

# 7 SECRETS

ABOUT SELLING FITNESS AFTER 50



**UNDERSTAND WHY MATURE ADULTS  
WANT TO PAY FOR YOUR SERVICES**



This e-book is for fitness professionals who want to grow their business by serving more people in the lucrative over-50 demographic.

Many gym owners, studio owners, trainers and others already know why they should pursue this segment of the market. Here are just a few examples of the historic economic opportunity you don't want to miss.

- People over 50 number more than 100 million in the United States alone.
- They control 70 percent of the discretionary spending – billions of dollars spent on “luxury” goods and services, including fitness.
- They have more time, money, loyalty and compelling motivation to be high-paying clients for years and years.

But even if you see the potential, you need to understand what's different about people over 50 than people in their 20s and 30s. And so far, the fitness industry is missing the boat, continually focusing on young people and their beauty-based motivations.

If you want to grow your business by reaching more people over 50, you need to understand what motivates them to pay for your services.

We wrote this e-book as a guide to the “7 Secrets” you need to know. Once you understand their “why,” you'll know how to earn their business and help them live the full, healthy lives they want and deserve.





# TRAVEL

***“I work out because I want to keep going where I want to go and doing what I want to do.” – world traveler Kay, 74***

For millions of mature people, their desired lifestyle includes travel. And fitness is key to traveling well, whether you’re driving to play with grandkids, hiking in the tropics, or examining the Louvre’s masterpieces up close.

Just pulling a bag through a large airport and stowing luggage can be a challenge if you don’t have stamina, strength and flexibility. People who worked hard their whole lives and finally have time and money to travel know they need to be in shape to go where they want to go.

- Almost all adults over 50 go on at least one leisure trip a year
- The average Baby Boomer takes five trips annually
- Most of that travel is domestic, but 43 percent is international
- Bucket-list trips are popular
- More active adults want “authentic experiences,” just like travelers in all demographics.

# HER STORY

*Kay explores the Winter Palace in Russia.*



In just the last decade, Kay, 74, has been fishing in Alaska, scuba diving in the Florida Keys, and hiking through the great cities of Europe.

But on a river cruise in Russia, Kay was sad for peers who lacked the stamina to go on walking tours through St. Petersburg and the fabled palace of Catherine the Great.

“That was really too bad for them, after they spent so much money to get there,” Kay says. “I didn’t have any trouble walking around and seeing everything – all the castles and the gold and how extravagant everything was back then.”

## *Her secret?*

Fitness.

Kay walks almost every day, and also incorporates resistance training and balance exercises at a fitness studio.

Kay tells people her age that they should be walking, lifting and working on balance regularly. That will help them travel safely and confidently, even if they’re not interested in Kay’s adventurous style.

“I like to travel – I’ve always been that way,” she says. “If I didn’t exercise regularly, I wouldn’t be able to do everything you have to do when you’re traveling – just climbing stairs, running through the airport, carrying bags and all that stuff.”



***"I want to be able to play golf till the last day I'm breathing." – Roy, 60***

Playing sports is a lifetime love for countless people. And if you're a maturing athlete, you don't have to give up your favorite games. In fact, regular exercise at the gym or studio can keep you strong, fit and agile for just about anything.

You don't lose your competitive edge just because you reach "a certain age."

The **US Tennis Association** says, "Here's the bottom line for anybody who wants to play well into middle age, and beyond: be fit, or suffer the consequences."

Tennis requires stamina, power in the legs, butt and arms, as well as flexibility and core strength – all of which you can develop and maintain in a fitness center.

- The number of golfers over 65 rose to 4.2 million in 2018, up 17 percent from the previous year, according to the National Golf Foundation.
- Baby boomers make up about 20 percent of US skiers.
- More than 15,000 athletes over 50 competed in track and field, softball, pickleball, swimming and more at the National Senior Games in 2019.



# HIS STORY

*Roy lives for golf.*



Some people go to the gym because they like to work out. But for many, it helps them keep doing something else they love. For more and more Baby Boomers, that includes golf. Their ranks will increase as more Boomers reach retirement age.

Players' passion for the game is legendary.

"I want to be able to play golf till the last day I'm breathing," says Roy, who speaks for countless others. "That's my rest and relaxation. That's my stress release."

