



## December 2021

Good Morning Friend,

For a lot of people, December means Christmas or Hanukah, the end of the budget year, and an opportunity to unwind and take stock of the last 12 months. For those of us in the fitness/wellness side of the aquatic industry, it means preparing for New Year's resolution season.

January is typically a spike in fitness facility usage and membership sales surrounding the perennial hype of "new year, new YOU!"

Whether you work at a municipal recreation center, a private gym, a hotel, a condo building or anything in between, you can bet that - effective January 2 - many people (who previously ignored the pool's existence) will descend upon your facility.

In preparation for this busy-ness, I have two main points I want to make.

The first is that we - truly - need to introduce the facility to each and every single person who walks through the doors. Whether it's a lifeguard greeting bathers, a receptionist checking in members, a sign posted on the door or a newsletter sent out to residents, we absolutely need to start from scratch, assuming no prior knowledge in terms of etiquette or safety.

I took up spin classes last year ([example here](#)). I've attended 60+ classes with a dozen instructors at three different studios, and only last week (!) did an instructor start off the class with an intro to the hand positions (below).

I'm a competent individual, but - if we're talking about first impressions, risk management, customer service or even competitive

advantage - what does it say that no one stopped to realize I might know nothing?

The second thought I want to leave you with is to please abandon the 30-day challenge. Really.

During a 30-day challenge, users are encouraged to complete 30 classes or facility check-ins in 30 days to be eligible for prizes. For facilities, it creates excitement, classes appear full, and an infusion of revenue. For customers, it's a hard reset that can help develop a new fitness routine.

The big problem is swimming pools (and most athletic facilities) actually depend on a wide customer base for revenue to operate. That means not just people who come every day (we actually *lose* money on them), but also the people who only come once a week; the people who only come when their grandchildren are in town; the people who only swim during cold winters; the people who leave their membership on autopay but never use it; etc.

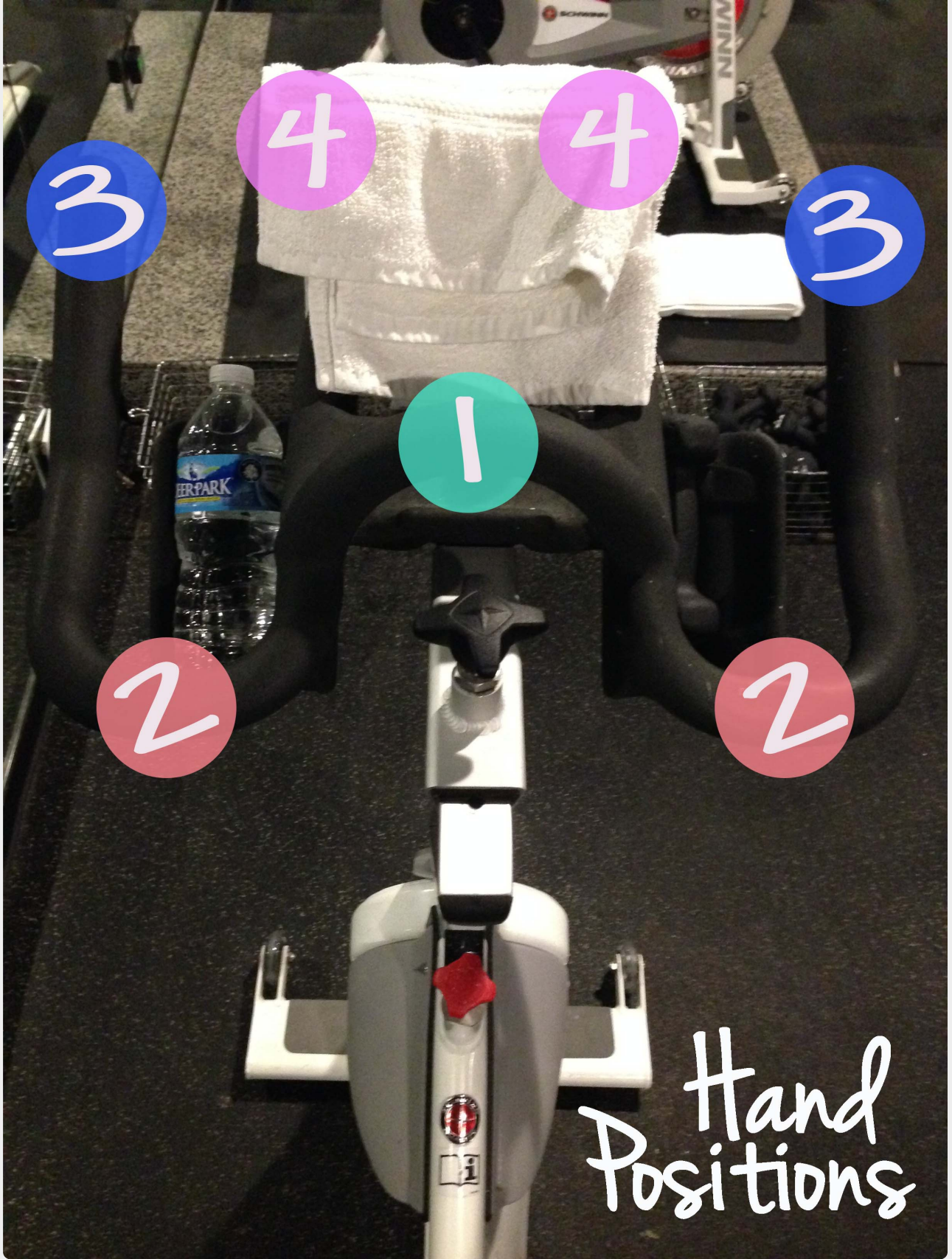
When you run a 30-day challenge - especially in our Pandemic situation - it's not sustainable. Efficient operations are the result of scaling up as a facility get busiers, and learning ebbs & flow of customer preference (nobody gets it right the first time).

