

ARIZE TRAINING CLUB

The brand foundation in one document — story, mission, vision, promise, and values. Arize Training Club was born from a deliberate decision: to stop settling for fitness that treats you like a number, and to build something that treats you like a person with a name, a story, and a purpose bigger than aesthetics.

AT A GLANCE

Arize Training Club is a premium coach-led group training gym in Yukon, Oklahoma, serving more than 300 members. In 2025, members lost more than **1,000 pounds together**.

Two coaches in every 40-minute class. Every member known by name. Movements scaled to every body. Every session ends in prayer. **The first class is always free.**

Founded October 2022 by **Brittany and Devin Allen** as **FITCAMP 180 YUKON**. Rebranded to **Arize Training Club** in April 2026.

THE REBRAND

What began as **FITCAMP 180 YUKON** — a group training concept built on energy and results — evolved into something its founders didn't plan but couldn't ignore. Members weren't just getting stronger. They were showing up for each other. They were staying after class. They were asking harder questions about discipline, meaning, and what it looks like to live with intention.

The rebrand to **Arize Training Club** isn't a marketing exercise. It's an acknowledgment of what was already true: this community operates where serious training, accountability, and spiritual purpose converge. The name reflects the movement — to rise — not as performance, but as daily commitment to becoming the person your family, your work, and your faith are asking you to be.

MISSION · VISION · PROMISE

Three statements. Mission tells you what we do. Vision tells you what we'll be. Promise tells you what to expect when you walk through the door.

01 · MISSION

THE DAILY WORK

Build a community where serious training, accountable relationships, and spiritual purpose converge — training to reclaim strength, discipline, and belonging.

02 · VISION

THE WORLD WE'RE BUILDING

A thriving, faith-forward fitness community — where people are introduced to fitness, to each other, and to God.

03 · PROMISE

WHAT YOU CAN EXPECT

When you walk in, we bring the energy. You walk out known. You leave stronger than you came.

THE PROMISE, MONTH BY MONTH

STAGE**WHAT IT FEELS LIKE****Week 1–
2**

You arrive expecting a workout. Coaches surprise you by learning your name. You leave sore but hopeful — less alone.

**Week 3–
4**

Coach remembers your name. Someone invites you to small group. You realize people noticed when you almost missed.

Month 2

You're getting stronger. Small group meets outside the gym. The prayer isn't weird — it's foundational.

Month 3

You're calmer, steadier, more present. You're not performing fitness — you're living it.

Year 1

You can't imagine not being here. You've moved from "customer" to "member" to "part of this."

CORE VALUES

Five values. They aren't decorative — they shape every decision: who we hire, how we program, what we communicate, how we price, who we serve.

01

PURPOSE

Everything we do matters beyond ourselves. Training is simultaneously personal transformation and spiritual practice. We frame fitness as discipline, not vanity.

02

DISCIPLINE

The daily decisions that compound into transformation. Discipline isn't punishment — it's the freedom that comes from structure. It removes the energy tax of deciding, negotiating, or second-guessing.

03

BELONGING

You're known, needed, and part of something real. Belonging isn't earned through performance. It's earned through presence and commitment.

04

EXCELLENCE

High standards applied with care. People deserve the best when they show up: best coaching, best programming, best community care.

05

SERVICE

Strength in service of others. Physical strength means nothing without character to direct it. Stronger members mentor newer members.

THE THREAD

These five values aren't decorative. They shape every decision — who we hire, how we program, what we communicate, how we price, and who we serve. **If a choice doesn't align with at least two of these values, we don't make it.** When values conflict, **Purpose** decides — because everything else is downstream of why we exist.

THE MISSPELLING IS INTENTIONAL

Three things to know — say them in this order when the question comes up.

PERSONAL

The "I" in ARIZE is personal. It sits where you stand. You arise by choice, by discipline, by faith.

INTENTIONAL

The "Z" is intentional. It signals the less obvious choice, picking the difficult path. Your growth is on the paths you haven't taken yet.

DIFFERENT BY DESIGN

The misspelling is intentional — it's different by design because we're different by design.

THE AUDIENCE

Who the brand was built for and why the rebrand maps to them specifically.

CORE MARKET

THE QUADRANT WE OCCUPY

Serious training + known community + faith-forward intention. **Faith-forward, not faith-required.**

CORE AUDIENCE

ADULTS 30-50

People who've invested in their bodies before and know the difference between real training and Instagram fitness.

PROBLEM SOLVED

WHY THEY CARE

They're busy high performers. They don't need another decision. Walk in, get a killer workout that's already planned, drop the kids at childcare, train hard, walk out steadier than you arrived.

WHO THEY ACTUALLY ARE

Married, often parents. They have tried 24-hour gyms, Peloton, F45, CrossFit, or a personal trainer in the last five years. They have the income but not the patience for fitness theater. They want to be stronger at 45 than they were at 30, and they want their kids to see them training. They're tired of community that exists only on a screen.