

ARIZE TRAINING CLUB

Warm without being soft. Spiritual without being preachy. The working copy that lets anyone write on-brand without asking — boilerplate, headline formulas, say/don't-say, ship-check.

01 - BOILERPLATE

Five lengths, one voice. Use the shortest that does the job. Always end with the city, the year, and the founders' names — those three facts anchor every version.

10 WORDS · TAGLINE

The energy of a concert. The results of a gym.

Use for: ad headlines · t-shirts · social bios · signage

25 WORDS · ELEVATOR

Arize Training Club is a coach-led group training gym in Yukon, Oklahoma. Two coaches in every class. Every member known by name.

Use for: cold intros · conference name tags · "what do you do?" answers

50 WORDS · INTRO

Arize Training Club is a premium coach-led group training gym in Yukon, Oklahoma, serving more than 300 members. Two coaches in every 40-minute class. Every member known by name. Movements scaled to every body. Founded October 2022 by Brittany and Devin Allen as FITCAMP 180 YUKON; rebranded to Arize Training Club in April 2026.

Use for: pitch decks · partnership outreach · sponsor one-pagers · About section on a partner site

100 WORDS · DEFAULT

Arize Training Club is a premium coach-led group training gym in Yukon, Oklahoma. Founded October 2022 by Brittany and Devin Allen as FITCAMP 180 YUKON, the gym rebranded to Arize Training Club in April 2026. The community now serves more than 300 members; in 2025, members lost more than 1,000 pounds together. Two coaches lead every 40-minute class, every member is known by name, and movements scale to every body. Every session ends in prayer. The first class is always free. Faith-forward, not faith-required. Learn more at arizetrainingclub.com.

Use for: press releases (closing paragraph) · media kits · About page · default request

200 WORDS · STORY

Arize Training Club is a premium coach-led group training gym in Yukon, Oklahoma — a community where serious training, accountable relationships, and spiritual purpose converge. Founded October 2022 by Brittany and Devin Allen as FITCAMP 180 YUKON, the gym was built on energy and results. But something its founders didn't plan for kept happening: members weren't just getting stronger. They were showing up for each other. Staying after class. Asking harder questions about discipline, meaning, and what it looks like to live with intention. In April 2026 the gym rebranded to Arize Training Club to acknowledge what was already true. Today the community serves more than 300 members; in 2025 members lost more than 1,000 pounds together. Two coaches lead every 40-minute class. Every member is known by name. Every session ends in prayer. First class always free. Faith-forward, not faith-required.

Use for: feature articles · sponsor decks needing the full backstory · long About page

Refresh quarterly. The 300+ members and 1,000+ pounds figures need to keep current. Owner audit every Q1/Q4.

02 - SAY / DON'T SAY

How we name the things in the room. Quick reference for anyone writing copy.

TOPIC	SAY	DON'T SAY
The class	40-minute coach-led class	workout session WOD bootcamp
The people	members	clients users students
Coaches	coaches	trainers instructors
First visit	your first class is free	free trial trial pass
Community	the community · the club	family fit fam tribe squad
Faith	every session ends in prayer · faith-forward, not faith-required	Christian gym Jesus-centered saved
Results / work	stronger · steadier · known · training · show up	shredded ripped grind beast mode

03 - HEADLINE FORMULAS

Fill in the blanks. Don't reinvent — these patterns hold the brand voice automatically.

CONTRAST

The energy of a [X]. The results of a [Y].

WALK-IN / WALK-OUT

When you walk in, [we bring]. When you walk out, [you carry].

NEGATION

Not [expected]. [The real thing].

LIST OF THREE

[verb]. [verb]. [verb].

NUMBER

[N] [unit]. [the human truth].

INVITATION

Your first class is free. [the small permission].

04 - SHIP CHECK

Before you publish anything externally — three questions. Any "no" → don't ship.

Q1 — DOES IT SOUND LIKE US?

Read it aloud. If any other gym in town could post this, rewrite. The voice has to be ours, not generic-fitness.

Q2 — DOES IT TREAT THE READER LIKE A PERSON?

Not a metric. Not a segment. The promise is "you walk out known." If the copy doesn't honor that, it isn't on-brand.

Q3 — IS THE FAITH HANDLED RIGHT?

Sincere, brief, never performative. Faith-forward, not faith-fronted. If you'd cringe reading it next to a member, rewrite.

Approval ladder. Member emails + organic social: self-check. Press, sponsor, vendor copy: Brittany or Devin sign-off, 24-48 hrs.

TAKE THIS WITH YOU

Download the printable PDF or head back to the portal to browse the full brand system.

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