

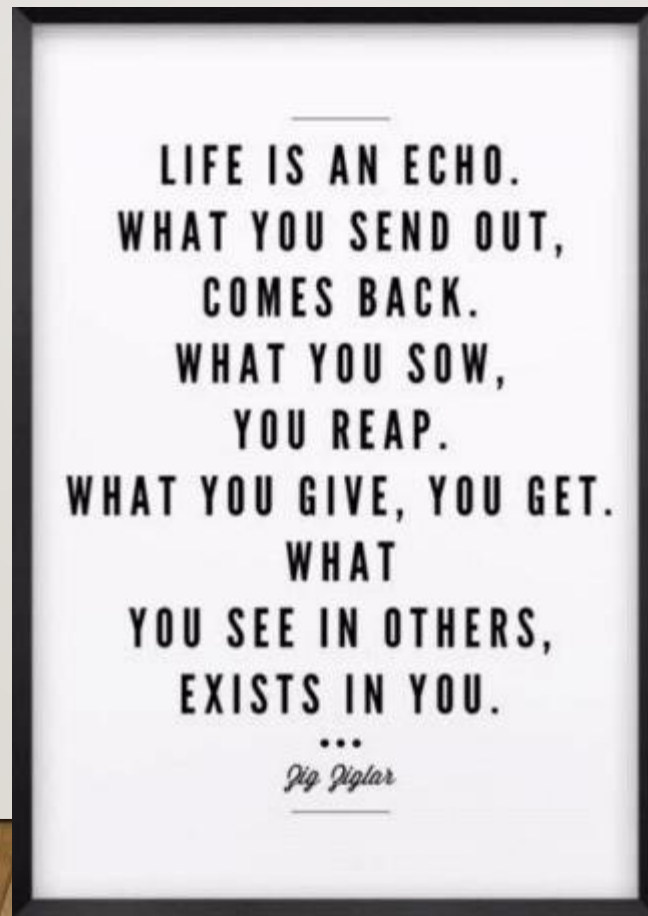
# THE POWER OF COMMUNITY NETWORKING & BUILDING A COMMUNITY

---

HEATHER GODFREY

# BUILD YOUR COMMUNITY

---



# INSANITY

---

- Doing the same thing over and over again and expecting different results! –Albert Einstein

I'M HEATHER GODFREY! 😊

---



# WHAT IS.....

---

- **Community Definition:**
  - Feeling of fellowship with others, as a result of sharing common attitudes, interests and goals.....
- **Networking Definition:**
  - the action or process of interacting with others to exchange information and develop professional or social contacts.
- **Collaborating Definition:**
  - work jointly on an activity, especially to produce or create something.

# CONNECTION + COMMUNITY

---

- People Crave This NOW More Than Ever
- Average...2 Hours 22 Minutes On Social Media
- Create A Space

# BUILD THAT COMMUNITY

---

- Host Community Events (Build Team + Leadership Roles)
- Build Other Businesses (Referrals/Collaboration)
- Network – Be involved
- Utilize & Take Advantage Of Social Media

# HOST COMMUNITY EVENTS

---

- Create A Space
- Provide Value To Others – All Demographics
- Education
- Fun
- Give Back
- What Are You Doing?



# GRAB A SHEET OF PAPER!!!!

---

- What have been your 2 top most successful events that you have hosted at your facility. In terms of community building and providing value.

# HOST EVENTS

---

- Brown Bag
- Holiday
- Kid/Family Friendly
- Fitness /Nutrition /Wellness
- Arts & Crafts
- Snowshoeing
- Cook Off

# HOST EVENTS

---

- Confidence For Kids
- Self Defense
- Music In The Park
- Art In The Park
- Dog Friendly
- Cribbage/Bridge
- Give Back

# COLLABORATE + NETWORK

---

- Double Exposure
- Creates Relationships
- Referrals
- Get Creative
- Get Involved In Other Events
- Chamber, BNI, Referral Groups, ETC.
- **STRENGTH IN NUMBERS**

# SOCIAL MEDIA

---

- Build A Following
- Free Tool
- Create Event Pages (Facebook)
- Utilize Stories (Facebook + Instagram)
- Facebook Live
- Encourage Engagement
- Boosting Exposure

---

# SPRING RELEASE TRANSFORMATION! 😊

[Spring Release Transformation 2018- Kyla Watts](#)

# FITNESS EVENTS

---

## *Easter Weekend Workout*

SATURDAY, MARCH 31ST | 8-9AM

Cardio Maxx w/ Jenny S. & Spin w/ Therese S.

