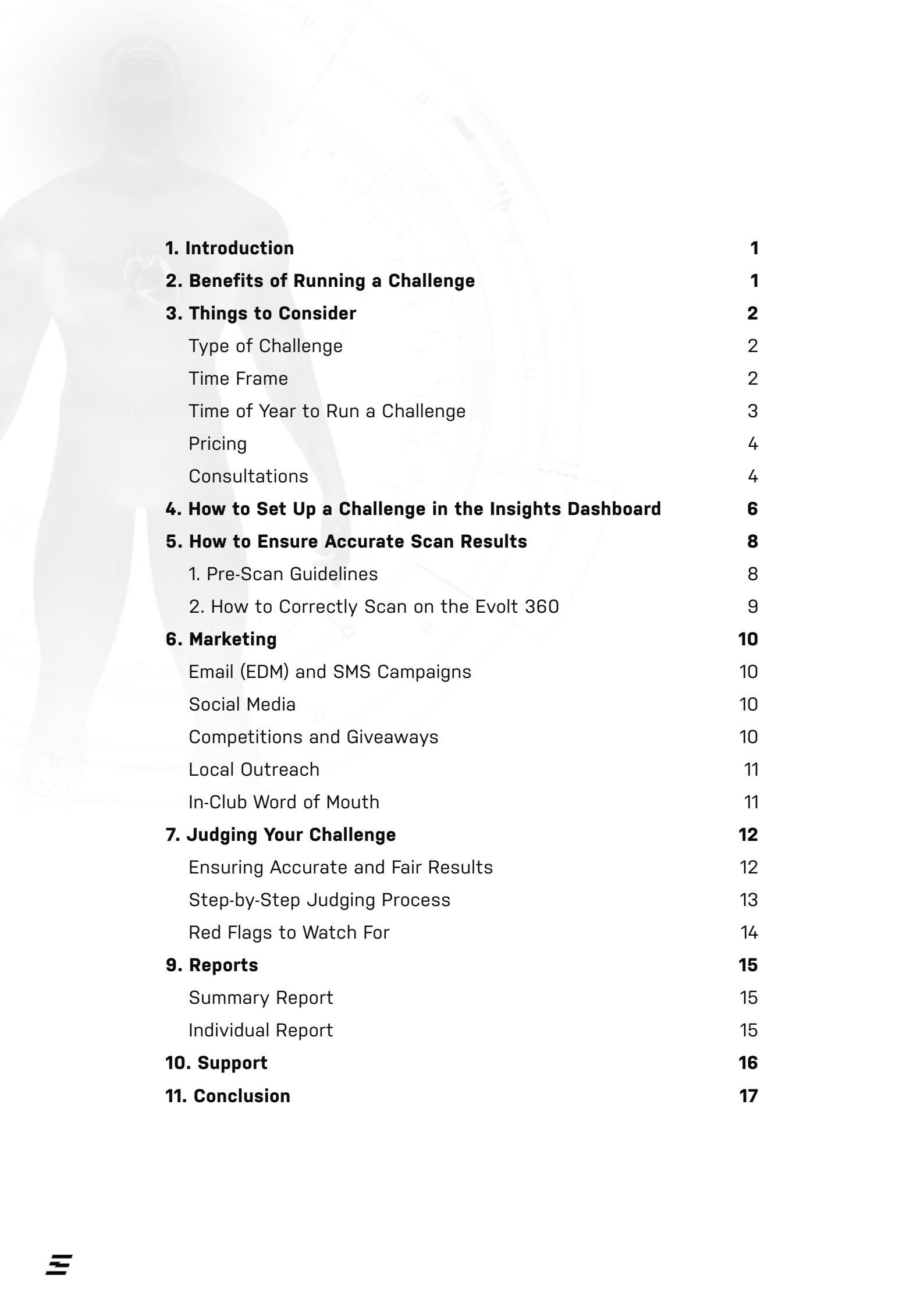


A woman with blonde hair tied back, wearing a black athletic top and grey fingerless gloves, is shown from the chest up. She has her hands clasped in front of her face, looking directly at the camera with a determined expression. The background is dark with glowing blue circular patterns and lines, suggesting a digital or futuristic theme.

PLAY BOOK

**A STEP-BY-STEP GUIDE TO
RUNNING A SUCCESSFUL
CHALLENGE WITH EVOLT 360**

EVOLT



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1. INTRODUCTION



Running a challenge using the Evolt 360 Body Scanner and Insights Dashboard is an excellent way to engage your members, promote health and wellness, and grow your business. Whether you're looking to drive fat loss or muscle gain, a well-organized challenge can motivate participants and generate valuable data to support future initiatives. This playbook will guide you through the essential steps to set up, run, and maximize the success of your challenge, while ensuring accurate scan results, effective marketing, and meaningful member engagement.

2. BENEFITS OF RUNNING A CHALLENGE

Running a successful challenge using the Evolt 360 can offer numerous benefits for your gym or fitness club:

INCREASE MEMBER ENGAGEMENT AND BUILD COMMUNITY:

Challenges provide an opportunity for members to connect, share progress, and support one another. Creating a sense of community fosters long-term loyalty and keeps members motivated.

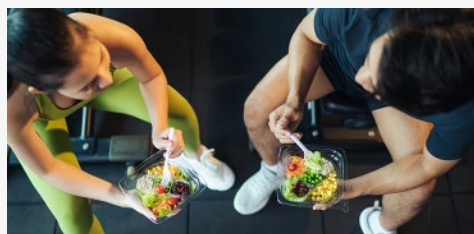


LEAD GENERATION:

Successful challenges can attract new members, particularly when marketed effectively. By showcasing the results of past participants and offering exclusive promotions, you can drive more sign-ups for both your gym and future challenges.

