

Supafitgrow®

GYM & FITNESS STUDIO OWNERS

10 MEMBERS IN 10 DAYS

8 PROFIT PILLARS
PLAYBOOK



OUR STORY

SUPAFITGROW: BORN FROM PASSION, DRIVEN BY PURPOSE

Forged from the fires of adversity and fueled by a shared passion for fitness, Supafitgrow emerged as a digital marketing powerhouse dedicated to transforming the fitness industry.

Founded by Benjamin Donhardt and Michael Friedman, Supafitgrow was born out of a desire to help gyms and fitness studios stand out in an increasingly competitive landscape.

With fitness, military, and corporate marketing backgrounds, Benji and Michael combined their unique expertise to create an innovative solution for gyms struggling to connect with potential clients.

Supafitgrow isn't just about marketing—it's about making genuine emotional connections between people and fitness communities worldwide. Our mission is clear: to help gyms not only survive but thrive by building happier, healthier lives.

We believe in the power of fitness to transform lives and are committed to helping gyms and fitness studios reach their full potential.

Are you ready to join this digital revolution, to make a real impact, and to create something truly special?

The future of fitness marketing starts now!

Accelerate the growth of your fitness community with Supafitgrow.

Together, LET'S GROW!

COVER LETTER

Dear Gym Owner,

Time is Your Most Valuable Asset.

You're here because you're ready to grow your business. Welcome!

In this guide, you'll find practical tips and strategies to help expand your gym or fitness studio.

You can apply these insights immediately, whether you're just starting or looking to increase your growth.

Why are we sharing this with you?

Through our conversations with countless gym owners, we've seen many struggle to attract more members and achieve growth.

We can help change that.

Let's F*kn Grow! (LFG),

Benji & Michael

Benji & Michael

Co-Founders, Supafitgrow

HOW THIS BLUEPRINT WORKS

Hey there, gym & fitness studio owners!

Welcome to the 8 Profit Pillars we use to help gyms and studios get **10 MEMBERS in 10 DAYS** & continue to scale their business.

Why 8 Profit Pillars?

Well, if you invest 100% of your time in these 8 core areas, you will get the maximum return on your time and energy.

You will learn the core principles and provide actionable steps you can use to help your fitness business grow immediately!

So please take what you learn and use it to get better. Sound good?

Here's what you'll uncover:

1. USP - Unique Selling Proposition
2. Targeting
3. Offer creation (Time frame, results, power word, risk reversal)
4. Lead Generation - Paid ads
5. Lead Generation - Content creation (Organic feeds Paid) / brand awareness
6. Lead Nurture
7. Conversion (prescribing solution, referrals)
8. Retention (experience, quality leads)

So let's get started!

#1

USP - UNIQUE SELLING PROPOSITION

Why are you so special?

No, really - I'm asking you - why should someone pick your fitness business over others?

Some will discuss their facilities, shiny equipment, custom programs, etc.

But most simply just don't know or haven't really given enough thought to it.

So why do you need to know your USP? Well, for a few reasons.

Let's be honest competition is everywhere - and when you start advertising, you want to cut through the noise and get people to notice

Let's look at two contrasting USPs:

1. Our gym offers group training classes designed to fit everyone's schedule. With state-of-the-art equipment and certified trainers, you can find the perfect workout routine to meet your fitness goals. Join our community and start your fitness journey today!
2. Welcome to [Gym Name], where busy moms and professionals find their strength in exclusive, women-only 35-minute workouts designed for maximum calorie burn with minimal joint impact. Our unique sessions fit seamlessly into your hectic life, offering the [Gym Name] Tracker technology to monitor and log your fitness journey. At [Gym Name], you'll join a community of resilient women, achieving more in less time. Experience the power of smart fitness tailored for the busy woman – transform, thrive, and connect at [Gym Name].

Which one do you think is more unique?

If you answered #2, you'd be correct!

