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EVOLT360.COM

CHALLENGE GUIDE

YOUR GUIDE TO FITNESS CHALLENGE SUCCESS

Are you ready to elevate your fitness game and keep your members engaged like never before? In today's health and wellness industry, running a fitness challenge isn't just a trend, it's a proven strategy to boost motivation, foster community, and even add an extra revenue stream to your business. Whether you're looking to inspire transformation or build a loyal tribe, a well-executed fitness challenge can deliver incredible results. To help you get started, we've rounded up our TOP 5 HOT tips for running a successful transformation challenge. Let's dive in and turn your vision into a winning strategy!



AVERAGE VISCERAL FAT:

The average amount of fat surrounding internal organs, an indicator of potential health risks associated with abdominal fat.



TOTAL FAT LOST:

The total amount of body fat reduced over a specific period, reflecting progress in weight loss or fat management.



TOTAL MUSCLE GAINED:

The overall increase in muscle mass, showing improvements in strength and fitness.



AVERAGE BWI SCORE:

The average Body Wellness Index (BWI) score, which assesses body composition quality relative to age and gender, providing insights into overall health status.

POTENTIAL PROFIT WITH THE EVOLT 360

This table illustrates the projected profit margins that can be achieved with the Evolt 360, showcasing the financial potential of incorporating weekly scans with a cost per scan.

MINIMUM SCANS PER WEEK	MINIMUM COST PER SCAN	WEEKLY REVENUE	ANNUAL REVENUE
10	\$30	\$300	\$15,600
15	\$30	\$450	\$23,400
20	\$30	\$600	\$31,200

SAMPLE 8-WEEK CHALLENGE REVENUE:

The following table presents an example of revenue generated from an 8-week body transformation challenge, highlighting the income potential with charging for scans during a challenge.

CHALLENGE ENTRANTS	COST PER SCAN	START SCAN	END SCAN	TOTAL REVENUE
50	\$30	\$1,500	\$1,500	\$3,000
100	\$30	\$3,000	\$3,000	\$6,000
150	\$30	\$4,500	\$4,500	\$9,000

TIP 1 - CHALLENGE PACK & ENTRY FEE

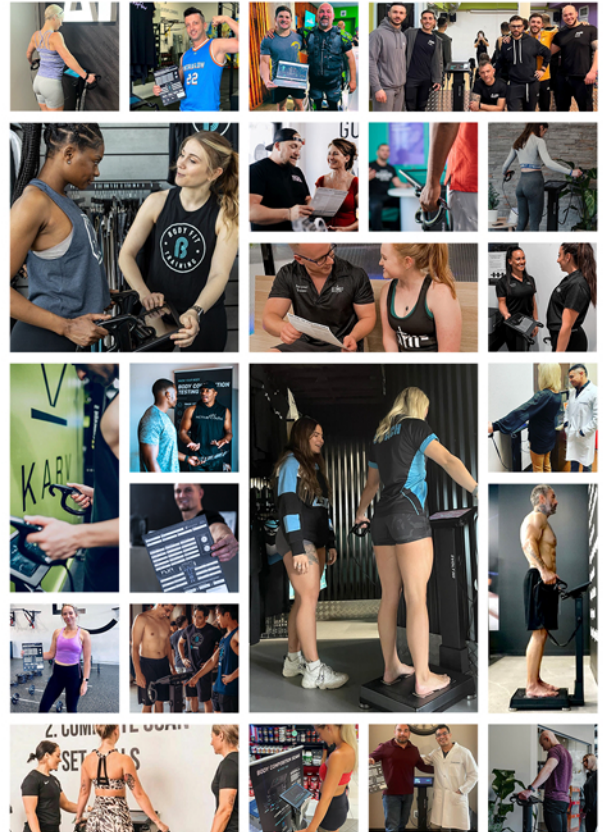
Running Transformation Challenges Year-Round

Many businesses find success with four 8-week transformation challenges per year. By pre-setting dates, you can seamlessly transition from showcasing results to promoting the next challenge, maintaining high engagement throughout the year.

