





CLARK BROS. DELT CO.

HARLAND ENTRANCE ONLY



Signature  
Advertising

LIFT





Book Your Free Assessment

# This Isn't a Gym. It's the Last Fitness Decision You'll Ever Need.

Personalized training. Real results. No contracts. No guesswork.

Book Your Free Assessment

What LIFT Is

LIFT is a results-driven, founder-led training environment where every workout is designed specifically for you. We're not just another gym—we're a community committed to your transformation.

3

Expert Founders

300+

Success Stories

100+

Transformations

7

Day Free Trial

What LIFT Is NOT

✗ No contracts or long-term commitments

✗ No cookie-cutter workouts that ignore your goals

✗ No scan-and-forget service with zero accountability

LIFT

✓ Personal attention

✓ Custom programs

✓ Founder-led coaching

✓ Month-to-month

Typical Gym

✗ Generic programs

✗ Crowded classes

✗ Minimal guidance

✗ Long contracts

Your Journey at LIFT

1

Free 20-min Assessment

We learn about your goals, challenges, and create your baseline

2

Custom Plan via App

Receive your personalized training program designed just for you

3

7-Day Free Trial

Experience LIFT risk-free and see the difference for yourself

4

Month-to-Month Membership

Continue your transformation with flexible, no-contract membership

Real Results

Sarah M.

Lost 35 lbs and gained confidence in 4 months

Mike R.

Built 15 lbs of muscle and improved strength by 40%

Jessica L.

Transformed her mindset and achieved her dream physique

More Than Just Physical Changes

95%

Report increased confidence

87%

Improved mental clarity

92%

Better sleep quality

Train With The Founders

Unlike other gyms where you never see the owners, at LIFT you train directly with Tyler, Connor, and Bryan—the founders who built this community from the ground up.

Tyler

Co-Founder

Specializes in strength training and body composition. 8+ years helping clients build lean muscle and confidence.

Connor

Co-Founder

Expert in functional movement and injury prevention. Former athlete with a passion for sustainable fitness.

Bryan

Co-Founder

Nutrition and lifestyle optimization specialist. Helps clients create lasting habits for long-term success.

Your First 7 Days Are On Us

Connected Large Group Training & Gym

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Personalized training. Real results. No contracts. No guesswork.

Book Your Free Assessment

What LIFT Is

A results-driven, founder-led, community-first training environment where your success is our only metric that matters.

3

Founders

300+

Success Stories

100+

Transformations

7

Day Trial

What LIFT Is NOT

✗ No contracts - train month-to-month

✗ No cookie-cutter workouts - everything is personalized

✗ No scan-and-forget service - we're with you every step

LIFT

✓ Personal attention

✓ Custom programs

✓ Founder-led

Typical Gym

✗ Crowded classes

✗ Generic routines

✗ Absent trainers

Your Journey at LIFT

1

Free 20-min Assessment

We learn about your goals, assess your current fitness level, and create your roadmap to success.

2

Custom Plan via App

Receive your personalized training and nutrition plan through our easy-to-use mobile app.

3

7-Day Free Trial

Experience LIFT risk-free. Train with us, meet the community, see the difference.

4

Month-to-Month Membership

Continue your transformation with flexible membership. No long-term contracts, just results.

Real Results

These aren't just physical transformations - they're complete life changes. Confidence, strength, and mindset wins.

Before

After

Sarah M.

Lost 35 lbs, gained confidence

Before

After

Mike R.

Built 20 lbs muscle, stronger than ever

Before

After

Jessica L.

Complete lifestyle transformation

95%

See results in 30 days

87%

Increased confidence

92%

Stronger mindset

Train with the Founders Themselves

Unlike other gyms where you never see the owners, our founders are on the floor every day, personally invested in your success.

Tyler

Co-Founder & Head Trainer

10+ years transforming lives through personalized training and nutrition coaching.

Connor

Co-Founder & Strength Coach

Former athlete specializing in functional movement and injury prevention.

Bryan

Co-Founder & Wellness Coach

Holistic approach combining fitness, mindset, and sustainable lifestyle changes.

LIFT

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What LIFT Is

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3

Expert Founders

300+

Success Stories

100+

Transformations

7

Day Free Trial

What LIFT Is Not

LIFT

✓ No contracts - month to month

✓ Personalized workout plans

✓ Hands-on founder coaching

✓ Community-first environment

Typical Gym

✗ Long-term contracts

✗ Cookie-cutter workouts

✗ Scan-and-forget service

✗ Impersonal experience

Your Journey at LIFT

1

Free 20-min Assessment

We learn about your goals, challenges, and current fitness level

2

Custom Plan via App

Receive your personalized workout and nutrition plan

3

7-Day Free Trial

Experience LIFT with no commitment or upfront cost

4

Month-to-Month Membership

Continue your transformation with flexible membership

Real Results

Sarah M.