Members: Free | Non-Members: \$5



# FITNESS EVENTS

---

We Rise By Lifting Others Up



#lovevital



# FITNESS EVENTS

---



## Spartan Strong

SUNDAY, APRIL 22ND  
4:00-5:00PM

Members: free  
Non-members: \$5

Spartan Strong participants conquer mind and body challenges in an innovative workout combining resistance and body weight training, dynamic stretching and cardio-focused drills.

*Please RSVP:*

Vital Fit Club | 112 6th Ave E  
Alexandria MN | 320.762.0422

Featuring Andy Hardi  
-Spartan Trainer-

# FITNESS EVENTS



## VITAL FIT Kids

FREE CLASS • MUST RSVP

Saturday, October 21st

8:00am- 8:45am

(Ages 6-12)



Join instructor Nikki Sieve for a circuit class!  
Nikki has 6+ years of gymnastics instructor  
experience for children of all ages.



320.762.0442

# HEALTH & WELLNESS EVENTS

---



THURSDAY, APRIL 5TH • 5:30-6:30PM

Education on reading nutrition labels & relaxation techniques  
for combating emotional stress and emotional eating.

Spots limited, please RSVP: 320.762.0432



*Taylor B.*



# HEALTH & WELLNESS EVENTS

---



Vital Fit Club  
Saturday, April 30  
8:00-8:45 Free Workout  
8:45-9:30 Samples

Pre & Post Workout Nutrition  
Easy & Convenient Solutions  
Gluten free- Soy Free- Organic

**Sweat  
SIP &  
SAMPLE**

The poster features a blue dumbbell, a white towel, and a black mat on a wooden surface. The text is primarily in yellow and black.



**Healthy  
Happy Hour**

FRIDAY, MARCH 11 • 6-7PM  
VITAL FIT CLUB

HEALTHY PINA COLADAS  
LIGHT APPETIZERS

IGNITE 8 WEEK  
TRANSFORMATION  
CHALLENGE

The poster shows a wooden table with a glass of beer, a bowl of snacks, and a pineapple. The text is in yellow, red, and black.

# HEALTH & WELLNESS EVENTS



## STRETCH & Restore

w/ Dr. Justin Godfrey

**THURSDAY, MARCH 8TH**  
**6:15PM - 7:00PM**  
**VITAL FIT CLUB**

Join us as we focus on reparative full body stretching. All skill & flexibility levels welcome.

Help combat muscle knots, tension, stress, muscle fatigue and post workout soreness.

**Free Event**  
**Space is limited**  
**Please RSVP**

Vital Fit Club  
112 6th Ave | Alexandria  
320.762.0442



## ROLLGA FASCIA CLINIC

**SATURDAY, MARCH 24TH • 9-9:45AM**

**\$40 per person** (includes rollga+class instruction)

Learn the incredible benefits using a rollga roller can have on fascia health, preventing injury and maintaining fitness.

Instructors:  
Jon & Heather Godfrey

Call to reserve  
your spot:  
320.762.0442



# SOCIAL MEDIA RECOGNITION

**MEMBER OF THE MONTH!**  
**JOSH & ELISE**



**FAVORITE WAY TO BEE ACTIVE?**  
JOSH: HOCKEY & ANYTHING OUTDOORS  
ELISE: GROUP CLASSES & HIKING

**FAVORITE HEALTHY MEAL?**  
BOTH: APPLES & PEANUT BUTTER

**MOTIVATION?**  
JOSH: RESULTS + ENERGY LEVELS  
ELISE: PUSHING EACH OTHER AS A COUPLE

**FAVORITE QUOTE:**  
JOSH: TOMORROW IS TOO LATE  
ELISE: "LIFE IS TOUGH MY DARLING BUT SO ARE YOU." -STEPHANIE BENNETT HENRY

**DESCRIBE YOURSELF (1 WORD)?**  
JOSH: RELENTLESS  
ELISE: PASSIONATE



Tactical Strength Competition



LAPW Woman Of The Year



Tactical Strength Competition



Baby Pierce Born



Married

*We rise by lifting others up!*

Congrats to our Vital Member Family on their successes, babies and weddings!

#vitalshoutouts 

# GRAB THAT SHEET OF PAPER

---

- #1 What are 2 events or networking suggestions that felt like a good fit for your facility?
- #2 Write down a goal date for each of these to come to fruition!

# THANK YOU!!!

---

[INFO@HEATHERGODFREY.COM](mailto:INFO@HEATHERGODFREY.COM)

651-587-8996

HEATHERGODFREY.COM