REVENUE STREAM:

Challenges can generate additional revenue through entry fees, upsells (e.g., personal training or nutritional plans), and selling challenge-specific merchandise or supplementary services.



OPPORTUNITY TO GATHER MARKETING CONTENT:

Challenges provide you with a wealth of content for future marketing. Before and after photos, success stories, testimonials, and participant reviews are powerful tools for social media and lead generation.

3. THINGS TO CONSIDER

Before launching your challenge, several important factors need to be decided:

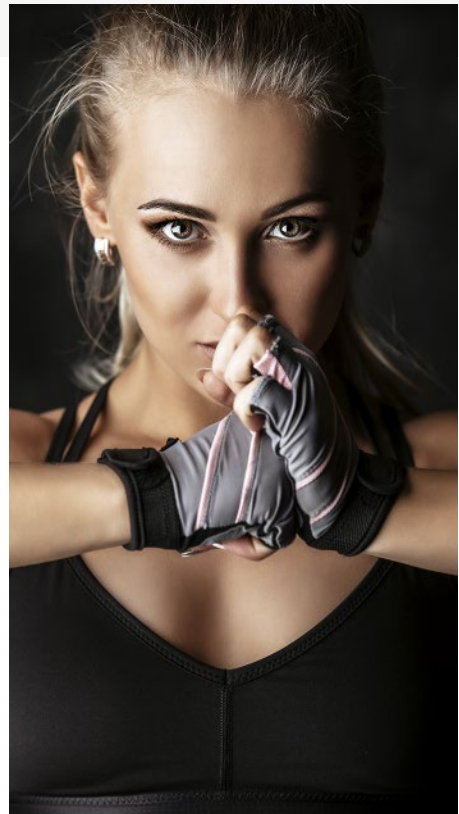
TYPE OF CHALLENGE

Choose the focus of your challenge, whether it's fat loss or muscle gain. A fat loss challenge typically appeals to a broader audience and can produce quicker results, while muscle gain challenges may require more time and dedication. Muscle takes longer to build, so participants in muscle gain challenges should be prepared for gradual progress, which may require a longer time frame and more consistent effort to see noticeable changes. Be mindful that muscle gain challenges often require careful tracking of progress to ensure participants stay motivated.

TIME FRAME

The duration of your challenge can be set for 4, 8, or 12 weeks. Shorter challenges, like 4 weeks, are often more motivating because the commitment feels manageable, keeping participants engaged and focused. Longer challenges, such as 8 or 12 weeks, provide the opportunity for more substantial transformations but require greater dedication and consistency.

We do not recommend 6- or 10-week durations as these time frames do not align well with key physiological and behavioral cycles. For example, scheduling scans every four weeks helps account for natural fluctuations in body composition, particularly for female participants who may experience changes due to the menstrual cycle. Regular four-week intervals ensure results are more accurate and consistent, promoting a fair and motivating experience throughout the challenge.



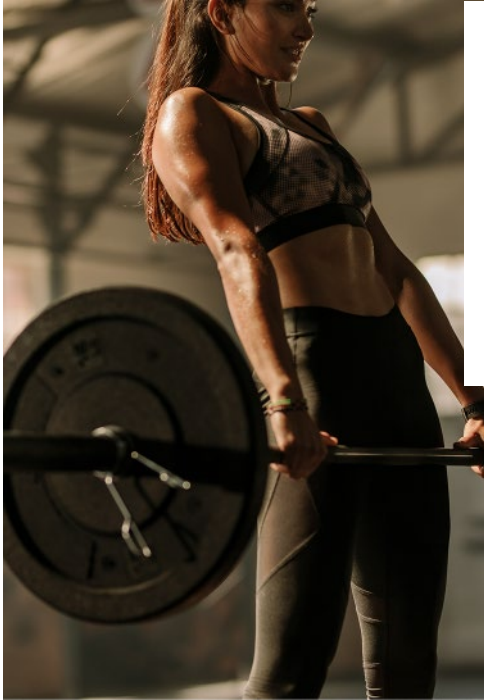
TIME OF YEAR TO RUN A CHALLENGE

The timing of your challenge can significantly impact participation and engagement, so it's essential to align it with your members' motivation cycles and broader seasonal trends. Strategically, here are some key times of the year to consider:



New Year Challenges

Launching a challenge at the start of the year is one of the most effective strategies, as it aligns with New Year's resolutions. Many individuals are highly motivated to set new health and fitness goals in January, making it the perfect time to capture their enthusiasm and commitment. This timing can also help drive new memberships and increase retention by positioning your gym as a supportive partner in achieving their resolutions.



Pre-Summer Challenges

Challenges leading into summer are another excellent option, as participants are often focused on achieving their fitness goals before the warmer months. These challenges can be positioned around the idea of "getting summer-ready" and are especially appealing to those looking for fat loss or muscle toning results in time for beach season.

Mid-Year Challenges

Hosting a challenge in the middle of the year can be a great way to re-engage members during periods of lower motivation or gym activity. For example, mid-year challenges in June or July can help reinvigorate participants who may have fallen off track with their fitness goals or need a fresh sense of purpose.



High-Attrition Periods

Challenges can also be strategically timed to counteract periods of higher gym attrition, such as the transition between seasons or holiday periods. Running a challenge during these times helps maintain member engagement, reduce cancellations, and provide added value to your offerings when participation might otherwise decline.

