
Heart of a Champion Pitch Deck



Presented by CPJ&Co



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We are CPJ&Co



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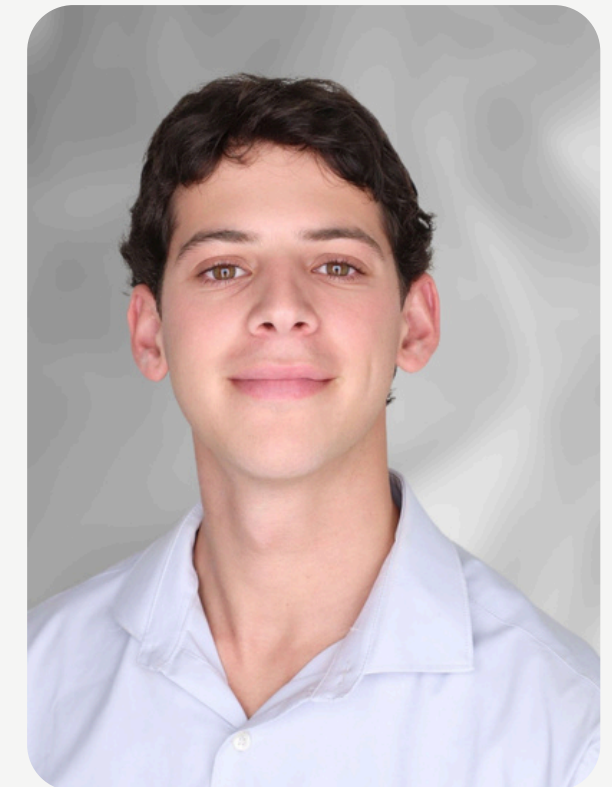
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Our Client



HEART OF A CHAMPION



Russ Malloy is the Head Strength and Conditioning Coach at Heart of a Champion Ltd. He founded HOC to assist athletes and non-athletes to achieve a wide variety of athletic and personal fitness goals.

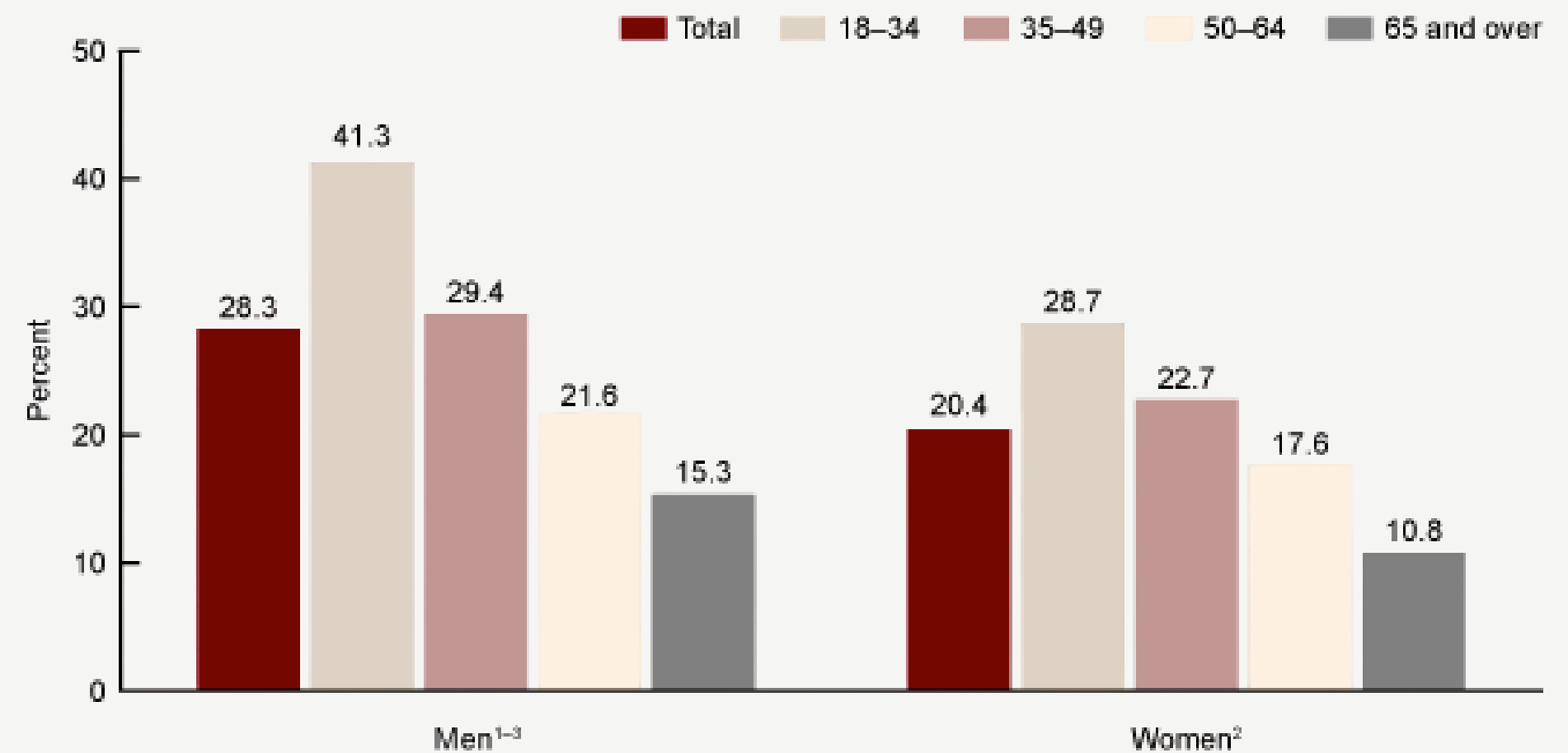
For over 20 years, he has trained countless individuals and served organizations including the NSCA's Basketball Special Interest Group Colorado Stars Softball organization.



Why Health is Wealth: A Market Overview

Daily Recommended Activity Levels - The American Heart Association recommends adults get at least 150 minutes of moderate-intensity aerobic activity per week, plus muscle-strengthening exercise on at least 2 days a week. [AHA](#)

Where Americans Actually Stand - In 2020, only 24.2% of adults met the Physical Activity Guidelines for both aerobic and muscle-strengthening activities. [CDC](#)



Percentage of adults aged 18 and over who met 2018 Physical Activity Guidelines for Americans for aerobic and muscle-strengthening activities, by sex and age: United States, 2020



Why Health is Wealth?

Industry Trends - In 2025, gym visits rose 3.5% year-over-year, with 77 million Americans holding memberships healthandfitness, proof that people are showing up. Colorado leads the charge, ranking as the fittest state in the nation, with 82.3% of residents exercising outside of work SportStars Magazine, the highest rate in the country.

The Long-Term Payoff - The benefits of consistent weight training go well beyond the gym. Research shows that just 30 to 60 minutes of strength training per week may be enough to reduce the risk of dying from all causes, cancer, and heart disease by 10–20%. Harvard School of Public Health

Muscle-strengthening exercises also improve glucose metabolism, support healthy body weight, and help lower cardiovascular risk factors like blood pressure. Harvard School of Public Health.

