



FITNESS  
SOLUTIONS

# STREAMLINING CLUB GROWTH & ENGAGEMENT FOR 2021

Member-centric strategies  
& practical examples

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# How to Gain a Competitive Advantage in Today's Fitness Industry

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In order to stay relevant and gain a competitive advantage in today's fitness industry, it's essential to evolve as times change. The fitness industry has changed significantly in 2020, partially due to the COVID-19 pandemic. But the truth is, the industry was already evolving before that. COVID both impacted and accelerated these changes.

This year, gym owners have experienced and witnessed:

- Club closures
- Increased competition from gym chains and independent gyms
- An increase in fitness alternatives
- The rise of at-home connected fitness apps and membership programs

Since the pandemic, thousands of gyms have been forced to close—many permanently. COVID safety concerns have kept members of operating gyms from coming in as often as they might otherwise. And, there has been a spike in indefinite membership freezes.

These days, considering your competition goes beyond local gyms. Now, competition is anywhere your members can connect to a fitness experience. In order to stay connected with your target customer, you need to be able to differentiate your business so it stands out in the market.

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Gaining a competitive advantage in the fitness industry now means that you need to deliver a **Total Fitness Experience**.

## **FITNESS EXTENDS BEYOND THE GYM**

We've built the Total Fitness Experience on the idea that fitness is actually a continuum, and it extends beyond a workout in the gym. A Total Fitness Experience addresses the physical, mental, instructional, and inspirational needs of each individual. It also factors in the accountability and social aspects of becoming more fit.

The definition of fitness shifts over time, and from person to person. But what we've discovered is that a Total Fitness Experience should be personalized to fit how each person is motivated to achieve their fitness goals.

When you personalize someone's fitness experience, it must involve continuous interaction with fitness professionals, in addition to access to equipment and programming that adapts to a person's changing fitness levels. You must also help provide them with the sense of belonging they need to stay consistent.

Many people join a gym so they can access a variety of equipment and classes. However, it's important to note that they also have fitness equipment at home—likely in addition to online programs and apps that help them stay on track. People need help navigating the massive amount of information and resources.

## **FITNESS SHOULD BE EMPOWERING, ACCESSIBLE, AND EASY**

The best fitness solutions connect clubs, trainers, and members to help people achieve their fitness. If you want



to stay in constant with your members at all times, then they will need wearable and mobile solutions that are easy to use, information-rich, and can integrate seamlessly into your daily routine.

It's important to provide:

- Instructional and workout content
- In-person, on-demand and broadcast classes, virtual personal training
- Personalized training programs
- Nutrition planning
- Habit and lifestyle coaching

People also want to boost their accountability and social motivation through features such as in-app text and video messaging, fitness challenges, community groups, and milestone badges.

## WEARABLE TECHNOLOGY CHANGES THE GAME

Automatic data collection through telemetry is a game-changer for the fitness industry because it makes it easy and quick for people to share fitness data with a fitness professional. This dramatically increases accountability.

Telemetry data includes:

- Heart rate
- Time spent in an exercise state
- VO2 max
- Power output
- GPS distance
- Pace tracking
- Calories burned
- Performance

It's also possible for wearable and mobile applications to combine telemetry with other information, such as body composition sensors, sleep patterns, scales, and data from connected equipment. Users can plan in real-time or program adjustments that they can then share with their social network if they want.

Rather than tracking your progress and accountability through AI chatbots, a Total Fitness Experience requires an expert fitness professional to communicate with members. A fitness professional can help members navigate:

- Range of exercise
- Nutrition
- Habits
- Personal changes
- Avoiding injury and burnout

## TOTAL FITNESS EXPERIENCE VS. CONNECTED FITNESS

When considering the concept of connected fitness, that generally means technology-enabled equipment from smartwatches to exercise machines. Connected fitness technology delivers:

- Entertainment (Netflix, iFit, follow-the-screen)
- Gamification (Zwift, Leaderboards, KoM, PR, Badges)
- Education (how-to tips, information, audio cues)

In short, connected fitness keeps people engaged and helps them to keep making progress.

Connected fitness is part of a Total Fitness Experience, but only a component. The equipment helps members stick to their fitness program, provides telemetry data, and helps them track progress and stay accountable. A Total Fitness Experience goes further.

A Total Fitness Experience includes nutrition and daily habit-forming activities to help members create longer-lasting results, more quickly. It also adds the personal touch of a human fitness professional that helps to personalize the connection. That way, you're enabling your members to personalize the program to their individual physical, mental, instructional, and inspirational needs. In addition, it provides the accountability and social aspects they need for the long haul.

