TrainWithMe



THE ULTIMATE GUIDE TO FITNESS CHALLENGES

How to Create Challenges That Engage Members, Build Community & Grow Your Fitness Business

A practical guide for gym owners, studio operators, and fitness coaches

Presented by TrainWithMe

Contents

1 Why Fitness Challenges Work 3

2 Start With Your Goal 5

3 Create the Right Challenge 7

4 How Long Should Your Challenge Run? 12

5 Free or Paid? How to Price Your Challenge 15

6 Rules, Points, Teams & Prizes 18

7 Promote Your Challenge & Get Sign-Ups 20

8 Keep the Momentum Going 23

9 End Strong: Celebrate, Learn & Retain 26

10 Your Fitness Challenge Launch Checklist 29

Make Your Next Challenge Easier With TrainWithMe 31

1

Why Fitness Challenges Work

Fitness challenges aren't just a fun way to shake up your gym's routine. When planned and executed thoughtfully, they can become one of the most effective tools for building a stronger fitness community—and a stronger business.

A great challenge gives members a shared goal, something to work toward, and a reason to engage with your gym beyond their regular workouts.

And the benefits go well beyond the challenge itself.

Stronger Member Relationships

People may join a gym to get fit, but relationships and a sense of belonging can give them powerful reasons to stay.

Challenges create opportunities for members to interact, support one another, celebrate milestones, and build connections that extend beyond their workouts.

More Motivation, Accountability and Behavior Change

Even the most dedicated members experience periods when motivation dips.

A challenge introduces structure, measurable goals, and accountability. Whether participants are working toward a personal milestone or contributing to a team, they have additional reasons to show up and stay consistent.

More Opportunities to Connect and Build Community

Every challenge creates valuable touchpoints between your business and its members.

Progress check-ins, leaderboard updates, encouragement, celebrations, and personal conversations give your team more opportunities to build relationships.

These interactions also create natural opportunities for members to invite friends, share their experiences, and introduce new people to your gym.

New Revenue Opportunities

Challenges can generate revenue through registration fees, premium coaching, assessments, additional services, and new memberships.

But their financial value isn't limited to immediate sales.

A member who feels connected to your community, participates more consistently, and builds relationships with your coaches may be more likely to remain engaged with your business over time.

The Bigger Picture

The most successful gyms don't treat challenges as random events that happen a few times a year.

They use challenges strategically to deepen member relationships, enhance the experience of belonging to their gym, and create opportunities for both immediate and long-term business growth.

The takeaway: **A well-designed fitness challenge isn't simply an event. It's a business-building opportunity that brings members and your brand closer together.**

2

Start With Your Goal

What do you want your challenge to accomplish?

Before deciding whether to run a 21-day fitness challenge, a six-week transformation, or a team competition, start with one simple question:

What do we want this challenge to achieve for our business?

Different challenge formats serve different purposes. A challenge designed to attract new members may look very different from one intended to strengthen relationships with existing members.

Choosing your objective first makes it easier to determine the right format, duration, pricing, and promotional strategy.

YOUR GOAL	RECOMMENDED APPROACH
Attract new members	An accessible introductory challenge that welcomes non-members and introduces them to your gym
Boost engagement	A points-based or team competition that encourages regular participation
Generate revenue	A paid challenge featuring coaching, assessments, or additional services
Support retention	A longer accountability program that helps participants establish consistent routines
Behavior Change	Turning healthy behaviors into actionable challenge items brings focus to the habits that collectively produce better results.
Build community	An inclusive group challenge emphasizing teamwork, encouragement, and shared goals
Event Prep	Many clients need and want a plan to get them to the starting line.

One Challenge Can Serve Multiple Goals

Your primary objective should guide the design, but a well-executed challenge can accomplish several things at once.

For example, a four-week team challenge could:

- Encourage existing members to attend more consistently.
- Introduce new members to your community.
- Generate additional revenue through registration.
- Create opportunities for referrals.
- Strengthen relationships between members and coaches.

The key is to know which outcome matters most.

Set a Measurable Goal

Once you've identified your objective, define what success looks like.

Instead of simply hoping a challenge will increase engagement, decide what you want to measure.

Examples might include:

- Enrolling 30 participants.
- Attracting 10 prospective members.
- Re-engaging 15 previously inactive members.
- Generating $2,000 in additional revenue.
- Achieving a target participation or completion rate.

