

INTRODUCTION

Welcome to the exciting business of children's gyms! Physical fitness is vital to the health of youngsters, and this is a great time to have a career involving children. The children's fitness industry offers a vast marketplace where the potential has now become even greater.

The President's Council on Physical Fitness and Sports has published studies revealing that millions of our children are overweight, inactive and below minimum standards for strength, flexibility and endurance. The need for more children's gyms is apparent, and this field offers an abundance of opportunities for those who love kids. You can have the chance to be your own boss and, most important, derive real satisfaction from knowing that you are promoting the physical and emotional health of our most precious resource, our children.

My Gym's objective is to help children at various physical, emotional and intellectual levels develop confidence and self-esteem through love, understanding and positive reinforcement. Our class programs are formulated for success. There is no such thing as failure in the My Gym curriculum. Our innovative and carefully structured programs, along with our ideal student/teacher ratio and noncompetitive atmosphere, allow children to discover what great things they can accomplish! My Gym kids have so much fun developing their coordination, agility, flexibility, fine and gross motor proficiency, balance, strength and social skills as they run, jump, tumble, dance and sing.

Originally created in 1983, the My Gym program was so well received that the founders decided to proceed on a course of expansion. My Gym Enterprises, the company responsible for franchising My Gym Children's Fitness Centers, was established in 1994. Systems were developed for seeking qualified franchisees, determining favorable demographics, locating advantageous sites, obtaining loans, purchasing equipment, performing tenant improvements, training owners and directors, providing all-inclusive administrative packages, hiring staff, generating advertising and promotional opportunities, planning spectacular Grand Openings, attracting clientele and giving support to franchisees, the quality of which is unparalleled in the industry.

We established our first franchised facility in 1995. My Gym has grown by leaps and bounds in the last several years. We currently have over 600 locations and are in over 30 countries. We have been named by Entrepreneur Magazine's "Annual Top 500 Franchise List" as one of the top 500 franchises for over 17 years.

Our program is the most innovative in the children's educational fitness industry, a field that has experienced rapid growth with My Gym at the forefront. MGE's goal is to always remain at the cutting edge. Each of us is thrilled with the results of our efforts, and we have developed a true camaraderie with our franchisees and they with one another. My Gym franchisees share insights, ideas and new materials through telephone conversations, by email and at our regional and international My Gym Conventions. We're more than a franchise; we're a family. We all feel so fortunate to have chosen a profession that is actually so much fun. We love what we do! Helping children to develop physically and emotionally is very gratifying.

So, it is with much enthusiasm and heartfelt sincerity that we say, "It would be our pleasure to show you the way!" You, too, can experience the same excitement, satisfaction and rewards as we have when you become part of our My Gym Family.

THE BENEFITS OF BUYING A FRANCHISE

Yes, there is a premium one pays to acquire a franchised business opportunity. There is a franchise fee, a royalty and a series of rules to which you must adhere. However, in purchasing a well-structured franchise, you greatly minimize the risks and strains of starting a new business.

My Gym Children's Fitness Center has built a system in which every facet of opening and operating a business is handled, from construction to decoration, training to advertising. Our pre-opening, post opening and continuing support to our franchisees is unparalleled in the field of franchising. My Gym Children's Fitness Center is a proven, productive business with locations across the country. Comprehensive financial, marketing and administrative systems help you avoid the mistakes and perils independent business owners must combat alone.

In making an informed decision, prospective franchisees should examine the start-up costs and weigh them against the benefits of stepping into a time-tested franchise operation. My Gym offers you the opportunity to own and manage your own professional establishment with guidance and support, the quality of which can be provided by only an experienced and successful management team.

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Kathy Karner, Kendall, FL – "Owning a My Gym has proved to be absolutely rewarding in every way! I love my work and the people around me. Everyone in the corporate office is fantastic. The support I have received is unsurpassed. From the moment I thought about opening a My Gym to today, I've known corporate help is just a phone call away. They have not only helped me with my business problems and questions, they have also been my friends and helped out with personal difficulties as well. Every time I come across someone who is interested in My Gym as a business opportunity I cannot shut my mouth about all the wonderful things this business has to offer. Outstanding support from corporate, an extremely rewarding career, and the feeling that we are just one, big, happy family making a difference with each and every little life we touch are all part of my daily experience as a My Gym owner. I absolutely love it."

