
THE

GUEST BOOK

**FOLLOW-UP SCRIPTS
FOR CONVERTING GUESTS
INTO MEMBERS**

Club 

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Why Guests Matter

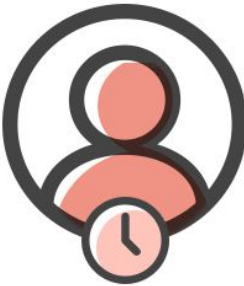
In the fitness industry, an immense amount of time and attention is spent on prospects. Where do you find them? How do you get their information? When should you reach out? But finding prospects and getting them into the door is only the beginning. This e-book focuses on guests: prospects who have either accepted a trial membership or attended a membership appointment with a staff member. The guest stage is the crucial bridge between new lead and new member. Implementing strong follow-up workflows is vital to converting guests and boosting membership.

Guests can be broken into **three categories**:



Active Guest

A prospect who has accepted a guest pass, also known as a trial membership, which grants them free access to the club for a designated time period.



Expired Guest

A prospect whose guest pass has expired but who has not yet purchased a membership.



Missed Guest

A prospect who attended a membership appointment with a staff member but opted not to purchase a membership or accept a guest pass. This term is not universal. Your club may refer to these prospects as a Missed Sale, Missed Opportunity, an Appointment Show - No Sale, etc.

Section A

Active Guest - Follow-Up #1

1. Follow-up #1: Welcome Packet

Each time a prospect activates a guest pass, you should supply them with a “welcome packet”. This doesn’t mean a physical packet but rather a brief and easy reference point of important information relevant to their status as a club guest. Important information to include is club hours, expiration day of the pass, services/amenities available, and, most importantly, how the guest can request an appointment to purchase a membership.



Note: This welcome packet is ideally sent as an email but depending on the available contact information you may have to deliver the details via phone or text message.



Phone: Hi {{recipient-first}}, this is {{employee-name}} at {{location-name}}. We’re so excited you decided to explore our club! For the **(guest pass range)** you’ll have access to **(enter club amenities)**. We’re open **(enter business hours)**. We know you’ll discover our club is an awesome place to continue your fitness journey. When you’re ready to lock in your membership, give us a call at {{location-phone}} to schedule an appointment. Thank you!



Email: {{recipient-first}}, We’re so excited you decided to explore our club! For the next **(guest pass range)** you’ll have access to **(enter club amenities)**. We’re open **(enter business hours)**. We know you’ll discover our club is an awesome place to continue your fitness journey. When you’re ready to lock in your membership, give us a call at {{location-phone}} to schedule an appointment. Thank you!



Text: {{recipient-first}}, we’re so excited you decided to explore our club! For the next **(guest pass range)** you’ll have access to **(enter club amenities)**. We’re open **(enter business hours)**. If you have any questions, don’t hesitate to give us a call at {{location-phone}}.

Active Guest - Follow-Up #2

1. Follow-up #2: Expiration Reminder

The second follow-up should occur one day before the pass expires as a reminder for the guest. The follow-up should emphasize the approaching deadline to motivate action on the guest's part. Additionally, the follow-up should assume the guest has experienced the value of the club. Rather than ask if the guest would like to purchase a membership, press to lock in a time for the membership appointment.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out because your guest pass is expiring tomorrow. We've loved having you as a guest and hope you've found our gym a welcoming place. Let's go ahead and schedule a membership appointment! I'm available **(enter weekly availability)**. Which time would work best for you?



Email: {{recipient-first}}, I'm reaching out because your guest pass is expiring tomorrow. We've loved having you as a guest and hope you've found our gym a welcoming place. Let's go ahead and schedule a membership appointment! I'm available **(enter weekly availability)**. Which time would work best for you?



Text: {{recipient-first}}, this is your guest pass is expiring tomorrow. We've loved having you as a guest! Let's go ahead and schedule a membership appointment! Give us a call @ {{location-phone}} to schedule this week!

