THE 5-PHASE PLAYBOOK: A GYM OWNER'S WORKFLOW FOR CONSISTENT MEMBER ACQUISITION

BUILDING YOUR GYM EMPIRE

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SELL MY GYM FOUNDER

Since 2001, I've been deeply immersed in the dynamic world of fitness. From personal training to gym management, I've gained invaluable hands-on experience that has shaped my understanding of the industry's intricacies.

Now, I'm dedicated to helping individuals like you navigate the complex landscape of buying, selling, or expanding fitness businesses. Whether you're looking to acquire a thriving gym, sell your existing facility, or embark on a franchise venture, Sell My Gym is your go-to resource.

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INTRODUCTION

STOP CHASING, START SYSTEMISING

Acquiring new members does not have to be a desperate chase. The most successful gyms do not rely on luck or sporadic promotions; they rely on a system. This e-book outlines a repeatable, 5-phase workflow designed to convert a casual browser into a committed, long-term member.

By following this step-by-step process, you can build a predictable engine for growth, allowing you to focus more on your current community and less on filling empty slots.

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PHASE 1

ATTRACTION AND LEAD GENERATION

PHASE 1: ATTRACTION AND LEAD GENERATION

This is where you make noise, identify your ideal customer, and secure their contact information. Your goal here is to lower the commitment barrier to get a lead into your system.

1. Define Your Ideal Member (Targeting)

Before you spend a dollar on marketing, know those to whom you are talking.

- Demographics: Age range, specific local neighbourhoods, income level.
- Psychographics: What are their goals (weight loss, stress relief, strength)? What are their concerns (time, injury, boredom)?
- Action Item: Create a detailed profile of your "Avatar Member"—the person who will stay with you the longest and bring the most energy to your gym.

2. Select a Powerful Lead Magnet

You need something valuable that requires an email or phone number in exchange. Avoid generic "Call Us" requests.

Low-Commitment Offer	Why It Works
Free 7-Day Pass	Allows them to test the environment and classes with zero risk.
Complimentary Goalsetting session	Frames your staff as experts and helps the member articulate their needs.
"Try a Class" Coupon	Excellent for gyms specialising in group fitness (e.g., CrossFit, Spin).

3. Execute Multi-Channel Marketing

Promote your lead magnet everywhere your target member is looking.

- Digital Ads: Run highly targeted ads on Meta (Facebook/Instagram) using local demographics. Use Google Search/Maps ads to capture people searching for "gyms near me."
- Referral Program: Your best source is your existing base. Offer a strong incentive (e.g., $50 off dues for both the referrer and the new member).
- Local Outreach: Establish cross-promotion partnerships with complementary local businesses like healthy cafes, physiotherapists, or sports stores.

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PHASE 2

LEAD NURTURING AND QUALIFICATION

PHASE 2: LEAD NURTURING AND QUALIFICATION

A lead is just data until it is qualified. This phase warms up the lead and primes them for a conversation.

1. Immediate Follow-Up Automation

The moment a lead fills out a form, your automation should kick in. This sequence builds trust and delivers value.

- Email 1 (Immediate): Deliver the offer, thank them, and link to your class schedule or booking page.
- Email 2 (Day 2): Share a member success story that resonates with the goals they are pursuing.
- Email 3 (Day 4): Highlight a key gym feature—the supportive community, the high-end equipment, or specific coaching expertise.

2. Initial Personal Contact

The speed of your response is critical.

- The Golden Window: A sales staff member must attempt a phone call or text message within 12–24 hours of the lead entering your CRM (Customer Relationship Management) system.
- The Call Goal: Do not sell the membership; sell the next step. Confirm the lead's offer redemption, briefly discuss their primary fitness goal, and schedule their in-person visit.

3. Lead Scoring and Prioritisation

Not all leads are created equal. Use your CRM to score leads based on their engagement.

- High Score: Clicked a link in an email, responded to a text, or visited your pricing page.
- Low Score: Just claimed the offer and has not opened an email.
- Action Item: Prioritise follow-up efforts on your highest-scoring (hottest) leads.

