



Why People Join, Leave, and Stay with Health /Fitness Clubs: The Ultimate Handbook of Member Retention

Stephen J. Tharrett, Paul Bedford

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Driving membership retention is vital to the short-term and long-term profitability of a club. Why People Join, Leave, and Stay with Health/Fitness Clubs: The Ultimate Handbook of Member Retention is a guide for club owners and operators that: Details industry experiences with membership growth and retention; provides an in-depth look at the facts about membership retention; Offers information on the attitudes, beliefs, and behaviors of people regarding exercise, and how these impact the industry's ability to improve member retention; Takes a look at the reasons consumers give for joining a club, remaining a club member, and, lastly, terminating their membership experience; Discusses business models and strategies that can significantly enhance a club's ability to retain its members.

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Steven Whitney:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a stroll, shopping, or went to the actual Mall. How about open or maybe read a book allowed Why People Join, Leave, and Stay with Health /Fitness Clubs: The Ultimate Handbook of Member Retention? Maybe it is to become best activity for you. You already know beside you can spend your time with the favorite's book, you can better than before. Do you agree with it is opinion or you have some other opinion?

Lucille Daulton:

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Daniel Nelson:

Spent a free time for you to be fun activity to complete! A lot of people spent their down time with their family, or their friends. Usually they carrying out activity like watching television, going to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Can be reading a book might be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to consider look for book, may be the publication untitled Why People Join, Leave, and Stay with Health /Fitness Clubs: The Ultimate Handbook of Member Retention can be fine book to read. May be it can be best activity to you.

Debra Weeks:

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