Challenge Fee Ideas and Value-Added Inclusions

To ensure clients see the value in their entry fee (e.g., \$99 or \$199), consider including:

- A nutrition seminar
- Free personal training sessions (potentially leading to new PT clients)
- Two body composition scans (one at the start, one at the end; offer a mid-scan for an additional fee)
- E-books or meal plans (ask us how we can assist!)



BUSINESS BENEFITS:

Successful challenges allow you to increase entry fees, creating a steady income stream, especially if your challenges consistently attract interest.

TIP 2 - DO BEFORE AND AFTER METRICS/PICS

BASELINE METRICS & ACCOUNTABILITY

- We recommend that all challenge participants complete check-ins during the first and final weeks of the challenge. Adding a mid-challenge check-in can provide an extra layer of accountability, helping clients stay on track and adjust their training or nutrition as needed to ensure they're moving toward their goals.

OPTION 1: BODY COMPOSITION SCAN & PROGRESS PHOTOS

- Using the Evolt 360 for your challenge has major benefits: it's non-invasive and takes only 60 seconds per client.
- With the Evolt 360, clients can track 40 key health metrics—including muscle mass, body fat, visceral fat, abdominal circumference, and more—to obtain a comprehensive view of their progress.

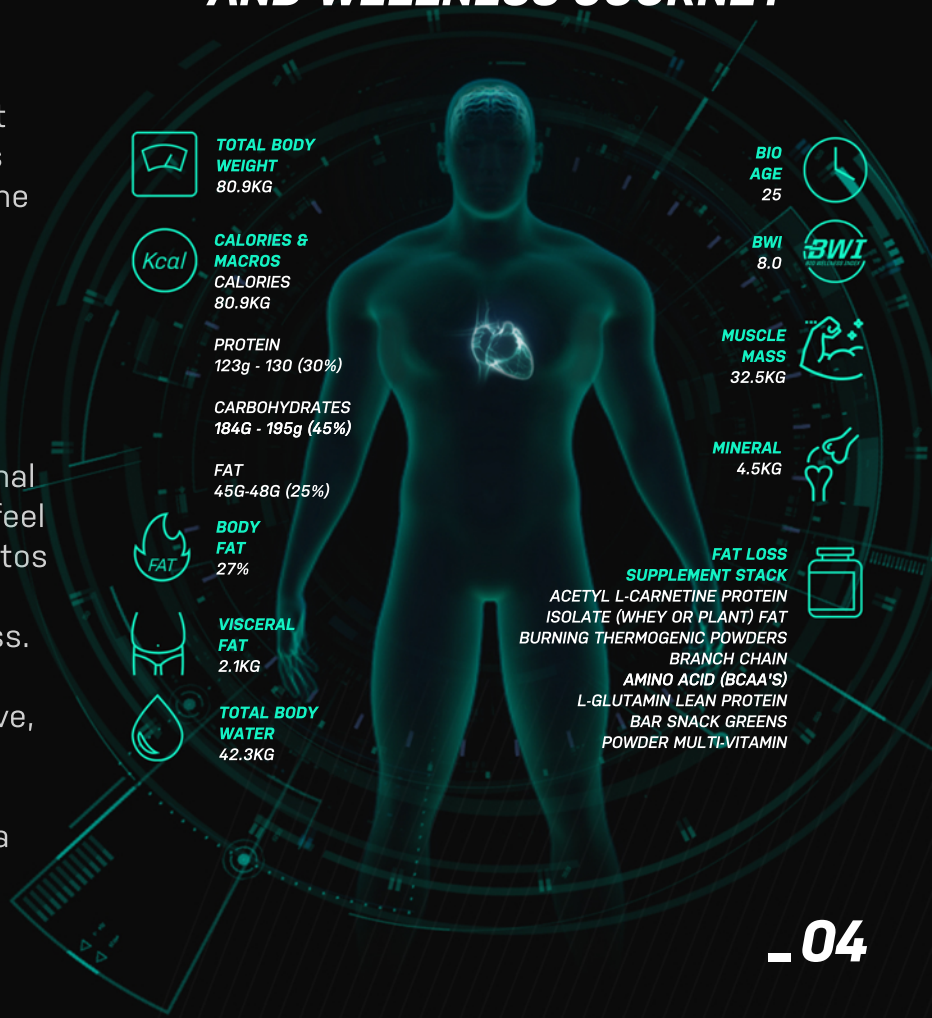
OPTION 2: WEIGHT SCALE, TAPE MEASURE & PROGRESS PHOTOS

For those who can't scan, tracking clients' weight can still provide valuable insights. However, it's important to remember that weight alone doesn't fully reflect a client's health—someone might maintain the same weight while gaining muscle and losing body fat, or vice versa. Each scenario requires a unique approach to training and nutrition.