Women in particular see the biggest longevity boost, and strength training has also been shown to improve mood and protect joints and bones. NPR



COMPETITORS

Competitors



**boulder
Crossfit**

Boulder Crossfit, a branch of the national Crossfit brand, is known for its reputable coaching, staff, and consistent coaching methods.



UPLIFT
BOULDER

Uplift Boulder, a community-focused gym, that relies on its loyal members and strong staff team.



**IN THE
CORE**

In The Core, a sports performance-driven gym that seamlessly integrates physical and mental training to cultivate teams and athletes.



boulder Crossfit



National Brand Power & Instant Recognition

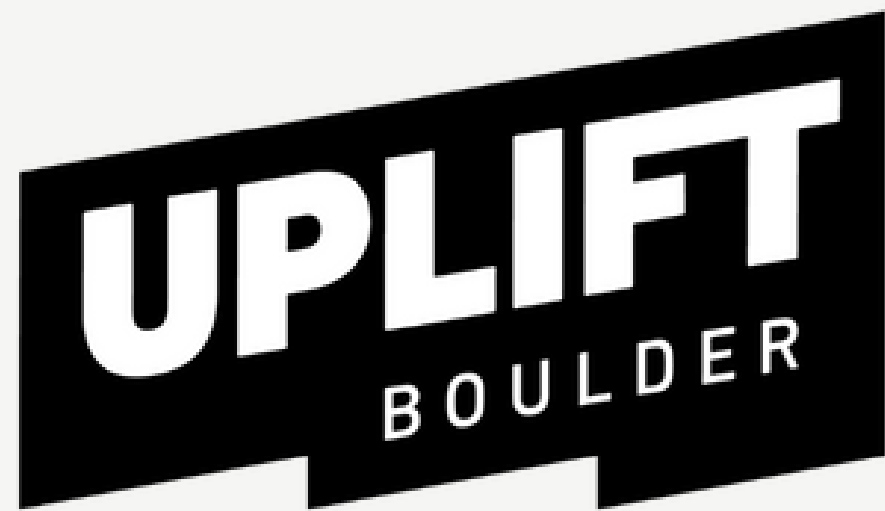
Boulder CrossFit benefits from being part of a globally recognized fitness brand, ensuring potential members understand the training style. Certified coaching staff and a professionally developed online presence further establish them as a trustworthy choice in Boulder's competitive fitness market.

Premium Facility & Comprehensive Offerings

With a large gym space, extensive equipment, and amenities like a sauna and ice bath, Boulder CrossFit delivers a full-service experience that is enticing to potential customers. Their diverse offerings like group classes, personal training, specialty classes, open gym hours, and CrossFit competitions creates broad appeal.

High-Energy Community Culture

The gym's identity is built into the CrossFit already existing community based on connection and accountability. This combination of disciplined, purpose-driven training with a welcoming social environment creates strong retention and customer loyalty, a meaningful competitive edge in a this industry.



Expert Coaching with Personalized Attention

Uplift Boulder's small class sizes and structured programming set it apart from larger gyms. Beginners to advanced members receive hands-on coaching focused on safe technique and measurable progression, making it a compelling option for those seeking real results.

Smart Branding & Multi-Platform Presence

Uplift's visually consistent website, clear class programming, and active presence on socials showcase their commitment to brand investment. Regular content highlighting exercise tips and community energy builds trust and loyalty online, positioning them as a strong competitor for attention before potential members visit in person.



Broad, Inclusive Appeal Across All Levels

Uplift designs programs that complement members' athletic pursuits and welcomes ages 25–65 of all abilities, unlike intensity-first competitors like CrossFit. Their empowering, low-intimidation brand makes strength training accessible, a meaningful differentiator in Boulder's fitness market.



Unique Performance-Driven Methodology

In The Core offers a science-based, holistic approach to fitness training that targets speed, neuromuscular connection, brain training, ambidexterity, and sport-specific skills. This multidimensional system, combined with sports recovery integration, makes them a standout competitor for athletes seeking measurable, performance-level results.

Specialized Athlete & Team Market

By targeting competitive athletes, youth programs, and sports teams, In The Core taps into a high-commitment, high-retention audience that most gyms overlook. Their focus on athletic development builds deep loyalty, positioning them as Boulder's go-to destination for serious athletic performance training.

Credible, Results-Focused Brand Presence

With over 20 years of experience, over 1,000 athletes trained, and covering 30+ sports, In the Core leads with proof over promises. Their clear program structure, client testimonials, and compelling imagery create immediate authority and trust with prospective clients.

Goal Posts



Goal Posts

AG1[®]

Successful Online Outreach That Drives Awareness and Growth.

By partnering with trusted podcasters and amplifying them through social media, positioning itself as a credible wellness necessity.

 LE CREUSET[®]

Quality Over Quantity.

A premium cookware brand founded on quality over quantity. Combining craftsmanship and performance for high-quality products.

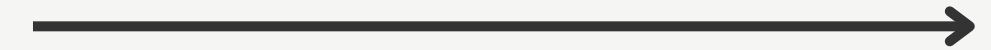
ŌURA

Strong Community Engagement and Word of Mouth Referral.

Strong word-of-mouth referrals, driven by brand reputation. Social media reviews and personal testimonials.



AG1[®]



Science-Backed Lifestyle Positioning

AG1 doesn't just market a supplement, they market a daily identity. By emphasizing scientific credibility and whole-body wellness, they've positioned themselves as an essential habit rather than an optional add-on. This "lifestyle staple" framing creates strong customer retention and makes the brand feel indispensable to health-conscious consumers.

Social Reach & Influencer-Driven Trust

AG1 may have a larger social media following, but their marketing strategy is replicable. AG1 presents a unified brand experience with a meticulously designed website and a visually cohesive content across Instagram and Facebook. This consistency across platforms sets a high benchmark and makes competitors with fragmented or underdeveloped branding look noticeably less credible by comparison.

Membership Conversion

AG1 unexpectedly began as a membership-based program. Initially, offerings were provided through a monthly membership. Customers who desired additional products were incentivized to purchase individual items. Growth can originate from any source, and commencing with community engagement can significantly enhance a brand's development.



Quality over Quantity

The core principle is universal: when a brand consistently delivers something that genuinely works, lasts, and feels worth the investment, customers stop shopping around. Whether you're selling running shoes, furniture, skincare, or software, the brands that earn long-term loyalty are almost always the ones that make people feel their money — and trust — was well placed.

Heirloom Brand Identity

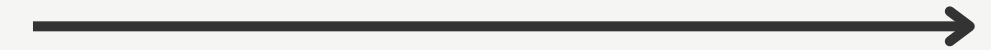
Le Creuset's commitment to quality over quantity transforms purchases into long-term investments. Lifetime-backed cookware designed to outlast generations builds a deep emotional connection with customers. Loyal customers return to expand their collections, becoming passionate brand advocates. Le Creuset's dedication to craftsmanship retains customers and turns them into stewards of the brand, passing cookware and loyalty down through families.