Active Guest - Follow-Up #3

The third follow-up is dependent on the response or lack of response you received from the member. Follow-up #3 is divided into **two follow-up categories**.

1. Follow-Up #3: No response

The guest did not respond before their pass expired. Their follow-up classification will change from active guest to expired guest. **Skip to pg. 7** and enter the guest into the Expired Guest follow-up #1 workflow.

2. Follow-Up #3: Appointment scheduled

The guest replied to the second follow-up and scheduled a membership appointment. Increase the likelihood that the member will attend the appointment by including the appointment time and expressing excitement to meet.



Note: Whether the guest books a membership appointment after one follow-up or a dozen, use this scripts to confirm the booked appointment in your reply.



Phone: Hi {{recipient-first}}, this is {{employee-first}} with {{location-name}}. I'm giving you a quick call to confirm our appointment on **(enter date)** at **(enter time)**. We're excited to work with you to achieve your fitness goals! If you have any questions before our meeting, don't hesitate to reach out at {{location-phone}}. Thank you!



Email: Hi {{recipient-first}}, this is a confirmation email for our appointment on **(enter date)** at **(enter time)**. We're excited to work with you to achieve your fitness goals! If you have any questions before our meeting, don't hesitate to reach out @ {{location-phone}} or reply to this email.



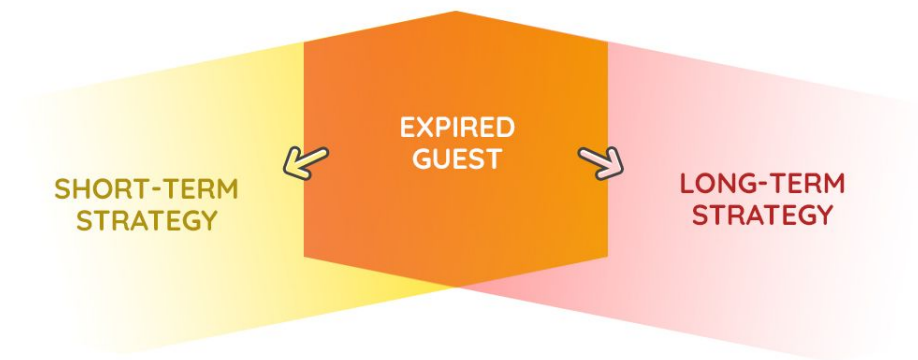
Text: {{recipient-first}}, your appointment with {{employee-first}} is at **(enter time)** on **(enter date)**. We're looking forward to seeing you! Reply to this text or call {{location-number}} if you have any questions.

Section B

Expired Guest

A guest becomes expired if they do not purchase a membership by the end of their guest pass trial period. Once the guest pass expires, the clock begins ticking. The goal is to make contact and schedule a membership appointment with the expired guest while their experience with the club is still fresh.

Expired Guest follow-up strategy is broken into **two categories**:



Short-Term Strategy

The expiration of a guest pass should trigger immediate reach outs. At a minimum, reach out to an expired guest three times within a week of expiration. Short-term reach outs can certainly continue beyond the third reach out but for the purposes of this e-book, we'll focus on the initial three follow-ups.

Long-Term Strategy

If the expired guest does not respond to short term reach outs, move them into your long-term strategy. Circumstances change over time. The factor preventing an expired guest from joining the club today may no longer exist in three, six, or twelve months from now. Expired guests in long-term follow-up are a great prospect pool to draw from as your club expands its services and introduces new promotions.

Expired Guest (Short Term) - Follow-Up #1

1. Follow-Up #1 Inform of Expiration

The guest pass has now expired. The follow-up should accomplish **three objectives**: 1. Express gratitude to the guest for exploring your club. This sets the tone of how they can expect to be treated as a full member. 2. Clearly state that guest pass has expired. This avoids any uncomfortable conversations if the expired guest comes to the club expecting a free workout. 3. Push for a membership appointment and include your weekly availability.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm calling to thank you for being our guest. We love sharing our club with new people. Your guest pass has now expired but don't worry! We can schedule a membership appointment this week. At your appointment, we'll find the best membership for you. That way, you can get back to hitting your fitness goals! I'm available (**enter availability**). Which time works best for you?