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PHASE 3

THE GUEST EXPERIENCE (THE TOUR & TRIAL)

PHASE 3: THE GUEST EXPERIENCE (THE TOUR & TRIAL)

This is the moment of truth. Your goal is to move from a transaction to a personal connection and showcase the gym's unique environment.

1. Preparation and Welcome

- Reminders: Send an email and/or text reminder 24 hours before the scheduled visit.
- Warm Welcome: Ensure the staff member greets them by name and is fully prepared to conduct the tour based on the notes taken in Phase 2.

2. The Deeper Needs Assessment

Before the tour begins, spend 5–10 minutes sitting down to re-affirm their goals.

- "You mentioned losing weight—specifically, what does success look like for you in the next 90 days?"
- "What's been the biggest barrier to fitness in the past?"
- This information makes the tour and the closing pitch truly personalised.

3. The Personalised Tour

Do not just walk through the building. Showcase solutions.

- If they want to focus on strength, linger at the squat racks and introduce them to a floor coach.
- If they want classes, highlight the studio, show the schedule, and briefly introduce them to an instructor or a few key members.
- Emphasise Vibe: Point out the elements that make your gym unique—the supportive community, the cleanliness, or the specific technology you use.

4. Trial Activation

Ensure they are set up to use their trial immediately. Get them signed into the Wi-Fi, help them download the class booking app, and encourage them to book their first class or workout before they leave.

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PHASE 4

THE SALES CONVERSATION & SIGN-UP

PHASE 4: THE SALES CONVERSATION & SIGN-UP

This is the point of conversion. Be confident, be clear, and focus on value.

1. The Post-Tour Sit-Down (The Close)

Move quickly from the tour to the consultation table.

- Present Solutions, Not Prices: Frame your memberships as the direct solution to the goals and barriers they discussed.
- Instead of: "Our 12-Month contract is £99 per month."
- Say: "Based on your goal of training three times a week and wanting the accountability of a personal trainer, the Premier Package is the best value. It includes everything you need to hit that goal."

2. Overcome Objections

Be prepared for the common objections (Price, Time, Partner approval).

- Price: Break down the cost. "£129 a month breaks down to about £4.30 a day—less than a daily coffee. Isn't your health worth that investment?"
- Time: Suggest solutions. "I see you're working 9-to-5. Our 6:00 AM class is only 45 minutes, meaning you're done before your commute even starts."
- Listen with empathy, then provide a confident counter-solution.

3. Offer a Closing Incentive

If a lead is hesitant, offer a limited-time incentive to sign up right now.

- Waive the initiation fee.
- Offer the first month free.
- Include a free piece of merchandise.

4. Seamless Onboarding

If they sign up, finish all paperwork promptly. Immediately introduce them to a manager and give them a small welcome gift (branded bottle, sweat towel, etc.). Make them feel like they have joined a family, not just a club.

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PHASE 5

POST-SIGN-UP NURTURING (RETENTION KICKSTART)

PHASE 5: POST-SIGN-UP NURTURING (RETENTION KICKSTART)

A new member is a fragile member. The first 60 days are crucial for turning a sign-up into a lifelong client.

1. The First 30 Days Check-In
Use automated texts and personal calls to ensure they are integrating.

- Day 1-2: Personalised "Welcome to the Family" message from the owner or manager.
- Day 7: Personal check-in from the sales staff: "How was your first week? Are you finding the app easy to use?"
- Day 30: A check-in to re-affirm their original fitness goals and see if they need any adjustments to their routine.

2. Encourage Program Utilisation

Members who use services stay longer. Push new members to book their free new-member orientation or consultation. Make this a key metric to track.

3. Solicit Feedback

Send a short email survey (a simple Net Promoter Score, or NPS, is best) at the 60-day mark.

Goal: Catch and fix any early issues before they lead to cancellation and identify happy members you can ask for a positive online review.

By following this disciplined, 5-phase workflow, your gym can transition from reacting to leads to predictably generating new, long-term members.

If you would like to drive more members towards your gym business but do not want to have to pay the high agency fees, sign up to the Member Magnet Monthly service - https://sellmygym.co.uk/member-magnet-monthly