Customer Loyalty + Product Strategy

Le Creuset's mystery boxes and seasonal color drops generate organic user-generated buzz at scale, with individual unboxing videos earning hundreds of thousands of views. This creator-fueled content engine means the brand consistently earns attention without paying for it, turning their product launches into cultural moments that dominate food and lifestyle communities online.



OURA



A Product That Becomes Personal Identity

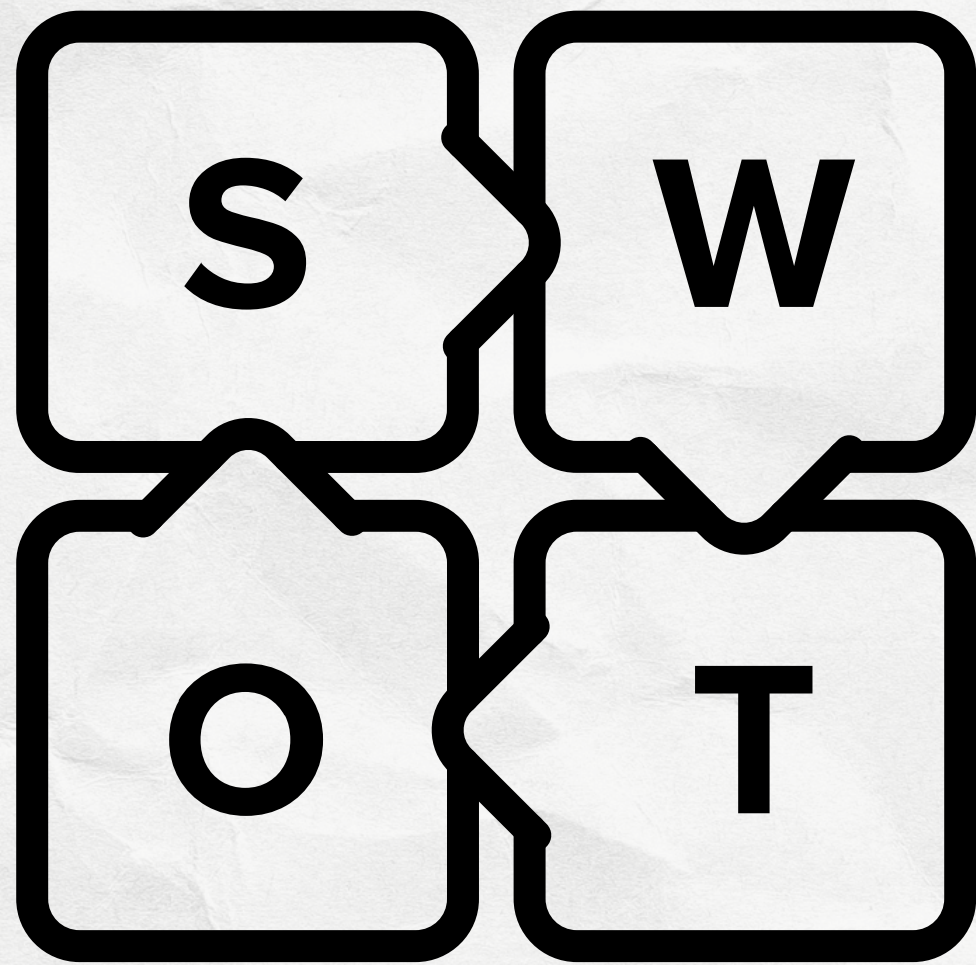
Oura's deeply personal biometric data, like sleep scores, readiness, and recovery, creates an emotional connection that goes far beyond fitness tracking. Because users experience tangible, daily improvements in how they feel and perform, they naturally share their results with others, turning every satisfied customer into an organic brand ambassador and generating powerful word-of-mouth.

Endless Word of Mouth Referral

Users of the Oura ring endlessly talk about how that product has improved their life. Recommending it over and over again to people when asked about it. Users will mention how the service pricy but worth it in the long run for their health.

Lifestyle Positioning That Transcends Fitness

Oura is strategically positioned not as a workout tool but as a whole-life wellness companion — framed as preventative self-care rather than a tech gadget. This broader appeal connects with people regardless of athletic ability, expanding their potential audience well beyond traditional fitness consumers and allowing them to compete in the much larger wellness and longevity space.



Analysis



STRENGTHS

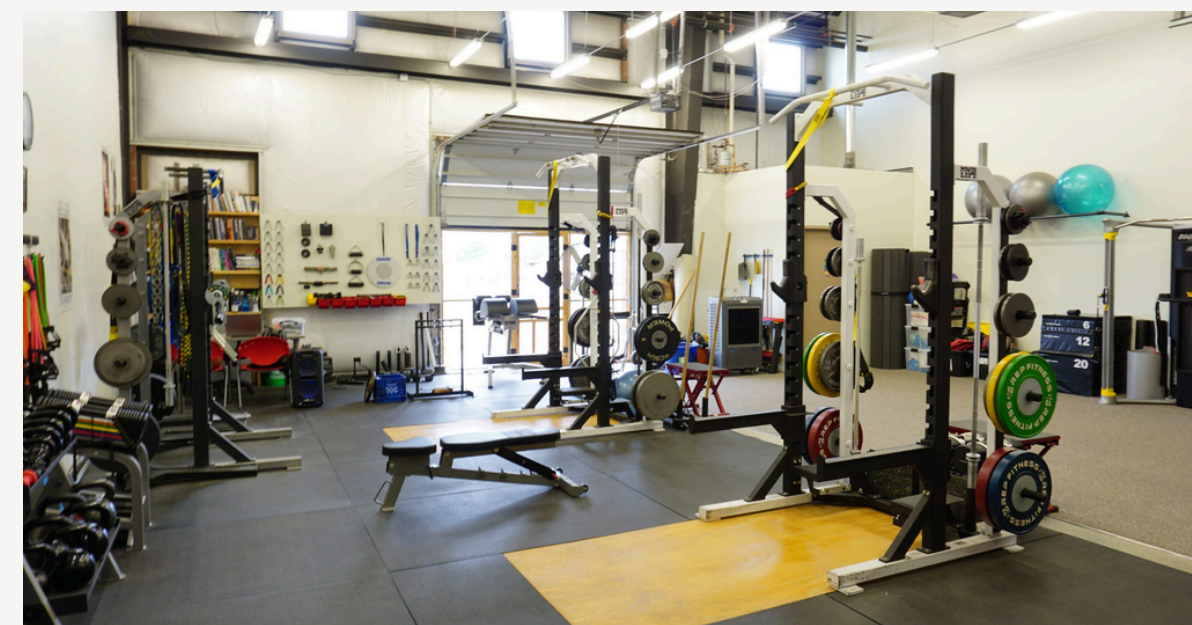
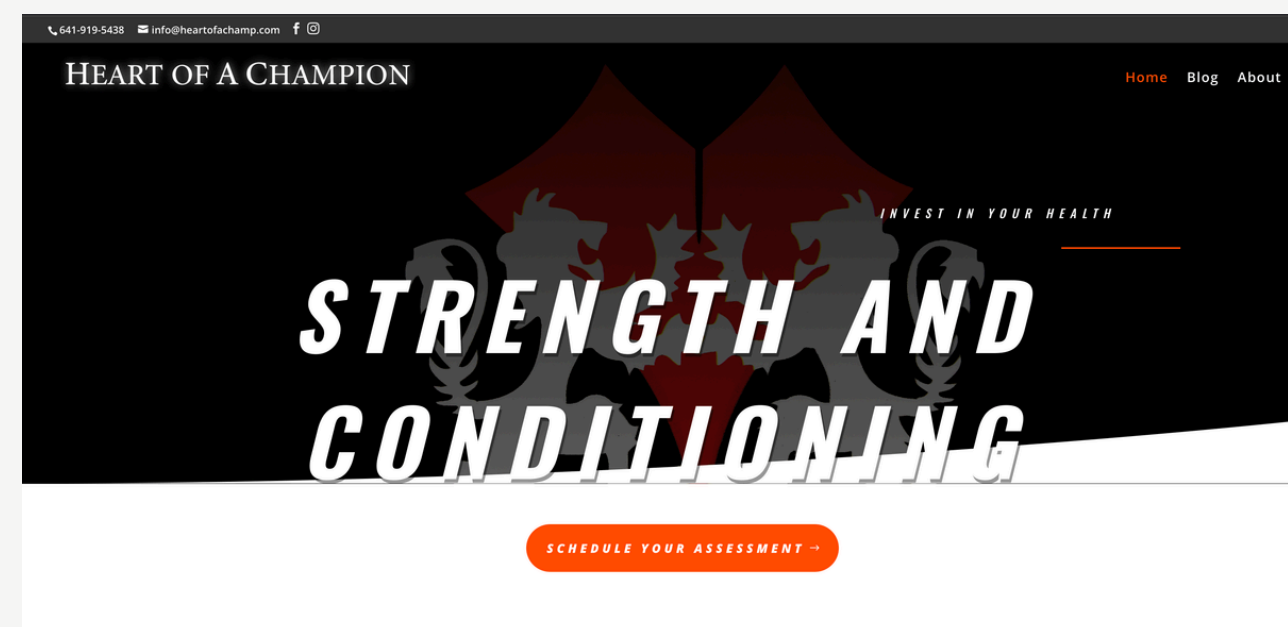
- Proven expertise
- Strong client relationships
- Highly individualized training tailored to each person's goals





