

## ATTITUDE & PHILOSOPHIES

### WELCOME,

You are now part of an exciting company and its team here at the Zoo Health Club organization. We want to welcome you not only as a franchisee but also as our “Partner in Success”.

We are a team of true fitness professionals with over 100 years of combined experience in marketing, advertising, prospecting, sales, member service and franchising.

Our goal is to pass on to you our Partner’s in Success the combined power of all our knowledge of how to operate a successful Health Club. Whether you own one location or several we are here to serve you as your partner in success. We believe you success is our success and our success is your success.

The sales and training manual that you now have in your hands hold the secrets of the ages of successful Health Club operation. The material in this manual contains not only the how to build a successful Health Club operation but contain the Attitude and Philosophies of the partners in operating the Zoo Health Club organization.

Study, practice and make part of your behavior what you will learn within these pages. Set your goals, work your plan to get into action by making a strong commitment. Remember the more you learn the more you earn, if you do the work, it will happen...

We look forward to building a great future together.

Sincerely,  
The Zoo Health Club Team

# KEEP FIGHTING

One of the most difficult things everyone has to learn is that in your entire life you must “Keep fighting” and adjust if you hope to survive.

Every day is a fight of some type. Some are pleasant, others are not.

No matter who you are or what your position, you must “Keep fighting” for whatever you desire to achieve.

It doesn't seem right and it doesn't seem fair, but this is the way life is.

It is a constant struggle of fighting within yourself to be physically fit and strong when you take on a battle of life.

If someone is not aware of this contest and expects otherwise, then constant disappointment occurs.

It's challenging and exciting. The tougher the job the greater the reward, but winners are in shape and keep fighting. Losers don't know why they are losing.

It's strange, but health, happiness and success depend upon the fighting spirit of each person.

The big thing is not what happens to us in life...but what we DO about what happens to us.

Work hard and watch the good things happen!

**By George H. Allen**  
**Celebrate after Victory!**

# CONSISTENCY

Consistency is the truest measure of performance. Almost everyone can have a great day, or even a good year. But true success is the ability to perform day in and day out, year after year, under all kinds of conditions. Inconsistency will win some of the time; Consistency will win most of the time.

Consistency requires concentration, determination, and repetition, to be at your best all the time, you must:

- Take nothing for granted. If you aren't "up" every day, something, or someone will knock you down.
- Take pride in what you do. The things you do well are the things you enjoy doing.
- Take setbacks in stride. Don't brood over reverses, learn from them.
- Take work home, to get ahead, plan ahead.
- Take an extra lap. Condition yourself for the long run. The tested can always take it.
- Don't take "No" for an answer. You can do what you believe you can do.

**By George H. Allen**  
**Celebrate after Victory!**

**Whatever the mind can conceive and believe, it can achieve.....**



**The more you learn, the more you earn....**

**If you do the work, it will happen!**



**If you help enough people  
get what they want,  
you will always get what  
you want...**

## WORDS OF WISDOM

When things go wrong, as they sometimes will,  
When the road you're trudging seems all up hill,  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,  
When care is pressing you down a bit,  
REST – If you must, but don't quit.

Success is failure turned inside out-  
The silver tint of the cloud of doubt,  
And you never can tell how close you are,  
It may be near when it seems afar.  
So, stick to the fight when your hardest hit-  
It's when things seem worse that you must not quit.

Ships sail east, and ships sail west,  
By the very same breezes that blow;  
It's the set of the sails,  
And not the gales,  
That determine where they go.

There is a destiny that makes us brothers;  
No man goes his way alone;  
All that we send into the lives of others  
Comes back into our own.

Thought is a magnet; and the longed – for pleasure  
Or boon or aim or object is the steel;  
And its attainment hangs but, on the measure,  
Of what their soul can feel.

Are you in earnest? Seize this very minute;  
What you can do, or dream you can, begin it;  
Boldness has genius, power and magic in it.  
Only engage, and then mind grows heated;  
Begin, and then the work will be completed!

## MORE WORDS OF WISDOM

Success is the sum of small efforts,  
Repeated day in and day out,  
With never a thought of frustration,  
With never a moment of doubt.  
Whatever your cherished ambition,  
Begin now to make it come true,  
Through efforts, repeated, untiring,  
Plus, faith in the thing that you do.

It is not the guns or armament  
Or the money they can pay,  
It's the close cooperation  
That makes them win the day.  
It is not the individual  
Or the army as a whole  
But the everlasting team work of every bloomin' soul

No star is ever lost we once have seen.  
We always may be what we might have been.

The best compensation for doing things is the ability to do more.

Anyone can start, but only the thoroughbred will finish!

No man can rise to fame and fortune without carrying others along with him.  
It simply cannot be done.

You have not fulfilled every duty unless you have fulfilled that of being pleasant.



**HAPPY  
MEMBERS  
EQUAL  
REFERRALS AND  
NEW  
MEMBERSHIP  
SALES....**