

IFCS - The ultimate training experience!



How much money should your club be making from training?

Number of members in your club: _____

Goal - percent of members involved in training* X 12%

Projected number of members in training = _____

Average number of times per week clients train X 1.25

Projected number of training sessions per week = _____

Average cost per session (see chart on the right) X \$ _____

Projected amount of training income per week = _____

Average number of weeks per year for training X 50

Projected annual revenue from training! = \$ _____

**Industry average is between 3% - 4%.*

Average Cost per Session per Geographical Region

New England	\$52
Middle Atlantic	\$52
E. North Central	\$45
W. North Central	\$42
South Atlantic	\$43
E. South Central	\$43
W. South Central	\$47
Mountain	\$40
Pacific	\$40
California	\$54

Metropolitan areas, add 10%. If your average rate is higher, use your rate.

GEOGRAPHIC REGIONS

NORTHEAST

New England
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Middle Atlantic

New Jersey
New York
Pennsylvania

NORTH CENTRAL

East North Central
Illinois
Indiana
Michigan
Ohio
Wisconsin

West North Central

Iowa
Kansas
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

SOUTH

South Atlantic

Delaware North Carolina
Florida South Carolina
Georgia Virginia
Maryland West Virginia

East South Central

Alabama Mississippi
Kentucky Tennessee

West South Central

Arkansas
Louisiana
Oklahoma
Texas

WEST

Mountain
Arizona
Colorado
Idaho
Montana
Nevada
New Mexico
Utah
Wyoming

Pacific

California
Oregon
Washington

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