



2018

# How to Make Money with Your InBody

Insights and tips on how you can use your  
InBody to improve your bottom line with  
real-life case studies from current customers





**As trainers and fit pros...  
you want to look for solutions  
that are going to give you an ROI  
and keep your clients  
and members happy.**

**I believe InBody is  
an incredible solution.**

TODD DURKIN  
Personal Trainer of the Year  
Owner of Fitness Quest 10

## TABLE OF CONTENTS

- 04 **An Introduction**
- 05 **What is InBody?**
- 06 **The InBody Result Sheet**
- 07 **Maximize Your ROI**
- 08 **Method 1: Charge Members to Take an InBody Test**
- 09 How Larry Conner Created A New Revenue Stream
- 10 **Method 2: Attract More Members**
- 11 How Bryce Henson Used InBody to Grow His Business
- 12 **Method 3: Improve Retention and Validate Services**
- 13 How Jim Crowell Creates Credibility to Improve His Retention Rate
- 14 How Todd Durkin Keeps His Clients Happy and Coming Back
- 15 **Contact Us**

## AN INTRODUCTION

YOUR INBODY DEVICE WILL HELP YOU CARE FOR, GUIDE AND TRAIN YOUR CLIENTS IN WAYS THAT WERE NEVER BEFORE POSSIBLE. BUT DID YOU KNOW YOUR INBODY CAN HELP YOU MAKE MORE MONEY IN YOUR BUSINESS? THIS E-BOOK WILL SHOW YOU WAYS YOU CAN INCREASE YOUR REVENUE AND GIVE YOU EXAMPLES FROM PEOPLE WHO ARE ALREADY USING INBODY TO INCREASE THEIR BOTTOM LINE.

IF YOU HAVE ANY QUESTIONS, YOU CAN EMAIL [LEARN@INBODYUSA.COM](mailto:LEARN@INBODYUSA.COM) AND AN INBODY SPECIALIST WILL RESPOND SHORTLY.

IF YOU'RE READY TO LEARN HOW TO MAKE MORE MONEY BY USING AN INBODY DEVICE, SKIP TO [PAGE 7](#).





## What is InBody?

InBody is a biomedical device manufacturer founded in 1996 in South Korea by Dr. Cha. Since then, InBody has opened five more international branches in Japan, USA, Malaysia India and Europe. InBody works with distributors in over 60 countries and has become a worldwide leader in body composition analysis.

InBody began in the healthcare industry as medical professionals saw the value in how InBody produced **highly correlated results to gold-standard methods** at a lower cost and faster time. Trusted by many hospitals and universities, InBody provides vital body composition data so that doctors are able to help patients in a more customized way. Because of its popularity in the medical field, these research-grade devices have **recently made their way into the fitness industry** to transform how trainers coach their clients into healthier lifestyles.

Today, hospitals, nutrition centers, and gyms alike count on the InBody to bridge the understanding between a client's bodily changes and a professional's instruction.



# The InBody Result Sheet

InBody devices produce a detailed report called the InBody Result Sheet. Outputs include:

## **VISCERAL FAT ANALYSIS**

Understand how much fat is surrounding your client's organs. Visceral fat levels above 10 are associated with increased health risks.

## **BASAL METABOLIC RATE**

Easily advise your clients about their nutrition by understanding how many calories they burn per day while at rest.

## **SEGMENTAL ANALYSIS**

Know how many pounds of muscle and fat are in each segment (right arm, left arm, torso, right leg and left leg). Identify imbalances between corresponding segments and work to minimize any asymmetry.

## **BODY COMPOSITION HISTORY**

Monitor your client's weight, muscle mass and percent body fat from previous tests to measure progress.



Track your client's weight, muscle mass and percent body fat from previous tests to measure progress with the InBody Result Sheet.





## Maximize Your ROI

We understand that purchasing an InBody device is a big investment. That's why it's important you maximize your ROI.

Gym operators and personal trainers say they've been able to keep more members and attract new ones after buying their device.

On the following pages, you will find real-life examples of ways our clients are using their InBody devices to make more money.