By choosing the right time of year to run a challenge, you can maximize participation, engagement, and overall success, ensuring that your challenge fits seamlessly into both your members' fitness journeys and the gym's operational calendar.



PRICING

One of the key factors in structuring your challenge is deciding whether to charge members and non-members differently. Charging non-members a higher fee can be an effective strategy, as it helps account for the cost of their membership during the challenge period. For example, you could set the challenge price at **\$199 for members and \$299 for non-members**. This pricing structure not only incentivizes membership sign-ups but also reflects the added value of the club's facilities and support that non-members wouldn't otherwise have access to.

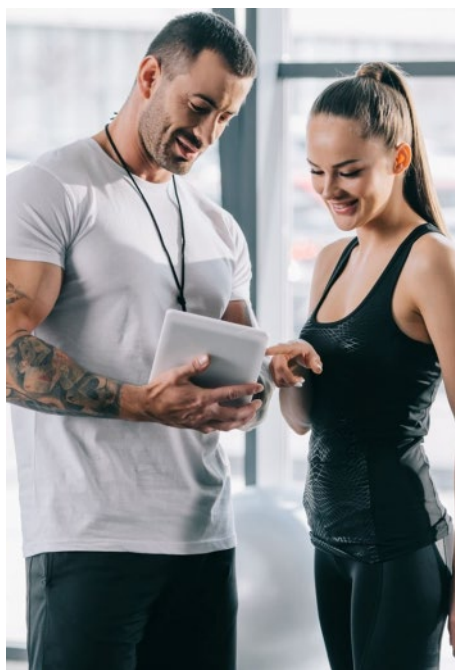
Additionally, offering early bird discounts or special bundle pricing can encourage early registration and boost participation. For instance, you might offer a **\$20 discount** for members who sign up within the first two weeks of registration, or create bundled packages where participants can pay for additional services like personal training sessions, nutrition plans, or merchandise. Bundling services can create more value for participants and increase overall revenue. Another option could be offering group discounts for multiple participants signing up together, which can also increase challenge visibility and encourage word-of-mouth promotion within your club.

By strategically pricing your challenge, you can drive participation while ensuring that both members and non-members feel they are getting a fair and valuable experience.



CONSULTATIONS

Offering personalized consultations throughout the challenge is a valuable way to provide support, track progress, and offer tailored advice to participants. These consultations help participants stay on track with their goals and feel more engaged with the process.



It's a good idea to schedule **consultations at both the start and end of the challenge**:

Start-of-Challenge Consultation:

During the initial consultation, take the time to understand each participant's goals, whether it's fat loss, muscle gain, or improving overall health. This is also an ideal time to provide advice on nutrition, exercise routines, and how they can best use the Evolt 360 scans to monitor their progress. Setting clear expectations and a roadmap for success at the beginning helps participants feel motivated and prepared to tackle the challenge.

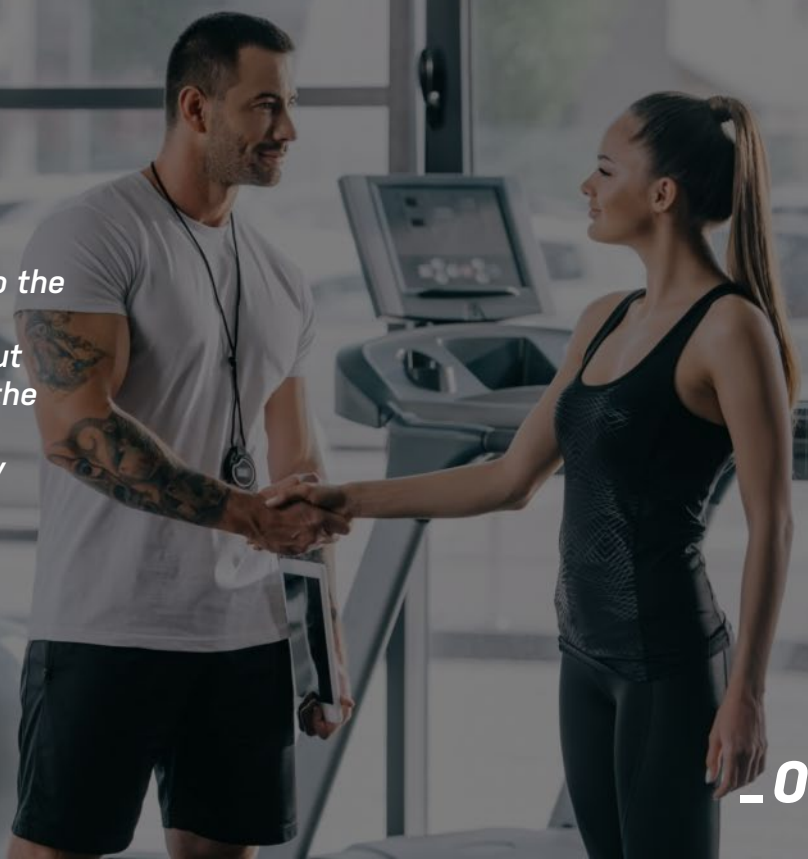


End-of-Challenge Consultation:

The end-of-challenge consultation is a great opportunity to review the results of the final scan and assess how far participants have come in achieving their goals. This meeting allows you to celebrate their progress and provide personalized advice on maintaining or further improving their results. Additionally, it's a key moment to discuss the next steps in their fitness journey.