#1

Now here's why it matters:

- **Finding Your Sweet Spot:** Think of your brand as a person with its own set of superpowers and the things it stands for. Dialling in on your USP means zeroing in on what makes your brand stand out. This insight helps you vibe with the right people and create messages that hit home.
- **Be the Purple Cow:** Ever heard of being the purple cow in a field of regular cows? That's what your USP does for you in the market. It makes you the one everyone notices and remembers because you're just that unique.
- **Speak Their Language:** Once you know what sets you apart, it's like you've cracked the code on how to talk about yourself. Your messaging gets super sharp and speaks directly to your ideal customers' hearts.

Essentially, nailing your USP is all about knowing your brand inside and out, flaunting what makes you different, and connecting with people who can't wait to get what you're offering.

ACTION STEPS:

1. **List What Sets You Apart:** Note your gym's unique offerings, like specialised programs or community vibes. Ask members what they love most about your gym.
2. **Define Your Ideal Member:** Determine who benefits most from your gym, focusing on their goals and preferences.
3. **Evaluate Competitors:** Check out what competing gyms offer and find where to outshine them.
4. **Craft Your USP Statement:** Combine insights from the previous steps to create a compelling USP that highlights your gym's uniqueness and appeals to your ideal member. Example: "At [Gym Name], we empower busy parents with flexible, family-friendly fitness solutions and a nurturing community."
5. **Get Feedback:** Share your USP with members and adjust based on their input to ensure it resonates.
6. **Integrate and Promote Your USP:** Embed your USP in all marketing efforts and ensure staff can convey it effectively, reinforcing your gym's unique appeal.

Craft Your USP Statement

[illegible]

#2

TARGETING

“Even the best offer won't sell if presented to the wrong audience”

So now that you have nailed down your USP, let's dive into who your ideal audience is:

Why is this important?

- **Enhanced Marketing Efficiency:**
 - Tailoring your marketing strategies to a specific audience ensures your efforts resonate more deeply, leading to higher engagement and conversion rates.
- **Customised Service Offerings:**
 - Understanding your target audience allows you to design services and classes that directly meet their needs and preferences, increasing satisfaction and retention.
- **Better Resource Allocation:**
 - Knowing your audience helps focus your resources (time, money, staff) on the most impactful areas, maximising ROI.
- **Stronger Brand Connection:**
 - A well-defined target audience fosters a sense of community and belonging among members, strengthening their emotional connection to your brand.
- **Competitive Edge:**
 - Identifying and catering to a niche market can set you apart from competitors, making your gym or fitness studio the preferred choice for your specific audience group.

#2

When figuring out your target audience, think about these key points like you're a detective looking for clues:

- **Who They Are:** Age, gender, and what kind of job they might have. It's like making a new friend and learning the basics about them.
- **Where They Live:** Are they city folks, or do they prefer the countryside? This can change what they might need or want.
- **What They Like and Believe:** What are their hobbies? Do they love the environment? It's about what they enjoy doing and what's important to them.
- **How They Act:** How often do they buy things like what you're offering? Do they stick with brands they like? This shows their shopping habits.
- **What They Need and Want to Achieve:** Think about what problems they have that you can solve or how your thing can make their day better.
- **Where They Hang Out Online:** Do they spend much time on Instagram, or do they prefer watching YouTube videos? This will help you know where to tell them about your stuff.

The clearer you get on what they're all about—their likes, routines, and what they want to achieve—the more you can shape your gym's marketing to speak directly to them.

Getting this right means showing them why your gym is exactly the place they've been looking for.

#2

ACTION STEPS:

Create a "Perfect Member" Profile**Gather Insights:**

Start by collecting information about your current members—conduct surveys, interviews, or observe classes. Pay attention to who they are (age, gender, occupation), what they like, and their goals.

Spot the Trends:

Look for patterns in the data you collect. Are most of your members in a certain age range? Do they share common goals like weight loss, muscle building, or stress relief?

Draft the Profile:

Create a detailed profile of your ideal member based on your findings. Include demographics, interests, fitness goals, challenges they face, and where they spend their time online.