**We rolled [the InBody] out across... our gym [and] we were able to monetize it right out of the gate.**

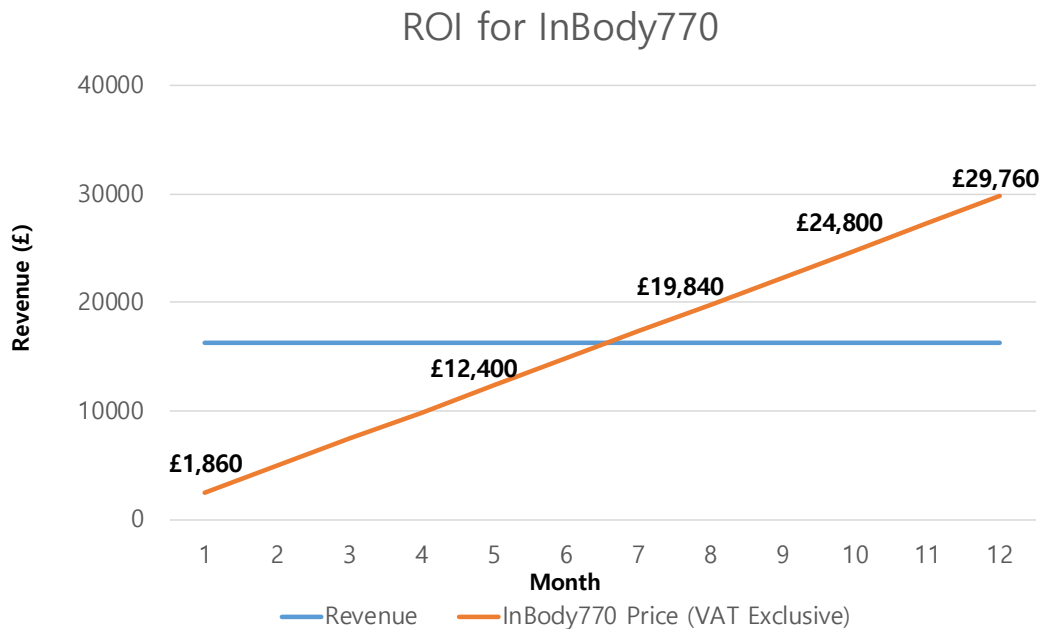
RICK MAYO  
Owner of Alloy



# Method 1: Charge Members to Take an InBody Test

InBody owners are charging an average of **£20 per test on an InBody 270**.

The orange line in the graph below shows your potential returns if you charge £20 per test and test two people per day. The blue line shows the cost of an InBody 270 VAT exclusive. In less than four-and-a-half months, InBody owners can start profiting off their device, creating an additional stream of revenue for their business.



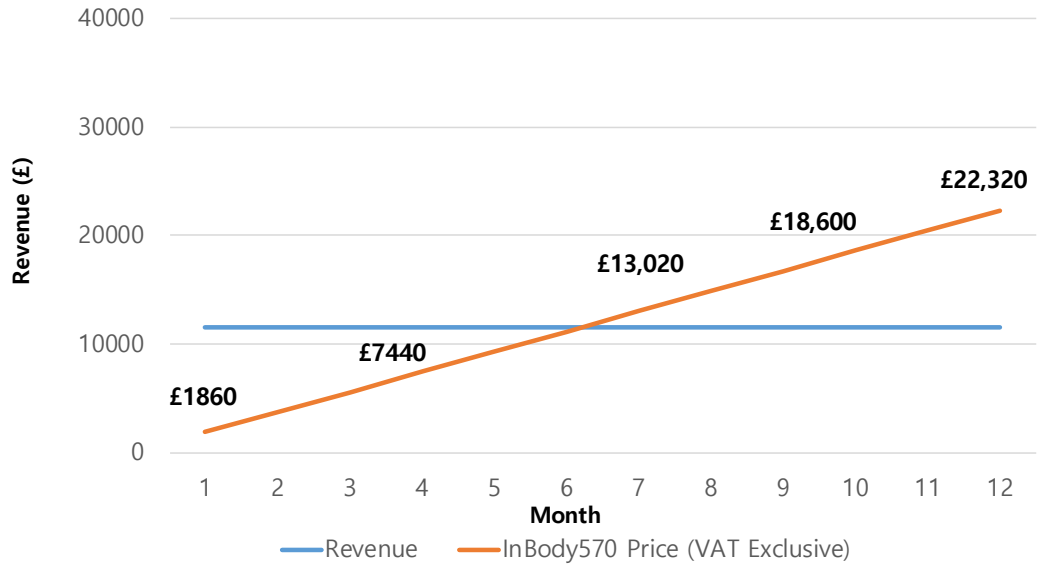
InBody owners are charging an average of £30 per test on an InBody 570.