The end-of-challenge consultation also offers a perfect opportunity to continue members' Evolt 360 scanning journey by recommending ongoing tracking for future goals. You can discuss options for regular scanning as part of a membership package or a post-challenge program, encouraging participants to keep utilizing the Evolt 360 system for continued progress tracking. Offering the chance to schedule future scans helps retain members and fosters long-term engagement with the gym's services, creating an ongoing relationship beyond the challenge.

By incorporating consultations into the challenge structure, you not only provide a higher level of service, but also enhance the overall value of the challenge, helping to ensure that participants have the support they need to succeed.



4. HOW TO SET UP A CHALLENGE IN THE INSIGHTS DASHBOARD

Setting up your challenge in the Insights Dashboard is a straightforward process:

1. Enter your challenge details

1. From the toolbar, select "**Challenges.**"
2. Click "**New Challenge.**"
3. Enter your Challenge Name and Challenge Date Range.

Note: Your challenge period will automatically adjust based on the date range you select. In addition, it's recommended to allow a buffer of one day before and one day after your official challenge dates to ensure all scans are captured. For example, if the first scan is done on February 2nd and the last scan on March 2nd, set your challenge dates to **February 1st** and **March 3rd** to ensure that all scans are included in the challenge.

2. Challenge Code: Create a code for participants to enter into the Evolt Active App to register.

3. Leaderboard Type:

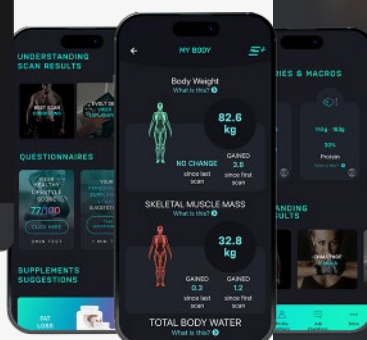
- a. **Standard Leaderboard (Recommended):** Based on body fat percentage.
- b. **Points System:** Choose metrics such as weight loss, muscle gained, body fat percentage c. loss, etc., and assign different weights to these metrics.

4. Note: If you prefer to hide participant rankings, set up the challenge with a points system and change it to a leaderboard at the end.

5. Scan Notifications: Decide if participants should receive reminders for scans.

6. Select Your Participants: If applicable, you can manually add members or use the date range to select them automatically. This option is not available if you are using a challenge code for registration, as participants will be automatically added when they enter the code.

7. Submit: Once all the information is entered, click "Submit" to finalize the setup.



USEFUL INFORMATION:

Create Your Challenge Anytime:

You can create your challenge at any time by simply backdating the challenge. This means that even if you're starting the challenge after it has officially begun, you can set the dates to reflect when the challenge is actually taking place, ensuring that all scans and data are captured accurately. This flexibility allows you to accommodate last-minute registrations or adjustments without disrupting the challenge flow.



Edit Your Challenge Anytime:

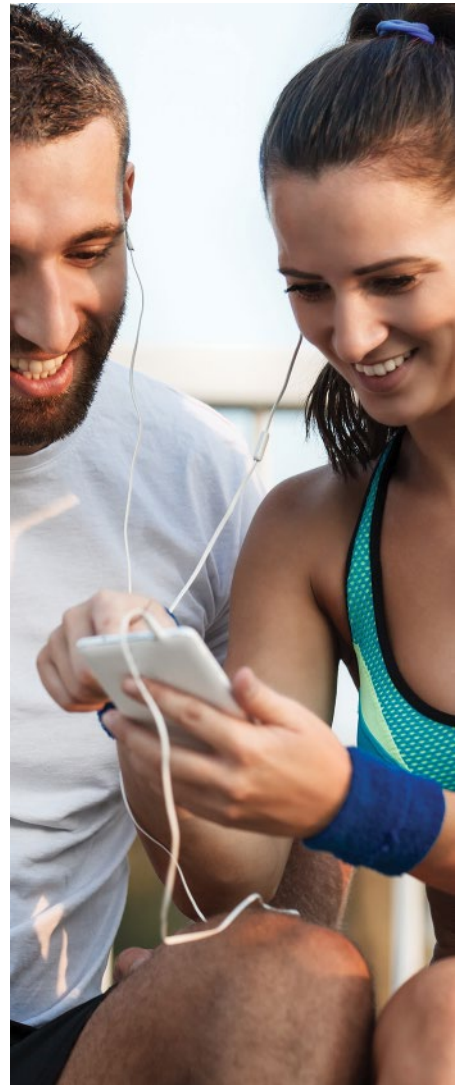
One of the great features of the Insights Dashboard is the flexibility to edit your challenge at any point, even during the challenge period. Whether you need to adjust the dates, update participant details, or modify challenge settings, you can make changes as needed to ensure everything runs smoothly. This flexibility allows you to respond to unexpected circumstances and keep the challenge aligned with your goals, providing a seamless experience for both participants and organizers.

Participant Registration:

You can use **challenge codes** for member registration, making it easy for participants to sign up through the Evolt Active App. When a member enters the code, they are automatically registered for the challenge. However, even if you are using the code option for registration, you can still **manually add participants** by editing your challenge. Simply select one of the following

- **Choose Members between date range:** Select specific members who fit within your chosen date range.
- **Add all Members between date range:** Add all members who joined during the selected time frame.
- **I'll search for Members:** Manually search and add individual members to the challenge.

This ensures that whether members register via the code or are manually added, you can include everyone who wishes to participate, maintaining full control over participant management throughout the challenge.