When Roy found himself overweight, he joined a fitness studio to shed the pounds and to keep playing the game he loves. Now he's proud that he's in such good shape, his kids probably won't need to care for him later.

Gym workouts help by building strength and flexibility, which are crucial to playing golf well.

Experts recommend exercises to stabilize muscles in his abdomen, back, hips and glutes – key for powerful swings and proper alignment. Being out of shape can limit your swing's power and effectiveness.

And no golfer wants that to happen.



***"I want to be an active grandparent. I want to get on the floor and pick her up and swim and do all those things. I don't want to miss a thing." – Julie, 63***

Nobody wants to be the "boring nana," right? Millions of today's grandparents aren't about to let that happen. They're living longer than previous generations, taking better care of themselves, and want active roles in their grandkids' lives.

- They want to have experiences with the kids over just buying them stuff.
- Almost 70% live within 50 miles
- Grandparenting stands out as the most positive life stage in later life.
- The median age is 50 for first time grandmothers and 54 for first time grandfathers
- The biggest motivator for Boomers being on social media (they're huge on Facebook) is staying connected with the grandkids.

# HER STORY

## *A lake outing with the family*



After her second hip replacement, Julie, 63, had her priorities clear:

Get strong again so I can play with my granddaughter.

She joined small-group training three times a week at a local studio and never looked back.

“It’s like one-on-one personal training because they give everyone so much individual attention and help make sure you’re doing what’s safe for you,” says Julie. She enjoys the nurturing, friendly environment, and the functional strength and balance training that have given her confidence in her daily life.

For Julie, being fit is about enjoying life on her own terms as much as possible. She and her husband both love to golf, and they’re looking forward to a European vacation this fall.

“We have such a long life to live, and I want to be able to do what I want,” she says.

No. 1 on that list is playing with her granddaughter. “I want to be an active grandparent, not a standby grandparent,” says Julie. “I want to get on the floor and pick her up and swim and do all those things. I don’t want to miss a thing.”





# FEEL, LOOK AND MOVE BETTER

*"Before I discovered exercise, my life was in a shambles. It changed my whole outlook on everything." World-record holder and grandma Wendy Ida, 63, who began working out at 43.*

Most of us want what exercise does for us more than we want to log hours at the gym. It's no different for people over 50. Or 60, 70, 80 or older.

We all want to feel better, look better and move better.

Older people also want to maintain their independence. They want to avoid falls, injury, and disease. They want to keep doing things they enjoy and living life on their own terms for as long as possible.

Some prospects come to you knowing that you can help them do so.

Some clients are living proof of it.

It's your job to spread the word and promote what you can do for them.



## HER STORY

*Before and after: Gina Gross is healthier and happier now.*

Just a couple of years ago, Gina weighed 340 pounds at 5 feet 10 inches tall. The retired nurse felt terrible about herself. She had developed arthritis and pain in her legs and feet.

"I felt like a failure," says Gina, 59.

Now, after steady exercise and healthy eating, Gina is down 100 pounds and heading confidently to her goal weight.

Gina enrolled in a healthy eating course. She walks, takes water aerobics, and spends hours a day at the gym working out with weights. Her husband has joined her, and they've started hiking in the nearby hills.

"Now it's a part of our lives," she says. "I still have a long way to go, but I feel so good. I feel proud, and I feel like my whole life has changed."



***"Working out is fun. It's totally positive. I wasn't going to stop walking!" – Donna***

Gardening, hiking, ballroom dancing ... these are just some of the physically demanding hobbies that people enjoy and want to continue to enjoy, regardless of age. And working out can help them continue their hobbies with gusto and security.

- Gardening burns 300 calories an hour. It's a full-body workout – bending over to pick up pots, squatting to pull up weeds, pushing wheelbarrows, etc.
- The challenges of hiking go beyond cardio endurance. They include being strong and limber enough to keep your balance on uneven terrain, climb hills, and carry items.
- Dancing is good for your heart. It improves strength, balance and coordination. Thirty minutes of dancing will burn about the same number of calories as jogging. Plus, remembering the choreography engages our brains in ways that help maintain cognitive health, as well.