Scott Myers, 4 gym owner in CA – "It's a turnkey operation. They gave me all the tools and materials needed to run a successful gym. The best part is that I got to create an environment that was fun for the children, parents and my staff. I not only work in a business that is everything I hoped but I built it."

THE PLAN OF ACTION

If the possibility of owning a My Gym Children's Fitness Center appeals to you, take the following steps:

Step 1 – Call for Franchise Information Package

Call Corporate Headquarters to speak with a My Gym franchising expert and to request our complete online informational package.

Step 2 – Personal Analysis

Would owning and operating a My Gym be the perfect opportunity for you? Analyze business trends, talk to people you trust and, most important, look within yourself. If you feel ready, move ahead with this exciting process.

Step 3 – Franchise Application

Fill out and return your application. This will help us begin to determine your aptitude for this field and your readiness to own a My Gym.

Step 4 – Open Discussion

Now, with all materials in hand, discuss your questions and concerns with us by telephone or in person. You will be guided through each aspect of our business by our specialists in the following areas: Training, financing, equipment, advertising, site selection, programming, design, construction, Open House and franchise support.

Step 5 – Discovery Day / Approval Process

- 1) A oneday visit to our Corporate Headquarters - This can be a critical step in analyzing whether or not owning a My Gym is right for you. Here you will meet our Corporate Support Team and visit My Gym Children's Fitness Centers.
- 2) Reference check
- 3) Credit check

Step 6 – Feedback and Analysis from MGE/Complete Final Approval Process

At this point, the next step to take would be one of the following:

- 1) You will move forward in this partnership with a Franchise Fee and signed franchise agreement.
- 2) You and/or MGE will perform additional analysis to determine if this commitment is feasible for you. (i.e. Financing, time requirements, other obligations)
- 3) You may realize that this is not the right opportunity for you or that this is not the proper time for you to make such a commitment.

Step 7 – Post Deposit Phase

Congratulations would be in order at this time! In the very beginning of your post deposit phase, our MGE representative will create your facility's timeline in correlation with our Turnkey Checklist. Nothing is left to chance in this comprehensive manual designed to include every step in opening your My Gym. Every single detail from pre-advertising to your Grand Opening and first week of classes is planned and executed with our support and assistance. You are never alone in this process!

Step 8 – On Your Way!

Once an agreement is reached, your initial training program can be scheduled, and the site selection and construction process can begin. Your new My Gym Children's Fitness Center can be completely operational in 6 – 12 months.

THE PROCESS BEGINS

You are never alone in establishing your My Gym Children's Fitness Center. We have designed a system in which all of your needs are met with precision and care. During every step of this exciting process you will be guided by highly successful and professional leaders on an individual basis.

You will be given all vital resources necessary to save you time and money as well as the means to stay ahead of the competition. Our preparation, training and guidance are comprehensive, inspirational and ongoing. The answers and assistance you need are never more than a phone call away.

Each of the following will be attained or performed with the help and guidance of My Gym Enterprises Specialists:

- Business Plan
- City Approval
- Loan Assistance
- Site Selection
 - Lease Assistance
 - Architect/Contractor Attainment
- Facility Design
- Training at our Training Centers in Los Angeles, CA
 - Expert Trainers
 - 19 Day Course
 - ❖ Classroom
 - ❖ Philosophies
 - ❖ Administration
 - ❖ Gymnastics
 - ❖ Activities
 - ❖ Spotting
 - ❖ Actual class with children
 - ❖ Sports, songs, games
 - ❖ Birthday parties
 - ❖ Marketing & advertising
 - ❖ Management/leadership
 - 4 State-of-the-Art Training Facilities
- Access to the Franchisee Support Resource Center
 - Phone and email for support and assistance
 - Real-time Live Online Support
 - Online videos of programming and operations systems
 - Comprehensive Online operational directives
 - Webinars
 - Online Tutorials
 - Community Facebook where you can chat with My Gym owners and directors
 - Access to all approved vendors and business contacts

THE FACILITY

The My Gym Children's Fitness Center facility is the ultimate exercise and play superstructure, providing a custom-designed interior and state-of-the-art equipment. Inside each My Gym you will find:

Specialized Equipment

- Specialized equipment made exclusively by and for My Gym is created to interlink and offer a multitude of configurations.
- Each apparatus is tested, padded and safe.

Interactive Space Plan

- Specifically designed to facilitate the My Gym program
- Overhead swing supports
- Various climbing apparatus
- Every area is safe and age-appropriate.

