



# The DOs & DON'Ts for Fitness Center Operations

*John Comereski*

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## **The DOs & DON'Ts for Fitness Center Operations** John Comereski

This comprehensive manual on how to run a fitness center describes sensible practices that many successful health clubs follow all the time—with great results. The information is appropriate for gyms and fitness centers of any size or type, including multipurpose clubs, medical fitness centers, specialty clubs, and more. Topics include: member acquisition/marketing, member retention, fitness staff, financial/accounting staff, front desk/reception, group fitness, management, child care, aquatics staff, cleaning crew, and wellness/transition coordinator.

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