If you're still not sure about the demands of these activities, just go out to your back yard and put in a good 30 minutes. Now imagine you're, say, 70.

Now imagine you enjoy nothing more.

Got it?



# HER STORY

## *Amanda in her favorite place*



Amanda loves gardening in her backyard.

“I find it meditative, and I can leave all my worries behind me,” says Amanda, 59, an administrator in a law firm.

But a couple of years ago, painful arthritis began getting in the way of her favorite hobby – which requires stamina, flexibility and strength. Since exercise can relieve arthritis pain, Amanda joined a fitness studio for small group training sessions a year ago.

Now, not only is she strong and ready for gardening’s rigors, but she also enjoys nightly walks and occasional runs – and has dropped 70 pounds, a third of her weight.

Amanda learned what health professionals and countless gardeners have known for decades: Gardening is a good workout that also helps maintain joint function, relieve stiffness, and improve balance and endurance. It also fights depression, provides vitamin D, and provides an outlet that can be social and creative.



*"Exercise is the most transformative thing you can do for your brain," –  
Wendy Suzuki, professor of neuroscience and psychology*

Prospects and clients might know that exercise is good for their bodies. But they might not realize it's also great for their minds, helping to build memory and ward off dementia, as scientific studies show.

**Exercise:**

- Improves brain function
- Improves memory
- Helps prevent depression, dementia and Alzheimer's disease
- Elevates mood
- Improves sleep
- Sends more blood to the brain

Just one exercise session can improve brain function and memory. The effects of regular exercise?

Immeasurable.

## HER STORY

*She found powerful connections between exercise and the brain.*



Wendy Suzuki was a successful scientist and academic. But by her 50s, she had no social life and was overweight.

So she went back to the gym. Her mood, energy and focus improved. She lost the weight.

Since Suzuki's field of expertise is the brain, she decided to examine her self-experiment through the prism of neuroscience. What she found is great news for anyone hoping to remain mentally sharp and avoid Alzheimer's disease and other forms of dementia.

Exercise gives "an immediate, positive benefit for your brain, including your mood and your focus," she says. It also protects our brains from depression, Alzheimer's and dementia.

"I am talking about the powerful effects of physical activity. Simply moving your body has immediate, long-lasting and protective benefits for your brain that can last for the rest of your life."





***“Closest Thing to a Wonder Drug? Try Exercise” – New York Times headline***

“Of all the things we as physicians can recommend for health, few provide as much benefit as physical activity,” Dr. Aaron Carroll of the Indiana University School of Medicine wrote in the nation’s paper of record. And this view is widely upheld by others in medicine, geriatrics and fitness.

You need to know how you can help prospects and clients prevent illness and manage symptoms of a range of ailments. Being fit also helps people recover better after common surgeries or illnesses. Be sure they know gym workouts:

- Add years to life
- Support heart health
- Strengthen bones
- Improve balance and blood pressure
- Lower body fat
- Prevent falls
- Improve sleep
- Treat cancer, Parkinson’s, Type 2 diabetes and more

The US government suggests people get at least 2½ hours every week of moderate intensity exercise. A Harvard study says that just 15 minutes of physical activity a day can add three years to your life. And the Journal of the American Medical Association said that not exercising puts individuals at greater risk than smoking and diabetes.

# HIS STORY

*Isabelle and Bill  
celebrate his health at  
the National Senior  
Games*



Bill was always an athlete, running and lifting weights for most of his 71 years.

That helped more than he could've imagined when he was diagnosed with Stage 4 abdominal cancer in 2015 and given an 11 percent chance to live.

"I never missed a workout and had no side effects through six rounds of chemo and 15 days of radiation," says Bill, in his fourth year of remission. "My doctor says I'm wasting his time whenever I show up in his office."

**Bill is not alone.**

Research proves that exercise is good for our health at any age. Experts say it also helps prevent cancer and lower its risk of recurring. And regular exercise benefits cancer survivors the same way it helps the general population – by reducing obesity and blood pressure, lowering risk of heart attack, stroke, and diabetes, and more.

**If you'd like more information about  
helping people over 50, please visit our  
website at [www.PrimeFitContent.com](http://www.PrimeFitContent.com)**