5. HOW TO ENSURE ACCURATE SCAN RESULTS

1. Pre-Scan Guidelines

Accurate body composition scans are key to the success of your challenge. Follow these guidelines:

Pre-Scan Checklist

Condition	Instruction
✓ Scan at the Same Time	Perform scans at the same time of day (ideally first thing in the morning in a fasted state).
✓ Avoid Exercise Before Scanning	No physical activity before scanning, as it impacts body composition readings.
✓ Consistent Training	Follow the same workout routine to ensure results are comparable.
✓ Diet	Start your challenge diet two days before your initial scan, and make sure to eat the same meals for 24 hours leading up to each scan.
✓ Hydration	Hydrate properly: 2L for females, 3L for males the day prior, plus 500ml one hour before scanning.
✓ Avoid Alcohol/Caffeine	No alcohol 24-48 hours and no caffeine on the day of the scan.
✓ Medication/Supplements	Take as usual and note any changes.
✓ Track Menstrual Cycle	Females should aim for scans during the same menstrual phase.
✓ For PM Scans	Ensure you have fasted for at least 3-4 hours prior to the scan (food in the stomach may be interpreted as fat mass).

LEAN BODY MASS

84.8KG

SKELETAL MUSCLE MASS

54.7KG

BODY FAT PERCENTAGE

9.5%

VISCERAL FAT

LEVEL 1

BIO AGE

26

The First Scan

The first scan is the most critical in capturing accurate and meaningful results for the challenge, as it provides the baseline for assessing progress throughout. To ensure that changes over the challenge period are realistic, it's essential that participants control their pre-scan conditions and maintain consistency each time they scan.

Scan at the Same Time

Key Point

Since most participants will focus on fat loss, they will be in a calorie deficit for the duration of the challenge. To ensure physiological consistency, participants should begin their diet plan at least two days before their first scan. This allows the body time to adjust to the new calorie deficit, stabilizing water and glycogen stores, which helps avoid a significant drop in water weight during the final scan.

Common Mistake

Participants may indulge in a final "blowout" of food and drink right before their first scan, which can artificially inflate their results by increasing water and glycogen levels (thereby boosting muscle mass). It is crucial to educate all participants to avoid this behavior if they want to see true results.

Track Menstrual Cycle

Key Actions:

1. Provide participants with best scan practices.
2. Instruct participants to start their diet plan at least two days before their first scan.
3. Ensure that every subsequent scan is done under the same pre-scan conditions as the first scan, for consistency.



2. How to Correctly Scan on the Evolt

The Evolt 360 provides highly accurate body composition data, but to ensure the most reliable results, it's crucial that the scanning process is performed correctly.

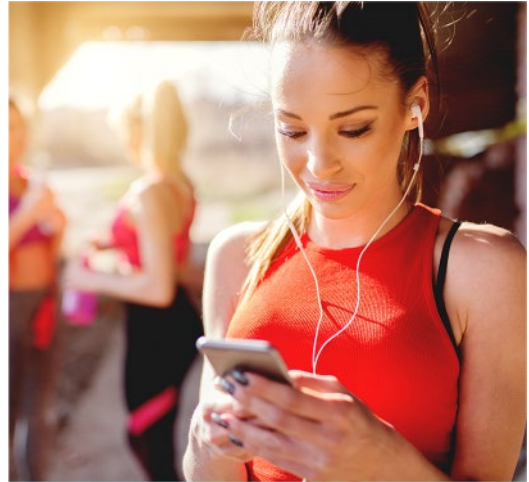
Please watch the instructional video [<CLICK HERE>](#) for a step-by-step guide on using the Evolt 360 scanner effectively. This video provides a visual demonstration of the scanning process, showing the correct techniques and providing tips to ensure you're capturing the best data possible for your members.

6. MARKETING

Effective marketing is essential for driving awareness, engagement, and participation in your challenge. To ensure the success of your challenge, use a multi-channel approach to reach potential participants, both within your club and the broader community. Consider implementing the following strategies:

Email (EDM) and SMS Campaigns

Email and SMS are powerful tools to reach both current and prospective participants. Send targeted campaigns to your member base, highlighting the benefits of the challenge, key dates, and any special offers or promotions. Be sure to include clear calls to action (CTAs) to encourage sign-ups. Personalize the messages where possible to create a sense of exclusivity and urgency, such as "Limited spots available" or "Sign up today and save." Regular updates through these channels can also maintain excitement and remind participants of important milestones