These are illustrative targets; choose numbers appropriate for your facility.

TWM TIP: **Don't design a challenge around what's trendy. Design it around what your members need and what your business wants to accomplish.**

3

Create the Right Challenge

The best challenge is the one your members actually want to join.

There is no single fitness challenge format that works for every gym.

A strength-focused facility may have success with a personal-record challenge, while a boutique studio may see stronger participation from a team-based consistency challenge.

Consider your members' interests, fitness levels, and the kind of experience you want to create.

Here are six popular categories to explore.

Strength & Performance Challenges

BEST FOR: Strength-focused gyms, personal training studios, and members motivated by measurable progress.

These challenges focus on improving performance over a defined period.

Ideas include:

- Strength-building challenges
- Workout consistency challenges
- Personal-best competitions
- Event preparation programs

Example: The Stronger Together Challenge

Participants earn points for completing strength workouts, tracking progress, and reaching individual milestones.

A participant doesn't need to lift the heaviest weight to be successful. Improvement and consistency can be rewarded alongside performance.

Lifestyle & Wellness Challenges

BEST FOR: Gyms seeking broad participation across different ages and fitness levels.

Not every successful fitness challenge needs to revolve around intense workouts.

Wellness challenges can encourage small, sustainable changes in daily behavior.

Ideas include:

- Daily step goals
- Sleep consistency
- Anchoring behavior change
- Hydration challenges
- Healthy habit tracking
- Mindfulness and recovery activities

Example: The 21-Day Healthy Habits Challenge

Participants earn points for completing daily wellness activities such as walking, staying hydrated, and practicing healthy routines.

This format is particularly approachable for beginners and members who may feel intimidated by traditional fitness competitions.

Weight Management Challenges

BEST FOR: Facilities offering structured coaching, education, and ongoing accountability.

Weight management challenges can help participants build healthier routines, but the experience should emphasize sustainable behaviors rather than short-term changes on the scale.

Ideas include:

- Nutrition education
- Healthy meal planning
- Accountability check-ins
- Consistent activity
- Strength and wellness habits

Example: The Healthy Habits Reset

A six-week challenge combining movement, nutrition education, and weekly accountability goals.

Participants earn points for completing actions within their control, rather than solely for changes in body weight.

Accountability Challenges

BEST FOR: Increasing attendance, re-engaging members, and building consistency.

These challenges are simple to understand and adaptable to many fitness businesses.

Ideas include:

- Attend 12 classes in 30 days
- Maintain a daily activity streak
- Complete three workouts per week
- Complete weekly accountability check-ins

Example: The Show Up Challenge

Members earn points for attending classes, completing workouts, and maintaining consistency.

This is an easy format to introduce without requiring extensive programming changes.

Community & Team Challenges

BEST FOR: Building relationships, encouraging participation, and creating excitement.

Team challenges encourage members to work together rather than compete solely as individuals.

Ideas include:

- Team points competitions
- Group attendance goals
- Collaborative activity milestones
- Friendly competitions between class times or gym locations

Example: Team Challenge Showdown

Divide participants into teams. Members contribute points through workouts, activity completion, and bonus challenges.

Recognize teamwork, encouragement, and consistency—not just the team with the highest score.

Seasonal Challenges

BEST FOR: Creating recurring opportunities for engagement throughout the year.

Seasonal themes provide a natural reason to introduce something new and make challenges feel timely.

Popular ideas include:

- **January:** New Year Reset
- **Spring:** Spring Into Fitness
- **Summer:** Summer Accountability
- **Fall:** Fall Into Fitness
- **Holiday Season:** Holiday Consistency Challenge

Seasonal challenges also make it easier to plan your promotional calendar in advance.

Which Challenge Is Right for Your Gym Right Now?

CHALLENGE TYPE	IDEAL AUDIENCE	PRIMARY OBJECTIVE
Strength & performance	Performance-focused members	Progress and achievement
Lifestyle & wellness	All fitness levels	Healthy habits and engagement
Weight management	Members seeking structured support	Education and accountability
Attendance & accountability	Existing or inactive members	Consistency and retention
Community & team	Broad member base	Connection and motivation
Seasonal	Existing members and prospects	Timely engagement and promotion
Event Prep	Existing members and prospects	Get them confidently to the starting line.

