



INFO PACKET

 **SPURLING**FITNESS
spurlingfitness.com



Thank you for your interest in Spurling Fitness.

Here at Spurling, we pride ourselves on results-driven programs in small-group personal training settings.

Every time you step foot in the door, you will be greeted by a knowledgeable, certified, and friendly coach. This allows you to have a personal training experience at a fraction of the cost of traditional 1:1 private training.

We walk you through each workout and take the guesswork out of everything. One of our sayings is... **"You show up and we'll take it from there"**

Each session you'll have a coach leading you through your personalized workout, correcting form, holding you accountable, motivating you, and of course you'll crack a smile while doing it!

Plus...not only do we cap each session to ensure you're getting all the personal attention you need, we cap each location to 150 clients.

This allows you to never just feel like a number, but be an exclusive part of the Spurling Family.

Sound good?

The first step is scheduling a complimentary Success Session where we get to know you, answer all your questions, and set up a plan to get you the results you're looking for!

Contact us today using the information below to get started!

Yours truly,
Doug Spurling
Founder, Co-Owner

Josh Williams
Co-Owner

Who We Work With

We specialize in clients over the age of fifty who want a personal training environment to get healthier, and stronger, get rid of those achy joints, and feel younger.

Although we would love to work with everyone, we want to work with people who face the following challenges:

- ✓ They are intimidated by the typical gym
- ✓ They have no clue what to do for exercise that is safe and appropriate
- ✓ They have an injury or knagging pain that they want to get rid of
- ✓ They don't like big group classes, fancy yoga studios, or high-energy settings where it's just "go as hard as you can go."
- ✓ They feel sluggish and lack energy
- ✓ They don't want to commit more than 2-3 days a week in the gym because they're busy

If this doesn't sound like, that's totally okay too, we're happy to recommend an environment that you may thrive better in.

If this sounds like you, you'll probably be a good fit for the Spurling Family.



How Our Program Works

Our program is customized to you, your goals, your injuries, and your preferences.

We meet with you 1:1 to learn all about what you've tried, what you may like or not like, what you want to see change, as well as all about your health background

From there we create a 4-week block of workouts that are customized to you. This allows you to follow a plan where we can track progress, but it also changes frequently enough you don't get bored.

Now, here's the cool part...

Normally that would be done in a 1:1 private setting. In our model, we deliver it in what we call Small Group Personal Training. What that means is in your session you'll have 4-5 other clients under the supervision of one of our expert coaches. They'll be working through their program, and you'll be working through yours. This is the best of both worlds. The coach is there to show you exactly what and how to do everything, but you also get the social benefit (and cost-benefit) of being around other like-minded individuals.



Plus, we have you schedule all your sessions on our app. This allows you to have accountability, and it allows us to not only cap each session for a personal experience but be ready for each session with your customized routine.

Sounds Good?

We invite you to reach out and book the first step which is our free Success Session. A quick meeting to learn all about you. We hope to see you soon.



Guide to Injuries & Adaptations

Injuries happen, whether they're pre-existing or occur outside the gym. Here's how we handle them:

Don't worry we got you covered! Unlike a traditional health club, you're under constant professional supervision and we can usually work around and rehab the injury with you. We also maintain great relationships with the local physical therapists, doctors, and other healthcare team members.

So...if you do have a new injury that develops that we don't already know about follow this simple three-step process.

01

Notify our coaching team about the injury.

02

Schedule a free evaluation with one of our trusted local physical therapists.

03

Collaborate on a customized plan to get you back to feeling your best.

Remember, rarely is the answer to rest and do nothing. We can always modify around the affected area, strengthen the affected area, and keep you going.

★★★★★

MICHELLE C

For nearly two decades I had been trying to figure out how to handle my chronic pain. Since starting at Spurling 8 months ago I have had better results than any other solution I've tried from PT to acupuncture to medications. On top of that, I'm also stronger than I've ever been.

Our Guarantee: Love It or Leave It, No Risk to You



At our gym, we stand behind the results we deliver and the experience we provide. That's why we offer a straightforward, no-risk guarantee: **if you don't absolutely love your experience with us within the first 28 days, we'll refund your money in full.** No hassle, no hoops to jump through—just an honest commitment to ensuring you feel confident and excited about your decision to join us.

We know starting a new fitness journey can feel like a leap of faith, but we're here to make it as easy as possible. Over your first 28 days, you'll have full access to our expert coaching, proven systems, and supportive community—all designed to help you succeed.

If at any point during this time you feel we're not the right fit for you, simply let us know. We'll part ways with no hard feelings and refund your money back. This guarantee reflects our dedication to your satisfaction and results. We're confident that once you experience our gym's personalized support, empowering atmosphere, and life-changing results, you won't want to leave. But if you do, rest easy knowing you're covered. **There's nothing to lose—and everything to gain.**

Marc Cerabona ★★★★★

I joined Spurling during a 1-month special and never left. Great facility, excellent coaches, and perfect for health goals!

