

Fitness Management

ISSUES AND SOLUTIONS FOR FITNESS FACILITIES

MARCH 2005



E-Communications service

IMN

- Loyalty lifter is a three-in-one web-based service that includes a membership e-newsletter, personal training blog and events calendar
- Membership E-Newsletter Service is a monthly newsletter for members; includes member survey capabilities and "refer-a-friend" functionality
- Personal Training Blog enables facilities to publish real-time information
- Designed for professionals with little or no web publishing experience; using templates, users customize all three sections with logo and graphics, and upload content and subscriber lists
- IMN hosts, publishes and distributes information; reports on member responses; and monitors email delivery

IMN (iMakeNews Inc.): 866 964-NEWS; loyaltylifter.imninc.com