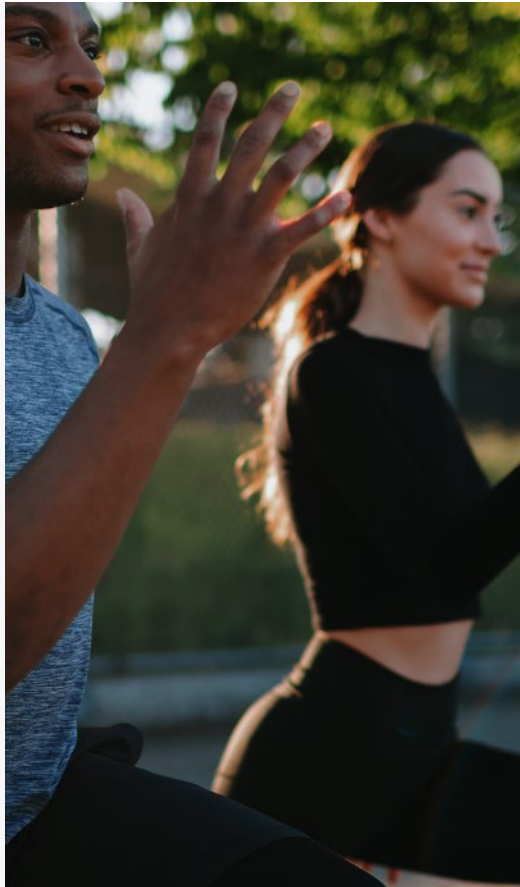
Social Media

Social media platforms like Instagram, Facebook, and TikTok are perfect for generating buzz around your challenge. Create visually appealing posts, including before-and-after transformation stories, behind-the-scenes footage, and teaser videos that show the challenge in action. Share testimonials from previous participants to build trust and credibility. Leverage hashtags relevant to your challenge or industry to increase visibility, and engage with your audience through polls, Q&As, and comments. Consider using Instagram Stories, Reels, and Facebook Events to keep the momentum going with reminders, countdowns, and interactive content. Paid social ads can also be a great way to target a wider audience and attract non-members.

Competitions and Giveaways

Run a contest or giveaway where the prize is a free entry into the challenge. This not only creates excitement but also encourages participation from members and non-members alike. You can incentivize sharing the competition post, tagging friends, or following your social media accounts, which can significantly increase your reach.





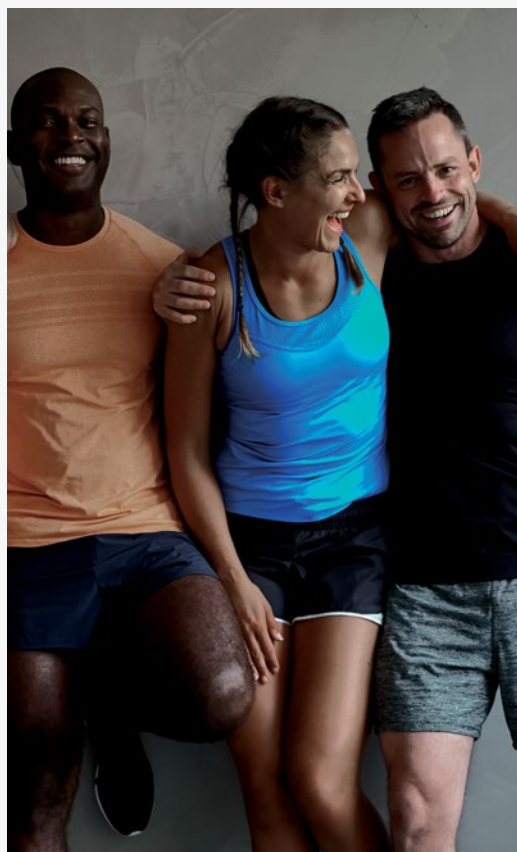
Local Outreach

Increase visibility and attract new participants by partnering with local businesses like cafes, health food stores, fitness apparel shops, or wellness centers. These businesses can help promote your challenge through advertising in-store, on their social media platforms, or via email newsletters. Consider offering mutual promotions, such as featuring your challenge on their channels in exchange for exposure at your club. You could also offer exclusive discounts or incentives to their customers for signing up. By collaborating with businesses that have a shared customer base, you can effectively market the challenge to a broader audience and drive more sign-ups. These partnerships help both parties reach potential participants who are already aligned with the health and wellness lifestyle, making them more likely to engage with your challenge.

In-Club Word of Mouth

Encourage your current members to spread the word about the challenge. Word-of-mouth marketing can be one of the most powerful ways to build trust and bring in new participants. You can make this even more effective by offering referral incentives, such as discounts or prizes for members who sign up friends or family.

To further amplify this, make sure your team members are actively talking to all members about the challenge. Every interaction is an opportunity to promote the event, whether it's during a training session, at the front desk, or in passing. Staff should be well-versed in the challenge details and able to answer any questions members may have. Encouraging your team to lead by example and participate in the challenge themselves can also help generate enthusiasm and demonstrate commitment. When your staff is invested in the challenge, it reinforces its importance and encourages members to get involved.



By using a combination of these strategies, you'll create a comprehensive marketing plan that drives interest, builds excitement, and ensures strong participation in your challenge. Keep the messaging consistent and aligned with the goals of the challenge, and track the effectiveness of each channel to optimize your approach.

7. JUDGING YOUR CHALLENGE

Ensuring Accurate and Fair

Judging your challenge is both exciting and delicate. It's vital to ensure the leaderboard reflects genuine progress, especially when participants may have varied levels of effort and results. This section outlines a clear process for evaluating results with accuracy and fairness.

End Of Challenge Scans

This part of the challenge is incredibly important for all coaches and staff to ensure that all members have controlled their pre-scan conditions, consistent with the start of the challenge scans. This will ensure that most members will get consistent and true results at the end of their challenge.

However, sometimes there can be anomalies. There are two main scenarios that you will see:

Scenario 1.

A member may have lost 8kg in weight, put a lot of effort in for the duration of the challenge, but may have lost 6kg in water from their starting scan to finishing scan.

With muscle being 75% water, this causes a large decrease in muscle on the results sheet and an increase in fat mass. Meaning, that this member is firstly confused and not happy with their scan result, and they will likely not be at the top of your leaderboard in your Insights Dashboard.

Why would this happen?

The member would have completely changed their pre-scan conditions from the start to the finish, may have reduced their carbohydrate intake dramatically causing a large water drop, may not have started their challenge diet two days before the scan as suggested, or if female, in a different phase of the menstrual cycle.