Top 10 Frequently Asked Questions

1

Who do you work with?

We specialize in clients over the age of fifty who want a personal training environment to get healthier, stronger, get rid of those achy joints, and feel younger.

2

What is your schedule?

We run sessions from 5:30am to 1:00pm, Monday-Friday. All your sessions are scheduled on an app and are under direct supervision of one of our expert coaches.

3

How long is each session?

Each session is 45-50minutes, long enough to make great progress without having to commit hours i the gym

4

How often do I need to work out?

Our most successful clients show up at least 10 times per month, 2-3x per week.

5

Does everyone do the same program?

No, we customize your plan to your goals, injuries, and preferences

6

What is the education of your staff?

All of the staff have exercise science degrees and/or nationally accredited certifications. We also do weekly staff education and attend industry events each year to stay up to date with modern practices.

7

How much does it cost?

Our average membership breaks down to about \$35/session. This is more than a health club, for sure, but less than traditional 1:1 private training.

8

Can I put my membership on hold if something comes up?

We work hard to provide travel or at-home workouts if your schedule gets crazy, or work with your medical providers to modify your training program if an injury comes up. That being said, if you absolutely need to put your membership on hold we can certainly do that.

9 Why don't you have machines or a lot of cardio equipment?

Our gym is designed with your long-term health, strength, and mobility in mind. For people over 50, traditional weight machines and cardio equipment often focus on isolated movements that don't translate as effectively to real-life activities. That's why we prioritize free weights and functional training, which engage multiple muscle groups, improve balance, and build strength in ways that directly support your everyday life—whether it's carrying groceries, playing with grandkids, or enjoying your favorite hobbies.

While cardio is an important component of fitness, we integrate it into our functional workouts rather than relying on treadmills or ellipticals. By doing so, you'll not only improve your cardiovascular health but also build strength and coordination at the same time. Functional training delivers a more efficient, well-rounded workout that's tailored to your specific needs and goals.

Our approach is backed by science and designed to help you feel stronger, move better, and live your best life as you age. We're happy to answer any questions or even show you how this method works to deliver results beyond what machines alone can achieve.

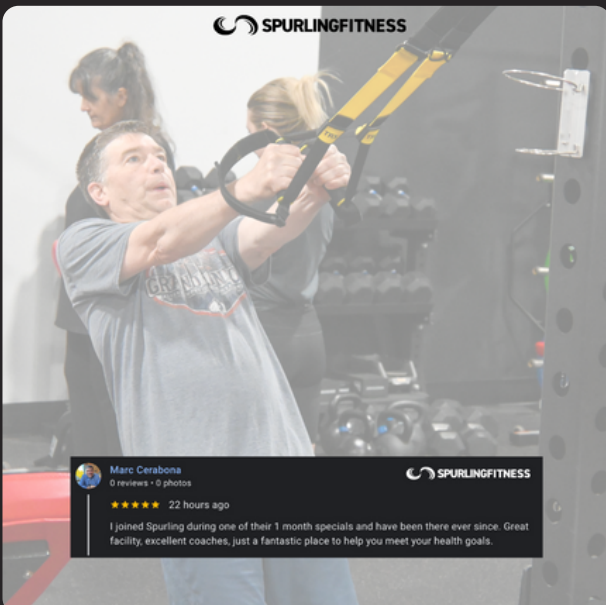


10 What kind of results can I expect?

At our gym, we focus on helping you achieve meaningful, sustainable results that improve your quality of life. While specific outcomes vary based on your starting point and commitment, many of our members experience increased strength, better balance, improved mobility, and enhanced energy levels within just a few weeks.

Our programs for those over 50 focus on preserving muscle, building bone density, and supporting joint health. Whether your goal is to feel stronger, lose weight, boost stamina, or stay active, we create personalized plans tailored to you. With expert coaching and a supportive environment, you'll achieve real, lasting results—both in the gym and in daily life.

Success Stories



Ivy Bergquist

★★★★★ 2 months ago

I joined Spurling at the beginning of August and am so glad I did. I work from home so I was looking for a space where I could socialize and get a workout in. Spurling has definitely filled that gap in my life. The coaches are so down to earth, friendly, knowledgeable, and helpful. This gym is not the type of gym that you walk into and immediately feel intimidated. The community as a whole has been very welcoming and encouraging. I highly recommend Spurling!!!

Special Offer

As a thank you for taking the time to go through our information packet, we'd like to extend a special offer....

This will allow you to have your Success Session, meet the team, and get a few sessions under your belt to see if it's the right fit.

- ✓ If it's not, no sweat.
- ✓ If it is, you'll know after those first couple of sessions.
- ✓ To grab your 7-day pass just scan the QR code below.
- ✓ We hope to work with you on living a healthier, happier, and stronger life.

SCAN QR CODE TO ACTIVATE
OR VISIT [SPURLINGFITNESS.COM/tryit](https://spurlingfitness.com/tryit)



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*Join us for 7
days on us...
100% free,
no strings
attached.*