## GAIN YOUR COMPETITIVE EDGE IN TODAY'S FITNESS INDUSTRY

In order to gain a competitive edge in the modern fitness industry, your gym should provide the following:

1. A customer-centric brand experience focused on your core strengths
2. Gain a stronger understanding of your business, your market, your customer, and what makes you different
3. Use technology to your advantage

## Learn more about the Total Fitness Experience.

Want to know more about the Total Fitness Experience? ABC was featured at the IHRSA Innovation Summit webinar, **Reinventing the Fitness Value Chain: Finding Your Competitive Advantage**, hosted by CEO Bill Davis.

[VIEW THE REPLAY](#)

# 10 Gym KPIs

## You Should Be Monitoring *Right Now*

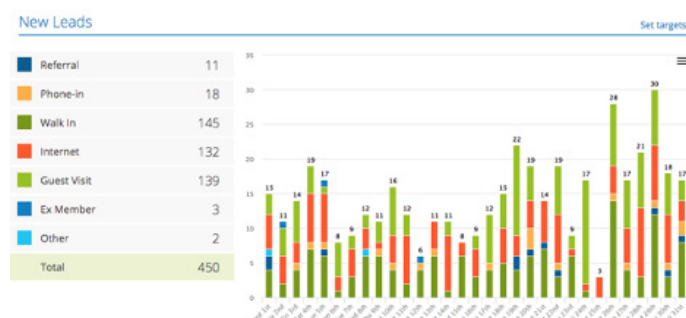
A gym's success depends on knowing what channels and strategies are working, and how to optimize them to maximize member conversion. In order to meet your annual revenue goals, you'll need to keep an eye on the KPIs that provide insight into what's working, and what's not.

### 1. WALK-IN TRAFFIC CONVERSION

It's essential to track how many of your walk-ins end up converting into members after joining. This will give you valuable insight into not only how well your gym is attracting walk-ins, but also how well your team is at closing sales from walk-in appointments.

Additionally, you'll have the opportunity to gain perspective on why they may not be converting into memberships. For instance, if walk-ins make up 32% of your new leads but only 10% of your sales, then you'd want to look into the quality of foot traffic or your staff's capability to handle spontaneous walk-ins. All in all, this metric tells you where you can make adjustments to the in-club experience to maximize leads and membership sign-ups.

### 2. ONLINE TRAFFIC CONVERSION



Do you know how many members are joining your club via online platforms? Your website, social media, and email marketing conversions can tell you a great deal about how effective your digital marketing strategy is. For example, if you are getting a lot of new leads from the Facebook ads but not closing them, that could indicate that you need to make improvements to the quality of Facebook leads you are driving.

### 3. APPOINTMENTS VS. NO-SHOWS

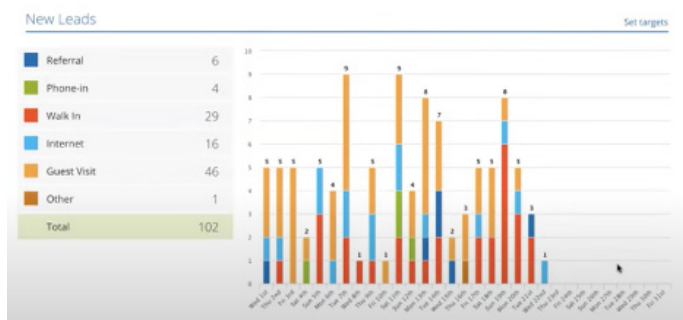
The ability to compare your team's set appointments with the number of no-shows can help your sales team make adjustments to their follow-ups with leads. Specifically, this KPI can help your sales team adjust their process to get more of those members to their scheduled appointments.

For example, sales team members could set up an automatic reminder for each appointment to help their leads remember scheduled meeting times. Automatic reminders can significantly improve your show rate.

Salesperson	Total	Sale	No Sale	Trial	Did Not Show	Uncompleted	Show Rate	Close Rate
Karen Smith	1	1	0	0	0	0	100%	100%
Steffie Bryant	6	5	1	0	0	0	100%	83.3%
Tristan Alexander	2	0	1	0	0	1	50%	0%
Clayton Kershaw	2	0	0	2	0	0	100%	0%
Joel O'Sullivan	2	1	0	1	0	0	100%	50%
Shira Magat	3	2	0	1	0	0	100%	66.7%
Brian Ameluxen	3	1	0	1	0	1	66.7%	50%
Talei Hutson	1	0	1	0	0	0	100%	0%
Grand Total	20	10	3	5	0	2	90%	55.6%

## 4. LEAD SOURCES

Do you know where your leads are coming from? When it's clear how your leads are finding you—or where your sales team is finding them—you can adjust your strategy to attract more sales from those leads. Compare each source and consider how you might be able to maximize them. What can you do differently to bring in more members or boost sales?



