

Starting Strength Gyms Listings

Gym Information

- **gym name** - e.g., Starting Strength Houston
- **website url** - e.g., <https://houston.startingstrengthgyms.com>
- **address** - e.g., Pueblo, CO (no lease) or 3701 S Shepherd Dr, Ste B, Houston, TX 77098 (lease)
- **pricing** - base pricing e.g., \$35/session
- **coaches** - SSC *currently* on your payroll
- **contact information** - phone, link to contact page
- **social media** - links to *active* accounts e.g.,
<https://www.facebook.com/startingstrengthhouston>,
<https://www.instagram.com/startingstrengthhouston/>
- **link to pricing page** or early interest page - e.g.,
<https://houston.startingstrengthgyms.com/pricing>
- **link to online coaching page** - e.g., <https://houston.startingstrengthgyms.com/online-coaching-1>
- **link to nutrition coaching page** - e.g., <https://katy.startingstrengthgyms.com/nutrition-coaching>
- **link to open house/free session page** - e.g., <https://houston.startingstrengthgyms.com/open-house>
- **images** - 1909 x 1276 px or larger, **landscape only**; 3-12
- **video** - link to video highlighting your gym, else default SSGyms video will be used, currently <https://youtu.be/bHEvDCUTjI4>

Critical Gym Updates

- **coaches** - any time an SSC joins or leaves payroll - remember that an SSC moving out of the SSGym system will need a *complete change* of profile information so he is no longer associated with your gym and to begin paying for his listing
- **location** - eg change from city to specific address once lease is signed
- **pricing**
- **change in opening date/year**
- **changes in links aka URLs above**

Coach Information

- **coach's ssgyms email address** - e.g., acoach@startingstrengthgyms.com
- **coach name**
- **year certified**
- **birth year**
- **coaching bio** - remember that this is being viewed by people searching for a coach, so your information should be tailored to that perspective
- **specializations and special experience/qualification** - these should be certifications or life-experiences that will differentiate you from other coaches and appeal to target populations you're most interested in serving e.g., nutrition certification, sports, military/veteran status, pre/postnatal, older lifters etc. This information will be added to tags for searching and used to refer people directly to you who've asked for help finding a coach, so be specific and thorough here.
- **current gym**
- **are you currently participating in ssgyms online coaching?** - yes/no
- **are you currently participating in ssgyms live online coaching?** - yes/no
- **are you currently participating in ssgyms nutrition coaching?** - yes/no
- **headshot image**
- **images** - coaching lifters > own lifting - 1909 x 1276 px or larger, landscape only; 3-12

Critical Coach Updates

- change of employer
- change in online coaching participation