

STEP THIS WAY!

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Group Step

Discover new heights with Group Step! Utilizing the step in many positions and heights, this compelling 60-minute cardio program strengthens and shapes the lower body one step at a time. Energetic music and motivating instructors create this spunky group experience. Step this way with Group Step.

What Group Step Will Do For You

Group Step will enable you to bring back all those members you have lost because step aerobics became too complicated. Group Step's athletic and sporty programming will ensure participants are successful and really get great fitness benefits. Because Group Step is a fantastic cardio work out, you'll find this is a great alternative for your members to walking, running or riding on your cardio equipment.



The Target Market

Group Step's primary target is women aged 20 to 50. Because of its athletic nature, men will be a very viable secondary market.