



CRUSH THE RUSH

Proactive Strategies To Win Big In January

Club **OS**

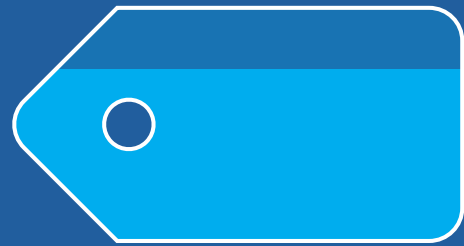
Table of Contents

Introduction: January Is Coming	3
Section A: Practical Preparation.....	4
A1. Hire Early	4
A2. Restock and Reorder.....	5
A3. Deep Clean Your Club	5
Section B: Sell Now, Sell Later	6
B1. Spread Out Your Memberships	7
B2. Thanksgiving Campaign.....	7
B3. December Holidays Campaign	8
Section C: Retention and Re-Engagement	9
C1. Avoid The Boom-Bust Cycle	9
C2. End-of-Year Assessments	9
C3. Inactive Member Campaigns.....	10
Section D: Keep Your Regulars Happy	11
D1. New Year's Invasion	11
D2. Thank You Email	11
D3. Get Them In Class	11
D4. Introduce Club Improvements Before January	12

January Is Coming

January 1st. Few things illicit the same mix of excitement and dread in the fitness industry as the New Year. January promises to bring gyms and studios equal amounts of opportunity and workload. The most important thing to remember is that the January rush or crush, depending on how you look at it, is not a bad thing. In fact, it's an amazing opportunity. A stressful opportunity? Absolutely, but the new year is your best chance to drastically grow your business and to share your love of health and wellness with new members. How important? A 2015 Medium article reports, "Usually about 75 percent of all gym memberships are [purchased] in the month of January."

A robust sales month like January requires extra preparation. We're not talking about the typical two-weeks before kind of preparation. You should take actionable steps now to prep for the new year long before the turkey hits the table. The goal is to minimize your stress levels while maximizing your opportunity to succeed. This e-book is full of strategies to sell memberships early, reconnect with inactive members, show your appreciation to club regulars, and prepare your gym or studio for the January crush.



75% of all gym memberships
are purchased in the month of
January.

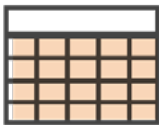
- US Department of Labor

1. Hire Early

January is an all-hands-on-deck month. The door is always swinging open, the phone is always ringing, and another new face is always waiting to be greeted at the front desk. January 2nd is not the time to train new staff, or worse, find yourself chronically understaffed. Staffing early is all the more important when you consider the sizable time investment required for an employee to reach full productivity.

According to Recruit Shop, new hires do not become fully productive in a position until one-to-two years on the job.

Even if you don't expect certain positions to retain the same team member for multiple years, this statistic makes a striking point: acclimation to job responsibilities takes time. A lot of time. Start hiring early to give your new employees adequate time to adjust. Below are four ways you can ensure a successful hiring season:



Hire Before November

The holiday season tends to be a slow period. Quality applicants are typically scooped up during the fall hiring wave while remaining applicants frequently pause their job hunt due to travel plans.



Anticipate Staff Needs

Fully staffed in October may not be comparable to staffing needs during an elevated membership period. Review previous January sales numbers to anticipate the required number of team members.



Comprehensive Training

Lay out an organized training plan for new hires. Relying on an informal on-the-job training style will likely lead to new staff hitting obstacles they are woefully unprepared for during the January crush.



Onboard CRM Software

Ensure new staff members remain organized and productive by onboarding a CRM software in your club while they have time to learn it thoroughly. A CRM automates reach outs to keep prospects and members in touch and engaged.

2. Restock and Reorder

Don't find yourself short on essential club items by mid-January. Make sure you've stockpiled everything you'll need before the holiday season. This includes both boring necessities like cleaning supplies, bathroom toiletries, and locker room towels as well as more creative endeavors like welcome packets and new member swag. If possible, make fresh designs for new member welcome packets, new member t-shirts, and other club products to create a sense of excitement.

3. Deep Clean Your Club

Want to hear two words that should never go together: cleaning party. One word instantly kills the fun of the second word like "work trip" or "summer school". Like it or not, your facilities sell memberships. You can have awesome services, knowledgeable staff, and competitive rates, but if your club looks like a New York subway station after New Year's Eve, you will lose sales. IHRSA has found that "fifty-six percent of fitness club members expect their workout environment to be free of germs" (activewellness.com).



56% of fitness club members expect their workout environment to be free of germs.

- ActiveWellness.com

Recruit your team to give your club a deep clean before January one. While yes, they are employees and you can technically make attendance mandatory, it doesn't mean you shouldn't try to make the event fun.