WEAKNESSES

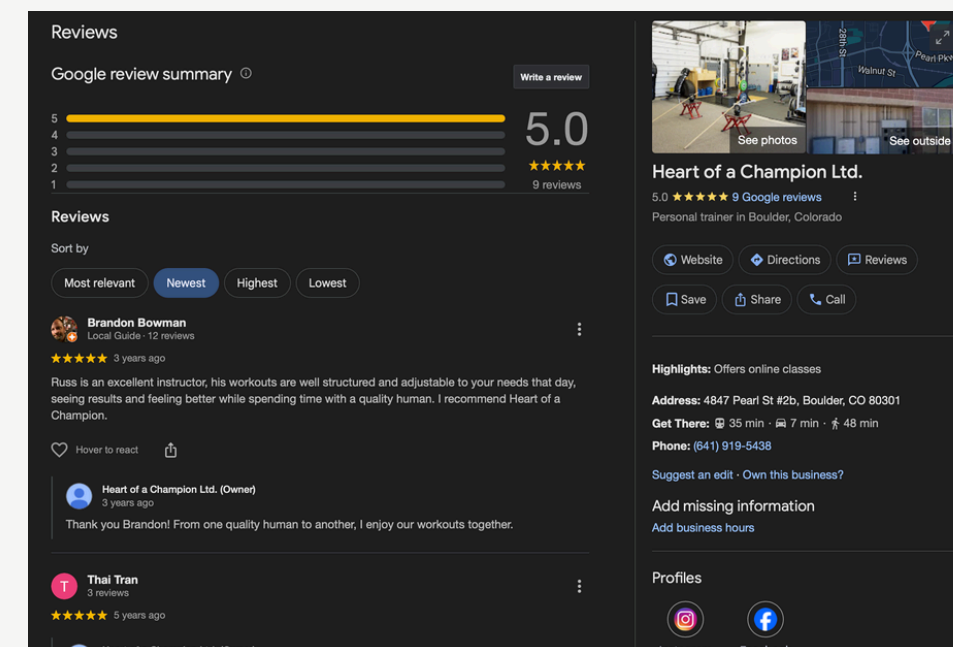
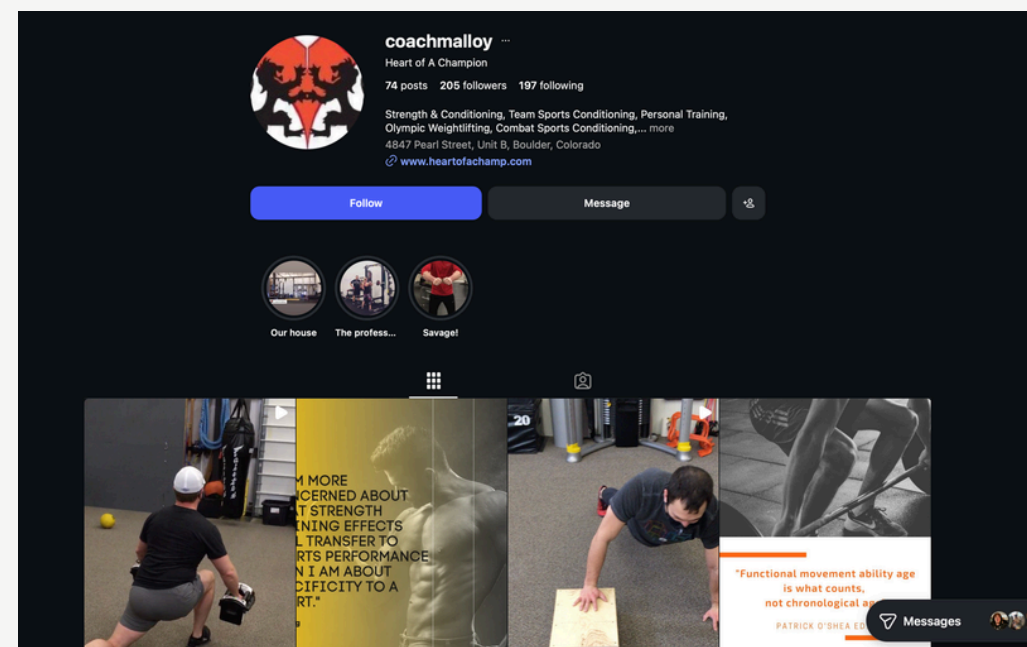
- Over reliance on a single coach
- Limited space
- Low brand awareness
- Lack of keywords on website
- Unclear class scheduling and pricing