Email: {{recipient-first}}, Thank you for being our guest! We love sharing our club with new people. Your guest pass has now expired but don't worry! We can schedule a membership appointment this week. At your appointment, we'll find the best membership for you. That way, you can get back to hitting your fitness goals! I'm available (**enter availability**). Which time works best for you?



Text: {{recipient-first}}, thank you for being our guest! Your guest pass has now expired but don't worry! We can schedule a membership appointment this week. Reply to this text or give us a call @ {{location-phone}} to set up your appointment.

Expired Guest - Follow-Up #2

The second follow-up is dependent on the response or lack of response you receive from the member to your first reach out. Follow-Up #2 is divided into **two follow-up categories**.

1. Follow-Up #2 Appointment Scheduled

The expired guest responded to the first follow-up and scheduled a membership appointment. **Return to the pg. 5** and use the Appointment Scheduled follow-up workflow to reply and confirm the appointment.

2. Follow-Up #2 No Response

The expired guest did not reply to the first follow-up. Avoid referencing their lack of response. Guiltting a guest is more likely to push them away than prompt a reply. Instead, reinforce the value of your club and the services the expired guest can enjoy by joining as a member.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm calling because your guest pass has expired. We don't want you to miss out on any of our club's awesome features like **(enter service/amenity A)** or **(enter service/amenity B)**. Not to mention, we work every day to provide the best possible member experience. I'll be in the club **(enter availability)**. Which time slot works best for you?



Email: {{recipient-first}}, I'm calling because your guest pass has expired. We don't want you to miss out on any of our club's awesome features like **(enter service/amenity A)** or **(enter service/amenity B)**. Not to mention, we work every day to provide the best possible member experience. I'll be in the club **(enter availability)**. Which time slot works best for you?



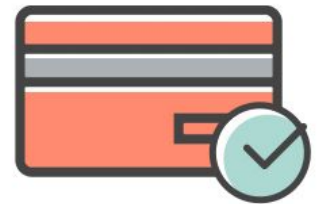
Text: {{recipient-first}}, your guest pass has expired. We don't want you to miss out on any of our club's awesome features like **(enter service/amenity A)** or **(enter service/amenity B)**. Reply to this text or give us a call @ {{location-phone}} to schedule an appointment this week.

Expired Guest Follow-Up #3

The guest is non-responsive to follow-up #2. Turn to your records to assess how the guest used their guest pass during the trial period. This can add specifics to your follow-up as well as remind the guest of what they're losing without a membership. However, guests don't always take advantage of their passes. Because of this, follow-Up #3 is divided into **two follow-up categories**.

1. Follow-Up #3 Guest Pass Utilized

The guest **DID** utilize their guest pass. They visited the club and took advantage of its services and amenities. Pull the guest's check-in history, class attendance, or any other services they experienced during their trial period to remind them of the value of your club.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out because your guest pass is now **(enter days)** expired. You made good work of your pass by **(enter # of check-ins and any classes attended)**. We want to keep seeing you! Let's schedule an appointment to discuss your membership option. Could you come in anytime between **(enter availability)**? Thank you!



Email: {{recipient-first}}, I'm reaching out because your guest pass is now **(enter days)** expired. You made good work of your pass by **(enter # of check-ins and any classes attended)**. We want to keep seeing you! Let's schedule an appointment to discuss your membership option. Could you come in anytime between **(enter availability)**?



Text: {{recipient-first}}, your guest pass is now **(enter days)** expired. You made good work of your pass by **(enter # of check-ins and any classes attended)**. We want to keep seeing you! Give us a call @ {{location-phone}} to schedule an appointment this week.

