



# **Gym Sayings Assignment**

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# OBJECTIVE:

Develop a series of witty, cheeky, and unconventional sayings to be used throughout our gyms. These sayings should surprise and delight members, make them laugh out loud, and reinforce our fun, approachable, and slightly irreverent brand voice.

# DELIVERABLES & CRITERIA:

- 10 total sayings (3–8 words), across at least 2 gym areas.
- Include at least 4 laugh-out-loud absurd or ridiculous humor options.
- Playful, irreverent, and unexpected—think cheeky boutique fitness meets clever late-night humor.
- Balance wit with warmth—our tone is inclusive and friendly, never snarky or alienating.
- Language should feel smart, quick, and meme-worthy.

**VISUAL EXPERIENCE**

Going nowhere **FAST.**  
That's the plan.



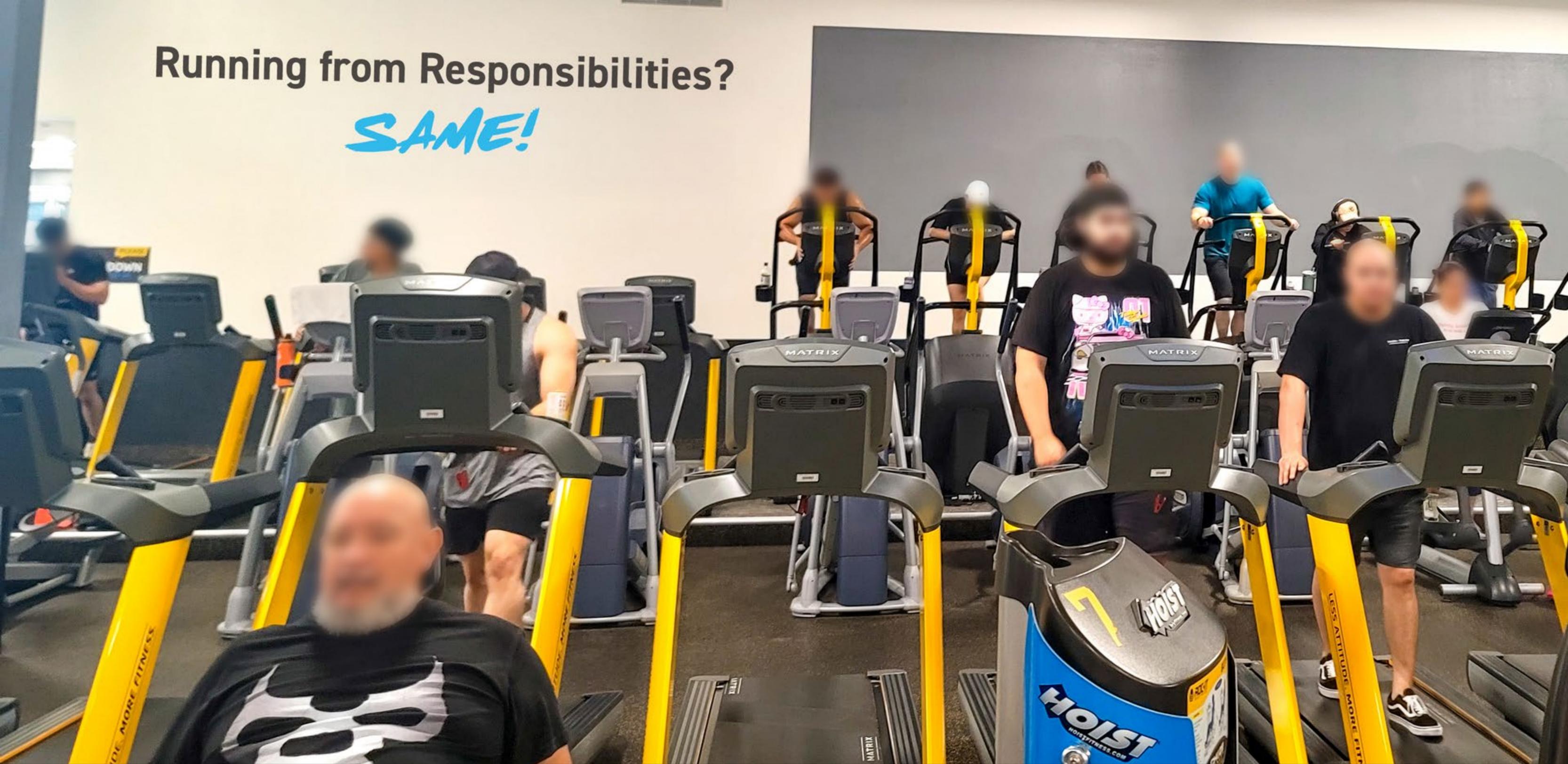
SWEATY?  
NAH, YOU'RE **GLOWING**

Choose to do **MORE**



Running from Responsibilities?

*SAME!*



The **science** of picking stuff up.



**Chuze Gym Sayings**  
By Jon Merlin

**CHUZE**  
FITNESS

#1

Location: *Entry Door*

**Opening this door burned 5 calories.**

*It's an obvious exaggeration, which is why it works. It gives people credit just for walking in. It lowers the bar in a playful way that matches our "every effort counts" attitude.*

#2

Location: *Exit Door*

**Skipped a set? We won't tell.**

*This sounds like a confession but lands as a wink. It tells members we're not keeping score, and reminds them Chuze is a judgment-free zone, even if today wasn't their strongest day.*

#3

Location: *Spin/Cycle*

**Going nowhere fast. That's the plan.**

*This flips a negative phrase into a literal truth about cycling, and makes it funny. It bonds the room with a shared joke and keeps the vibe light, which is exactly how we make cardio more approachable.*

#4

Location: *Cardio Room*

**Run like theres an ice cream truck nearby.**

*Silly image, serious encouragement. It adds urgency in the most Chuze way: funny, familiar, and totally guilt-free.*

#5

Location: *Cardio Room*

## Running from responsibilities? Same.

*Relatable and real. It's cardio as stress relief, not punishment, and that honesty builds connection. A great example of using humor to show we "get it."*

#6

Location: *Cardio Room*

**You're lapping everyone on the couch.**

*Classic and effective. A kind way to say "just being here is a win," which is perfect for anyone feeling unsure or behind.*

#7

Location: *Mirrors*

**Sweaty? Nah, you're glowing.**

*It takes a moment people might feel awkward about (being sweaty), and turns it into a compliment. Warm, friendly, and on-brand encouragement that reframes effort as something to feel proud of.*

#8

Location: *Mirrors*

**If your reflection winks, wink back.**

*This adds just the right amount of weird. It gives people permission to be playful and not take themselves too seriously. Pure “fun with heart” energy.*

#9

Location: *Lift Lab*

## The science of picking stuff up.

*Breaks down weightlifting into the simplest terms, with a wink. It makes the space feel smarter but also less intimidating, which helps welcome newbies without losing the cool factor.*

#10

Location: *Lift Lab*

**Working on form is a real bonding experience.**

*Double meaning that hits both science and community. It makes skill-building feel social and positive, which supports our “together is better” mindset.*

**THANK** 

**Jon Merlin**

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