A few ways to partner up:

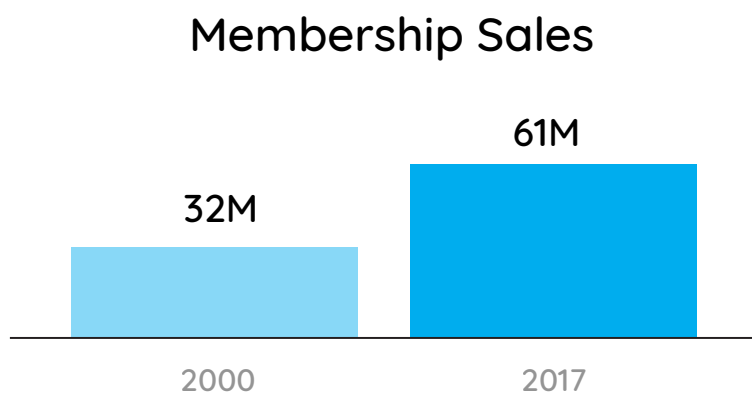
- ✓ **Feed Them:** The simplest way to boost morale and show appreciation is to feed your troops, especially if you're asking them to work outside of normal operating hours.
- ✓ **Make It Competitive:** Split your staff into teams and divvy up cleaning responsibilities. Offer a gift card or a weekend off to the team who produces the cleanest section.
- ✓ **Keep Things Energetic:** Pick the perfect playlist to keep your staff moving. The music should be exciting, fun, and appealing to everyone. Now is not the time to introduce your team to your love for smooth jazz.

1. Spread Out New Memberships

Sell now, sell later? Is this really a strategy or just a default rule of business? Well. It's both. Obviously, you always want to sell new memberships. However, here we're referring to starting concentrated, promotion-based membership campaigns before January. Why? Think of prospects as water building behind a dam. Throughout the holiday season, as people face shorter days and larger family meals, they resolve themselves to get back in shape after the new year. Every week of the holidays, more and more prospects build behind that dam. Until January one, when a wave of prospects crashes into your club. And, if trends continue, that wave will likely be even larger than last January. Year over year fitness memberships have continued to grow, starting at roughly 32 million in 2000 and swelling to just under 61 million by 2017 (statista.com).

Instead of facing the full brunt of holiday prospects rushing into your gym or studio in January, start marketing to them today! The market is already there. Why wait until after the new year to pursue them? The key is to give them a reason to join in November or December rather than next year.

An effective holiday season campaign is a no-dues-until-January promotion. It's a low-pressure option for prospects planning to join in January. Below are two example email campaigns for Thanksgiving and the December holidays. The campaigns can be used as inspiration for your own campaigns, or copy and pasted directly into your CRM software.



Source: statista.com

2. Thanksgiving Campaign

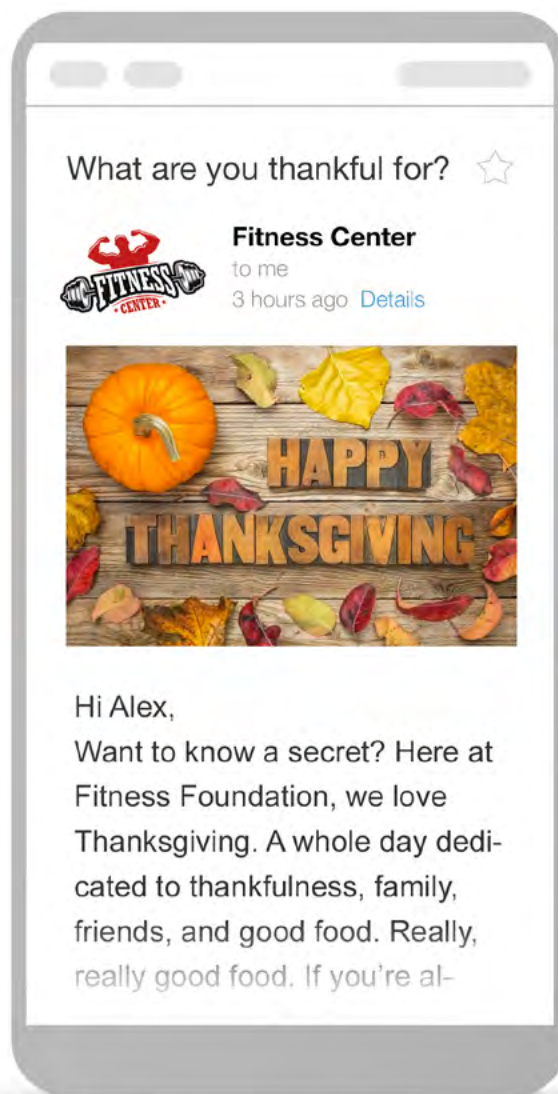
Subject: What are you thankful for?

