



Going Digital:

The biggest problems you'll face with most workout formats...and how the right online training model overcomes them all.

Contents

Executive Summary	3
The Influence of the New Age Fitness Consumer	4
Overview of the Digital Fitness Market and Online Training	5
Keeping your Fitness Brand Relevant in the Digital Age	6
The Conundrum for Traditional Content Providers	7
Structuring a Successful Business Model That Aligns With the Demands of Today's Consumer	8
TriadXP: Go Digital FAST and Discover the True Potential of Your Content	9
Case Studies: Bo Jackson Elite Sports (BJES)	10
Case Studies: The Laura Tarbell Collection	11
Case Studies: Stew Smith's Workout Programs	12
Buyer's Guide	13
Conclusion	14
Ready to Get Started?	15
About TriadXP	15

Executive Summary

People are always looking for new ways to feel fitter, look better, live longer. And like many other facets in our culture, the way consumers approach fitness has evolved over time.

Where once these consumers were satisfied with using traditional fitness mediums, such as books, PDFs, blogs, etc., they are increasingly turning away from these formats, favoring instead the convenience, guidance, tracking and portability that in-app exercise programs have to offer.

More specifically, these consumers want digitally delivered workouts that they can perform anytime, anywhere, and on any mobile device. They want to be guided and inspired by experienced fitness professionals and have access to meaningful and result-driven content from authors and publishers. They demand a convenient and customized experience and ways to log and track their progress every step and rep of the way.

In recent years, the fitness industry has been driven significantly by advances in mobile functionality and the availability of dynamic content. This is the way consumers want to access and use fitness content and this is evidenced by the impressive growth in the market. In the U.S. alone, the number of fitness app users has grown from 62.7 million in 2018 to 87.4 million in 2020¹.

The trend is also being driven by fitness professionals taking advantage of the new technology at their disposal. From private personalized online training to live video streaming workouts, more and more fit pros are embracing

the opportunities that this technology brings and targeting new audiences that were previously unavailable to them.

But for providers of premade workouts and programs, such as PDFs, books, blogs, etc. who have, by design, zero client interaction and no means to easily reach digital fitness goers, leveraging this trend presents a number of challenges.

Fitness professionals, publishers and authors with premade workouts and programs all have one thing in common; they need to find a way to make their premade programs available to consumers via download, accessible on mobile devices, and all of this without any client interaction.

None of the online personal training solutions being harnessed by fit pros today address the needs of providers whose content is currently incompatible with mobile technology, and who also lack the time, money or technology to compete in a digital market.

Should providers of premade programs and workouts simply abandon the content they have worked so hard to create and which is still just as relevant and engaging to their audience as it has always been? Or, is there a route to market that uses the same great content but in a dramatically different way?

In this whitepaper, we show providers of premade workouts and programs how to structure a successful business model capable of converting their content into in-app workouts, reaching more digital fitness goers, and creating a sustainable passive revenue stream.

The Influence of the New Age Fitness Consumer



The new age fitness consumer is fiercely independent and knows exactly what they want from a fitness app. They favor apps that allow them to conveniently manage their health, give them access to information when and where they need it and the essence of the fitness studio in the palm of the hand.

They want the freedom to work out as they choose and have access to a wide assortment of mobile-exercise programs from a variety of fitness specialists and a hassle-free training experience whether they are training at home, in a gym, or on the beach. They also want apps that fit unpredictable schedules and which help them to set goals and train consistently.

And the market has responded. Fitness app development is one of the fastest-growing segments in the fitness industry today. In the first quarter of 2020, the number of downloads of health and fitness apps reached 593 million². By drilling down into this data even further, we discover that 73% of these downloads are apps that allow users to perform and track their workouts on their mobile devices.

Conversely, this upturn in fitness app availability and functionality, has heralded a downturn in consumers using traditional workout formats, such as books, PDFs, blogs, etc. Instead, they are turning to the apps that give them the freedom, variety and accountability they crave.

We are living in an age where consumers increasingly demand mobility to be built into the services they use. For fitness professionals, authors and publishers with premade workouts and programs, addressing this need is no longer about differentiation. It is a necessity. Therefore, it is little wonder that so many fitness brands are going mobile and experiencing the many tangible benefits connectivity and mobile technology has to offer.