The above reasons all could cause a large water drop in the body, meaning it would decrease muscle and increase body fat on the results sheet.

How to troubleshoot it?

Before sending that member away feeling confused and potentially deflated after putting in lots of effort. Get them to re scan 24 hours later at the same time and to follow these conditions:

- Drink 3 litres of water that day
- Eat a large carbohydrate meal for lunch & dinner that day
- Avoid caffeine
- Avoid alcohol
- Scan before training



When they come in and re-scan, the above conditions should cause an increase in their total body water on the scan, meaning they now get a true reading on their results sheet that reflects their effort and they are in the correct position on the leaderboard.

Scenario 2.

A member may have had an incredible change in body composition (on the results sheet), large increase in muscle, and decrease in fat mass and body fat percentage. But, it just doesn't seem realistic and is confusing. The results are too good to be true!

The first place to check with the results sheet is total body water, it is likely that this member has had a large increase in total body water of 2kg, 3kg or 4kg and with muscle being 75% water, this increases skeletal muscle mass by 2kg, 3kg or 4kg and reduces fat mass the same amount giving a large decrease in body fat percentage. This will put this member towards the top of the leaderboard on your Insights Dashboard.

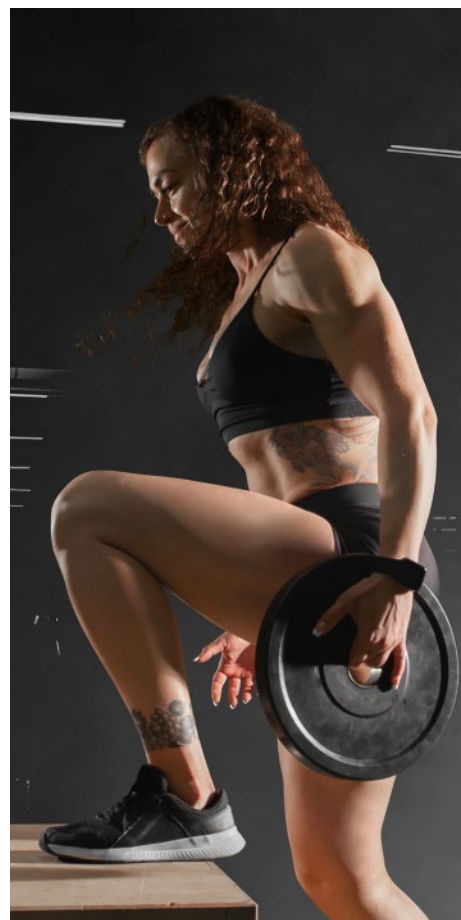
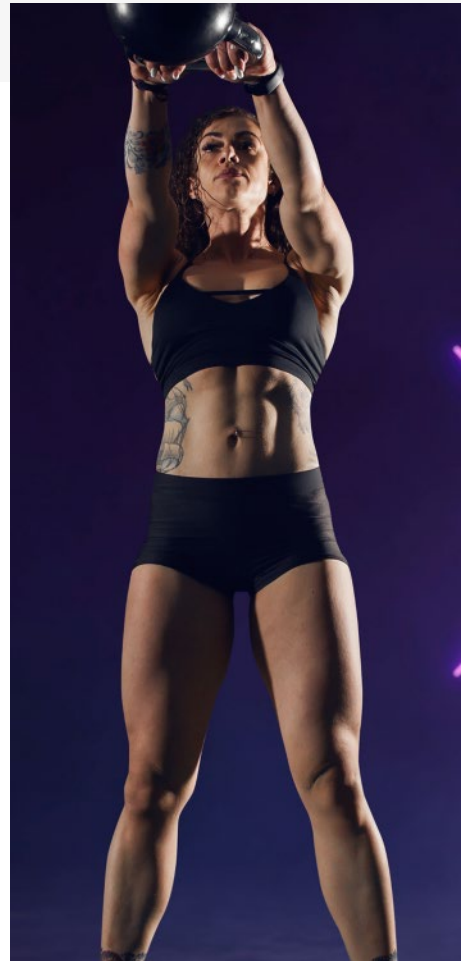
Why would this happen?

The member would have completely changed their pre-scan conditions from the start to the finish, may have increased their carbohydrate intake dramatically the night before their last scan causing a large water increase, may have started taking creatine after their first scan, or if female, in a different phase of the menstrual cycle.

Before sending that member away feeling confused or potentially thinking that they may win the challenge. Get them to re scan 24 hours later at the same time and to follow these conditions:

- Drink 3 liters of water that day
- Reduce carbohydrate intake to 30g that day
- Avoid caffeine
- Avoid alcohol
- Scan before training

When they come in and re-scan, the above conditions should cause a decrease in their total body water on the scan, meaning they now get a true reading on their results sheet that reflects their effort and they are in the correct position on the leaderboard.



Step-by-Step Judging Process

1. Check Total Body Water (TBW) Consistency:

TBW should remain within 1kg of the initial scan throughout the challenge. Skeletal muscle is approximately 79% water, so significant TBW fluctuations can distort muscle and fat measurements.

2. Evaluate Muscle and Fat Changes:

If TBW remains stable, changes in muscle mass and body fat can be considered reliable. For example:

- A 10kg weight loss with stable TBW indicates primarily fat loss.
- Significant shifts in TBW (>1kg) could signal inaccuracies.