2. Follow-Up #3 Guest Pass Not Used

The guest **DID NOT** utilize their guest pass. They either never visited the club or only made it through the front doors once. Let them know you believe in your club's services and want them to experience them first hand. If possible, offer to extend their guest pass and lay out the great services they can take advantage of.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out because your guest pass is now **(enter days)** expired. From our records, it doesn't seem like you were able to make the most of your guest pass. Did you know we offer **(enter class, equipment, or amenities)** and best of all it's available complimentary to our guests. Let's renew your guest pass for another **(enter # of days)** so you can experience everything our club has to offer!



Email: {{recipient-first}}, I'm reaching out because your guest pass is now **(enter days)** expired. From our records, it doesn't seem like you were able to make the most of your guest pass. Did you know we offer **(enter class, equipment, or amenities)** and best of all it's available complimentary to our guests. Let's renew your guest pass for another **(enter # of days)** so you can experience everything our club has to offer! Reply to this email or give us a call at {{location-phone}} to extend your pass!



Text: {{recipient-first}}, I'm reaching out because your guest pass is now **(enter days)** expired. Did you know we offer **(enter class, equipment, or amenities)** and best of all it's available complimentary to our guests. Reply to this text or give us a call at {{location-phone}} to extend your guest pass for another **(enter # of days)**!

Expired Guest (Long Term) - Follow-Up

If the guest did not reply to short-term reach outs or clearly stated they were not interested in purchasing a membership, place them into your long-term reach out strategy. The key here is to reach out when you have something new to offer. Long-term reach outs are divided into **two follow-up categories**.

1. Follow-Up: New Services

As your club expands and adds new services/amenities such as new group classes, private trainers, updated equipment, or extended hours, use these scripts to promote these updates to former guests. What initial prevented them from purchasing a membership may have been the lack of a service you've now added.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. You've visited the club as our guest before and since then, we've only gotten better! Recently, we've added (**enter new service/amenities**). Our members have loved these new additions, and we think you will too! Let's schedule an appointment to discuss membership options.



Email: {{recipient-first}}, You previously explored the club as our guest and since then, we've only gotten better! Recently, we've added (**enter new service/amenities**). Our members love these new additions, and we think you will too! Reply to this email or call us @ {{location-phone}} to schedule an appointment to discuss membership options.



Text: {{recipient-first}}, You previously explored the club as our guest and since then, we've only gotten better! Recently, we've added (**enter new service/amenities**). Our members love these new additions, and we think you will too! Reply to this text or call us @ {{location-phone}} to schedule an appointment to discuss membership options.

2. Follow-Up: New Promotion

Use these scripts to inform expired guests of upcoming club promotions. A membership price point is often the biggest deciding factor for a guest and though they previously opted not to join, they may simply be waiting for the right deal.



Phone: {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out to former guests of our club to let them know about an awesome new promotion we're running. For a limited time, we're offering **(enter promotion details)**! This is one of our best deals of the year but it is a promotion rate so it won't last long. Let's schedule an appointment this week to discuss your options. Can you meet **(enter availability)**?



Email: {{recipient-first}}, I wanted to let you know about an awesome new promotion we're running. For a limited time, we're offering **(enter promotion details)**! This is one of our best deals of the year, but it is a promotion rate so it won't last long. Reply to this email or give us a call @ {{location-phone}} to schedule an appointment with a team member today!



Text: {{recipient-first}}, our prices have dropped! For a limited time, **(enter promotion details)**! This is one of our best deals of the year, but it is a promotion rate so it won't last long. Reply to this text or give us a call @ {{location-phone}} to schedule a membership appointment today!

Section C

Missed Guest

While active guests and expired guests are linked, the missed guest category is entirely separate. A missed guest is a prospect who scheduled and attended a membership appointment but at the conclusion of the meeting, the prospect opted to not accept a guest pass or purchase a membership. A missed guest is a missed sales opportunity. The goal should be to understand why the prospect chose to leave the club empty handed and address their concerns accordingly.



Short-Term Strategy

Reach out at least three times during the first week after the appointment. The focus should be on identifying and addressing the prospect's concern which is preventing them from joining the club. Short-term reach outs can certainly continue beyond the third reach out but for the purposes of this e-book, we'll focus on the initial three follow-ups.