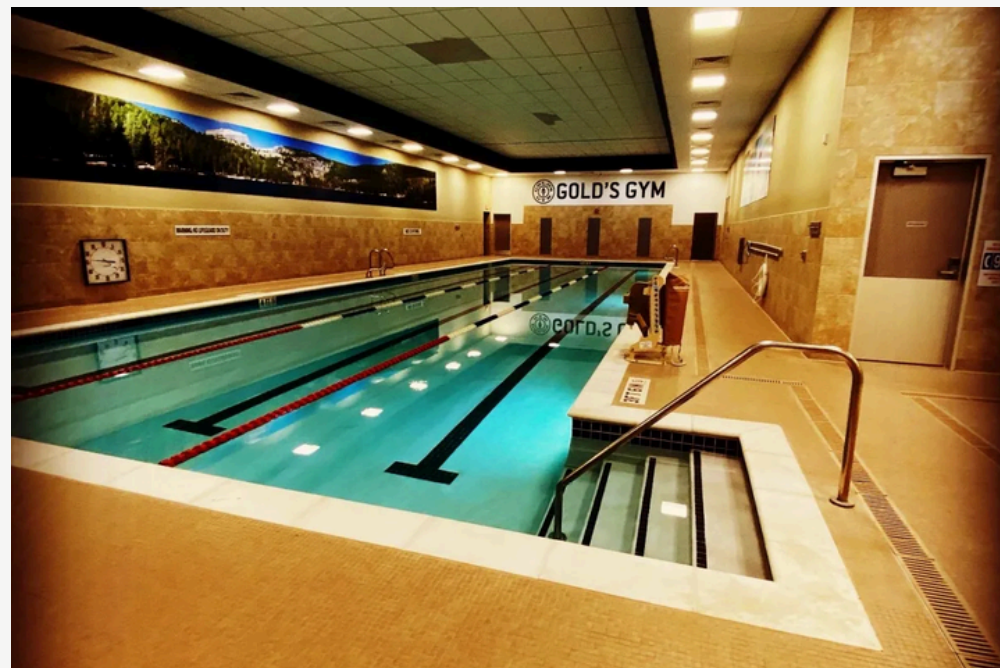
OPPORTUNITIES

- Website improvement
- Expanding group and digital programs
- Increasing facility capacity
- Strategic use of member success stories

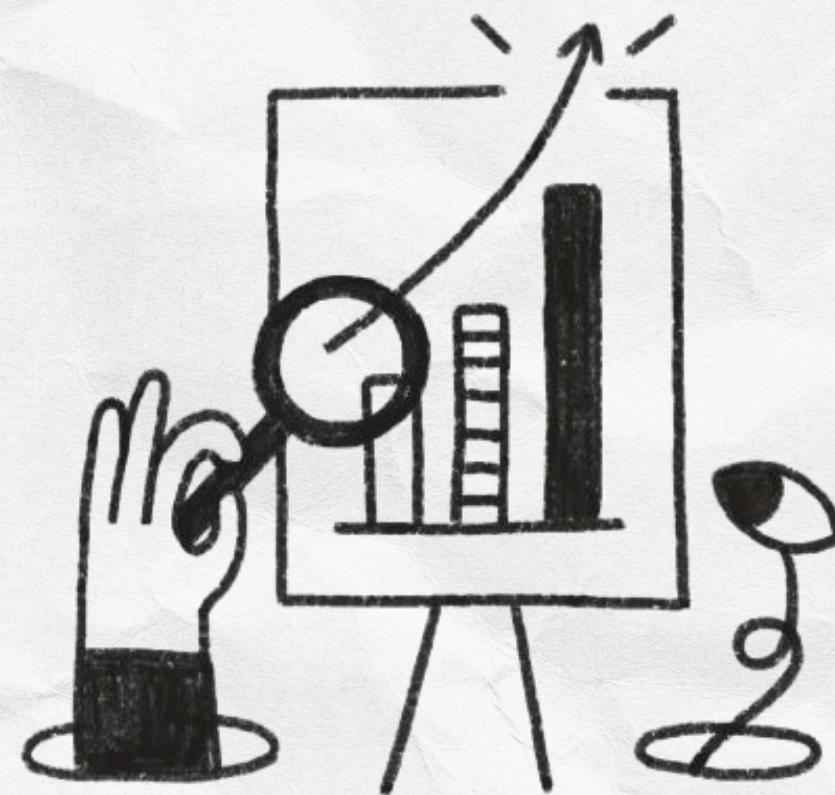


THREATS

- Stronger branded competitors
- Hiring constraints
- Relocation risk
- Major fitness trends pulling clients toward larger facilities



Insights



The value of group workouts extends beyond physical fitness: shared effort and social connection make exercise more appealing, driving long-term member retention.



What this means for HOC:

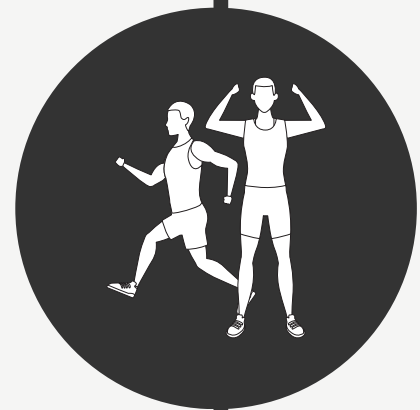
We should emphasize and build the community aspect of group classes, because the social bonds and shared effort are what keep members coming back long after the initial fitness motivation fades.

The Facts



Peer-reviewed research found that older adults described group exercise sessions as “highly social and enjoyable, with a strong sense of community and lots of laughter”.

From Frontiers



“Specifically, during classes in which exercisers’ perceptions of groupness were relatively higher, exercisers reported more recalled enjoyment, affective valence, and exertion.. these findings demonstrate the value in fitness classes feeling like authentic groups.”

From Pubmed Central

**Specialized gyms
succeed by creating
built-in
accountability with a
strong sense of
belonging, the two
most powerful
drivers of long-term
retention**



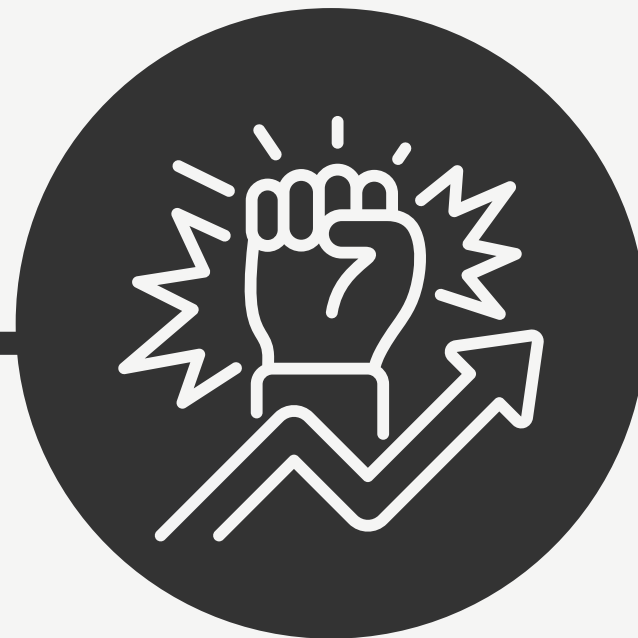
What this means for HOC:

We should position specialized coaching as delivering both paths to engagement: structured learning environment for self-motivated clients and consistent accountability stemming from community.