All-purpose Lobby

- Complete with our My Gym signature desk
- Pictures and My Gym information for clientele

Party/Sibling Room (optional)

- Can be used for Dance, Martial Arts and other programs

Storage Room

- Custom-designed by My Gym to accommodate all apparatus and equipment
- Allows for efficient setup and cleanup

Office

- Perfectly planned work center with phone and computer hookups
- One-way observation mirror

Restroom

- Suitably decorated and child-safe

THE FRANCHISE PROGRAM

The financial requirements for all My Gym Children's Fitness Center franchises are as follows:

Franchise Fees

- The franchise fee is \$55,000
- A monthly royalty fee equal to 7% of gross revenues

Franchise Investment

- The estimated investment, including the franchise fee and tenant improvements, ranges from \$199,000 – \$285,500 plus working capital.

Advertising

- Each franchise contributes up to 1% of gross revenues to the Marketing Fund.
- The Fund is used to build name recognition and regional and national reputation.

Exclusive Territory, Site Analysis and Lease Negotiation

- Franchisees are granted exclusive local territories in which no other My Gym facility will be sold.
- Locations are determined on the basis of demographic analysis, geographic analysis and community trends.

Proprietary Products and Supplies

- All items are available to franchisee at lowest researched rates.

Term

- The franchise term is for 12 years and continually renews for the same period of time.

THE FRANCHISE SYSTEM SUPPORT

My Gym Children's Fitness Center franchises receive excellent support. From Open House throughout your entire period of operation, you will benefit greatly from on-site visits, phone discussions, written materials, picture books, webinars, tutorials, training videos and both national and regional My Gym Seminars.

My Gym will continually explore and develop new ideas, concepts and campaigns that will help you promote, operate and enhance your business.

In addition to a complete "hand-holding" process, the following services are provided to all franchisees:

- Comprehensive training period and materials
- Site selection/space plan/facility design
- Pre-opening advertising and promotions plan
- Marketing, advertising, artwork, and graphic design
- An email and texting platform
- Pre-Grand Opening assistance
- On-site MGE Representative during part of Grand Opening period and part of first week of classes
- Ongoing MGE analysis during the entire duration of your ownership
- My Gym Franchisee internal website
- Franchisee Support Resource Center
 - o Valuable tools which are accessible via the internet 24 hours a day

TYPICAL MY GYM START-UP COSTS

	Lower Range	Fixed Amount	Upper Range
Franchise Fee		\$55,000	
My Gym Equipment		\$42,000	
Freight on Equipment	\$1,000		\$6,000
Signs – Interior		\$1,000	
Signs – Exterior	\$1,000		\$6,500
Mymo Costume			\$500
Lease Deposits	\$6,000		\$12,000
Insurance Deposits	\$2,000		\$5,000
Technology Fee		\$2,500	
Printing	\$300		\$800
Pre-Opening Advertising	\$8,500		\$12,000
Pre-Training Costs	\$0		\$1,000
Formal Training Costs (Lodging, Travel)	\$1,000		\$4,000
Pre-Opening Salaries	\$2,000		\$10,000
Computer	\$1,000		\$3,000
My Gym Promotional Items		\$7,200	
Opening Supply Checklist	\$1,500		\$3,000
Legal (Permits & Fees)	\$1,000		\$3,000
Loan Fees	\$0		\$10,000
Miscellaneous/Contingency	\$5,000		\$10,000
Leasehold Improvements (Vanilla Shell)	\$20,000		\$50,000
Working Capital		\$40,000	
Total	\$198,000		\$284,500

QUESTIONS FREQUENTLY ASKED BY POTENTIAL FRANCHISEES

I. Financial

- a. How much is the franchise fee?
\$55,000
- b. What are the start-up costs?
\$194,000 – \$284,500 (See “Typical My Gym Start-up Costs”)
- c. How much money can I make?
Franchise law prohibits our offering any earnings claims as a sales tool, accurate or not. Call us for more details.
~Charge per student per month = \$70 - \$100
~Charge per birthday party = \$250 - \$600
- d. What does the average My Gym gross and net?
Franchise law prohibits our offering that information.
- e. How long until I make my initial investment back?
That depends on many variables.
- f. What is the royalty fee? 7%
- g. Are there other fees?
Up to 1% National Marketing Fund