Test and Refine:

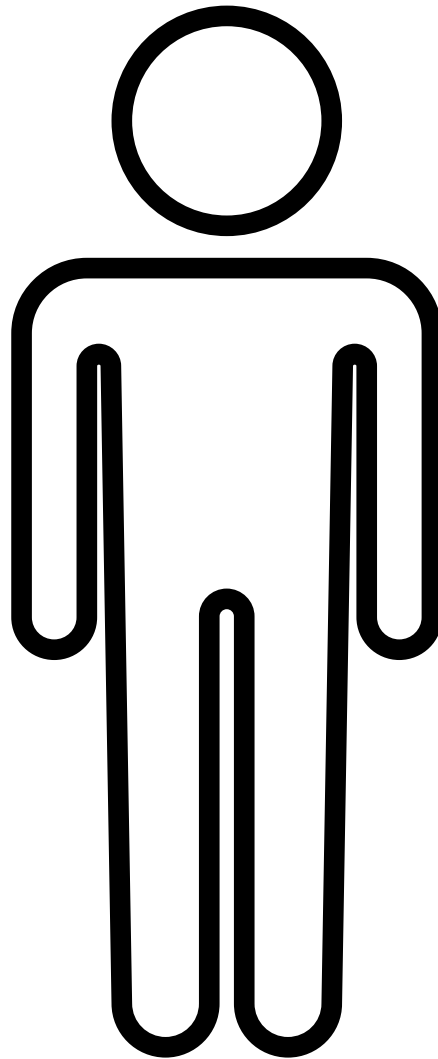
Use this profile to tailor a marketing campaign or class offering, then monitor the response. Gather feedback and adjust your profile as needed.

Implement Widely: Once you've refined your dream member profile and seen some positive results, use it as the foundation for all your marketing efforts. Tailor your website, social media, and even the gym environment to appeal to this group.

#2

LETS CREATE YOUR AVATAR

Eg: age, gender, hobbies, occupation, challengers, where they spend their rec time, goals.



#3

IRRESISTIBLE OFFERS

After working with hundreds of fitness brands and running thousands of ads - the data is compelling...

The perceived value of the offer directly influences opt-in.

And it's remarkable that we still see many ads either have a confusing offer or no offer at all!

Crafting an irresistible offer is pivotal to generating leads on demand.

The offer, essentially your value proposition, should be an absolute no-brainer.

Unfortunately, most advertisers miss critical elements of the offer or, in some instances, have none altogether!

Use the below structure, and I guarantee you will dramatically improve the success of your campaigns.

So, let's break it down into 3 buckets: Structure, Enhancements, & Delivery.

Structure:

A well-structured membership offer consists of three elements:

- **Timeframe/Qty:** (*# of days/weeks/classes*)
- **Clear benefit:** (*eg. Transformation, Body & Mind, Wellness, Strength, etc.*)
- **Power Word:** (*Kickstarter, Program, Challenge etc*)

#3

Enhancements:

- **Free:** Free works well. Try it. It removes the risk while allowing prospective members to try your service.
- **Guarantees:** Take the risk off the customer. Offer iron-clad guarantees to build trust and reduce their hesitation. (*Achieve X or you don't pay, Achieve X or your money back*)
- **Scarcity & Urgency:** Create a sense of exclusivity by limiting availability or offering time-bound bonuses. This motivates faster decisions.
- **Bonuses:** Add valuable extras that complement your core offer and further increase perceived value.
- **Naming:** Craft a clear, concise, and benefit-oriented name for your offer that captures its essence.

Delivery:

When presenting your offer through paid or organic channels, it's crucial to keep the name of your offer consistent throughout the buyer's journey (Headline, Copy, Creatives, Form, Landing Pages and so on).

Remember, a confused mind NEVER buys!

Finally, it's important to battle-test multiple offers to learn what resonates best with your market. Once you have a winner, stick to it!

Offer example:

"Free 6-Week Body Transformation Challenge" - Get fitter in just 6 weeks, or you Don't pay!

Bonus:

- Free Nutrition coaching & meal guide
- Unlimited training
- Free access to sauna & ice bath

#3

ACTION:

Alright, it's time to craft your winning offer!

Using the frameworks taught above, complete the following:

- **Craft Your Offer:** Use the guide to create an appealing offer.
Example: "Free 6-Week Body Transformation Challenge."
- **Add Bonuses:** Include attractive extras like "Free Nutrition Coaching" and "Unlimited Training."
- **Communicate Urgency:** Mention limited spots to create urgency, like "Only 7 Spots Available!"
- **Promote Consistently:** Ensure the offer's name and details are the same across all your marketing materials – from social media ads to landing pages.
- **Run a Test Campaign:** Launch your offer through your chosen marketing channels. Track which version of your offer gets more leads.
- **Evaluate and Adjust:** Look at which aspects of the offer worked best. Keep what works, tweak what doesn't, and launch again.