3. Identify Unrealistic Gains or Losses:


Be cautious with participants showing extreme results, such as gaining 2kg+ of muscle while in a calorie deficit. These outcomes are unlikely and may stem from TBW changes rather than true composition shifts.

4. Ensure Consistent Pre-Scan Conditions:

Encourage participants to follow pre-scan guidelines (hydration, diet, and exercise consistency) to maintain accuracy.

Red Flags to Watch For

- **TBW Fluctuations Greater than 1kg:** These can artificially inflate muscle gains or skew fat loss readings.
- **Unrealistic Gains:** Building more than 2kg of muscle in a short period is highly improbable, even in a calorie surplus.



By focusing on these steps, you can ensure results are fair and reflective of true progress, maintaining the integrity of the challenge.

8. REPORTS

The Insights Dashboard offers a powerful set of reports that not only allow you to analyze the success of your challenge but also provide an opportunity to celebrate your participants' hard work and achievements. These reports play a key role in reflecting the impact of your challenge, highlighting success stories, and driving engagement for future initiatives.

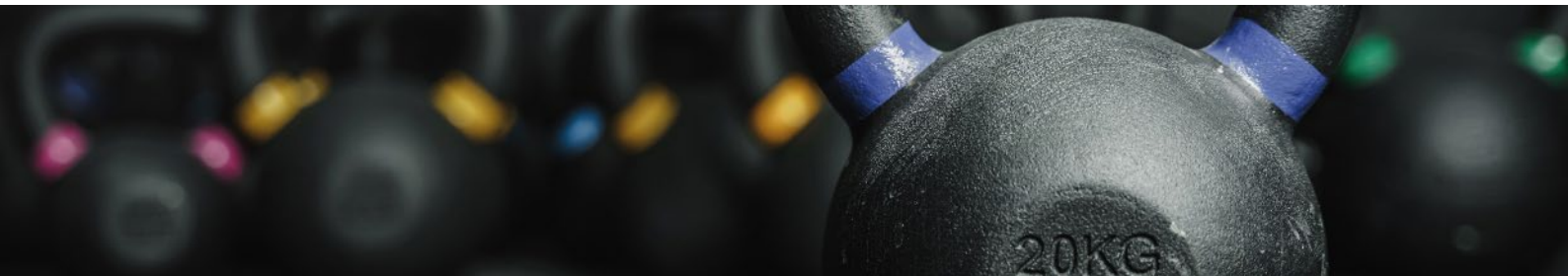
Summary Report

This report provides an aggregated view of the collective results from the challenge, giving you valuable insights into the overall progress of your participants. It's an excellent tool for:

Highlighting Collective Achievements: Showcase the success of the entire group, emphasizing overall improvements in body composition. By sharing the group's success, you can motivate current participants and inspire future participants to join the next challenge.

Positioning Your Club as a Leader: Use the data from the summary report to demonstrate how your club is successfully driving progress among its members. This can help position your club as a leader in fitness and wellness, with solid evidence of tangible results and transformations.

Marketing Future Challenges: The results captured in this report can serve as a powerful marketing tool. Showcasing the impressive achievements of your challenge participants can help build excitement and anticipation for future events. It serves as concrete proof of your club's ability to deliver results, attracting more participants to sign up for upcoming challenges.



Individual Report

This report focuses on each participant's personal progress, providing detailed insights into their body composition changes, fitness improvements, or other relevant metrics. It's a key tool for:

Promoting Community Spirit: By sharing individual milestones and accomplishments, you can foster a sense of camaraderie and support within your club. Recognizing the efforts of each participant can create a stronger community bond and encourage members to continue their fitness journey.

Encouraging Social Sharing: Send participants their personalized reports and encourage them to share their progress on social media. This not only helps them celebrate their success but also serves as a powerful form of social proof that can attract new members to your club. Consider creating custom hashtags or offering incentives for members who share their reports or transformation stories online.

Driving Engagement: Use the individual reports as an opportunity to re-engage participants after the challenge. Share their results with them directly, highlight their progress, and encourage them to continue their fitness journey at your club. These reports are not just about tracking

By effectively leveraging both the Summary and Individual Reports, you can not only celebrate your participants' success but also use the data to market your club, foster a stronger sense of community, and boost engagement for future challenges.

9. SUPPORT

To ensure you have all the support you need, here are some helpful contacts.

Machine Support (Parts, Issues, etc.):

For any technical issues or questions related to the Evolt 360 hardware, including parts, repairs, or troubleshooting, please contact our support team at: support@evolt360.com

Education and Training:

If you need help with anything discussed in this playbook, or any educational content related to the Evolt 360, please reach out to our training team: education@evolt360.com

Insights Dashboard:

For Insights specific support, such as issues with logging in, errors when generating reports, etc., please contact our Insights team at: evoltinsights@evolt360.com





10. CONCLUSION

Successfully running a challenge with the Evolt 360 and Insights Dashboard is a powerful way to engage your members, drive business growth, and foster a thriving fitness community. By strategically planning the challenge, setting clear goals, ensuring accurate scan results, and executing an effective marketing strategy, you can motivate participants and create lasting results. Offering personalized support through consultations and leveraging the Insights Dashboard's robust reporting tools will enhance member experience, drive retention, and position your gym as a leader in health and wellness. With the right approach, your challenge will not only deliver exceptional transformations but will also build excitement for future initiatives and strengthen your relationship with both existing and potential members.

For Further Support & Advice Contact The Team:

clientsuccess@evolt360.com

www.evolt360.com

 evolt360.com    FOLLOW US @evolt360