TWM TIP: For your first challenge, simplicity wins. Choose a format that's easy to explain, easy to join, and easy to track.

4

How Long Should Your Challenge Run?

The right duration depends on what you want to accomplish.

A challenge needs to run long enough for participants to feel engaged and make meaningful progress—but not so long that enthusiasm fades.

The right duration depends on your audience, goals, programming, and the level of commitment you're asking from participants.

14-Day Challenges

BEST FOR: Quick engagement, prospect introductions, new-member buy-in, and introducing structured habits.

Two-week challenges are approachable and require a relatively small commitment.

They're especially useful for introducing prospective members to your facility or giving existing members a quick motivational boost.

21-Day Challenges

BEST FOR: Pop-up events, new-member introductions, and community integration.

Three weeks provides enough time for participants to become familiar with your facility, connect with other members, and establish a consistent routine.

It's a useful format for welcoming new people into your gym without requiring a lengthy commitment.

4–6 Week Challenges

BEST FOR: Strength, event preparation, weight management, education, and accountability.

Four to six weeks is a versatile format for gyms.

It provides time for structured programming, regular progress check-ins, and sustained engagement while keeping the finish line within reach.

8–10 Week Challenges

BEST FOR: Longer-term accountability, habit development, and community building.

Longer challenges create opportunities for deeper coaching relationships, true behavior change and more sustained participation.

However, they also require more communication, programming, and motivation throughout the experience.

Plan for periodic milestones, fresh activities, and consistent encouragement to keep participants involved.

Choosing the Right Duration

DURATION	IDEAL USE
14 days	Quick engagement and introductory experiences
21 days	Pop-up challenges and new-member integration
4–6 weeks	Performance, education, event prep and accountability
8–10 weeks	Longer-term habits and behavior change

Before deciding, consider:

Participant commitment: How much time and effort can members realistically dedicate?

Program objectives: Does your challenge require several weeks of progress, or is it meant to create a quick burst of activity?

Administrative workload: Can your team maintain communication, scoring, and engagement throughout the program?

Participant experience: Will members stay motivated for the full duration?

TWM TIP: Longer isn't automatically better. A well-run 21-day challenge can create more excitement and engagement than a poorly supported 10-week program.

5

Free or Paid? How to Price Your Challenge

A challenge can create value for your business whether you charge for it or not.

Not every fitness challenge needs a registration fee, although most do.

Sometimes, offering a free challenge makes strategic sense—particularly when the primary goal is to introduce new people to your gym, re-engage existing members, or build community.

Other times, a paid challenge can generate meaningful incremental revenue while offering participants a more comprehensive experience.

The key is to understand your objective and communicate the value clearly.

When Free Challenges Make Sense

A free challenge may be a smart choice when your primary goal is to:

- Introduce prospective members to your facility.
- Encourage existing members to participate more frequently.
- Re-engage members who haven't been attending regularly.
- Build excitement around your community.
- Create opportunities for referrals and future memberships.

Think of a free challenge as a potential investment in member relationships and future business.

When to Charge

Paid challenges are especially appropriate when you're delivering additional value beyond a member's regular gym experience.

That value might include:

- Specialized programming
- Fitness assessments
- Accountability check-ins
- Individual or small-group coaching
- Nutrition education
- Additional access to coaches

- Exclusive activities or experiences

The more clearly you communicate the value, the easier it becomes to justify the price.

Member vs. Non-Member Pricing

You don't necessarily need to charge everyone the same amount.

For example, existing members might receive a preferred registration rate, while non-members pay more temporary gym access, classes and additional services you introduce to them through the Challenge.

This allows you to reward loyal members while using challenges to introduce prospective customers to your services.

Establish the Value Before Setting the Price

Before deciding what to charge, ask:

1. What will participants receive?
2. How much coaching or staff time will the challenge require?
3. What expenses will the gym incur?
4. How many participants can you realistically support?
5. What financial outcome are you trying to achieve?

Consider the complete experience—not just the number of workouts or activities.

Members may be paying for accountability, encouragement, community, guidance, and a structured path toward their goals.

A Simple Revenue Example

Imagine your gym runs a six-week paid challenge:

ITEM	AMOUNT
Participants	30
Registration fee	$99
Gross registration revenue	$2,970
Illustrative challenge-related expenses	$900
Amount remaining before other costs	$2,070

This is a hypothetical example, not a profit forecast. Expenses will vary depending on staffing, software, prizes, payment processing, and other costs. The calculation does not include every possible overhead expense.