F45 Forest Lake**61 INTRO PACKS & 27 NEW MEMBERS IN 8 WEEKS!!!**

"Over the last 2 months from the 25th of March, we sold 35 x 21 day offers, of which we converted 12 of them into memberships. During that same period we also had organic leads going into our website and purchasing 7 days for \$7. We had 26 people take up 7 days for \$7 of which we had 15 of them roll over into membership."



#3

LETS CREATE YOUR PERFECT OFFER

CRAFT OFFER

ADDED BONUSES/ INCLUSIONS

COMMUNICATE URGENCY

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

LEAD GENERATION INTRO

Now that you've crafted an irresistible offer, it's time to attract some leads!

Growing your gym involves mastering one critical skill: generating leads. Regardless of your current stage, achieving a steady and predictable stream of leads is essential for ongoing growth.

Numerous strategies exist for lead generation, including creating free content, initiating paid advertising campaigns, implementing referral programs, engaging in networking, conducting email marketing, and hosting challenges, among others. While employing a combination of these methods can be effective, it can also be challenging to determine where to invest your precious time most efficiently.

There's a saying, "Small hinges swing large doors," which emphasises the impact of focusing on the right areas. In this blueprint, we'll concentrate on two primary strategies: content creation and paid advertising. But why these two?

Communicating your offer can be done in two main ways:

One-to-one: is an excellent approach when starting out. It involves contacting individuals who have given you permission to contact them, such as friends, followers, and current customers. This method creates a foundation of trust and personal connection.

One-to-many: Essential for scaling your business. This approach reaches a broader audience and includes strategies like:

- Posting free content, which follows a "give, give, give, then ask" philosophy, helping to establish your expertise and value before making an offer.
- Running paid ads, allows you to reach a wider audience quickly and efficiently.

These four core advertising methods: warm outreach, cold outreach, posting free content, and running paid ads cater to different stages of business growth and audience engagement. Understanding when and how to utilise each can significantly impact your gym's growth trajectory.

Let's dive deeper into these strategies and see how they can work for you.

#4

CONTENT CREATION & BRAND MARKETING

So there are only two types of currency: *Attention & Money*.

If you don't have the money to buy attention, then you can grab attention by posting free content.

And If you're not prepared to invest time & energy in content creation - you're simply not ready to run paid ads anyway.

You need to start getting good in front of the camera.

And you need to get over the fact that you will suck in the beginning - just like everyone else did when they started..

Here's the magic formula:

Film stuff, upload, get feedback, learn, repeat.

And if perfection is holding you back - please look up the term "Analysis Paralysis" before continuing further.

So what type of content do you create?

Let's start by breaking it down into two mediums - videos & photos.

Let's start with videos.

Great video content hooks viewers in, delivers value, and satisfies them.

So in your content, aim to have these three components:

1. Hook - first 2-3 seconds, get them to notice you
2. Value - Keep them interested
3. Reward - Satisfy the reason they consumed it to begin with.

#4

Here are some core areas to get the creative juices flowing:

- Personal experiences
- Live or Recent Activity
- Testimonials/Case studies
- Educational
- Edutaining (A blend of education & entertainment)
- Trending
- Lists & Steps
- Stories
- Edutain
- Tips and Tricks

The key to making content work for you is planning & consistency.

ACTION:**Brainstorm:**

- Dedicate weekly time slots to brainstorm on topics that resonate with your audience.
- Develop scripts or outlines to streamline your filming process, enhancing efficiency.

Film:

- Set aside a specific time each week for bulk content creation, leveraging the productivity of being in a flow state.
- Authenticity is key, but initial discomfort is normal. Explore teleprompter tools to find one that suits you best.

Post:

- Use a scheduling app to post consistently, aiming for at least one daily post. This keeps you on track without missing a beat.
- Start with Facebook, Instagram, and TikTok as your primary platforms.
- Aim for 2 posts a day MINIMUM.