Using a tape measure for external measurements can provide additional insights, though this method may feel invasive for some clients. Take photos in the first and final weeks of the challenge to capture visual progress.

Since Option 2 can be time-intensive, ensure multiple team members are available to assist with measurements and record data in a spreadsheet.

THE MOST INNOVATIVE WAY TO TRACK YOUR HEALTH AND WELLNESS JOURNEY

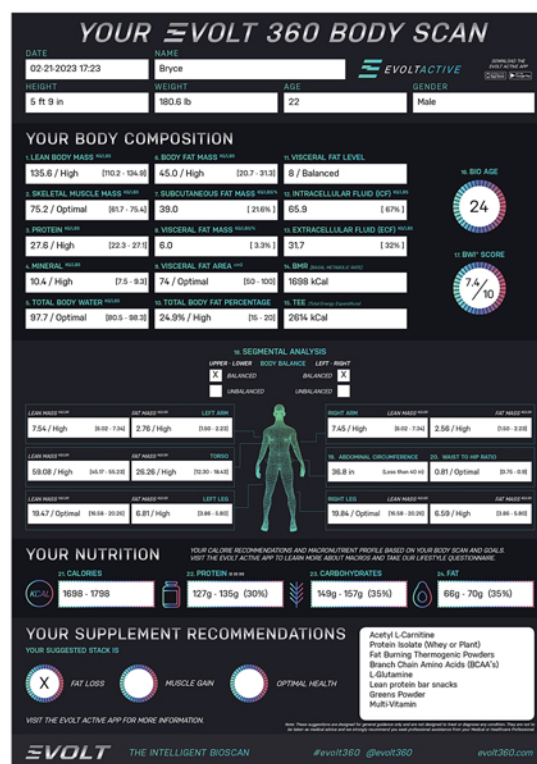


TIP 3 - OFFER NUTRITION COACHING OR A CUSTOMIZED MEAL PLAN

Nutrition can account for up to 80% of results—ever heard the saying, "Abs are made in the kitchen"? It's true! Including a customized meal plan, recipe e-books, or other nutrition resources in your challenge package gives clients the tools they need to reach their goals faster and more effectively.

Even the best training won't yield optimal results if nutrition isn't on point. Many clients struggle with knowing what to eat and how much, so by guiding them, you're removing the guesswork and increasing their chances of success.

A body scanner like the Evolt 360 can help by generating personalized calorie and macro targets based on each client's body composition and goals. This data can easily be incorporated into meal plans or apps like MyFitnessPal.



BUSINESS BENEFITS:

Offering customized nutrition plans can also boost sales of dietary supplements and related products, increasing overall profitability while supporting your clients' success both in and out of the gym.

TIP 4 – OFFER A GREAT PRIZE FOR TOP MALE AND FEMALE TRANSFORMATIONS

REWARDS FUEL MOTIVATION

The goal of a transformation challenge is to inspire lasting change—not just short-term results. To help participants stay motivated, consider offering a prize for the best male and female transformations. This adds value to the entry fee and encourages greater engagement in the challenge.

TRANSFORMATION CHALLENGES AS A SOCIAL MOVEMENT

Transformation challenges typically combine progress photos with personal stories, making them ideal for social media promotion. Featuring participant journeys and final results enhances visibility for your next challenge while building community.

REWARD AND RECOGNIZE

At the end of the challenge, celebrate the top male and female transformations with a grand prize, and share their success stories across social media and local press to inspire others. Offering an appealing prize also boosts motivation and perceived value.



BUSINESS BENEFITS:

Running transformation challenges builds credibility and fosters word-of-mouth promotion, one of the most effective forms of marketing. Participants often share their progress with friends, family, and social media, drawing new members and strengthening your brand's reputation, loyalty, and potential for higher service pricing.