Overview of the Digital Fitness Market and Online Training

When it comes to digital disruption, few industries have experienced such a metamorphosis as the fitness industry. From the rise of aerobic workout videos and commercial gyms to boutique studios and personal training, the fitness industry has experienced a steady but targeted transformation to meet the demands of consumers

Technology has played a big part in accelerating this transformation, with top brands such as Nike, Apple, and Peloton introducing digital offerings to meet consumer demand. They saw an opportunity to capitalize on the big changes happening throughout the industry and grabbed it, working quickly to create new business models in response.

But this market isn't reserved for tech giants or big box gyms. Technology has levelled the playing field and opened opportunities for smaller, forward thinking fitness brands ready to diversify and stake their claim in this thriving market. From private personalized online training to live video streaming workouts, more and more fitness professionals are building new business models and giving consumers the experience they demand and expect.

These advances in technology and new offerings have empowered consumers to become more health conscious and acutely aware of just what is possible to do on their mobile devices. As a result of consumer awareness and demand, the physical activity economy reached \$828 billion in 2018, and is expected to surpass \$1.1 trillion by 2023³. From fitness apps and wearables to live streaming of classes and online personal training, consumers trust this technology to get them where they want to be.

The future is undeniably digital. To stay relevant in this increasingly connected world and get ahead of the curve and the competition, fitness professionals, publishers and authors with premade workouts and programs need an edge. That means considering the demands and expectations of their audience, exploring the opportunities, and moving quickly and strategically to meet them.



Keeping Your Fitness Brand Relevant in the Digital Age

Establishing differentiation is critical in a marketplace as crowded as the fitness industry. Finding new and unique ways to sell products and drive consumer lifestyle choices should be top priorities for any fitness brand looking to make its mark. As more people become health conscious and aware that fitness should be a way of life, fitness brands should strive to find ways to cater to their wants and needs and maintain brand relevance and loyalty.

The fitness app benefits for fitness professionals, authors and publishers are tangible, scalable, and absolutely achievable, even in a market where competition is fierce. When a successful fitness program, previously impossible to access on a mobile device suddenly goes digital, it has the power to reach a dramatically larger audience, bring in more revenue, and encourage brand growth and relevance.

With the right solution in place, you can:

Capture market share quickly:

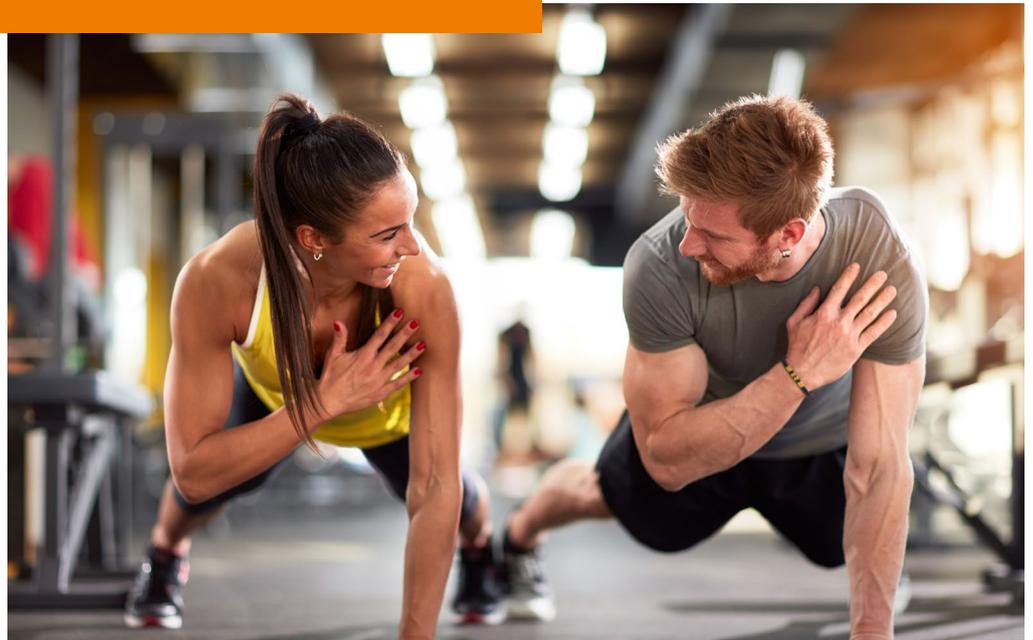
If you don't do it, you can bet your competitors will. Acting quickly will help you to find your place in the market and take advantage of the shift in consumer behavior.