Engage:

- Social media thrives on interaction. Make sure to engage with your audience by responding to comments.

Optimise:

- Monitor your posts' engagement to understand what clicks with your audience. This insight is invaluable for planning future content.

TIP: *Your phone's camera has the quality you need, but invest in a lapel microphone for audio.*

#4

CONTENT CREATION & BRAND MARKETING BRAINSTORM

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

#4

Now let's talk photos!

But first, let's get a few things straight:

You don't have to be a professional photographer

You already have access to incredible technology in your pocket - your phone is enough!

And if you aim for perfection, you will be hamstrung by "Analysis Paralysis"

OK, now that we've got that out of the way...

While videos will get you MUCH more engagement than photos, you'll want to create the right vibe on your social feeds when your future customers check you out!

Keep in mind that sharing free stuff boosts all your ads. Don't sweat the small stuff, like low engagement - it's all about playing the long game. Just keep at it. You'll only get better, making cooler stuff more frequently.

What type of photos to take for your gym or fitness studio?

Branding Photos for Your Gym or Fitness Studio: Capture Your Vibe

Branding is all about the vibe. With photos, you want to visually tell the story of your gym or studio's unique atmosphere. These photos should evoke emotions and connect with your ideal client.

Here are some key areas to consider:

- **Space:** Showcase your facilities! Capture the clean lines of your equipment, the inviting atmosphere of your workout areas, and any unique design elements that set you apart.
- **Community:** Show the energy and camaraderie of your gym! Feature clients working out together, high-fiving trainers, and people enjoying the post-workout social buzz.
- **Results:** Let your success stories shine! Feature clients demonstrating proper form, showcasing their progress, before and after photos or radiating post-workout confidence.
- **Lifestyle:** Connect your brand with a healthy, active lifestyle. Capture people using your gym for activities outside of traditional workouts – yoga in the park, a spin class with friends, or a healthy meal prep session.

#4

Remember:

- Quality is key: While you don't need to invest into a professional photographer, quality is important. Use high-quality photos that showcase your space and clients in the best light.
- Authenticity matters: Use natural light and candid shots whenever possible to capture the genuine feel of your gym.
- Think consistency: Develop a consistent visual style across all your photos to create a recognisable brand identity.
- Bonus Tip: Consider including photos of your team! Smiling, friendly trainers and staff build trust and make potential clients feel welcome.

By implementing these tips, you can capture the essence of your gym or fitness studio with captivating brand photos that resonate with your ideal audience.

ACTION:

1. Introduce a process with your team to ensure photos are consistently taken daily.
2. Ensure the team understands what style of photos they need to focus on. It is normally best to show them examples here to be clear with your vision
3. Use a social media scheduling tool to upload these photos in batches for the week or month ahead.
4. Use these photos for both your profile and also be aware you can repurpose these same images for your stories on Facebook and also Instagram

#5

LEAD GENERATION - PAID ADS

Unless you've been living under a rock, you'll know by now that paid ads are one of the most effective methods of reaching a wide audience and accelerating your growth.

However, most gym owners will cut corners & skip ahead to lead generation ads without an effective brand marketing approach.

Feel free to do so at your peril and watch your money burn.

But since you have already created a USP and invested in content creation, you're ready for paid ads!

Now let's first answer the question Google or Meta?

Without getting too technical, we recommend Meta over Google for most studios due to budget constraints and the ability to be creative and generate leads quickly.

Google is a long game that requires more technical skills, a budget and time for testing, and a custom built landing page to track leads effectively.

There are 2 types of ad campaigns we recommend gyms run on Meta: Brand Awareness & Lead Generation - Here's the difference:

Brand Awareness Campaigns on Meta focus on increasing the visibility of your gym or fitness studio. They aim to introduce your brand to a broad audience, creating recognition and familiarity. The goal is not immediate sales or leads but to ensure that potential clients know who you are and what you represent.

Lead Generation Campaigns, in contrast, are designed to capture information from interested individuals—names, emails, or phone numbers—effectively turning audience members into leads. These campaigns usually offer something valuable in exchange, like a free trial or a fitness guide, with the primary goal of initiating direct engagement that can be nurtured into memberships or sales.