The Facts



Specialized Gyms have a 75-80% member retention rate (More than Typical Box Gyms at 50%).



While many people begin exercising for external outcomes, adherence is the real challenge, with dropout rates reaching 47% in two months and 86% in six months.



Specialized gym members typically have more self-motivation and feel deeper social support from peers than those at traditional large gyms.

Older adults have the most financial freedom and the most to gain from strength training, yet remain the least engaged, making them the fitness industry's largest untapped growth market.



What this means for HOC:

By focusing on a niche older market that is often forgotten, Heart of a Champion has the opportunity to grab clients that are often overlooked.

The Facts

70%

Of disposable income in the US is controlled by Older Population.

15.7%

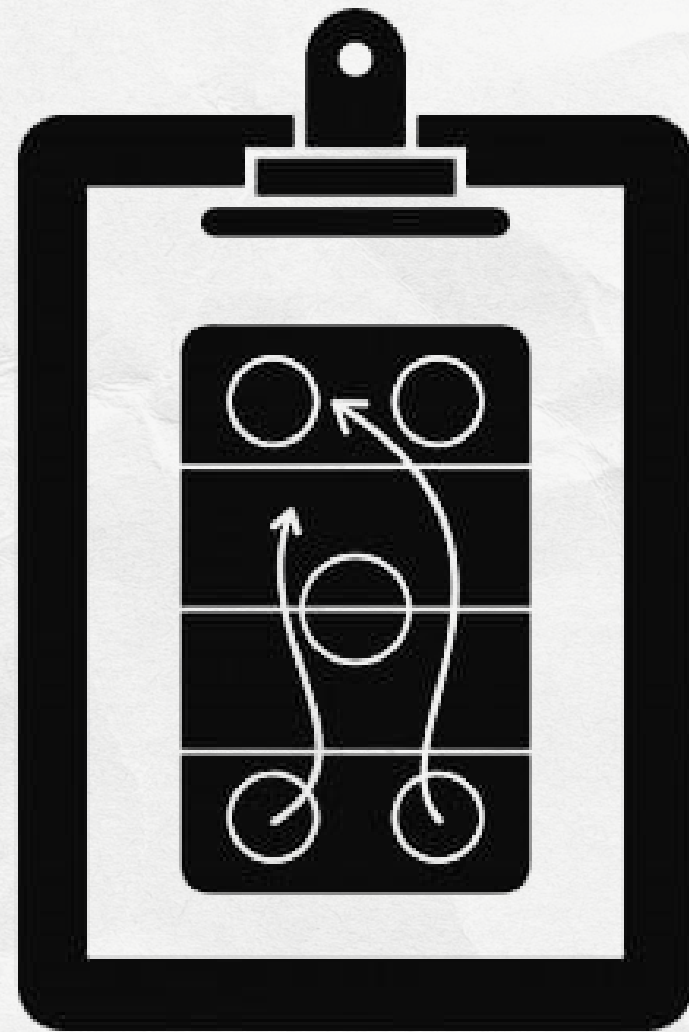
Of older adults are meeting cardio and strength training guidelines (CDC).

43.3 m

Of U.S. adults have low bone density (osteopenia).

Creative

Brief



Positioning Statement

Heart of a Champion encourages clients to strive for a healthier, more-active lifestyle, through intentional and personalized training. We are an old-school gym that believes in grit and the satisfaction of being challenged and coming out on top.

HOC is built on the idea that everyone has the heart of a champion, we simply show you how to harness it.



The Heart of a Champion Difference

The Heart of a Champion experience isn't just about fitness. It's giving someone a structured practice that's entirely theirs, a community to belong to, a coach who knows their name, and a training philosophy built for long-term health, not short-term aesthetics. Buying into an HOC membership is an investment in all three.

Not every person is motivated the same way, and that's okay!

We have sorted potential members into two buckets, the self-starter and the social supporter, so HOC can speak directly to what each person actually needs.

For the self-starter with high intrinsic motivation, the message is about skill and longevity: group classes are where proper instruction lives, and where they'll build the foundation for a body that works well for decades.

For the person who needs a push, the message is about people: the community shows up so you don't have to show up alone. Sustained habits are easier when someone's expecting you.

The Playing Field

This campaign is designed to increase group class membership at Heart of a Champion, creating the foundation needed to scale the business, both in physical space and staff.

What We're Working With

Google Business Profile (free)
Local SEO
Boosted Instagram/Facebook posts
Canva Pro (~\$13/mo)

What Winning Looks Like

- 1 · Grow Group Class Membership by 25% in 3 months
- 2 · Reach Capacity to Justify Scaling
- 3 · Build Social Proof via Google Reviews
- 4 · Create Social Media Consistency
- 5 · Convert Group Members to Personal Training

What We'll Run

Social Posts & Reels
Google Review Templates
Senior Outreach Materials
Email Newsletter
Website Copy

Target Audience



Adults aged 35-60 - who want to stay fit while balancing busy lives, and older adults 60+ prioritizing mobility, balance, and maintaining their independence.

Project Timeline

Phase	Focus	Actions
Month 1	Outreach & Social Lift	Contact 5 senior hubs · Launch social cadence · Publish website copy updates · Begin Google review campaign · Set up email newsletter
Month 2	Member Gain & Retention	Activate referral program · Expand class schedule · Monitor attendance capacity · Identify PT conversion candidates · Send newsletter #2
Month 3	Traction & Engagement	Review campaign progress · Deepen community engagement · Spotlight member stories · Evaluate scaling readiness · Plan Month 4+