II. What does the job entail?

- a. Running My Gym classes and birthday parties
- b. Performing all responsibilities necessary in owning any type of business – Administration, financial, marketing, management, advertising
- c. Many hours and genuine dedication, especially for the first 1-2 yrs. of operation
- d. Implementing the My Gym program and maintaining a cooperative relationship with Corporate
- e. Remaining open to coaching and analysis by Corporate
- f. Training and developing your staff

III. Gym Locations

- a. How many My Gym locations are there and where are they located? See “Locations” on the My Gym website @ www.mygym.com

IV. What factors go into the making of a successful Open House?

- a. Open House plan/franchisor experience
- b. Rigorous pre-Open House advertising legwork by franchisee
- c. Community need/current competition
- d. Friendly, enthusiastic and caring franchisee, director and staff
- e. An inviting exterior setting

V. What makes a successful gym?

- a. The people (teachers/owners) - working hard, having fun and implementing a quality My Gym program
- b. The proven program, which is innovative, distinctive and age-appropriate
- c. Hands on ownership
- d. The unique equipment and philosophy behind the ever-changing program and facility
- e. Our philosophy of combining fun, variety of activities, positive reinforcement, respect for

the children, a noncompetitive atmosphere, and a safe and clean environment

- f. The My Gym "Secrets of Success" we have developed for dealing with the children and parents
- g. The all-encompassing procedures we have created for running a My Gym
- h. Our comprehensive support

- i. Proper advertising and PR prior to opening as well as continued advertising
- j. A well planned and implemented Open House
- k. Advantageous location
- l. An owner who is open to critiques and analysis and who is dedicated to constant improvement
- m. An owner who is able to attract, hire, supervise and maintain a quality staff by implementing our philosophy of open, honest communication and leading by example

VI. Do the franchises have to be owner operated?

- a. It is highly recommended that owners manage the day to day operations during the first 6 – 12 months.

VII. Staffing Questions

- a. How many employees are needed to run a gym? In the beginning you will probably have 1-2 full-time staff members, including yourself, and 2 to 4 part-time people.
- b. Where do we find staff? Where, who and how to find staff will be discussed extensively before you will actively begin seeking a director or staff members.

VIII. My Gym Franchise Goals

- a. What are the My Gym Franchise goals?
To create as many quality, successful My Gym franchises as we are equipped to support and maintain in an excellent and reliable manner; to always adhere to our present high standards as we seek out capable, enthusiastic, extraordinary people to add to our My Gym family; to constantly augment and refine both our franchise package and the My Gym program and curriculum; and to always have the welfare of the children as our main focus-
- b. How many? - Time frame?
We now have over 600 operational facilities. We estimate our growth will be between 10 and 20 new franchises for each of the next 5 years.
- c. Long term goals?
To continue to operate with the highest level of integrity and to always aspire to improve all aspects of operations: Sales, training, support, maintenance, advertising, program enhancement, philanthropic outreach, product development
– To maintain our image as innovators in this field and to stay one step ahead of the competition in quality of franchise package, program development and facility design

IX. How did MGE get started?

- a. When did My Gym begin?
My Gym Children's Fitness Center was founded in 1983 in the southern California area with the establishment of two gyms. After a very enthusiastic reception by children and parents alike, the founders went on to create three additional facilities. During the following ten years, all five gyms experienced overwhelming success.
- b. When was the franchise company created?
My Gym Enterprises, the company responsible for franchising My Gym Children's Fitness Centers, was established in 1994 and began franchising in 1995.

X. Who and where is the competition?

- a. Gymboree was the first of its kind to franchise. They concentrate on the younger ages. (Approximately 4 mos. – 4 ½ years)
- b. Other national franchises – There are currently several other companies franchising children's gyms or similar facilities. The quality of support, programming and advertising varies greatly from one to another. We advise all potential franchisees to compare our product to those of

our competitors.

- c. Mom and pop gymnastics facilities – Of course, these enterprises and the amount of information we have about each vary from one territory to another.
- d. Indirect competition includes other types of children's establishments and facilities. (Ex: Karate classes, play zone types of facilities like Discovery Zone) To have these types of businesses in our areas of development is of benefit to My Gym expansion, not a hindrance.