Additional opportunities may come from coaching upgrades, swag or supplement sales, new memberships, or services participants purchase after the challenge.

Want to explore the numbers for your own gym?

Use the TrainWithMe Revenue Calculator to estimate potential challenge revenue based on your participation and pricing goals.

[Insert link to TWM Revenue Calculator]

TWM TIP: Don't base your challenge's value on the prize. Build an experience worth joining, and price it accordingly.

6

Rules, Points, Teams & Prizes

Make it clear. Make it fair. Most importantly, make it fun.

The way you structure your challenge can have a major impact on participation and motivation.

Complicated rules, confusing scoring, or competition that only rewards the fittest participants can discourage people from joining—or cause them to lose interest.

The best challenges make it easy for participants to understand how to succeed.

Individual or Team Competition?

Individual challenges allow members to focus on personal goals and progress.

They work well for personal milestones, habit tracking, and individual accountability.

Team challenges add a social dimension. Participants encourage one another, contribute to shared goals, and celebrate achievements together.

Team formats can be particularly effective when your goal is to build community.

You can also combine both approaches by recognizing individual accomplishments within a team competition.

Make Scoring Inclusive

Not every member starts at the same fitness level.

Consider rewarding consistency, improvement, participation, and effort rather than only absolute performance.

For example, someone completing three workouts per week for the first time may deserve as much recognition as an experienced athlete reaching a new personal record.

If your challenge includes teams, consider how team size affects scoring. A smaller team shouldn't automatically be disadvantaged simply because it has fewer members. Our scoring system prevents this.

Do You Need Prizes?

Not necessarily, but they do help!

Prizes can create excitement, but they're not the only way to motivate people.

Recognition, community support, and a sense of achievement can be just as meaningful—and sometimes more meaningful—than a cash reward.

Consider celebrating:

- Most consistent participant
- Outstanding teammate
- Weekly milestone achievements
- Biggest personal improvement
- Best encouragement
- Strong participation and effort

Small rewards, public recognition, and personal encouragement can make members feel seen and appreciated.

Celebrate More People

Rather than focusing all attention on one grand-prize winner, create multiple opportunities for participants to feel successful throughout the challenge.

A personal shout-out from a coach, recognition during class, or a featured member story can mean a great deal.

The takeaway: **A motivating, enjoyable challenge experience matters more than the size of the prize. The more members you can recognize and celebrate, the stronger your community becomes, and the recognition of the customers is the real prize!**

7

Promote Your Challenge & Get Sign-Ups

A great challenge deserves a great launch.

Even the most thoughtfully designed challenge won't succeed if members don't know about it—or don't understand why they should join.

Start promoting your challenge before registration opens. Give members time to get excited, ask questions, and invite friends.

Start With Your Existing Members

Your current members are often your best starting point.

Encourage coaches and front-desk staff to mention the upcoming challenge during and after sessions and everyday conversations.

A personal invitation from a trusted coach can be more compelling than a general announcement. Let them know, you want everyone to join!

Build Anticipation

Don't announce the challenge once and expect everyone to remember it.

Create excitement with a series of messages leading up to launch.

For example:

- Tease the upcoming challenge.
- Reveal the theme and goals.
- Explain how participants can earn prizes, points and shout-outs.
- Highlight what makes the experience valuable and fun.
- Share registration reminders.

Use Social Media

Instagram and Facebook can help introduce the challenge to both current members and prospects.

Consider sharing:

- Challenge announcements
- Short videos from coaches

- Polls about challenge themes
- Participant stories from previous challenges
- Registration reminders
- Behind-the-scenes preparation

Make the content feel energetic and community-focused rather than overly promotional.

Don't Forget the Physical Gym

Your facility is one of your most valuable marketing channels.

Place flyers or signs where members will naturally see them:

- Front entrance and check-in area
- Bathrooms and locker rooms
- Group fitness studios
- Waiting or lounge areas
- Community bulletin boards

You can also ask complementary local businesses to display flyers or share information with their customers.

Encourage Referrals

Give members a reason to invite non-member friends and family.

A bring-a-friend opportunity, team-based registration, or special introductory package can help attract new people to your facility.