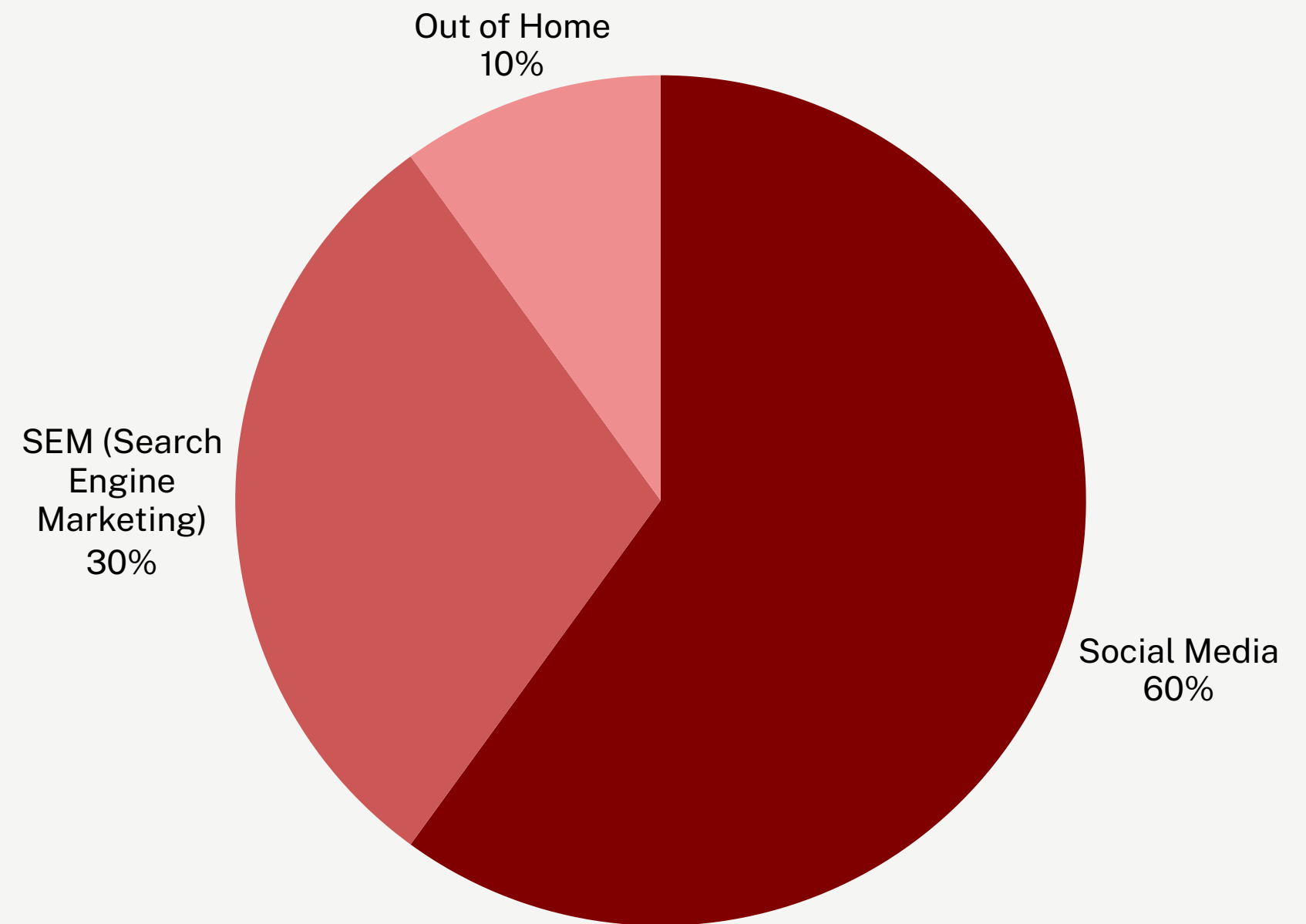
Media Channels to Reach Them

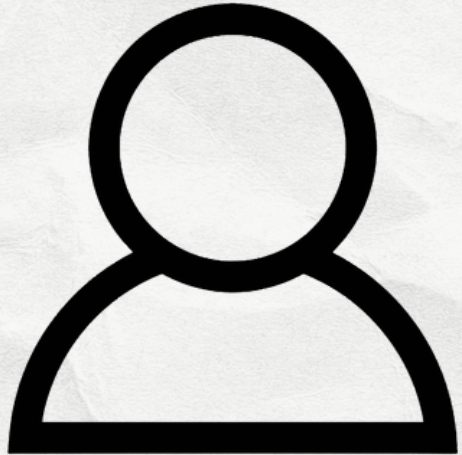
Facebook

71% of adults use Facebook on a regular basis.

Instagram

50% of adults use Instagram regularly, but much higher among younger adults and much lower among those 65+ (19%).



Buyer 
Personas

Who's Signing Up?

The Commitment Champion

Meet Erin Kline

Age: 41

Location: North Boulder

Career: Production
Marketing Manager

Household: Married, 1
child (10), 1 dog



Goals: 2x/week strength, less neck/back tightness, feel athletic/confident again

Hobbies: Weekend hikes, skiing, Pilates/yoga “when she can,” coffee walks, wellness podcasts

Core need: “Give me a plan + accountability so I actually stay consistent.”

Pain points: Decision fatigue, intimidation in gyms/free weights, time constraints, stop-start routines

What wins her at HOC: Clear “Start Here” assessment, small coached setting, visible progress tracking, scheduled accountability

Best channels: Instagram, Google Reviews/Search, Referrals

Who's Signing Up?

The Active Rebuilder

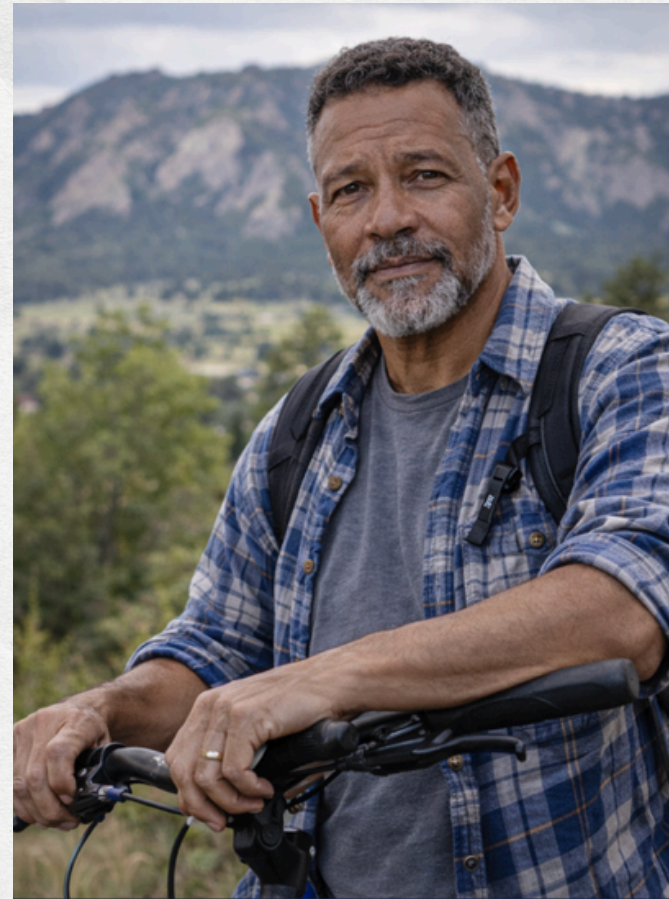
Meet Tom Alvarez

Age: 52

**Location: South Boulder
(Table Mesa)**

**Career: Semi-retired civil
engineer (consulting 2–3
days/week)**

**Household: Married,
empty nester**



Hobbies: Hiking, cycling, skiing, travel, home projects

Core need: “Help me stay capable and pain-free — safely.”

