



FITNESS KICKBOXING

Punch and kick your way into a new fitness market.

by Ross O'Donnell

Over the last few years Taekwondo and other cardio-kickboxing type classes have waned in popularity while fitness kickboxing has become increasingly popular. The workout appeals to clients because they get both a calorie-burning cardiovascular and resistance training workout while also learning valuable self-defense skills.

THE WORKOUT

Fitness kickboxing techniques and combinations are based on authentic sport kickboxing, but they do not involve sparring. Other than the glove meeting the pads, there is no physical contact between participants.

A typical session begins with an instructional segment on proper punch and pad-holding techniques and then moves into structured 2 to 3 minute rounds to replicate actual boxing and kickboxing rounds.

Participants can use the workout as the cardio portion or warm-up to their regular routine. It can also be used as an alternate workout tailored to personal training clients or group fitness classes.

BUILD STRENGTH, CONFIDENCE AND MORE

Boxing gloves and punch-kick focus pads provide extra weight and resistance and reduce the likelihood of hyperextension of the knees, elbows and shoulders.

The workout is also a dynamite way to build self-confidence, agility, coordination, stamina and mental focus.

Incorporating a group or one-on-one fitness kickboxing program encourages partner training which increases motivation and commitment to the program. It's the perfect type of activity for men, women, couples, mothers and daughters, fathers and sons, and friends. It's a fresh and innovative workout that enables personal trainers and clubs to add a new dimension to their services.

SPEEDY PROGRESS

Like most martial arts training and fitness programs, fitness kickboxing partici-

Can-Fit-Pro PRO Trainer and Canadian Amateur Sport Kickboxing Coach Joanne O'Donnell (left) works it out with Brittany O'Donnell at Fitness Kickboxing Canada in Orangeville, Ont.

pants are divided into categories distinguishing their skill and fitness level: beginner, novice, intermediate and advanced. But unlike the martial arts, like karate and judo, where it takes years of diligent training to ascend the rank belt structure, fitness kickboxing achievements can be realized within six to twelve months. Program operators establish short and long term goals (3 to 6+ month periods) and provide certificates of accomplishment and other forms of recognition for attainment of each level. Goal setting and recognition creates great incentive and member retention.

HIRE QUALIFIED INSTRUCTORS

Instructors should complete a fitness kickboxing certification before providing instruction. Fitness pros who are certified in group exercise or personal training and have a background in boxing, kickboxing or martial arts provide clients with the safest and most efficient instruction.

STARTING YOUR OWN KICKBOXING PROGRAM

The typical upfront investment is minimal compared to many other equipment-intensive programs. The basic equipment

Kick up your profit

Shelley Greig was operating a successful in-home personal training business in Port Elgin, Ontario when she took training to become a certified fitness kickboxing instructor.

"My initial start-up cost was approximately \$5,000. It's been a year since I opened my studio, and I've already doubled my square footage and increased my equipment. I now employ two trainers, offer private personal training and a fitness kickboxing program and am looking at a second franchise. Kickboxing has been instrumental in the growth of my business, and I would strongly recommend it to anyone wanting to increase their revenue."

required to run classes for up to 20 participants is 10 pairs of kick-punch pads, 10 pairs of boxing training gloves and a round timer. The total investment is approximately \$800 to \$1,000.

A boxing ring is a nice touch for authenticity but boosts the initial layout by \$5,000 to \$15,000. An all purpose or group exercise room of 800 to 1,500 square feet is an excellent substitute. All the required equipment is portable, and the initial financial expenditure can often be recouped in just a few sessions. Sales of boxing gloves, wraps, skipping ropes, etc., can also be a

source of additional revenue for clubs and trainers.

So grab your wraps and gloves, and "get ready to rumble" your way to fitness and profits. FBC

Ross O'Donnell, author of, *"The Ultimate Fitness Boxing & Kickboxing Workout"* is a Can-Fit-Pro PRO-Trainer, CASK Certified Competitive Kickboxing Coach & Instructor and owner of Fitness Kickboxing Canada Inc. He can be contacted at 519-942-1625 or info@fitnesskickboxingcanada.ca

KEYSTONE

EVERYTHING SPORTS MEDICAL INC.

Ellipticals

Treadmills

Strength

Climbers

Bikes

Portable Spas

Reconditioned & Pre-owned
Canada's Largest Selection

www.keystonesports.ca

1126 Finch Ave. W. #10, Toronto, ON.

416.667.7112 Toll Free 1.866.294.4075