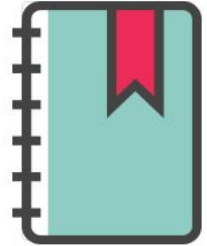
Long-Term Strategy

If the missed guest does not respond to short-term reach outs, move them into your long-term strategy. Circumstances change over time. The factor preventing a missed guest from joining the club today may no longer exist three, six, or twelve months from now. Missed guests in long-term follow-up are a great prospect pool to draw from as your club expands its services and introduces new promotions.

Missed Guest (Short Term) - Follow-Up #1

1. Follow-Up #1: Identify Your Value

Reference notes taken during the membership appointment. What was the prospect's goal? Weight loss? Strength building? Boosting their general health? Accountability? Identifying the prospect's goal should be key to any membership appointment. Next, outline how your club's services or staff can assist the prospect in hitting that goal. In your first follow-up explain to the prospect why joining your club can help them achieve their goal.



Phone: {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm calling to thank you for meeting with me to discuss membership at our club. During the meeting, we discussed your fitness goal of **(enter prospect goal)**. I really believe our club can help you achieve that goal by **(enter plan)**. Is that something you'd be interested in hearing more about?



Email: {{recipient-first}}, Thank you for meeting with me to discuss membership at our club. During the meeting, we discussed your fitness goal of **(enter prospect goal)**. I really believe our club can help you achieve that goal by **(enter plan)**. We strive to serve our members needs and keep them accountable to their goals. Please reply to this email or give us a call @ {{location-phone}} to discuss how we can get you where you want to go!



Text: {{recipient-first}}, thank you for the opportunity to discuss your fitness goals. I believe our club can help you achieve that goal by **(enter plan)**. Reply to this text or give us a call @ {{location-phone}} to discuss membership options.

Missed Guest (Short Term) - Follow-Up #2

The second follow-up is dependent on the response or lack of response you receive from the member to your first reach out. Follow-Up #2 is divided into **two follow-up categories**.

1. Follow-Up #2 Appointment Scheduled

The missed guest responded to the first follow-up and scheduled a membership appointment. **Return to the pg. 5** and use the Appointment Scheduled follow-up workflow to reply and confirm the appointment.



2. Follow-Up #2: No Response

The missed guest did not respond to the first follow-up. Again, reference membership appointment notes but identify the prospect's pain point preventing a membership purchase. Is it financial? A missing service? Limited hours?



Phone: {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I wanted the opportunity to discuss our recent membership appointment. You mentioned **(enter concern)** prevented you from purchasing a membership. After discussing this with my team, we think **(enter solution)** is a great way to address your concern. If you agree, we can get you scheduled for a membership appointment this week! I can meet **(enter weekly availability)**.



Email: {{recipient-first}}, I wanted the opportunity to discuss our recent membership appointment. You mentioned **(enter concern)** prevented you from purchasing a membership. After discussing this with my team, we think **(enter solution)** is a great way to address your concern. Please reply to this email or give us a call @ {{location-phone}} to discuss this option further!



Text: {{recipient-first}}, I wanted the opportunity to discuss our recent membership appointment. You mentioned **(enter concern)** prevented you from purchasing a membership. My team thinks **(enter solution)** is a great way to address your concern. Reply to this text or give us a call @ {{location-phone}} to discuss this option further!

Missed Guest (Short Term) - Follow-Up #3

1. Follow-Up #3: Solution + No Pressure

The missed guest did not reply to the second follow-up. Though you've presented a possible solution to their pain point, they still may be apprehensive about being locked into a membership contract. Lower the stakes by offering a guest pass. That way, the missed guest can experience your presented solution pressure free.



Phone: {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out because you recently attended a membership appointment at our club. We'd love the opportunity to help you achieve your fitness goals. You are eligible for a complimentary **(enter guest pass details)**. Accepting a guest pass is commitment free and the best way to explore everything our club has to offer on your own. Let's set you up with a guest pass today!