★★★★★

"Lost 30 pounds and gained confidence I never knew I had. The founders actually care about your success."

- Sarah M.

Mike R.

★★★★★

"Deadlifted 400lbs for the first time at 45. This place changes your mindset, not just your body."

- Mike R.

Jessica L.

★★★★★

"Finally found a gym that feels like family. Down 25 pounds and stronger than ever"

- Jessica L.

Train with the Founders Themselves

No corporate trainers. No rotating staff. Just three passionate founders dedicated to your success.

Tyler

Co-Founder

Former college athlete with 8+ years of experience. Specializes in strength training and athletic performance.

Connor

Co-Founder

Certified nutritionist and movement specialist. Focuses on sustainable lifestyle changes and injury prevention.

Bryan

Co-Founder

Mental performance coach and former military. Specializes in mindset training and habit formation.

LIFT PERFORMANCE

HOME PROGRAMS REVIEWS FOUNDERS CLASS TIMES FAQ

CALL OR TEXT: (203) 892-0123 409 CANAL ST, PLANTSVILLE, CT 06479

BOOK YOUR FREE ASSESSMENT

# GET YOUR LIFT ON

Personalized training in Southington. Real results. No contracts. No guesswork.

BOOK YOUR FREE ASSESSMENT CLASS TIMES

83+ REVIEWS

WHAT LIFT IS

A results-driven, founder-led, community-first training environment where your success is our only metric.

