



BLACK RACCOON CONSULTING
THE FITNESS BUSINESS CONSULTANTS

Black Raccoon Consulting

Helping Gym
Owners
Create
Thriving Clubs

ABOUT US

OUR PHILOSOPHY

We are dedicated to supporting your growth by equipping your business with the tools, strategies, and guidance needed to thrive in an increasingly competitive fitness industry.

With over 25 years of experience working across Hotels, Franchises, and Independent fitness facilities, we've honed a range of proven strategies designed to drive success. Our approach is tailored, ensuring that every solution aligns with your specific needs and challenges.

We believe in working closely with business owners, providing personalised, 1-to-1 support to fully understand your vision and goals. This collaboration allows us to deliver actionable solutions that make a real impact.

At the heart of everything we do is YOUR brand, YOUR vision, and YOUR success. Together, we'll craft a roadmap to help you grow, develop, and lead in this competitive market. Let's build something exceptional.



BLACK RACCOON CONSULTING
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SUPPORT

Coaching, Mentoring & Consulting

for your fitness business

YOUR BUSINESS CHALLENGES

We understand that every business is unique, and so are the types of support they require. Here's how we tailor our services to meet your needs:

- ✓ Some businesses benefit from a lighter touch—a sounding board to provide motivation and the confidence to trust their own decisions.
- ✓ Others need focused assistance with lead generation, sales processes, or setting up effective automations.
- ✓ Some seek an in-depth business review, complete with a solution-driven action plan to achieve tangible results.
- ✓ Many look for targeted sales training and development to upskill their teams.
- ✓ For new ventures, we offer comprehensive, end-to-end support to help set up a facility from the ground up.
- ✓ Regular coaching and mentoring are ideal for those who want ongoing guidance to execute their plans effectively.
- ✓ Some simply need expert advice to optimise their supply chain.

That's why our approach is entirely bespoke—designed to adapt as your business evolves and your needs shift over time. Whatever stage you're at, we're here to provide the right level of support to help you succeed.



1 **Personal**

2 **Bespoke**

3 **Focused**



WHO ARE WE

RYAN CHARLESWORTH

Managing Director of Black Raccoon Consulting

Ryan has 25 years fitness industry experience having worked with a wide range of facilities including large commercial clubs, hotels chains, franchise businesses and independent fitness facilities and small group PT studio's.

Ryan has work for or with companies such as Holmes Place, Spirit, Marriott Hotels, Fitness First, Fitness Space, Jetts, Anytime Fitness as well as a large range of independent clubs

BLACK RACCOON CONSULTING

WE'VE BEEN DELIVERING SUCCESS ADVICE TO GYMS AND FITNESS BUSINESSES SINCE 2014

Black Raccoon Consulting are here to provide you with the support, skills, training and operational guidance to ensure your health club, gym, fitness club, pool or studio business is a success.

Our approach is bespoke and we work closely with our owners and managers to ensure we maximize their philosophy and ensure the integrity of their product whilst delivering growth and success.

Sales & Marketing

Membership Sales Training

Digital Marketing and Organic Social Media

Client Journeys and Customer Experience

KPI's and Performance Management

Finance Reviews & Business Planning

Operational Standards, Audits and Quality Control

Pre-sale and Club Openings

Supply Chain Management

Recruitment Support

Business Funding and Business Sales

Group and Personal Training Systems



Bespoke

We work 1-1 with our clients to create solutions to solve the challenges in their business



Experience

With over 25 years industry experience for some of the biggest companies UK and abroad



Full Service

End to end support from sales, customer journeys and marketing to operations and standards

Our Business

At Black Raccoon Consulting, we are more than just a consultancy—we are a comprehensive business growth ecosystem dedicated to supporting gyms and fitness businesses of all sizes. Our goal is to empower gym owners, managers, and entrepreneurs with the strategies, tools, and guidance they need to thrive in a competitive and ever-evolving industry.

With over 25 years of experience in fitness, leisure, and hospitality, we've worked across a diverse range of businesses, from independent gyms to franchise operations and corporate facilities. Our unique approach goes beyond offering "one-size-fits-all" solutions. Instead, we provide bespoke strategies tailored to the specific needs of each business.

Our network extends beyond consulting. Through our complementary services and platforms, we aim to deliver end-to-end solutions for every aspect of your fitness business. Below, you'll find an overview of the key components of the Black Raccoon ecosystem and how they work together to support your growth.



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Black Raccoon Consulting

Your Strategy, Your Vision, Your Success

At the heart of Black Raccoon Consulting is a commitment to helping fitness businesses achieve their goals. Whether you're launching a new facility, improving operations, or driving sales, we work closely with you to create actionable plans tailored to your challenges and objectives.

Our services include:

- Business consulting and strategy development
- Sales and team training
- Client journey optimisation
- Operations reviews and efficiency planning
- End-to-end support for new facility launches
- Marketing guidance
- Business planning and knowing your numbers
- Standards and audits

We pride ourselves on our personal approach, working 1-1 with business owners to deliver sustainable solutions that align with your vision and values.