Email Content:

Hi {{recipient-first}},

Want to know a secret? Here at {{location-name}}, we love Thanksgiving. A whole day dedicated to thankfulness, family, friends, and good food. Really, really good food. If you're already stressed thinking about the extra calories that come with large meals this time of year, you're not alone. But remember, nobody said you can't have your pie and burn it off, too.

Beat the New Year's rush and make a holiday resolution to pursue your health and fitness today, not next year. Join today and pay zero dues until (enter date). Reply to the email or give us a call at {{location-phone}} to jumpstart your fitness journey and pay absolutely nothing until next year! We can't wait to spend the holidays with you.



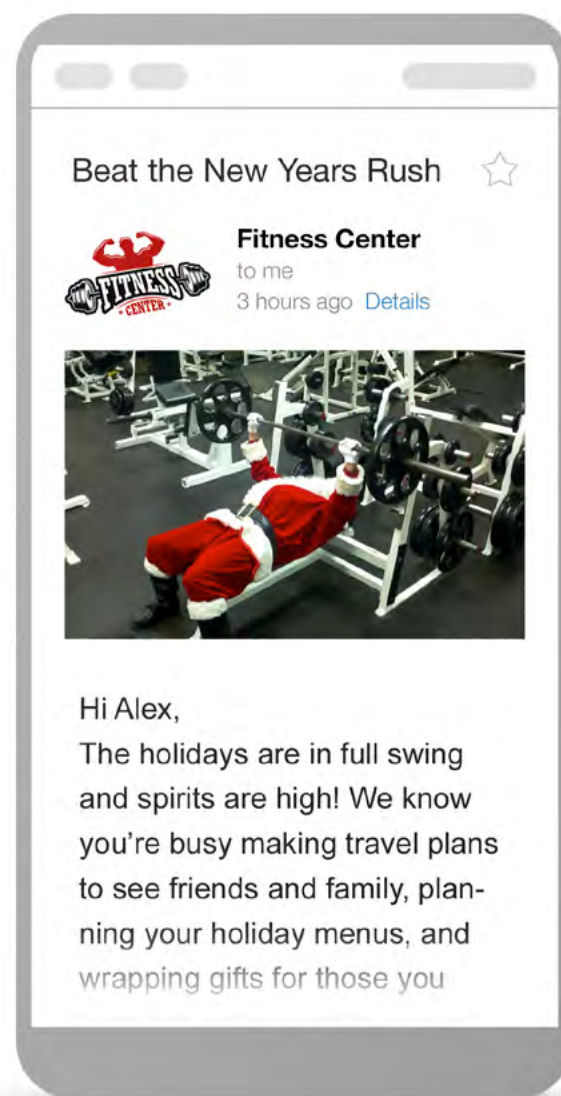
3. December Holidays Campaign

Subject: Beat the New Years Rush

Email Body:

Hey {{recipient-first}},

The holidays are in full swing and spirits are high! We know you're busy making travel plans to see friends and family, planning your holiday menus, and wrapping gifts for those you love, but we wanted to remind you that you're never too busy to take care of yourself. Don't put off your health and fitness until the new year! Join today, and you pay no dues until (enter date). That's access to (enter classes or equipment) and (enter amenities) absolutely free until next year. Reply to the email or give us a call at {{location-phone}} to schedule your free club tour to learn more. The holidays are best spent with others, so spend part of yours with us!





1. Avoid The Boom-Bust Cycle

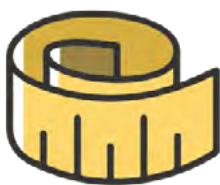
Consistent growth in the industry gives you an excellent chance of having another great sales month this January. The bad news? A majority of New Years members don't follow through with their fitness routine. CreditDonkey reports that "80 percent [of members] who joined a gym in January 2012 quit within five months." Don't get stuck in a cycle of boom and bust membership waves. You'll never grow your business if you can't retain members.



Implement a re-engagement campaign for inactive members before the end of the year. By holding on to more members from previous years, you can begin to truly grow membership overall in your club.

2. End-of-Year Assessments

Encourage inactive members to re-engage with your gym or studio by offering free end-of-year assessments. Members often disengage from a club if they aren't seeing improvement or weight loss. Your trainers can assess their health, discuss their fitness goals, and create a custom new year workout plan.



Use your CRM software's check-in data to identify inactive members. What constitutes an inactive member can be decided per club based on a designated number of days. For example, if a member has not logged a check-in to your club in thirty-five days or more, then they are considered inactive and eligible for the free assessment.

Once your inactive members are identified, target them for a mass email campaign through your CRM software. An example campaign is provided on the next page. This campaign can serve as inspiration for your own campaign or copied and pasted directly into your software.