And if you have an effective brand awareness campaign running, your lead generation campaign will benefit.

#5

Why?

When crafting a lead generation campaign, the quality of your leads will improve because prospective customers have already engaged with your content.

So use the very best of your organic content (see previous chapter for topic ideas) to run brand awareness ads—you will reach a wider audience for a fraction of the cost!

Alright, it's now time to generate leads!

We've spent over 7 million dollars on ads working with hundreds of gyms worldwide for the past 5 years. I'm not sharing this to boast. It means that what we are sharing with you here is backed up from experience & data.

With that in mind, allow me to reveal the EXACT step-by-step approach we still use today:

1. Detailed Targeting

Identify your ideal client by defining specific parameters such as gender, age, location, and interests. Create ad campaigns that cater to these defined target groups to increase relevance and engagement.

2. Captivating Creatives

Build a portfolio of images and videos that reflect your gym's personality and resonate with your target audience. Avoid overly polished stock images; instead, opt for authentic, user-generated content. Videos should educate, provide value, or tell your brand's story.

3. Irresistible Offer

Craft four distinct offers that represent high value to your prospects. Each offer should include a specific duration, a clear benefit, and an engaging power word. Ensure the offer is consistently communicated across all ad elements to avoid confusion. (Refer back to "Irresistible offers" in section 3)

4. Emotional Copy

Employ the AIDA (Attention, Interest, Desire, Action) structure to write ad copy. Focus on creating an emotional connection by addressing your prospects' pain points, needs, wants, and desires. Use the 80/20 rule, focusing more on the prospect than on your gym.

5. The Journey

Design a clear and engaging call to action (CTA) that guides the prospect to the next step, such as completing a lead form. Ensure your landing page is consistent with your ad regarding offer and aesthetics, including social proof and a booking system.

#5

10-Point Checklist for Effective Ad Campaigns

1. Specific Avatar: Tailor your ads to reach your ideal client demographic.
2. Call Out: Begin your ad copy by directly addressing your target audience.
3. Videos: Use value-driven videos for brand awareness.
4. Images: Utilise authentic, user-generated content for lead generation.
5. High Value: Ensure your offer has a high perceived value.
6. Promo Title: Keep your offer title clear and consistent across all ad components.
7. Emotional Connection: Connect emotionally with your prospect's needs and desires.
8. The 80/20 Rule: Focus on the prospect's interests over your gym's features.
9. Clear CTA: Guide prospects with a clear call to action.
10. After the Click: Direct prospects to a lead form and landing page that mirrors the ad's offer.

Bonus Point:

Ensure the landing page accurately reflects the offer in your ad for a seamless user experience. This coherence between ad and landing page is crucial to converting leads into gym members.

Once you have launched your first ad, remember to play the long game! Testing and optimisation is required. It may take several tweaks or attempts to “crack the code” for your service & market.

Good Luck!

#6

LEAD NURTURE

Once you generate leads, you will inevitably encounter the next problem: converting leads to trials or show-ups. And I can guarantee you one thing—your leads WON'T jump out of bed today and rush to give you a call to sign up!

The money is in the follow-up. However, over 80% of gym owners give up after the first call attempt. We continue to hear the same excuses...

The leads are poor quality, they don't pick up the phone, people don't have money right now, and so on. But the game instantly changes once you shift your focus to what you can control.

Speed, method, frequency, script.**SPEED:**

Data shows that if you contact your leads in the first 5 minutes, you are up to 100 times more likely to reach them. This so make sure you or your manager are notified via text and

METHOD:

Use a combination of phone and SMS and Email.

FREQUENCY:

Call your leads at least twice daily (morning and afternoon) for the next seven days. Even though they reached out to you initially, people are busy. So it can often take 15 or more attempts to reach them!

#6

CALL SCRIPT:

Create an emotional connection with prospects by asking the right type of questions: Why did they reach out.

1. Establish what their health/fitness goals are.
2. What challenges have been preventing them from achieving their goals.
3. How they feel about their current physical condition.
4. Are they open to receiving support.

After you have gone through these questions and they have agreed they need support you need to get them booked in for the next steps. For the remaining leads that you have not reached - they need to be nurtured.

