

# BABY BOOT CAMP® FRANCHISE OVERVIEW

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IT'S NOT WHERE YOU START.  
**IT'S WHERE YOU GROW.**



At Baby Boot Camp®, our low-cost business model is designed to help you start out strong in a rapidly growing industry. Backed by our founder with over 18 years of professional fitness experience, our proven system, outstanding operations support, and powerful marketing programs can help you build a better future for you and your family, while improving the lives of moms in your community.

# Are you looking for a **family-friendly career** that will allow you to **balance family, work, and fitness?**

- **Unlimited** locations and programs may be offered within a single territory.
- A single territory covers up to **100,000** in population.
- 3-year contract with the option to renew at a **discounted** price.
- Monthly service fee: \$195\* **includes mobile payment processing.**
- Monthly technology fee: \$45 includes **client management** system.
- **NO royalties.**
- Annual **Continuing Education** fee includes program updates and ACE CEC filing.
- **Annual Conference** in Sarasota, Florida.

\*\$195 Monthly Service Fee is for a **Tier 1 franchise only.**  
All fees listed in U.S. dollars.

| Start-Up Kit Contents  |
|--|
| Baby Boot Camp stroller by Mountain Buggy®   |
| Baby Boot Camp book by Kristen Horler  |
| Confidential Operations Manual & Exam (.5 ACE CEC's)   |
| Instructor Training Materials & Exam (.5 ACE CEC's)  |
| Nutrition Solutions Leader's Guide & Exam (.5 ACE CEC's)   |
| Running Program Training Materials: 5K Training Program & Half Marathon Training Program   |
| Training Webinars: Front Desk management software; Social Media; Intranet (Marketing and Print Center & Business Development Center) |



Baby Boot Camp®  
Stroller Fitness  
Nutrition Solutions  
Running Programs  
MOLO Wellness Challenge™  
MomStrong™ Tribe

## CONTINUING EDUCATION

Birth Recovery™  
Diastasis Repair™

Karna Camp™  
Restore the Core®

*"The Baby Boot Camp family is so **encouraging, supportive, knowledgeable and friendly.** The corporate team is **by our side for every step** and always just a phone call away. The **strong brand** support and seasoned owners give us everything we could possibly need to run a **successful business.***

*"I am excited to be with this company, watch it grow, and make new friends along the way."*



— **Hannah Ellis Gay**  
Baby Boot Camp  
Athens, GA

## NOT A FITNESS PROFESSIONAL?

No problem! You do not have to be a certified fitness professional to own a Baby Boot Camp franchise, but ALL Baby Boot Camp instructors must be certified by a nationally recognized fitness organization (ACE, ACSM, AFAA, or NASM).

If Baby Boot Camp is your introduction to becoming a fitness professional, we are happy to help you with the certification process.

Baby Boot Camp instructors also complete our comprehensive training program (ACE-approved) as a distance-learning course.



## Join a growing industry.

Baby Boot Camp is constantly evolving to meet the changing needs of women and their families.

*"Group Personal Training (#9) continues to be a popular trend... This trend lets the personal trainer continue to provide the personal service clients expect but now in a small group ... [which] seems to make good economic sense for both the trainer and the client."*

*American College of Sports Medicine's Health & Fitness Journal survey of fitness trends*

According to the United States Bureau of Labor Statistics, "employment of fitness workers is expected to increase 29% over the 2008-2018 decade, which is much faster than the average for all occupations."

*"No daycare? No need to skip your workout. ... The generic name for this new trend is 'stroller fitness,' and it's well on its way to becoming not just a specialty activity, but nationwide craze a la Zumba."*

*Good Morning America*

## Our Awards & Recognition



**2018 Franchisee  
Satisfaction Awards**  
FranchiseBusinessREVIEW



**Entrepreneur**  
MAGAZINE

Baby Boot Camp was ranked in Entrepreneur Magazine's Franchise 500 for the fourth year in a row.

Baby Boot Camp is recommended in the official textbook for AFAA's Primary Group Exercise Certification.





Our turn-key operation **supports** you every step of the way through our experienced **Corporate Team** and **family** of Franchise Owners.

## ADDITIONAL BENEFITS

**Customized business center.** Custom-designed corporate wiki, including a business development center and marketing & print center.

**Online store.** Purchase branded apparel, gear, equipment, and training materials at owner-exclusive pricing.

### Corporate support.

- Monthly Webinars and Business coaching with our Corporate Team.
- Online News Center to promote local coverage nationwide, and Fitness Center where owners can gain national exposure for their health and wellness articles.
- Corporate Update: Our monthly franchisee newsletter.
- Member News: Online monthly newsletter to provide your clients with fitness and nutrition articles and videos, as well as share our national initiatives.

**Network of owners.** Our social media network, including our private Facebook group for owners and separate group for instructors, is utilized to discuss our business and industry, as well as share exercise videos, class formats, and monthly themes.

**Videos.** We provide additional instructor training with fitness videos, produced by our National Fitness Coordinator.

**Ongoing Education.** Our Annual Conference in Sarasota, FL (September 21-22, 2018) provides outstanding business, fitness, and leadership education. AFAA continuing education units plus networking opportunities with other owners and instructors makes our Annual Conference a unique training event!

**Brand value through endorsements.** Sponsorships that provide exposure for your business, samples for your clients, and special Baby Boot Camp promotions. Some of our sponsors include:



## NEXT STEPS

1. Submit your Franchise Inquiry.
2. Review our Franchise Disclosure Document.
3. Submit your Franchise Application 4 to 6 months prior to your desired launch date.
4. Schedule an interview with one of our Corporate team members.
5. We will notify you within 2 business days of your approval and territory grant. Upon review, we will present you with your agreement.
6. Within 2 business days of receiving your executed agreement, we will provide you with systems access.
7. Your online training and 12-week timetable for startup begins!

This overview is not an offer to sell a Baby Boot Camp franchise and creates no obligations on the part of Inspiring Wellness or the recipient. No Baby Boot Camp franchise will be offered or sold to the resident of any state that requires registration of our Franchise Disclosure Document (FDD) until that state has registered our FDD. Registration does not constitute approval by the state. No Baby Boot Camp franchise will be sold to the resident of any state until we have delivered an appropriate FDD in compliance with state and federal law.