Email: {{recipient-first}}, You recently attended a membership appointment at our club. We'd love the opportunity to help you achieve your fitness goals. You are eligible for a complimentary **(enter guest pass details)**. Accepting a guest pass is commitment free and the best way to explore everything our club has to offer on your own. Reply to this email or give us a call @{{location-phone}} today to redeem your free guest pass!



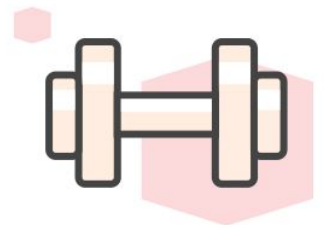
Text: {{recipient-first}}, You are eligible for a complimentary **(enter guest pass details)**. Accepting a guest pass is commitment free and the best way to explore everything our club has to offer on your own. Reply to this text or give us a call @{{location-phone}} to redeem your free guest pass!

Missed Guest (Long Term) - Follow-Up

If the missed guest does not reply to short-term reach outs or clearly states they are not interested in purchasing a membership, place them into your long-term reach out strategy. Like the Expired Guest long-term strategy, the key is to reach out when you have something new to offer. This could either be new services, updated amenities, or featured promotions. However, for a missed guest you have the added tool of offering a guest pass. Despite initially opting not to accept a guest pass, your long-term reach out may catch them at a more opportune moment.

1. Follow-Up: New Services

Use these scripts to promote new services added to your club like new group classes, private trainers, or client assessment processes as well as new amenities like updated equipment, extended hours, or improved locker room facilities.



Phone: Hi {{recipient-first}}, this is {{employee-first}} at {{location-name}}. Our club is growing and only getting better! Recently, we've added (**enter new service/amenities**). Our members love these new additions, and we think you will too! Experience them for yourself as our guest. Let's schedule an appointment to set you up with a guest pass that entitles you to (**enter guest pass details**). Can we meet (**enter weekly availability**)?



Email: {{recipient-first}}, Our club is growing and only getting better! Recently, we've added (**enter new service/amenities**). Our members love these new additions, and we think you will too! Experience them for yourself as our guest. Reply to this email or call us @ {{location-phone}} to schedule an appointment to activate your free guest pass!



Text: {{recipient-first}}, our club is growing! Recently, we've added (**enter new service/amenities**). Experience them for yourself as our guest. Reply to this text or call us @ {{location-phone}} to schedule an appointment to activate your free guest pass!

2. Follow-Up: New Promotion

Use these scripts to inform missed guests of upcoming club promotions. A membership's price point is often the biggest deciding factor for a guest and though they previously opted not to join, they may simply be waiting for the right deal.



Phone: {{recipient-first}}, this is {{employee-first}} at {{location-name}}. I'm reaching out because we're running an awesome new promotion. For a limited time, we're offering **(enter promotion details)**. I'd love to set you up with a free guest pass so you can experience the club first hand then take advantage of our promotional rate when you're ready to join! Let's schedule an appointment this week to activate your guest pass. Can you meet **(enter availability)**?



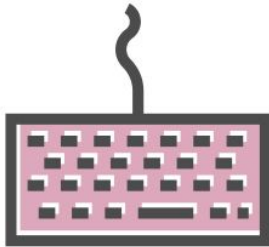
Email: {{recipient-first}}, I'm reaching out because we're running an awesome new promotion. For a limited time, we're offering **(enter promotion details)**. I'd love to set you up with a free guest pass so you can experience the club first hand then take advantage of our promotional rate when you're ready to join! Reply to this email or give us a call @ {{location-phone}} to schedule an appointment to activate your guest pass this week.



Text: {{recipient-first}}, for a limited time we're offering **(enter promotion details)**. Active your complimentary free guest pass to experience the club first hand then take advantage of our promotional rate when you're ready to join! Reply to this text or give us a call @ {{location-phone}} to schedule an appointment to activate your guest pass.

Club

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