The orange line in the graph below shows your potential returns if you charge £30 per test and test two people per day. The blue line shows the cost of an InBody 570 VAT exclusive. In less than six-and-a-half months, InBody owners can start profiting off their device, creating an additional stream of revenue for their business.





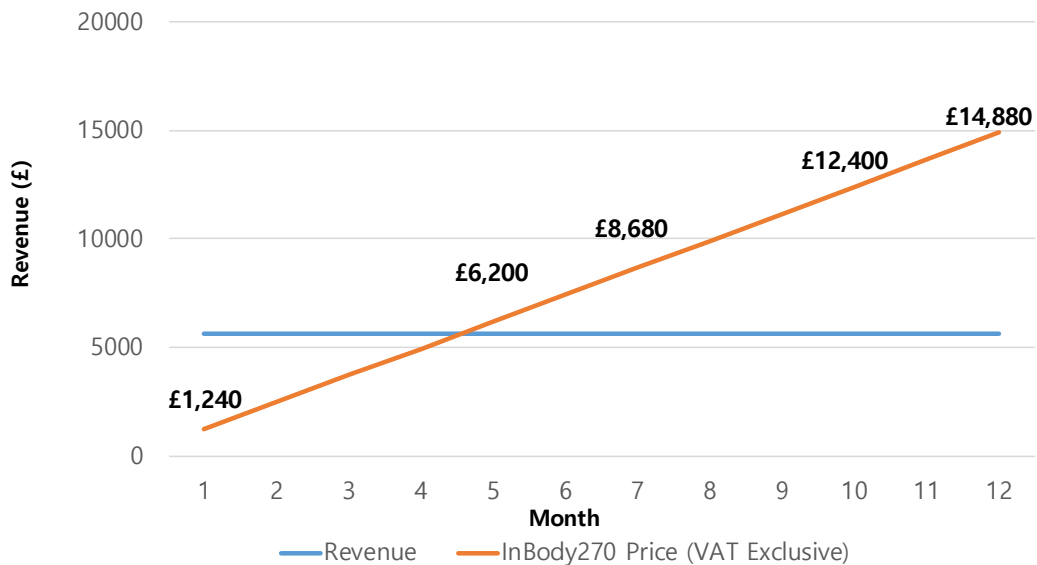
## ROI for InBody570



InBody owners are charging an average of £30 per test on an InBody 570.

The orange line in the graph below shows your potential returns if you charge £30 per test and test two people per day. The blue line shows the cost of an InBody 570 VAT exclusive. In less than six-and-a-half months, InBody owners can start profiting off their device, creating an additional stream of revenue for their business.

## ROI for InBody270



# Method 2: Attract More Members

Our clients use their InBody devices to attract members to their facilities in different ways. Here are some tactics that work:

## 1 OFFER A FREE TRIAL

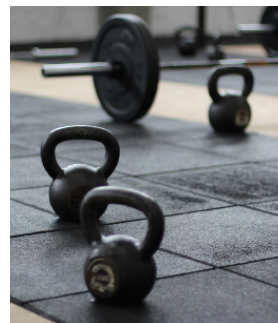
On the first day of the trial, give a potential member an InBody Test and analyze the results for him or her. On the last day of the trial, provide a second test. Show the progress he or she has made at your facility. Chances are **you've turned a potential member into a new member.**

