's Gym team!
- **How to refer:** Email [careers@kevsgym.com](mailto:careers@kevsgym.com) introducing us to your referral.
- **Bonus:** Receive **\$50** once your referral becomes a team member and completes **6 months of service**.

**Tip:** Great way to grow our community and work with people you know!