Create new products and reach more consumers:

Mobile workouts create new revenue streams for your content that make money for you while you sleep. They give your audience what they are looking for and get your brand and content noticed.

Build a strong partnership:

Finding a partner that takes care of the heavy lifting and technical know-how will help you save time and focus on growing your audience and brand.



The Conundrum for Traditional Content Providers

For traditional content creators and providers, it's always been common practice to provide fitness plans for their clients to follow at home or in the gym. These plans may be available as a written program, a video download, or a workout in blog, book, or magazine format. These formats have all worked well in the past, but no longer cater to the needs of today's consumer.

- People don't want to constantly reference a book, printed paper, or digital PDF when they are working out.
- Even videos require the user to constantly engage with technology that interferes with the overall workout experience.
- These formats also require the user to use separate tools to log and track their performance.

What this means for fitness content providers is that it's no longer good enough to simply have great content. They have to deliver their content in a way consumers want to consume it. This is evidenced by the growth in fitness app users from 62.7 million in 2018 to 87.4 million in 2020 in the U.S. alone. And, exacerbated by the COVID-19 pandemic which drove worldwide fitness app downloads to a staggering 656 million in the second quarter of 2020. These trends make the digital fitness market and its consumers the fastest growing segment of the \$600 billion global fitness and wellness market⁴.



It's obvious that the future of fitness is shaping up to be predominately mobile. What isn't always obvious is how to get there. To corner the mobile market efficiently and cost-effectively, traditional content providers need to find the leanest and fastest route by considering the options available to them.

Most fitness professionals will already be aware of the most likely ways to target the mobile market. They may have explored an online training model that allows them to replicate the in-person experience. Perhaps they have considered building a live channel featuring live video streaming workouts or online group personal training.

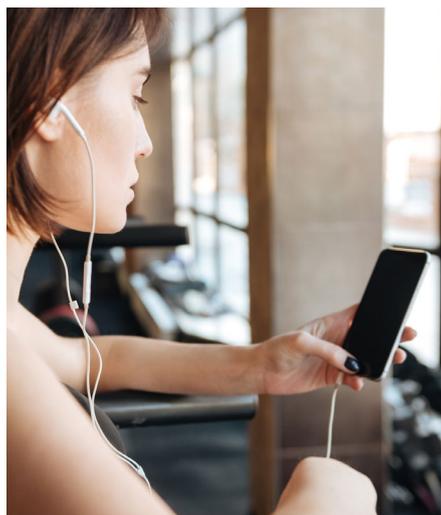
These solutions are highly effective and have their place, but for fitness professionals, authors and publishers with premade workouts and programs and who lack time, money and know-how, these solutions present several challenges and barriers to entry:

- **Compatibility:** Most premade content is not mobile-ready and will need to be converted to a compatible format that supports audio and visual guidance and performance tracking and portability.
- **Distribution:** Once converted, content will need to be made available through a digital distribution channel that allows consumers to find and purchase this content.
- **Use:** Once purchased, users will need a mobile app on which to perform and track their workouts.

So, how do traditional fitness content providers with premade workouts and programs compete in this fast-growing, very dynamic digital market? How is it possible to enter the market without the time, money or technical know-how? And, are on-demand and connected virtual training experiences the only way to reach these digital consumers?

Structuring a Successful Business Model that Aligns with the Demands of Today's Consumer

Imagine the possibilities for your fitness brand if your PDF, ebook, blog, spreadsheet or printed workouts were available for users to follow, track, and customize on any mobile device. Sounds complicated, right? But with the right business model and solution, this content could be quickly converted into high quality in-app workouts that can be performed and tracked on any mobile device. It's just a question of finding the right business model.



Perhaps you have already tried to “go mobile” but found the solutions you have tried or considered have brought you to a dead end. For example, recreating your content to fit interactive delivery models requires studio time, is expensive and requires client interaction.

Maybe you have considered creating your own app only to be put off by high costs, development time, and the complexities of content conversion.

Or perhaps, you have had no choice but to do nothing because you feel completely out of your depth and don't know quite where to turn.

Solving the conundrum for providers of premade workouts and programs requires a new approach and a solution that not only addresses the common problems discussed but which also introduces new opportunities that may not have been explored.