Why is Lead Nurturing Important?

Well, we know that people buy from people they know, like and trust.

By providing free value, you are staying relevant & prospects will be more likely to convert when you have an opportunity to engage them.

One method of achieve this is by providing value through an email nurture series.

Here's a summary of how you can effectively follow up and nurture your leads...

- Engage Quickly: Respond to inquiries within minutes. Send a welcome text and follow up with a phone call to show your interest.
- Emotional Connection: Don't just talk about your gym. Ask questions about their goals, challenges, and motivations. Focus on how your services can help them achieve their fitness dreams.
- Email Nurture Series: Create a series of automated emails that provide valuable content, workout tips, success stories, and exclusive offers.
- Smart Scheduling: Use a booking app to confirm appointments and send reminders. Ensure all communication includes essential details (date, time, trainer info).
- Track Opportunities: Use a Marketing CRM such as [Fitgro.AI](#) to track leads through their journey and personalise your communication.

By implementing these lead nurturing strategies, you'll create a pipeline of qualified leads ready to commit to your fitness studio and achieve their fitness goals.

ACTION STEPS:

1. Create a framework to use for your follow-up call.
2. Draft your first nurture email message.
3. Ensure you use a spreadsheet or marketing CRM to manage your leads.

#7

CONVERSION

If you've followed the steps above, you're now generating a steady flow of prospects in your gym! Congrats!

Now it's time to convert your prospects into members!

And while most gym owners boast they convert 80% of prospects into members, this number is MUCH lower.

Why?

Because there is simply no process or structure implemented in the studio.

So that's why we've created a simple 6-step conversion framework that's easy to follow:

1. CONFIRM YOUR BOOKINGS

- 24 hours before your booking send an email and txt to remind your prospect of their appointment.
- Add any specific details: time, name of person meeting, if special parking requirements etc...

2. PRE-VISIT

- Make sure to arrive in the studio at least 5-10 minutes before you told them to arrive and get everything turned on and presentable (if they are arriving for the first class in that block of time)

3. MEET & GREET

- Be attentive at the front of the studio with approachable, friendly body language and not on the phone
- Introduce yourself
- Have a smile on your face, and be ready to say "thank you" to the prospect for coming in!
- Prospect is introduced to all staff & members in the gym

#7

4. CHECK-IN

- Make sure prospective client has signed the waiver if they signed online, or have them do it on your iPad/Laptop in the studio if they have not.
- Take their photo in member corner for their client profile (preferably before the class because people tend to not like doing it after)
- Show them where they may place their belongings and if they need to change, take them to the restroom/shower.
- Review or complete the client profile questionnaire
- Offer a welcome gift (eg card, t-shirt, hat or drink)

5. STUDIO TOUR

- Start in the “reception” area and explain the programs and check-in process
- Take them through today's sessions in the studio.
- Highlight any HR monitor technology you may have or special features your studio may have
- Make sure to highlight what is specific to them.
- Ask them goals-based questions:
 - If they prefer strength, highlight what your gym has available
 - If they prefer cardio, highlight what your gym has in place of the traditional pieces

Upon completion of this, it should be time for the intro for the class, make sure to introduce them by name!

#7

6. AFTER CLASS OR BEFORE

(Follow-Up Consultation & Key Questions)

- Either seated or standing, one-on-one with you.
- Be mindful of body language (sit/stand side-by-side), upright posture and maintain eye contact.
- Grab a paper and pen or use the goals form, and have it open and ready to take notes.
- Actively make notes of their answers to the following questions:
 - i. What made you want to try [GYM NAME]? How did you hear about us?
 - ii. Have you ever done [GYM NAME] before? If so, when, where and how long ago? What was your experience like with that studio?
 - iii. What made you reach out to us/What made you come in today?
 - iv. Do you have any injuries that we need to know about? How confident are you with technique?
 - v. What are your top three fitness goals? (Get specific here) Why these particular goals? Is there anything that this will allow you to do you can't do now?
 - vi. Ok and how long has that been a problem?
 - vii. How important is it to you to reach these goals? What is your current exercise routine, if any? For how long are you/were you doing this form of exercise?
 - viii. When do you want to see results?
- Record their answers. Logically walk them through what the best option is BASED on their goals - not price. Provide explanations as to why this particular membership is going to be the best value for them.