A 30-day challenge is like cramming for an exam, and then forgetting all of the information the next day. For a business, it's a mulligan and not a real way to grow trust or to forecast usage. So - PLEASE - resist the urge to do it or you'll regret it later.

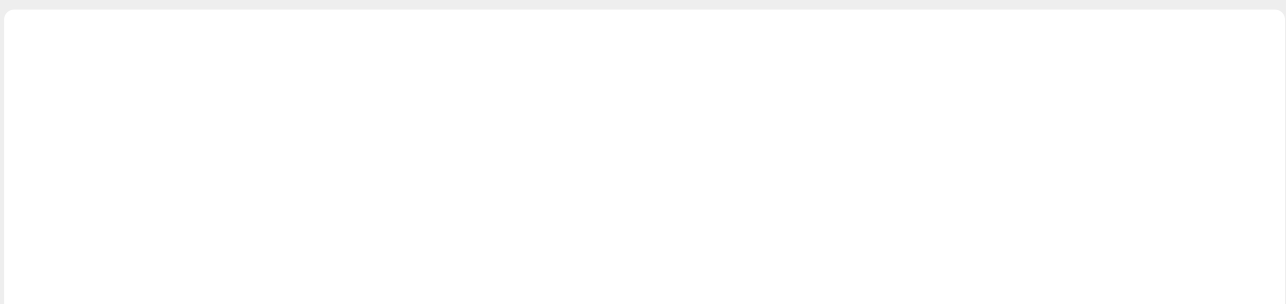
If you need to revamp January offerings, go back to WHY am I doing this and then you can figure out the WHAT of exactly how to do it. As always, if we can help - let us know!

See you on the other side of 2021.

-Katie Crysdale  
Founder, Lakeview Aquatic Consultants



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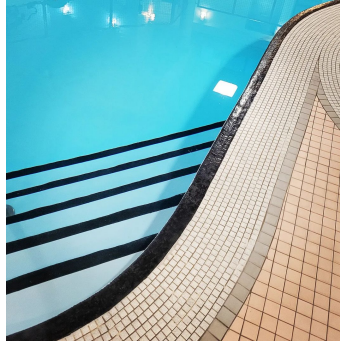
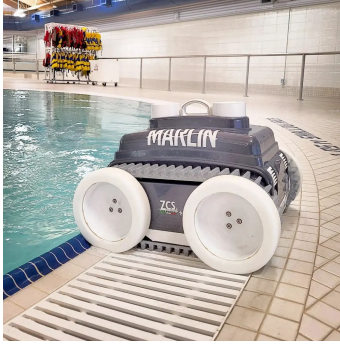
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**This is our one sale of the year! For Katie's birthday, we're offering \$35 off any 2022 virtual Certified**

**Pool Operator (CPO) class to newsletter subscribers only!**

**Use code SAGITTARIUS35 at checkout to discount any registration from \$495 to \$460. Offer valid until December 21.**

## Instagram Posts





# CERTIFIED POOL OPERATOR CLASS

January 24-27, 2022  
10 am - 2 pm EST



100% Online via Zoom



The December 2021 Certified Pool Operator (CPO) class is sold out! We have limited availability for private virtual CPO classes in December/January. [Contact us](#) soon to avoid disappointment.

The [2022 virtual CPO class schedule](#) is posted and all classes are now open for registration. In-person classes will be added as we know more about the Omicron Variant.

For detailed information about how the online training works, please [click here](#). For feedback from satisfied clients in our most recent class, please [click here](#).

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