What is required is a solution that offers:

- **Conversion:** A fast way to convert premade content into dynamic in-app workouts and programs that are compatible with any mobile device. At the same time, this content is optimized with voice and visual guides that give the user an uninterrupted workout experience.
- **Online Distribution:** All workouts and programs should be made available for purchase on a full-featured ecommerce website capable of handling transactions and distributing in-app workouts to mobile devices.
- **Mobility:** Once purchased, users will need a mobile app on which to perform and track their workouts.

What we have here is a complete end-to-end solution and tangible business model that will work for any premade workouts and programs currently trapped in books, PDFs, blog posts, spreadsheets, etc. Once set free as in-app workouts and optimized with voice and visual cues, your programs have the potential to make money and grow your brand while you sleep.

By converting premade workouts and programs into in-app workouts, trainers, authors,

and publishers can complement their existing online or off-line businesses with a passive revenue stream that requires little to no time, money, or technology know-how on their part.

If you are a fitness professional, author, or publisher and already have workout content, you could be halfway towards optimizing and monetizing that content and making it widely available to a massive mobile audience. Your content has no doubt worked well for years and

you are proud of what you have achieved. But ask yourself this. Could that content be working harder for you?

What if you could spend one hour of your time and go digital in a week or less using your existing content. Even better, what if you could do this without any technical knowledge and for as little as \$70?

TriadXP: Go Digital FAST and Discover the True Potential of your Content

If your fitness content is 'trapped' in hard to follow and impossible to track formats such as PDF, ebook, Word, or spreadsheets, it's time to set it free. TriadXP helps you to discover the true potential of your fitness content by making it app-compatible FAST.

We have developed the services, tools, and technology to help you to go digital in a day. Our platform does all of the hard work for you, converting your content and publishing your workouts on our storefront, ready for consumers to buy online and perform and track on the free TriadXP mobile app.

In fact, our conversion process is so fast and efficient that it's easier than making an audiobook. For busy fitness professionals, publishers and authors, it's the perfect solution to the premade content problem. For the consumer, it's as easy as buying, downloading, and performing their new workouts whenever and wherever they are. Plus, they get engaging voice and visual guidance and the ability to track and log every single workout.

When we make your content mobile-friendly, we instantly make it available to the millions of tech-savvy consumers looking for fitness apps and tracking tools to help them reach their goals. With your new mobile-exercise programs, you can challenge, inspire, and motivate your followers with workouts they can log, track, and customize.



How it works:

You Provide the Content We Convert It

We know you're busy. So, all you need to do to get started is share the text of your workouts and any associated graphics with us. We'll then get to work, quickly turning them into in-app voice and visual exercise programs that we can promote, sell, and distribute to consumers. You retain the rights to your content and save time you might have spent struggling with technology or recreating the workouts in a new format.

We Help You to Promote and Sell Your Programs

We provide the links and tools to market your programs on your website and social channels and sell it on our

online store, TriadXP.com. Your new workouts and programs will be available for consumers to find and buy in as little as a day and start performing them immediately using our free world-class app. There are no transactions to process and no service maintenance to worry about.

You Grow Your Audience and Create a Passive Revenue Stream

Once we set you up, you'll earn 70% royalties and enjoy a completely passive source of income and followers. Working with us requires no setup or special skills. Get back to doing more of what you love, creating more great content and taking your business an even higher level.

Case Studies: Bo Jackson Elite Sports (BJES)

To prove that TriadXP is able to convert and optimize any workout program, we have put together a series of compelling micro case studies. Each case study illustrates a different scenario and features fitness professionals who are now enjoying the many benefits that TriadXP has to offer.