LIFT Lift Performance Gym: Program Overview

Watch later Share

Watch on YouTube

3

EXPERT FOUNDERS

300+

SUCCESS STORIES

100+

TRANSFORMATIONS

7

DAY FREE TRIAL

WHAT LIFT IS NOT

LIFT

✓ NO CONTRACTS - MONTH TO MONTH

✓ PERSONALIZED WORKOUT PLANS

✓ HANDS-ON FOUNDER COACHING

✓ COMMUNITY FIRST ENVIRONMENT

TYPICAL GYM

✗ LONG-TERM CONTRACTS

✗ COOKIE-CUTTER WORKOUTS

✗ SCAN-AND-FORGET SERVICE

✗ IMPERSONAL EXPERIENCE

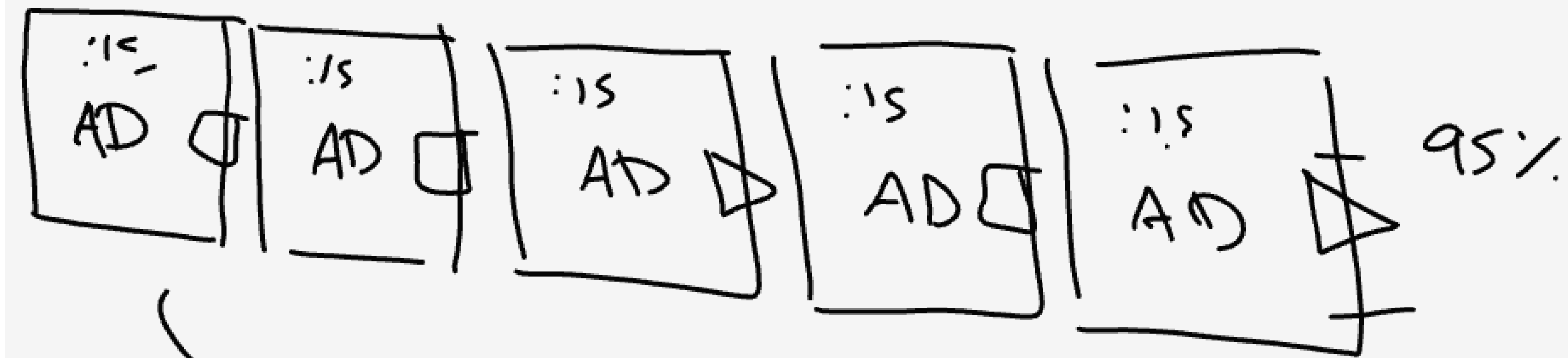
WHAT WE DO

STRENGTH & CONDITIONING

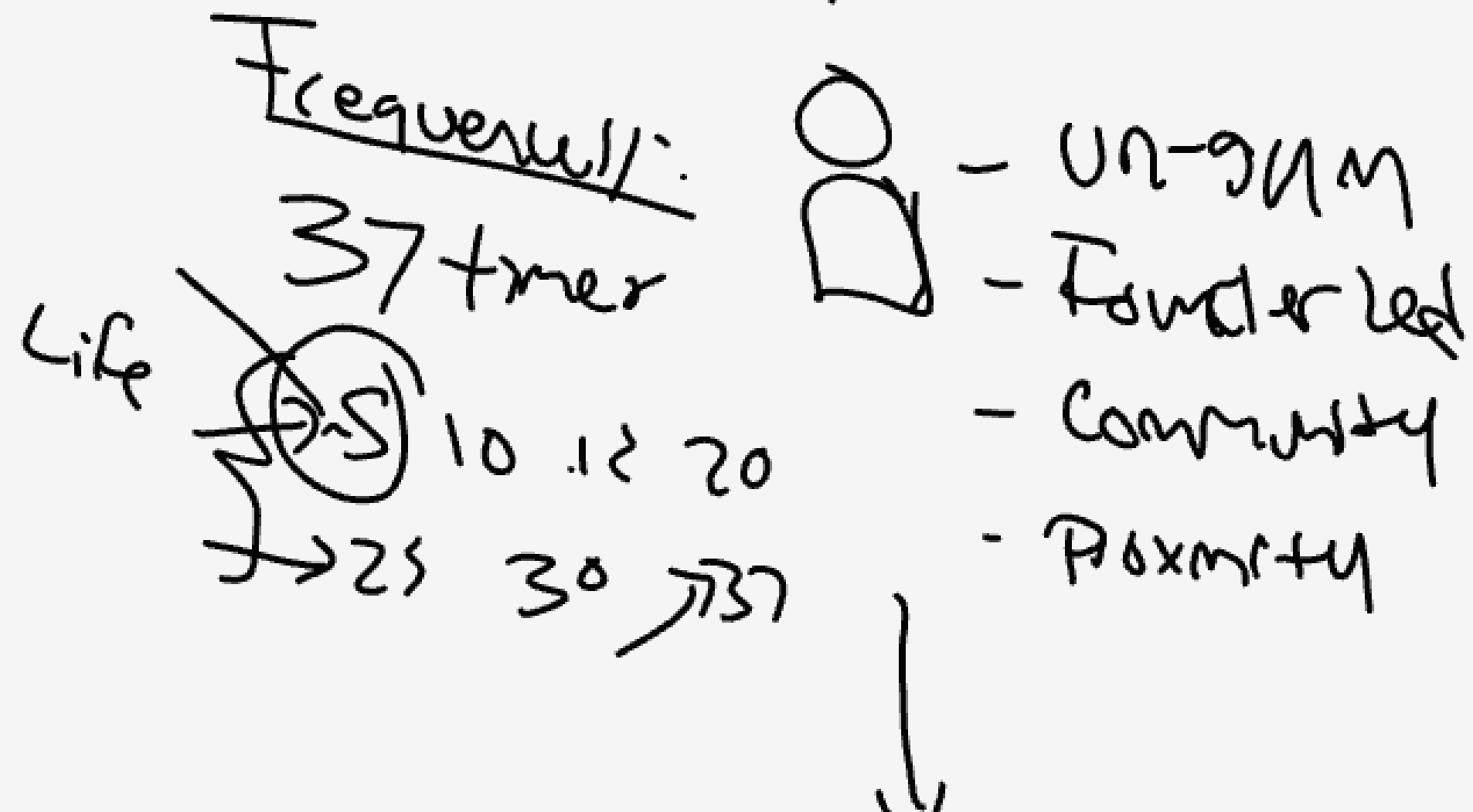
LIFESTYLE COACHING

ONLINE TRAINING





We're not selling  
in the headline  
we're creating curiosity

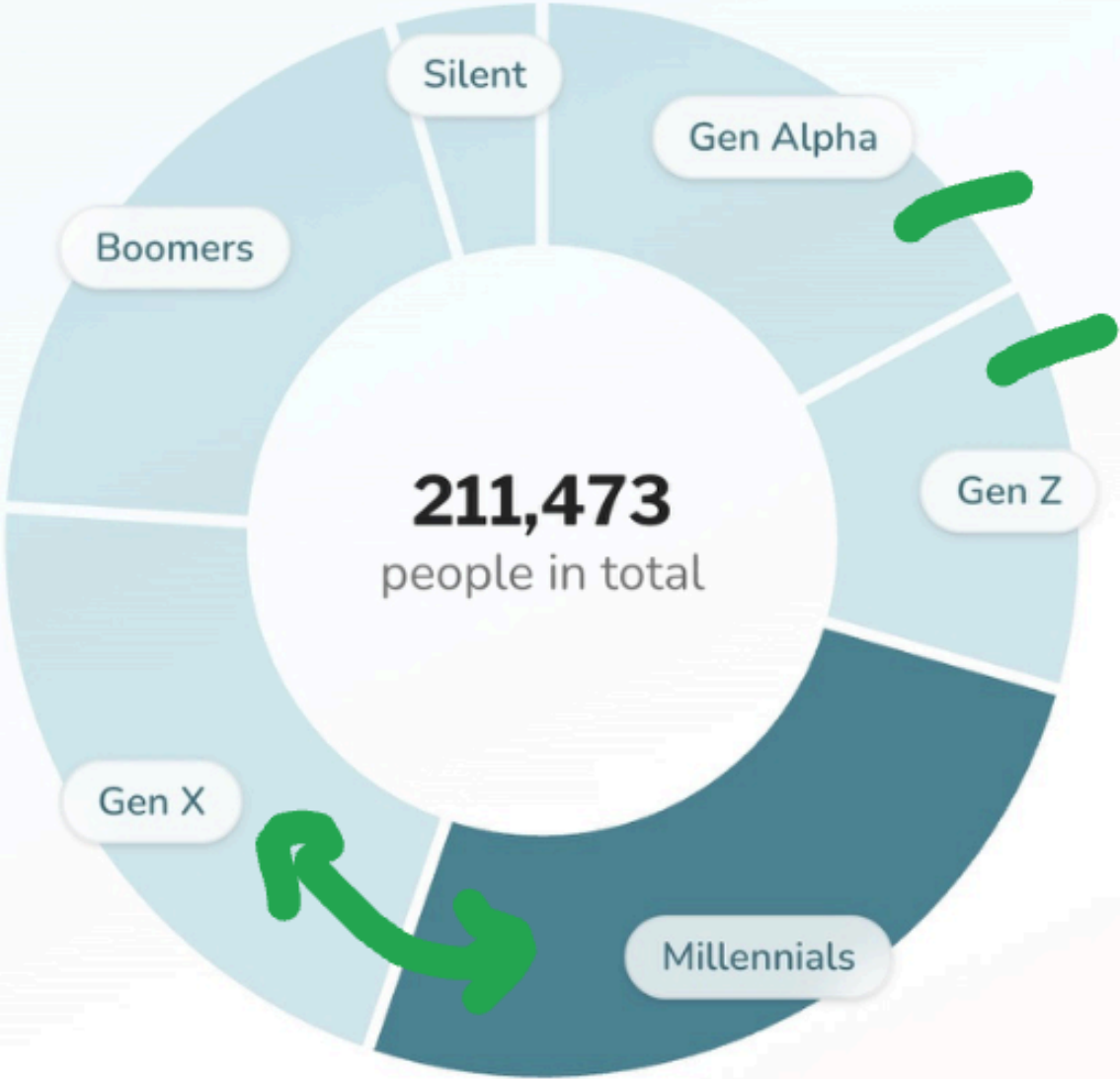




Local Age Demographics

For the surrounding areas of Southington, Connecticut

 U.S. Census data pulled on Tuesday, May 20, 2025.



Surrounding areas of Southington, Connecticut



**Millennials** is the largest group, making up **25.8%** of the entire population in Southington and its surrounding areas including Plainville, Meriden, Cheshire and Bristol.



# Customer Sentiment

A sentiment analysis on the customer reviews for a specific business and the star rating distribution.

## Customer Sentiment for LIFT Performance

55



Total Reviews

5



Average Star Rating

Positive

Expand

I've been training at LIFT for about 2 years now, and it's hands down the best gym experience I've ever had! The coaches are so knowledgeable, supportive, and genuinely care about helping you reach your goals. Even in a group clas...

Positive

Expand

I've been a member at LIFT for the past 6 months, and I can confidently say it's been an incredible experience. The gym is always clean, well-maintained, and has such a peaceful and welcoming environment. It's the perfect place t...

Positive

Expand

I've been training with the Clark brothers at LIFT for about 2.5 years, and it's been an incredible experience! Their dedication to building a strong, supportive community is clear, and every workout feels intentional and...

Google Maps



100% Positive

0% Negative

0% Neutral



## Word Frequency Table

189 words found

👍 positive

💬 neutral

👎 negative

search words...

?	Term	Frequency
👍	lift	79
👍	clark ✓	36
👍	brothers ✓	31
👍	working	28

⏮ ⏭ | ⏪ 1/48 ⏩



Founder Led, Community Driven

→ Website



## Videos



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**The SplashDash data guided scripting,  
questions to ask, and overall theme for the LIFT  
Performance Gym brand.**