Make Registration Simple

Interested participants shouldn't have to jump through hoops to join.

Communicate the essential details clearly: what the challenge involves, when it starts, how long it runs, what it costs, and how to register.

Consider offering an early-bird incentive to encourage sign-ups before the deadline.

Want more ideas?

Download our companion guide:

How to Fill Your Next Fitness Challenge Before It Starts

[Insert guide download link]

#1 Overlooked Method to Fill Your Challenge: Direct, Personal Invitations:

Look your clients in the eye and tell them you want them in the Challenge because you know it will benefit them.

You're the coach, they trust your expertise, and you know what's best for their progress. Be direct, confident, and intentional.

Set the expectation, make the invitation, and lead them to take action.

TWM TIP: **Your coaches are some of your most effective promoters. Give them a short, enthusiastic explanation they can share before, during and after sessions.**

8

Keep the Momentum Going

Keep the fun alive.

The first few days of a fitness challenge are often filled with excitement.

But maintaining that enthusiasm requires a few minutes each week.

As the weeks progress, nudge those who fall off and encourage those who are keeping up with it. Recognize them, they all love and want your attention. This can be done in seconds through the system. A little encouragement at the right moment can help them feel connected and keep them taking action.

Introduce Weekly Mini-Goals

Keep things fresh by adding smaller goals or optional bonus activities throughout the challenge.

Examples include:

- Complete an extra workout this week.
- Try a new class.
- Hit a personal activity milestone.
- Encourage a teammate.
- Workout at a different time to meet new community members.
- Complete a surprise weekend activity.

These additions give participants new reasons to stay involved and each week they get actions they did not expect. This keeps it exciting and gets them to try new things.

Recognize Members During Class

Don't underestimate the power of a personal shout-out.

Coaches can acknowledge a participant's consistency, improvement, or contribution to the challenge before or after class.

Recognizing members in front of their peers—when they're comfortable with public recognition—can help them feel appreciated and inspire others.

Celebrate Milestones, Not Just Rankings

Leaderboards can be exciting, but not everyone will finish near the top.

Recognize personal achievements, consistency, teamwork, and progress along the way.

For example:

- A participant completes their first full week.
- A member returns after missing several days.
- A team reaches a shared milestone.
- Someone achieves a personal best.
- The participant completes all nutrition actions aligned with their goals.

These moments can be just as meaningful as the final results.

Communicate Consistently

Keep participants connected with regular update messages.

Share progress reports, weekly reminders, motivational messages, and upcoming activities.

The goal is to maintain excitement without overwhelming members with notifications.

Turn Challenge Activity Into Marketing Content

Your participants can become a valuable source of authentic content for your gym.

With permission, challenge submissions, progress updates, photos, and member stories can provide a steady stream of material for your Instagram and Facebook feeds.

Consider featuring:

- Member accomplishments
- Workout photos or videos
- Behind-the-scenes moments
- Team highlights
- Weekly milestone celebrations
- Encouraging stories from participants

This content showcases your community in action and gives prospective members a glimpse of what makes your gym special.

Always obtain appropriate permission before sharing participant content or personal information publicly. Most clients are happy to let you post because it makes them feel like a celebrity.

Keep the Experience Positive

Avoid making members feel embarrassed when they fall behind.

Encourage them to rejoin the activity, each week is a new week and celebrate whatever progress is made. Met all clients where they are at!

The takeaway: Every challenge creates dozens of opportunities to connect with members. Use them to encourage, recognize, and celebrate the people who contribute to help make your community special. This encourages more of the same from others.

9

End Strong: Celebrate, Learn & Retain

The challenge may end. The relationships shouldn't.

A successful challenge doesn't end when the final points are counted.

The finish is an opportunity to celebrate your members, strengthen relationships, learn what worked, and introduce participants to their next goal.

Celebrate More Than the Winners

Yes, announce your winners. But don't let the final leaderboard be the only story.

Recognize members who showed up consistently, supported teammates, made personal progress, or demonstrated determination, regardless of the leaderboard.

Not everyone wins, but everyone wants a win.

Host an After-Challenge Celebration!

Bring the community together to recognize and celebrate participants for their accomplishments, big and small.

Capture photos, videos, and social media content that showcase the energy, connections, and fun.