NOTE: DO NOT ASK WHAT MEMBERSHIP THEY WANT, PRESCRIBE THE BEST OPTION. YOU'RE THE EXPERT (NOT THEM)

#7

- Create a visual journey of their experience. Paint the picture. Add value in the form of consultations, Challenges, ongoing events, our growing community, access to nutrition via our app, and technique assistance in the form of a Fundamentals package.
- Maintain eye contact while you make their decision for them, and wait for their response. Be comfortable with silence or awkwardness. (You need to be confident in the solution you are presenting here for them) If we have a promotion, highlight the value they are getting. Speak slowly while talking about value so it really sinks in.
- Show them the membership form, relay the value again that is included with the price. Offer our promo at the time and give them the phone to complete the membership submission.
- Be quiet while they complete the form. Let them do it, informing them to ask if they have any questions.

If you follow the framework provided consistently, with enough practice, you'll watch your conversions soar!

Evolve (Parisi Franklin Lakes)

Evolve was working with another digital marketing agency before they came to us at SFG and since joining us has drastically reduced their Cost per lead

LR: \$35 - \$46

SFG: \$5.83



#8

RETENTION

If you're like most, you probably dream of your gym buzzing with happy, healthy members.

But let's face it, sometimes life throws a curveball, and before you know it, members start dropping off. It could be money troubles, not enough hours in the day, or a million other reasons. But here's the thing—you don't have to just sit back and watch it happen. You can make smart moves to keep your gym family tight and thriving.

Your Gym's Pulse: Key Performance Indicators (KPIs)

First off, knowing your gym's Key Performance Indicators (KPIs) is like having a roadmap. It's shocking, but 50% of new members bail within six months. And since it's way easier to sell to someone who's already a fan (60-70% success rate) compared to a newbie (just 5-20%), keeping your current members is key. By tracking the right KPIs, you can spot where you're losing members, figure out why, and then do something about it. So, let's dive into the main KPIs you need to keep an eye on:

Gym Cancellation Rates: This tells you how many members are leaving. If it's because they can't get on their favourite treadmill or the locker rooms are a mess, you've got something to fix.

Churn Rates: This is all about how many members say 'sayonara' over a certain period. A high churn rate is a red flag that you're doing something wrong.

Retention Rates: The golden number! They show how many stay. The goal? Keep this number high, and your gym will be solid.

#8

6 Top Strategies to Keep Your Gym Packed:

- **Ace the Member Onboarding:** Make joining your gym feel like joining a family. Tailor the experience, answer all their questions, and show them around. It's all about making them feel at home from day one.
- **Offer Membership Options Galore:** People love choices. Whether it's pay-as-you-go, annual, or family memberships, offering options can turn a maybe into a yes.
- **Understand Your Members:** Every member has a goal. Get to know these goals and support them. It shows you care, and when people feel cared for, they stick around.
- **Keep Communication Open:** Make sure your members know they can reach out anytime. Whether it's a question or a concern, being heard is crucial. And remember, it's not just about listening but also keeping them in the loop.
- **Up Your Customer Service Game:** Excellent service makes all the difference. Train your team to handle inquiries with care and always look for ways to make the member experience better.
- **Track attendance:** This can be an early sign circumstances may be changing or a member is unhappy. A simple call or txt will show you care and possible help get them back into the facility and working towards their goals again

END NOTES

Congratulations on finishing reading this blueprint in its entirety - you are in the top 1%. LFG!

We hope you found it informative & value-packed.

Now it comes down to turning theory into practice.

To unlock your business growth potential, you must master the 8 profit pillars outlined in this blueprint.

Otherwise, you might hit another growth limit.

We offer more personalised assistance for ambitious fitness studio owners looking to scale their businesses.

You can book a [Growth Session](#) with our scaling experts by following the link here: **LET'S GROW!**

In this session, we'll identify the main obstacle stopping your progress, pinpoint critical opportunities for the upcoming months, and provide a tailored action plan for immediate results.

Let's Grow!

Benji & Michael
Benji & Michael