Goals: Strength + balance, joint stability, mobility, hiking/skiing readiness

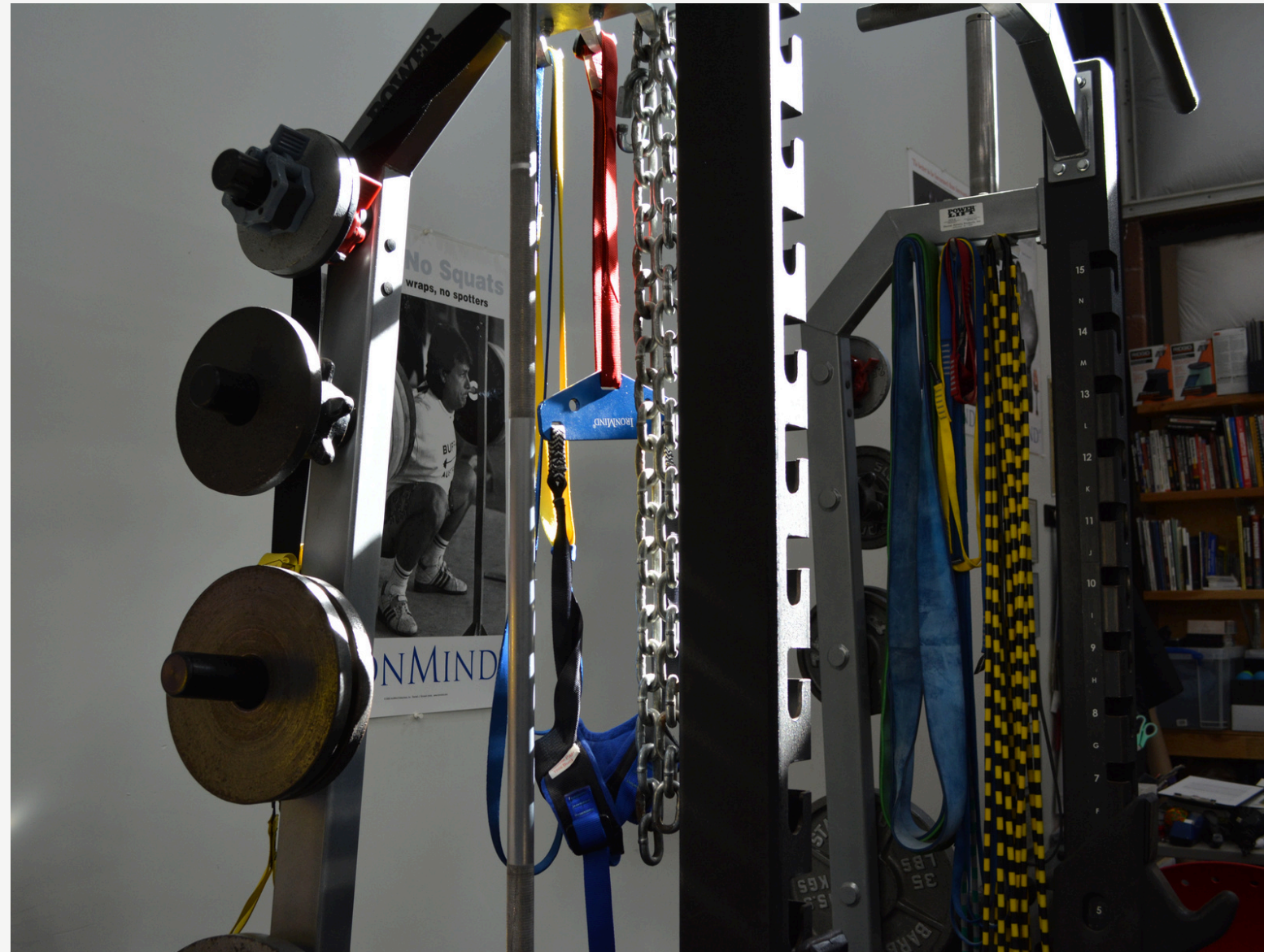
Pain points: Fear of re-injury, doesn't trust generic programs, wants coaching + modifications, dislikes loud/intimidating gyms

What wins him at HOC: Calm expert coaching, small group attention, functional milestone progress (balance/pain-free movement), consistent routine

Best channels: Google search + reviews, Facebook/community, PT/massage referrals



Actionables



Website Revamp + SEO

Increase visibility through Boulder-focused search engine optimization and targeted local ads, supported by a seamless website experience.

Referral Rewards

A structured incentive program, such as free sessions or class credits, that turns word of mouth into a consistent and repeatable growth system.



Team Partnerships

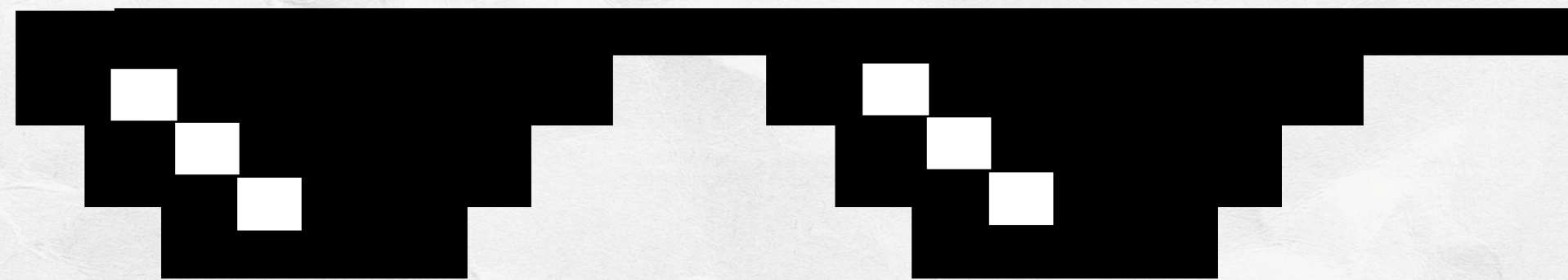
Act as a third-party performance specialist for parent-coached teams, offering freelance team support while building parent trust and a pathway to clients.

Seasonal Preparations

Seasonal, time-bound training blocks (ski, run, league prep) that create clear entry points for new clients throughout the year.



The

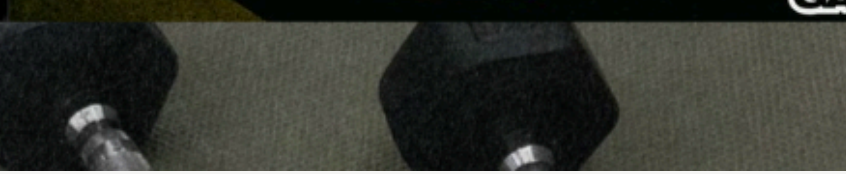


Cool-Down

Next Steps

Increase connection with clients and outreach.
Social media consistency.
Brand Identity.

PERSEVERANCE. INTENTION. CONNECTION.



Sneak Peek!

Built to Live.

You Don't Have to Be an Athlete to Have the Heart of a Champion.

You Already Have the Heart. We Show You How to Use It.

Your Starting Point Doesn't Define Your Finish.

This Is Your First Win.

This Isn't About Becoming a Champion. It's About Realizing You Are One.

Everyone Started As a Beginner.

Out of Shape Doesn't Mean Out of Potential.

You Already Have the Heart. We Show You How to Use It.

The Hardest Part Is Walking In. We Handle the Rest.



Thank you!

Contact Us!

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