XI. Describe My Gym Children's Fitness Center.

- a. THE BUSINESS –The business operation involves administration, managing a staff, marketing/advertising and great customer service.
- b. THE PRODUCT – The My Gym program provides a wonderful experience for any child age 3 mos.– 9 yrs. of age. Children participate in structured, age-appropriate, weekly classes containing noncompetitive gymnastics, games, sports, songs, dances, relays, special rides, adventures and other original activities. The My Gym program is exciting and motivating, providing new experiences each week. Our classes help children develop physically, emotionally and cognitively and are creatively structured so that youngsters will succeed. The teachers love kids and are sensitive, positive, energetic and inspiring!
The My Gym facility is state-of-the-art. The imaginative and interchangeable equipment is custom-designed by and specifically for My Gym and is rearranged each week to develop further skills and provide new adventures for the children. The gym is bright, clean, safe, colorful and inviting! The average size of our facilities are 2500 – 3200 sq ft.
My Gym Birthday Parties are given on weekends and contain the same fun activities as the classes. The birthday child is made the “star” of the celebration, which includes his/her favorite activities and is specifically designed to be enticing and age-appropriate. Birthday parties are an excellent marketing opportunity.
The ever-changing My Gym programming, our unique facility with its variety of equipment configurations, and our teaching philosophy and child-handling techniques all make for an irresistible and enriching experience for the children.

XII. What are the steps involved in starting a My Gym franchise? (See “The Process Begins” section)

- a. A mutual approval process involving much analysis on both ends
- b. Signing the Franchise Agreement
- c. Pay Franchise Fee and Equipment Deposit
- d. Loan attainment, if necessary
- e. Territory/Demographic research and assignment
- f. City approval and permitting
- g. Pre-territory advertisement
- h. Lease negotiations
- i. Contractor attainment, space planning and tenant improvement build-out
- j. Attaining staff
- k. Training at our Training Facilities in Los Angeles, CA
 - Nineteen-day comprehensive training program in six parts:
 - i. In-class, hands-on training
 - ii. Lectures on operating procedures, philosophies and manuals
 - iii. Individual My Gym gymnastics training
 - iv. Private study with videotapes and picture books
 - v. Pre and post training
- l. Grand Opening advertising
- m. Equipment, delivery and installation
- n. Accomplishing pre-opening checklist
- o. Open House

XIII. What does the pre-opening franchisor support entail?

- a. Our pre-opening support parallels a turnkey operation, as we are involved in every aspect of finding, building and developing the new My Gym. (See Section XII for specific areas of our involvement)

XIV. What does the support package include?

- a. See “ My Gym Support”

XV. How does opening a My Gym franchise compare with starting one’s own business? (See “The Benefits of Buying a Franchise” section)

- a. The benefits of buying a My Gym franchise include:
- b. Having the advantage of expert research and assistance in every aspect of starting your My Gym (See answer to Section XII)
- c. Receiving topnotch training in and the authorization to run the outstanding, award-winning My Gym program
- d. Becoming partners with a team of franchisors who are experienced in this field of business
- e. Receiving a comprehensive support package
- f. Although we are a franchising company, we are more than that; we’re a family. My Gym Enterprises takes great pride in the fact that we have an excellent rapport with each of our franchisees. You would become a member of a wonderful organization made up of people who care about and give support to one another. If you were to start your own business, you would possibly spend less money to begin with and not be required to pay a royalty fee. You would, however, need to attain city approval; find, design and build your own facility; staff your gym and train your employees yourself; advertise independently; create an open house plan; write and develop your own programming; acquire all professional contacts and suppliers needed to open and run your gym; constantly develop new ideas; and deal with common problems and business growing pains all on your own.

XVI. Whom do we seek to add to our organization as new franchisees?

- a. Energetic, enthusiastic people with a genuine love for children
- b. Motivated individuals with strong work ethics
- c. Those who are open to coaching
- d. Hands-on owners
- e. People who have a background working with children and experience in the field of movement, gymnastics, music, drama, dance or sports
- f. Those with some business or management background
- g. Individuals with ties to and/or knowledge of the territory in which they desire to locate
- h. Applicants who have a realistic view of profits
- i. People who love My Gym and what we do
- j. Those who desire a healthy lifestyle

My Gym Support

Overview of My Gym Support Structure

MGE's philosophy on supporting gyms is to be a true partner to our franchisees; there every step of the way. Our bottom line goal is to increase your revenue and viability, but equally as important is to have a franchisee that is happy, confident, self-reliant and a great manager/leader. MGE has provided all My Gyms with the tools necessary to operate and grow their businesses on all levels - staffing, training, marketing, management, business systems, etc.