TIP 5 - SHOWCASE YOUR RESULTS TO DRIVE INTEREST AND SIGN-UPS FOR THE NEXT CHALLENGE

- Demonstrate your business's results-driven approach.
- Promote on social media with key metrics to attract new members.
- Highlight results from your current member base. Also, make sure to get their permission if you're mentioning them by name.

INSIGHTS DASHBOARD



Set up and streamline challenges at the click of a button



Overview group challenges results and reports



Instant live leaderboards & individual progress reports



Challenges bring increased member engagement and results



Increase revenue



By utilizing the Evolt Insights Dashboard you can search across specific periods showcasing:

- Scans performed
- Muscle gained
- Fat loss
- Most importantly the collated BWI of all members.

Many gym brands are shifting to a challenge-based model, which enhances member engagement, improves health outcomes, and fosters a stronger sense of community within the fitness center.



AVERAGE
VISCERAL FAT
LEVEL
9.3



TOTAL FAT
LOST
1,350,483 KG
2,977,816 LBS



TOTAL MUSCLE
GAINED
651,433 KG
1,436,434 LBS



AVERAGE
SCORE
9.3



EFFICIENTLY TRACK PROGRESS AND BOOST ENGAGEMENT WITH BODY TRANSFORMATION CHALLENGES

While transformation challenges offer great benefits, two of the biggest challenges businesses face are effectively tracking progress and managing the admin involved if not using an Evolt 360 Scanner and software. Body scanning technology, like the Evolt 360, provides detailed measurements across a range of data points, including muscle mass, body fat, visceral fat, and more, making it quick and easy to provide effective progress advice, demonstrate results, and ultimately, select a challenge winner.

The Evolt Insights Dashboard features a live leaderboard, allowing managers or business owners to easily track progress, select winners, and showcase results with engaging graphics on social media.

For fitness facilities looking to boost revenue, body transformation challenges are an excellent way to increase member retention, diversify income streams, and help clients stay on track to achieve their fitness goals.



HEAR IT FROM OUR CUSTOMERS...



**TEGAN,
VIVE ACTIVE**

"The Evolt 360 is a game-changer when it comes to body composition tools, it's so simple to use and so quick to return results. The detail of insights that are provided help clients better understand their progress on their fitness or weight loss journey."



**RICHARD
BRANSON**

"I must admit my highlight was trying out one particular machine on board, which measures your overall fitness and gives a mark out of 10. I'm proud (okay, smug!) to share I was the first person to score a perfect 10. What's more, the machine guessed my age as 59 – I'll take that!"



**ASHLEE,
THE BODY PROJECT**

"I believe any gym can increase their revenue by investing in one of these machines," she says. "It will also boost member morale as well as retention because they now have a clearer insight into their goals and whether or not they're being achieved."



**MATT,
MAGNUM FITNESS**

"As a business, I love all the reporting that can be done on the Evolt's dashboard so we can get an overall summary of which clients are improving and which ones aren't, and in terms of financial benefits...we added the Evolt 360 as a weekly membership for our clients, so we've added \$500+ per week in revenue. Quite simply, the Evolt 360 has the best data in the industry."



**INTRAFLOW DIRECTOR
ANTHONY GILSON**

"The scanner has been a fantastic asset for my clients, he says. It really goes to show them that all their efforts in the gym are paying off, as well as providing a great guideline for how they should be handling their caloric intake to continue to reach small targets we set together."

JOIN THOUSANDS OF HAPPY INDUSTRY PARTNERS

Since Evolt's founding, our mission has remained clear: to make the world a healthier place. Today, this goal is more vital than ever. Health is our most valuable asset, and Evolt is dedicated to providing people with deeper health insights and metrics, empowering them to focus on what truly matters

UNLOCK NEW REVENUE STREAMS WITH EASE

Ready to boost your income and streamline automated challenges?
Ask us how!



Our Evolt 360 scanner is now available on a 36-month interest-free plan, allowing you to start generating revenue from Day 1.

Contact us today!

info@evolt360.com | www.evolt360.com

RUN CHALLENGES AT THE CLICK OF A BUTTON



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