## 5. CONTACTS REPORT

Having a contacts report to analyze allows you to see which of your sales representatives are making the most contacts or touchpoints on any given day. You can compare sales team members in terms of performance by lead type, daily contacts, and number of sales closed. This KPI will help you spot trends so you can determine which reps need to level up their skills or adjust their strategy.

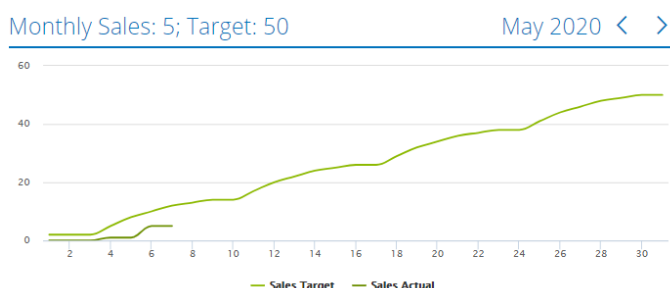
## 6. WIN RATE

Knowing your win rate helps you understand how and when your gym leads are buying. You'll be able to answer questions such as: What lead sources have the highest close ratio? Which reps have the highest close ratio? How many sales are closed by appointment vs. by walk-in?

## 7. TARGETS VS. SALES

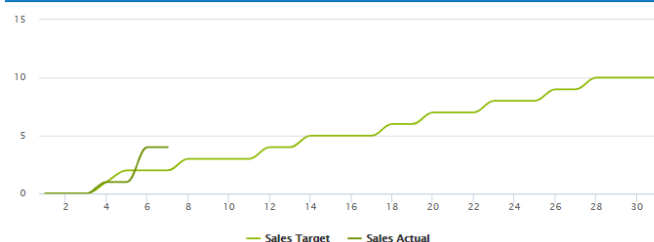
Do you have access to a visual dashboard that gives you a clear picture of your annual targets vs. your actual sales? With many gyms experiencing a loss of at least 50% of dues-paying members per year, it's critical to keep your eye on your overall targets vs. sales.

You'll need to continue making adjustments to your strategy throughout the year to both retain current members and attract new ones. This KPI provides much-needed context to help your team stay focused.



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May 2020 < >



## 8. LEAD STATUS

What's the current status of your leads? A lead status KPI can give you at-a-glance information on each lead in your system. You can see where your leads are within your sales funnel, then determine your next steps for helping them move to the next stage in the buyer's journey.

Additionally, you can view the methods of contact your team has used to communicate with each lead through the process, then make adjustments to your outreach strategy to optimize communication on an individual basis.

## 9. MULTI-CLUB KPIS

Do you operate more than one club locations? Multi-club reports allow you to compare and contrast multiple gym locations to see how they're performing, sales-wise. Then, you can dig deeper into what's working for each location.

Additionally, you can track leads by salesperson and location. Then, you can compare those leads across multiple clubs. Once you've identified which clubs are seeing the most sales and why, you can adjust your strategy at lower-performing locations to boost sales there, too.

## 10. NOT INTERESTED

Once you know which leads have expressed that they're not interested in your offerings, you can gather more information about why. These insights can help to educate your sales team on the major reasons why prospects choose not to purchase. Then, they can adjust their strategy in the future in order to keep prospects engaged, including personalizing their sales approach.

Need access to important KPIs for your gym?

If you're not already monitoring these important KPIs and are ready to get access to this information and much more, take a look at GymSales. GymSales is a powerful sales automation and management software, created exclusively to gyms and health clubs.

This platform helps gym owners and sales teams keep in touch with their leads and members. It also provides real-time membership and sales information to help your team adjust your sales strategy and engage current members. [Learn more by filling out this form.](#)





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powered  
by ABC

**A complete solution to capture, nurture, and convert more members.**

Automate processes and increase your team's win rate and efficiency.

Provide a more personalized experience for prospects.

Manage sales performance with intuitive real-time reporting.

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GymSales powered by ABC.**

Schedule a demo today.

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# Why Your Session Booking App is Not Enough



As a savvy fitness business owner or entrepreneur, you're picky about the apps and platforms you use in your business.

In fact, you've probably spent countless hours online searching for tools to help you deliver your services to your members, scouring websites, pouring through reviews, signing up for so many free trials it seems like your inbox might explode if you receive one more welcome email.