**THE OHIO STATE
UNIVERSITY**

WEXNER MEDICAL CENTER

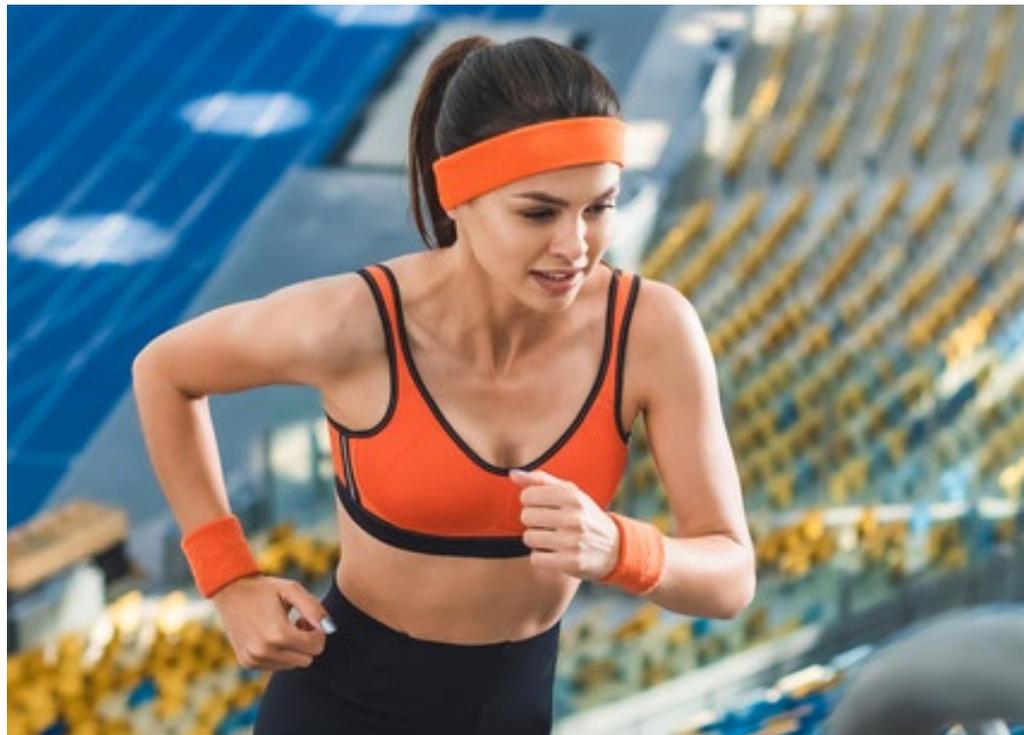
Bo Jackson's
ELITE SPORTS
TRAINING ATHLETES INSIDE-OUT

Bo Jackson Elite Sports (BJES)

Bo Jackson Elite Sports (BJES) is renowned as one of the leading indoor sports training centers in the country and for creating unique and rewarding opportunities for turf sport teams and individual athletes.

When schools closed down due to the COVID-19 pandemic, BJES could not reach students in person and had no digital platform on which to host virtual sessions. Within just 24 hours, our service and platform converted three Excel spreadsheet workouts into audiovisual in-app exercise routines. Students were able to download these routines to their mobile devices and use them to stay in shape and track their performance during the lockdown.

Since we converted this content for BJES we have continued to work with them, creating do it yourself workouts for 27 schools and tactical training programs for the county sheriff's department.



Case Studies: **The Laura Tarbell Collection**



The Laura Tarbell Collection

Personal trainer, nutritionist and pilates instructor, Laura Tarbell's one-of-a-kind, hybrid workout programs have a strong following. Featuring muscle-building, running and pilates workouts, these programs have helped thousands of people to achieve their fitness goals.

We converted Laura's Tread'n'Tone programs and her Beginners Resistance Training Guide, 84 workouts in total, within days of receiving her content, and transformed them into audio-visual guided mobile exercise programs that can be performed indoors and out. Used in conjunction with the free TriadXP app, users get access to a personal dashboard, systematic results tracking, workout summaries and a workout log.

Laura's running programs especially, have leveraged the power of mobile as they allow users to follow the program hands-free outdoors using the GSP on their mobile device. For Laura, this has not only liberated her content but activated a passive revenue stream that makes money without any additional effort on her part.



Case Studies: **Stew Smith's Workout Programs**



Stew Smith's Workout Programs

As a best-selling fitness author and ex-Navy Seal, Stew Smith's programs focus on preparation for professions that require a fitness test and the ongoing training that follows. When peak fitness could mean the difference between life and death, Stew's programs are second to none.

We took Stew's extensive collection of text-based fitness content and converted it into dynamic mobile workout programs that his audience could perform, log and track on their mobile phones. From his 90-day cardio programs to his FBI Fitness Test Workout, nearly 300 workouts, and exercise videos and imagery were converted within weeks of being provided and made available on our storefront and free app. Stew also markets the TriadXP fitness app version of his programs on his own website and social channels to engage his base and continues to add more programs monthly.