FitLeads

Your Marketing Partner

FitLeads is our dedicated digital marketing solution designed specifically for gyms and fitness businesses. We specialise in creating and managing highly effective campaigns that generate leads, nurture prospects, and drive membership growth.

Key FitLeads features include:

- Digital ad creation and management
- Social media content strategy and execution
- Landing page development and lead capture
- Marketing automation and client journeys
- Detailed performance tracking and reporting

FitLeads combines the art of storytelling with data-driven insights to deliver measurable results for your business.





The Inside Track Podcast

Industry Insights and Inspiration

The Inside Track Podcast is our platform for connecting with some of the fitness industry's brightest minds. From gym owners and fitness entrepreneurs to industry experts, we explore their journeys, challenges, and successes to inspire and inform our audience.

Each episode delivers valuable insights into key topics such as:

- Sales and marketing strategies
- Industry trends and innovations
- Leadership and team management
- Member engagement and retention

Whether you're seeking fresh ideas or looking for relatable stories from industry peers, The Inside Track Podcast has something for everyone.



The Black Raccoon Gym Growth Network

Community and Collaboration

Launching in January 2025, the Black Raccoon Gym Growth Network is a free mastermind group for gym owners. Designed to foster collaboration and knowledge-sharing, this network provides valuable resources and support to help fitness businesses succeed.

Key benefits include:

- Weekly webinars on key topics
- Peer-to-peer discussions and networking
- Expert guest speakers
- Access to exclusive reports and resources
- Discounts from supply chain partners

The Gym Growth Network is about creating a supportive community where gym owners can connect, learn, and grow together.

A Complete Ecosystem for Fitness Business Growth

Whether you need strategic consulting, powerful marketing campaigns, industry insights, or a supportive community, Black Raccoon Consulting offers everything you need under one umbrella. Our mission is simple: to help you navigate challenges, seize opportunities, and build a business you're proud of.

With Black Raccoon, you're not just working with a consultancy—you're gaining a partner invested in your long-term success. Let's make it happen together.

PARTNERS

FIT SUPPLY HUB

WWW.FITSUPPLYHUB.CO.UK

At Black Raccoon Consulting, we understand the dynamic and evolving needs of the fitness industry. That's why we created Fit Supply Hub – a dedicated platform designed to bridge the gap between gyms, leisure clubs, bootcamps, and other fitness businesses with a curated network of trusted suppliers.

Here at Fit Supply Hub, we believe in the power of connection and collaboration. Our extensive network of suppliers is meticulously chosen to ensure quality, innovation, and reliability, meeting the diverse needs of today's fitness world. Whether you're a gym owner seeking the latest in fitness equipment, a bootcamp instructor looking for nutritional supplies, or a leisure club in need of cutting-edge software solutions, Fit Supply Hub is your gateway to the best in the business.



What to Expect

At Black Raccoon Consulting, we pride ourselves on delivering tailored solutions that meet the unique needs of every gym and fitness business we work with. Our approach is rooted in understanding your business, your challenges, and your goals.

From the moment we begin working together, here's what you can expect:

A Personalised Approach

We don't believe in cookie-cutter solutions. Your business is unique, and our first priority is to learn about you, your vision, and the specific challenges you face. Whether you're an independent gym owner, a franchise operator, or a corporate facility manager, we design strategies that align with your brand and values.

Expert Guidance and Support

With over 25 years of experience in fitness, leisure, and hospitality, we bring a wealth of knowledge to the table. Our expertise spans sales, operations, client journeys, marketing, and much more. But we also recognise the value of collaboration. Where necessary, we tap into our network of trusted partners to ensure you receive the best possible solutions for every aspect of your business.

Clear Communication and Actionable Insights

We believe in transparency and simplicity. When you work with us, you'll receive clear, actionable plans designed to drive measurable results. We'll break down complex strategies into manageable steps, providing you with the confidence to implement them effectively.

A Comprehensive, End-to-End Service

We're more than just consultants—we're an extension of your team. Our services cover every aspect of your business, from strategy and operations to marketing and sales. Whether you need help launching a new facility, refining your client journeys, or improving your bottom line, we'll work with you every step of the way.

We aim to provide solutions that address your needs now and set you up for long-term success.



A Collaborative Partnership

We don't just hand over a strategy and walk away. We're in this together, working alongside you to implement changes, monitor results, and adapt as needed. You'll always have access to expert advice, practical tools, and ongoing support to ensure your business continues to grow.

Results-Oriented Approach

Our ultimate goal is your success. From improving member retention to increasing profitability, we focus on delivering tangible results. We'll help you measure progress, celebrate milestones, and continually refine your strategies to ensure your business thrives in a competitive market.

Your Brand, Your Vision, Your Success

At the heart of everything we do is a commitment to your business. We don't push generic solutions or try to change your vision. Instead, we help you take that vision and turn it into a thriving, sustainable reality.



OUR CLIENTS



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