Share it with the broader community so those who didn't attend see what they missed—and maybe experience a little FOMO that motivates them to join next time!

The more people who feel proud of their participation, the more positive the overall experience becomes.

Ask Participants What They Thought

Feedback can help you improve future challenges.

Keep your questions simple:

- What did you enjoy most?
- Was anything confusing or frustrating?
- Would you participate in another challenge?
- What kept you motivated?
- What would you change?

You may also discover great testimonials or stories worth sharing—with the participant's permission.

Measure Your Results

Evaluate the challenge against the business goals you established at the beginning.

Useful metrics include:

METRIC	WHAT IT TELLS YOU
Registrations	Initial interest and enrollment
Active participation	How consistently participants engaged
Completion	How many participants stayed through the end
Revenue	Financial contribution of the challenge
New-member conversions	How many prospects became members
Client Impact	Did clients learn or grow

Look for patterns that can improve your next challenge.

Give Participants a Next Step

Don't let all that momentum disappear when the challenge ends.

Offer a natural continuation, such as:

- A new fitness challenge
- A membership opportunity
- A progress consultation
- A personal training package
- A small-group coaching program
- A longer-term accountability program

The goal isn't to pressure participants into another purchase. It's to help them continue the progress and relationships they've built.

Think Beyond One Challenge

Challenges can become a recurring part of your gym's engagement strategy.

Plan different experiences throughout the year to keep members motivated and connected.

The takeaway: The final leaderboard is only one way to celebrate your customers. Every like and comment, every new milestone, personal achievement, and meaningful interaction can strengthen a relationship that lasts long after the challenge ends.

10

Your Fitness Challenge Launch Checklist

Ready to plan your next challenge?

Use this checklist to turn your ideas into an engaging, organized experience.

Plan Your Challenge

- [ ] Define your primary business objective.
- [ ] Identify your target participants.
- [ ] Select your challenge theme and format.
- [ ] Choose the appropriate duration.
- [ ] Decide whether the challenge will be free or paid.
- [ ] Establish registration pricing and any additional offers.

Build the Experience

- [ ] Create the challenge activities and goals.
- [ ] Establish clear rules and point values.
- [ ] Decide on individual or team participation.
- [ ] Make the challenge accessible to different fitness levels.
- [ ] Plan prizes, recognition, and celebrations.
- [ ] Set up participant tracking and communications.

Promote & Launch

- [ ] Announce the challenge to members.
- [ ] Prepare social media posts and in-gym promotional materials.
- [ ] Encourage referrals and bring-a-friend participation.
- [ ] Explain how registration works.
- [ ] Train your staff to answer questions.
- [ ] Welcome participants and kick off the challenge.

Keep Participants Engaged

- [ ] Share regular updates and encouragement.
- [ ] Recognize milestones and achievements.
- [ ] Introduce bonus activities or mini-goals.
- [ ] Monitor participation and engagement.
- [ ] Reconnect with participants who fall behind.
- [ ] Celebrate the wins each week.

Finish Strong

- [ ] Announce results and celebrate participants.
- [ ] Gather feedback and testimonials with permission.
- [ ] Review participation, engagement, and revenue.
- [ ] Identify opportunities for improvement.
- [ ] Invite participants to their next fitness opportunity.
- [ ] Start planning your next challenge.

Make Your Next Challenge Easier With TrainWithMe

Running a successful fitness challenge should be exciting—not an administrative headache.

TrainWithMe Challenges helps gyms, studios, and coaches create and manage engaging fitness challenges without the hassle of juggling spreadsheets and manually tracking every detail.

Meet Challenge Studio

Create challenges with AI-assisted program creation or build your own from scratch.

Customize activities, point values, and settings to fit your community, then manage your challenges and monitor progress and engagement in one place.

A Fun Experience for Participants

The TrainWithMe mobile apps give participants a convenient way to complete challenge activities, track their progress, and stay involved.

Coaches can also use Coach Mode to monitor participant action item submissions right from their phones—and join challenges as participants themselves.

Less Administration. More Engagement.

Spend less time managing challenge logistics and more time doing what matters: motivating your members, celebrating their achievements, and building a stronger community.

Ready to make your next challenge your best one yet?

Discover how easy it is to run your next fitness challenge with TrainWithMe.

www.trainwithmeapp.com | **info@trainwithmeapp.com**