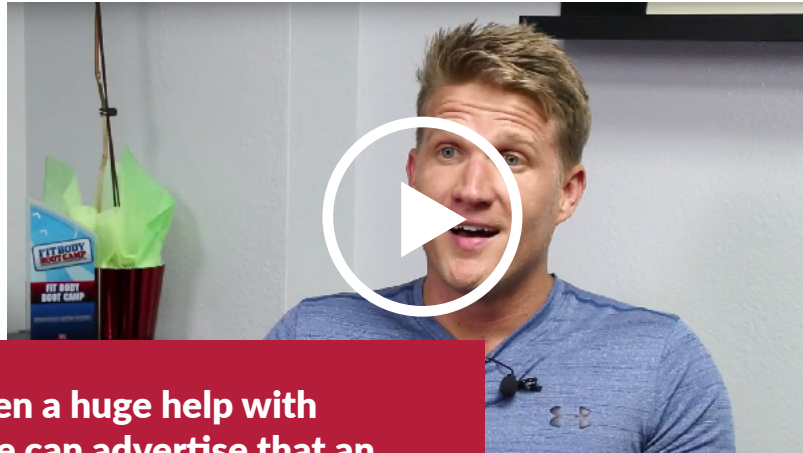
## 2 VISIT HIGH FOOT TRAFFIC AREAS

Take your InBody to places that have lots of people that match your target market. Provide people with a free InBody Test and consultation to show them their fitness levels. Our clients **have closed 10+ clients in less than three hours** by doing this.

## 3 USE INBODY TESTS IN YOUR ADVERTISING

Include InBody Tests as part of a member's participation in your program, **adding value to your facility.** Learn how Bryce Henson makes his InBody work for him on the next page.





**InBody has been a huge help with marketing... we can advertise that an InBody scan is included as a part of a [member's] participation. So it makes our program much more attractive.**

**BRYCE HENSON**  
Owner, Fit Body Boot Camp

## How Bryce Henson Used InBody to Grow His Business

**B**ryce Henson, owner of four Fit Body Boot Camps, believes InBody has helped take his businesses to the next level. Henson uses his InBody devices to add value to his business and attract new members to his facilities.

He displays his clients' result sheets as a way to show new clients what they'd be able to achieve at his gym. Henson also talks about how InBody has added more value to marketing his programs, taken his business to the next level and even improved how he educates his clients on their health. To watch the video, click the thumbnail.

"We're able to offer a piece of technology that other studios aren't able to offer," said Henson. "[We can show] clients where their challenges are, but also where they're succeeding."

He then takes that information and sends it out via social media to attract more interest. Henson believes that InBody has helped generate excitement, energy and grow his business.



# Method 3: Improve Retention and Validate Services

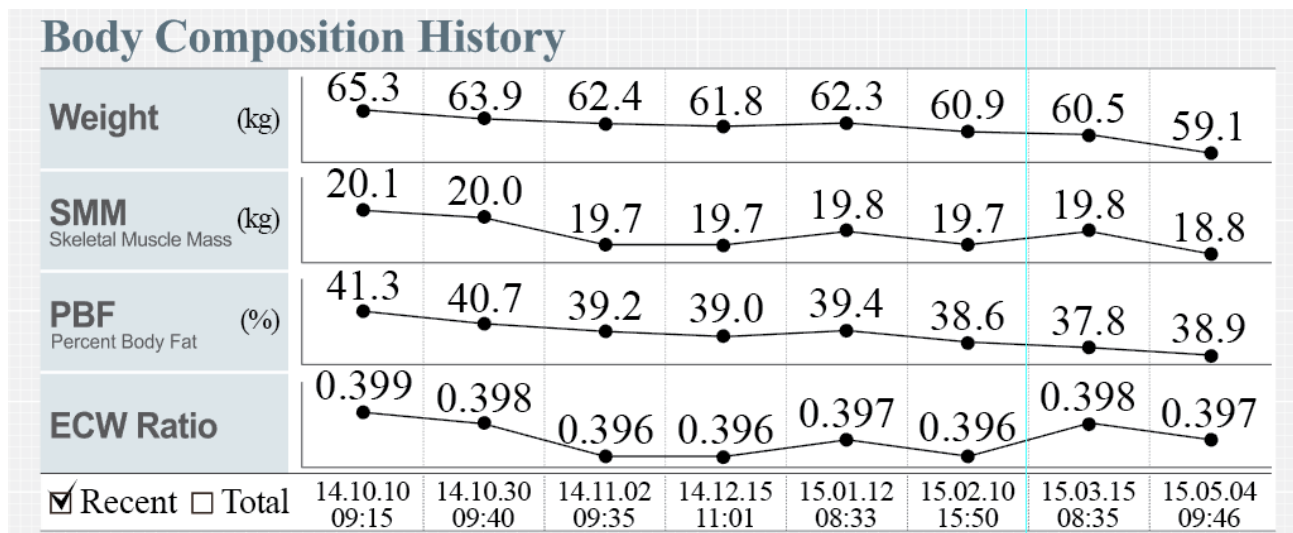
If you determine success by weight, it's hard to see improvement.