Of course, we do understand that every My Gym Owner has his or her own operating goals and style. For some franchisees, we are an advisor on every decision made in the gym; for others, we are more of a sounding board from time to time. Our objective is to support you the way you want to be supported.

In this document, you will find a comprehensive list of the various methods we utilize to provide support. If you find that you have needs beyond this list, we would be happy and eager to discuss how we may fulfill those needs and expectations.

MGE Support Team Personnel

- My Gym Support Team: Consists of 8-10 My Gym experts with over 100 years of combined experience. This is your first point of contact for any and all franchisee needs.
- Part-Time/Per Task Support Specialists: This additional layer of 20 Support Specialists are utilized as needed by the full-time MGE Support Team.
- Other: The entire MGE corporate office staff is at your disposal if needed.

Support Objectives

(The broad areas on which we focus when supporting a franchisee can be split up into these 5 segments.)

1. Class and Program Quality
2. Staff Development and Training
3. Management/Leadership
4. Marketing and Advertising
5. Business Systems
 - a. Gym Growth Plan, Mandates & Policies, Initiatives, Budgeting, Statistical Analysis, Breakeven Analysis, Competition, General Organization, Time Management, Payroll Analysis, etc.

Available Support Avenues

(This list includes the broad avenues we use to support franchisees. There are many more internal protocols, directives, tactics, etc.)

- **Recurring Support – Coaching Calls with Owners**

- Recurring Support calls are weekly coaching calls with franchisees. All facets of operations are covered to improve or grow your franchise in all 5 of the Support Objectives described above.
 - These coaching calls usually last from 4 weeks to 6 months. Calls are typically about 45 to 60 minutes and take place once a week.
- **Proactive Support**
 - If you are not on Recurring Support, you will be contacted by a Support Representative once every 2-4 months.
 - The focus/goal of these calls varies depending upon several factors (season, franchisee's status, current initiatives, etc.).
 - Many Proactive Support Calls turn into Recurring Support Calls.
- **MGE Updates**
 - MGE Updates are vital to your success and the only way to remain informed on important happenings within the My Gym organization.
 - All announcements, tools, protocols, administrative updates, and growth methods are disseminated through the MGE Update.
- **Phone/Email Support**
 - We reach out to all locations regularly, but we also welcome calls and emails from you. Franchisees can reach a Support Team member by phone and email.
- **Live Online Support (Live Chat)**
 - Franchisees can reach a Support Team member online anytime during normal business hours. The Live Support system may be accessed from the MGM homepage.
- **Visits (US Locations only)**
 - Focus of visits is almost entirely on class quality and staff development. Specific requests from owners are, of course, also considered.
 - Visits for Locations in the US:
 - Note: These are approximate timelines. MGE has full discretion in scheduling and planning visits.*
 - First Week of Classes Visit (5 day visit)
 - Within 6 months of opening/purchasing an existing location (1 day visit)
 - Within 2 years of opening/purchasing an existing location (1 day visit)
 - Within 4 years of opening/purchasing an existing location (1 day visit)
 - A visit approximately every 3 years thereafter (as needed)
- **Webinars/Facebook Live Events**
 - These events are held as needed, typically once per quarter. Topics vary and may be requested by franchisees. Most webinars/Facebook Live events are suitable for the

entire staff. From time to time, however, “director/owner only” or “owner only” events may also be held.

- **International Conventions, Regional Seminars, and Training Events**

- Convention and seminars are one of the best methods to learn new tools, network with your fellow franchisees, and become re-motivated. Events are held every year and are scheduled well in advance to give ample time to plan.
- It is imperative that all franchisees attend all events.

- **Other**

- **Skype Class Critiquing:** Classes are constantly being watched through Skype and webcams. We can provide important critiques and insights directly to you and your staff.
- **Budgeting Assistance:** MGE provides assistance in all areas of operations, including the important area of budgeting. To successfully operate your business, plan, and set goals, you must budget.
- **Facebook Boards:** MGE has provided franchisees with 3 online boards to communicate, share stories/ideas, and remain connected with other franchisees.
 - **Community Board:** This board is open to all My Gym staff, directors, and owners.
 - **Directors Only Board:** This board is for directors to communicate
 - **Owners Only Board:** This board is for owners to communicate
- **Neighboring Franchisees:** We have provided several resources to reach your brother and sister franchisees, but nothing is better than your reaching out personally and building a good relationship with the franchise body. There’s a wealth of knowledge in the franchise body, and all gym owners are happy and eager to help a fellow franchisee.