3. Inactive Member Campaigns

Inactive Member Email Campaign

Subject: Finish The Year Strong

Email body:

Hi {{recipient-first}},

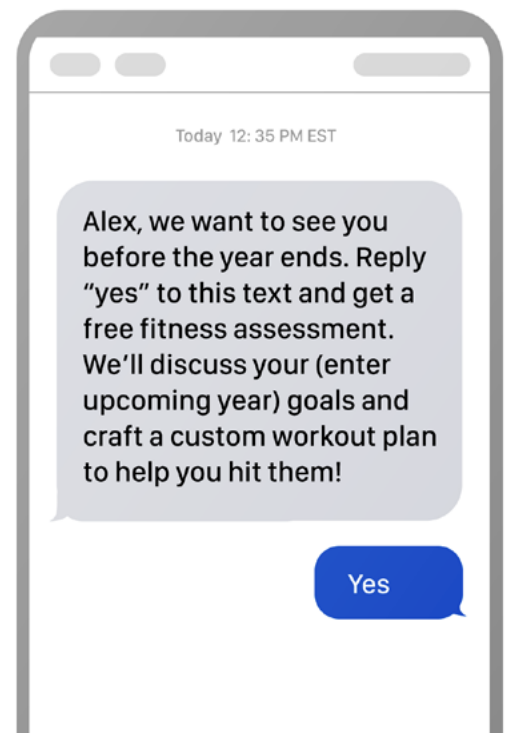
We noticed you haven't visited us recently. January is coming quickly, so now is the best time to get back into the swing of your fitness routine. We're offering free fitness assessments to our members this month because we want to help you make (enter upcoming year) the best year yet. We'll discuss your fitness goals and craft a custom workout routine to help you hit them. Reply to this email or give us a call at {{location-phone}} to schedule your free assessment!

Inactive Member Text Campaign

Take advantage of consistently high text message response rates, and text inactive members about your offer.

Text body:

{{recipient-first}}, we want to see you before the year ends. Reply "yes" to this text and get a free fitness assessment. We'll discuss your (enter upcoming year) goals and craft a custom workout plan to help you hit them!



1. The New Year's Invasion

You and your staff aren't the only ones who dread the January crush. Current members, especially those who have dedicated workout routines, can quickly resent the crowd of newcomers. After years, months, or even weeks of dedicated time in the club, a member can develop a sense of ownership for your gym or studio.

It is important to remember that there is a premium on regulars. Regular members build your club's culture, they have higher rates of renewal, and they're often your best salespeople -- promoting your club to friends and family. Their importance is only compounded when you consider that 80% of New Year's Resolutions are abandoned by February according to US News. Ensure valuable regulars are not pushed out during January.



80%

of New Years Resolutions are
abandoned **by February.**

-US News

2. Thank You Email

Send a heartfelt thank you email to your active regular members. Preface that you anticipate an increase in club traffic and appreciate their patience as new members join the club. Include your member manager's contact information. This gives members an outlet to report any issues or concerns. Use your CRM software to identify members who have actively attended your club within the previous month or two in order to build your email recipient list.

3. Get Them In Class

Temporarily increase either class sizes or the number of classes offered per week to ensure regulars aren't pushed out of classes by new members. If staffing or space restrictions prevent an increase in class spots, consider offering reserved spots for your regular members. Further, implement a club policy that club staff will only join a group class if it is not full. Do everything possible to guarantee your members are able to book classes as it will increase the likelihood of ongoing engagement into February and beyond.

4. Introduce Club Improvements Before January

Club enhancement fees aren't always popular with members, but they do serve a valuable purpose: raising capital to keep the club modern and fully functional. If your members are unhappy with the fee, it's likely because they've never seen their benefit. No one wants to pay taxes until they're used to build a highway that reduces the crosstown commute. Prove your enhancement fees value by using a portion of that capital to purchase one or two new pieces of a equipment. Doing so can pay major dividends towards both member retention and new member sales.

Member Retention



Adding the new equipment to your club before the holiday season gives your members a chance to utilize it without contending with the flood of new members. Additionally, the new equipment can generate buzz among your members and motivate more club visits during the slower holiday season. Lastly, if the equipment you purchase is a specialty item, i.e. a machine that requires a small amount of training to learn, create an email campaign inviting members to test out the equipment with a trainer. The upside for your trainers is an awesome opportunity to promote their services one-on-one with members.

New Member Sales

If your gym or studio has been open for a year or more, it's highly likely you have a deep pool of older prospects just waiting to be tapped. Create a prospect email campaign around the new equipment. Emphasize that this equipment is a part of ongoing club improvements. Blast this campaign to prospects who have aged out of your sales cycle. The new machines may be the missing piece that persuades them to purchase a membership.





BOOK A FREE DEMO



hello@club-os.com



(888) 812-2158



www.club-os.com

