

Awkward Agent®

BOOT CAMP (NEIGHBORHOOD)

Boot camps have become incredibly popular in recent years. No matter what your fitness level is, the workouts can be modified to fit where people are at in their fitness journey. Boot camps are great for bonding because groups support, inspire and motivate each other to achieve their goals. As an agent, being part of the experience will undoubtedly draw you closer and make you top-of-mind for all-things real estate. If you're up for the challenge, all you need to do is find a qualified fitness instructor with experience running boot camps and a place to have it. Consider incorporating a challenge and ask participants to set their fitness and weight loss goals in the beginning. For boot camps, your role is the facilitator. Participants will pay for their own classes. However, in the end, we suggest you consider hosting a party to celebrate everyone's wins.

WHO TO INVITE

Ask neighbors who are interested in becoming a healthier version of themselves. Invite a group who you believe will be committed to the process and show up regularly. Young, old, actively fit, or out-of-shape, it doesn't matter. Cast a wide net and see who wants to join in.

TIMING

You can coordinate a boot camp any time of the year, but there are a couple of key times when you're likely to get more participation. The first is at the beginning of the year when everyone is making their New Year's resolutions and committing to exercising regularly. The second is in the Spring when people are trying to get ready for swimsuit season.

VENUE

Using parks and free open space is one of the most appealing aspects of hosting a boot camp. Look around your neighborhood to see what options are available. Make sure your city doesn't require a permit or charge a fee to use these spaces. If they do, get your application in as soon as possible. Many times, it can take weeks or months to get your permit. Boot camps can also be held indoors. If you opt to do this, secure a venue where you can spread out like a neighborhood clubhouse, school gym, or community center. Consider offering a donation for the use of this indoor space.

AGENDA

It's always good to have a plan to keep participants on track. Most classes last about 45 minutes and follow this format.

1. Check In
2. Warm Up
3. Workout
4. Cool Down
5. Thank You /See You Next Time

WHAT YOU NEED

Supplies

Ideal bootcamps are portable in nature and the equipment needed is lightweight and versatile. Equipment typically includes:

- ☐ Cones
- ☐ Agility ladders
- ☐ Jump ropes
- ☐ Yoga mats
- ☐ Ab rollers
- ☐ Resistance bands
- ☐ Medicine balls

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

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- ☐ Stopwatch
- ☐ Water bottles or hand towels (gift to participants at first class)
- ☐ Portable sound system/speaker
- ☐ Phone or camera (to take pictures)

Food & Drink

You do not need to provide food and drink for this event. It's an ongoing class and will not be expected by your participants. However, you may want to consider hosting a party at your home, or local restaurant to celebrate everyone's fitness wins at the end.

GOOD VIBES ONLY

Icebreaker

The first class is a great time to have an icebreaker so everyone can get to know each other. Go around the circle and ask the following questions.

- ☐ What is your name and where do you live?
- ☐ Have you ever participated in a boot camp?
- ☐ What is your primary goal?

Music

Workouts always go by faster when you're listening to music. Create an energetic playlist to keep the blood pumping during your boot camp. Consider songs like "Gonna Make You Sweat" by C & C Music Factory or "Hey Ya!" by Outkast. There are also a lot of great playlists on Spotify you can download for your workouts.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Flyer
- ☐ Community newsletter
- ☐ Social media
- ☐ Email
- ☐ Text messages
- ☐ Personal phone calls

Collateral

Further promote your personal brand with the following:

- ☐ Water bottles
- ☐ Hand towels
- ☐ Thank you cards (for signing up)
- ☐ Congratulations cards (to acknowledge their success)
- ☐ Wine labels (if you have a party at the end)
- ☐ Beer labels (if you have a party at the end)
- ☐ Water bottle labels (if you have a party at the end)

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