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Top Skills

Operational Analysis
Expert Witness
Fitness Loans

Publications

Why Health Club Salespeople Fail

Diamond Fitness owner ends
memberships to save gym

Are you watching your monthly
membership sales decline and don't
know why?

What's the #1 Problem for your
Gym? OBSCURITY!

10 Reasons Your Gym Business
Has Become Stagnate

Jim Thomas

Gym Business Expert | Gym Startups | Gym Turnaround Specialist
| Secure Start Up and Existing Gym Funding | Gym Acquisitions |
Sales & Operations Training | Media Interviews | Speaker | Expert
Witness | 214-629-7223

Dallas-Fort Worth Metroplex

Summary

As the founder and president of Fitness Management USA, Inc., I bring over 35 years of expertise in the fitness and health club industry, helping gym owners and operators achieve their goals. My mission is to empower gym businesses—whether launching, scaling, or navigating a turnaround—with proven strategies, customized solutions, and actionable insights.

Throughout my career, I've worked with gyms of all sizes, from boutique studios to expansive multi-location operations. I specialize in:

Turnaround Consulting: Revitalizing underperforming gyms with strategic solutions that generate measurable growth.

New Gym Startups: Guiding entrepreneurs through every step of launching their dream fitness business.

Sales & Marketing Coaching: Equipping teams with the skills and confidence to drive membership and revenue.

Management & Operations Consulting: Streamlining processes and fostering high-performing teams.

Gym Brokerage: Assisting in buying or selling gym businesses with integrity and expertise.

Expert Witness & Legal Consulting: Providing guidance in gym-related legal matters, including personal injury, liability, contracts, and leases.

I've been privileged to consult with hundreds of gyms across the country, leveraging my extensive industry knowledge to help clients unlock hidden opportunities and maximize profitability. Whether it's increasing revenue per square foot or implementing a culture of success, my team and I deliver results that matter.

As a dynamic speaker and trainer, I've conducted workshops and seminars nationwide, inspiring gym professionals to embrace change, build teamwork, and market fitness programs effectively. My approach fosters transformation without friction, ensuring that every individual involved feels valued and motivated.

Fitness isn't just my business; it's my passion. Whether helping gym owners secure funding, improve operations, or adapt to industry shifts, my ultimate goal is to help my clients thrive.

Let's connect and discuss how we can take your fitness business to the next level.

Contact: jthomas@fmconsulting.net

Website: www.fmconsulting.net

Experience

Fitness Management USA, Inc.

President

February 1989 - Present (36 years)

Jim Thomas is the well-known founder and president of Fitness Management USA, Inc., a management consulting and turnaround firm specializing in the fitness and health club industry.

With over 25 years of experience owning, operating and managing clubs of all sizes, Mr. Thomas lectures and delivers seminars and workshops across the country on the practical skills required to successfully build teamwork and market fitness programs and products.

Since forming Fitness Management, Mr. Thomas has been turning health clubs around at an amazing rate and garnering a reputation as a producer of change...a sharp-eyed troubleshooter, a brilliant sales trainer, and a motivator. Fitness Management provides programs that show measurable results and Jim's team is proud of their ability to glean profit from every square foot of a client's investment.

Body By Eden, Inc.

President

January 1994 - August 1998 (4 years 8 months)

Wichita, Kansas based women's only health club

International Athletic Club Management, Inc.

President

March 1988 - August 1995 (7 years 6 months)

Management consulting firm

Mademoiselle Figure & Fitness Center

President

December 1980 - March 1988 (7 years 4 months)

Women's only health club chain.

KC Fitness Center

Manager

February 1975 - March 1980 (5 years 2 months)

Hired, trained and developed sales staff. In charge of new membership sales production.

Education

Longview College

Business Administration and Management, General · (1973 - 1976)