Buyer's Guide

The fitness industry is saturated with fitness apps and competition is fierce. The good news is that consumer demand is gaining momentum year on year. You don't need to be a big box gym, have limitless capital, or even any technical know-how to capitalize on the phenomenon. You just need to choose the right solution.

When considering a platform that will convert, digitize, and monetize your existing workout content, there are a number of features and benefits to look out for.

Conversion

- **Fast Conversion:**
The platform and services you select should be able to convert and publish your content quickly for you from any source, especially when you need it mobile in a crisis.
- **A Complete End-to-End Service:**
A platform that manages everything on your behalf, from conversion through to marketing and royalty payments will leave you free to focus on your clients and creating more great content.
- **Access to Exercise Content:**
Choose a service that gives you access to hundreds of exercise video illustrations when you don't have your own.

Technology

- **A Powerful Platform:**
Whether your workouts are simple or complex, the platform you choose should be able to support the conversion, e-commerce, and mobility of your workouts and programs.
- **Ongoing Enhancements:**
Only select a platform and app that prioritizes the user experience through ongoing technical features, enhancements and updates.
- **Full Featured Mobile App:**
Consumers are looking for workouts with more voice and visual cues and less interaction with their phone.
- **Innovation and Scalability as Standard:**
You need a platform that will allow your business to scale and give you access to the latest tools and technologies.

Partnership

- **A True Partner:**
Choose a partner, not just a platform, someone whose interests are aligned with yours, and not just about getting your subscription fee.
- **Transparent Pricing and Payment Structure:**
Choosing a platform that offers transparent pricing and a generous royalty structure will ensure there are no hidden costs and that you are paid fairly.
- **24/7 Access:**
Ensure your audience has 24/7 access to your workout content, both on an online store and on their mobile app.
- **Dedicated Support:**
Select a provider that offers personal service and dedicated support from conversion through to publication and beyond.

When you select the right technology partner and platform, you instantly gain access to the services, tools, and technology that will take your business in the right direction. Moving forward and working together, you can continue to create new products, reach new people and discover new ways to make money.

Conclusion

According to a new report by Reports and Data4, the global Fitness App market is forecast to reach USD 14.64 Billion by 2027. Consumers are driving this revolution, shifting their focus from text-based workout material to mobile exercise programs they can perform anywhere, any time and on any mobile device. To stay relevant is to take action and meet these needs.

Mobile fitness apps are helping millions of consumers the world over to manage their fitness goals, promote healthy lifestyles and track their progress when and where they need it. These tools are being adopted as quickly as they are being developed and are revolutionizing the fitness industry and

influencing how consumers interact with fitness content.

Furthermore, the COVID-19 pandemic has initiated a seismic shift of consumers anxious to maintain their fitness while gym closures and social distancing measures prevent them from following their usual routine.

For forward-thinking fitness professionals, authors and publishers that don't want to get left behind, TriadXP provides the solution. We give you the services, tools and technology to create exciting new in-app products that will drive your brand forward, keep you relevant with your target audience, and quite literally help you to make money while you sleep.



Ready to Get Started?

With millions of consumers shifting to at-home exercise via apps and the internet, there has never been a better time to convert your content into visual and voice-guided in-app workouts. TriadXP makes it easier than ever to optimize and monetize your content without building an app or breaking the bank. Our solution takes care of everything for you so that you can focus on creating more great content and taking your business even higher.

We remove the barriers that are currently stopping you from reaching this thriving market and solve the problems that are currently holding your brand back. The best part? You can go digital in a day for as little as \$70, reach the mobile millions without building a mobile app, and experience exponential growth while we do all the hard work on your behalf.

Ready to get started?

About TriadXP

TriadXP was founded in 2018 and aims to be the world's largest mobile-exercise publishing and retail platform. Our first priorities have been to build a robust and scalable cloud-based platform on which to convert, create, host, manage and sell in-app workouts and to develop a mobile app for users to perform, log and track these workouts on any mobile device.

We help fitness professionals to turn books, ebooks, PDFs, blogs, spreadsheets, and any text-based content into video and voice-guided in-app workouts that can be purchased from our store and performed on our free TriadXP app.

Our clients range from independent trainers to fitness publishers seeking a fast, inexpensive, and hassle-free way to make their text-based workout content available on mobile devices without recreating them or building a fitness app.

www.triadxp.com
info@triadfitnessgroup.com
Dublin, OH 43017