**The InBody Result Sheet creates a tangible way to show clients information a bathroom scale can't show: muscle gain and fat loss.**

By using an InBody, you'll be able to keep your clients motivated, engaged and coming back to your fitness facility.

**[InBody] definitely helps us retain members and it's a great tool for us to keep track of where everybody is at.**

RACHEL COSGROVE  
Results Fitness



### BUSINESS TIPS

Use the Body Composition History chart on the InBody Result Sheet to show clients the progress they've made since joining your gym. This will help you retain more members. You can also track changes in the LookInBody Software.





**This is a tool that gives [OPEX coaches] more credibility with each of their clients, which improves the longevity [of a relationship] and retention.**

JIM CROWELL  
Owner, OPEX

## How Jim Crowell Creates Credibility to Improve His Retention Rate

OPEX Fitness provides coaching education, remote coaching of athletes and has brick and mortar locations all over the world. Jim Crowell, CEO of OPEX, uses InBody devices in his facilities to gain new clients and retain clients at a higher rate. Click the thumbnail to watch the video.

InBody has provided Crowell and his team members with a way to show clients the progress they've made at his facilities. By using the InBody Test, OPEX staff can give tangible material to clients and say "this is where you are. It's not an opinion. It's not a guess. It's really truth."

Crowell likes that InBody provides a consistent touch point to show clients they are improving month-by-month or quarter-by-quarter.

"All of a sudden...you're able to give somebody the truth. When people start to get aware about where they really are, they are much more willing to have a conversation about how they might be able to improve," said Crowell.





**I want to surround myself with people who are world class and companies that are world class. That's why I'm excited to have InBody represented here at Fitness Quest 10.**

TODD DURKIN  
Owner, Fitness Quest 10

## How Todd Durkin Keeps His Clients Happy and Coming Back

**F**itness Quest 10 has ranked as one of “America’s Top 10 Gyms” by Men’s Health five times. The gym’s owner and two-time Personal Trainer of the Year, Todd Durkin, uses InBody to create new revenue streams, attract new clients and retain current members. Click the thumbnail to watch the video.

Durkin believes the key to retaining clients is keeping them happy and encouraged. To do this, he uses InBody.

“In the [first] three to four months we had an InBody, countless people had raved about the solution,” said Durkin. “Clients love being able to come in whenever they want, get tested and get an [InBody Result Sheet] they can take home to show their family their hard work has paid off.”

By using an InBody Result Sheet, Durkin can show his clients how Fitness Quest 10 is improving their body composition. This keeps clients happy and coming back to Fitness Quest 10.





WE CAN HELP YOUR BUSINESS GROW

LET'S TALK.

You can improve your business by improving your services, inspiring your current members to stay with you, and build your reputation.

With InBody, you'll not only get the best product on the market, but also a dedicated partner committed to helping you reach your business goals, just as you help your clients reach theirs.

Contact an InBody representative today to learn how you can improve your business!



SEE WHAT YOU'RE MADE OF

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Coalville Leicester



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