And it's no wonder! The right software can make a world of difference to your business, helping you do more in less time and streamline your operations. Not to mention, software can also come with a hefty price tag, racking up overhead costs and eating up profit margins, so you want to make sure you're getting the best bang for your budget.

It might feel like you're looking for a unicorn—a software that helps run your business and makes your members happy—but trust us: it does exist and it's not as hard to find as you might think.

## WHY YOUR BOOKING APP IS FALLING SHORT

Unfortunately, fitness businesses have been distracted in their search; roped in by the myth that they should be spending their money on booking and scheduling apps.

For years they've believed that in-person sessions—group classes, personal training with a coach, meal planning with a nutritionist, etc.—are A) the only way

to connect with members and B) the only way to make money beyond the basic membership.

This, of course, couldn't be further from the truth.

While this traditional approach to software has held many clubs hostage and out of date, fitness technology and the expectations of club members have moved forward in leaps and bounds and what we now know is that session booking and scheduling apps only help fitness clubs connect with members and achieve their goals up to 30% of the time—far from a passing grade by any measure.

Why are they failing? Because in-person sessions alone aren't always what members want. They may be too expensive, too inconvenient, or too anxiety-inducing for many. Any way you slice it, they leave a gap in the market.

Don't get us wrong: in-person sessions have an important place in a brick and mortar fitness business and they can deliver some serious value to the members who do take advantage of them, but putting all your bets on them is like putting all your eggs in one basket: not a good idea. When you do it, you're basically leaving money on the table.

## CLIENT ENGAGEMENT APPS (A.K.A. YOUR UNICORN)

Instead of focusing exclusively on scheduling and booking apps, clubs and studios should be investing in a member engagement platform—software designed to connect

fitness businesses to their members in ways that fit their members' unique wants and needs.

Picture this: with a member engagement platform, instead of just booking in sessions with a handful of members, you could reach all your members by giving them a mobile app—branded to your business—as part of your basic memberships. Already, you'd be differentiating your club from your competitors.

With your app in your members' pockets, you could use its built-in messaging to get the word out about your services, share important information, and strike up conversations with your members. You'd be breaking down the typical barriers between your staff and your members and making it easier than ever to start relationship-building conversations.

You'd also be able to use group features to bring your members together and build your club or studio's community, creating a digital space where members can share achievements, cheer each other on, and feel like they're part of something bigger than just a fitness club.

To really support your members in their fitness goals, you might even want to offer them a taste of your club's services by loading your app with some basic on-demand content. A few workouts, warm-up or cool-down routines, or maybe even some on-demand fitness classes could be enough to snap them out of their "treadmill zombie" routines and make them curious enough to try personal training.

And, of course, for those members who do want to take advantage of your services—whether that's personal training, nutrition coaching, or lifestyle/habit coaching—your app and the engagement platform that powers it will open up new ways to deliver training.

Gone are the days of in-person only options. You'll be fully equipped to build out an entire branch of digital services for your business (including 100% online training, hybrid training, and digitally-enhanced in-person training).

All of this will help you reach more of your members (far more than the 30% you'd otherwise be limited to), open up new revenue streams (something that's never a bad idea), and extend your member experience far beyond the gym doors.

## A WIN-WIN FOR YOUR BUSINESS AND YOUR MEMBERS

If all that doesn't already sound good, consider that investing in member engagement software is good for your business operations and your member experience.

On the business side of things, you already know about the new revenue streams you can open up with the right engagement app, but because these platforms are designed to motivate members to stick to their health and fitness goals, they can have a huge impact on your member retention rates too, helping to keep your members coming into your facility and renewing their memberships month after month.

Engagement apps can also help drive valuable referrals. The typical member experience is that they sign up, sit through a forced initial consultation and facility tour, get handed their key card and from then on, avoid your staff as much as possible and embark on a solo mission to improve their health and fitness. But with the right app, you and your team have countless ways to interact with, delight, and support your members. Each time you do that, you're one step closer to turning that member into a loyal brand ambassador which can translate into priceless word-of-mouth marketing and new business.

For your members, these apps make their membership feel more valuable, and the new services they power can make members feel seen and understood. Engagement platforms can also give your members the motivation and accountability they need to achieve their health and fitness goals. They can break down barriers and help members reach out and ask for help when they need it, and make them truly feel at home in your club or studio.

## PUT ENGAGEMENT FIRST

With so many benefits and potential for business growth, it's clear that fitness clubs stand to gain by investing in an engagement platform.

Move beyond booking  
and jumpstart member  
engagement today.

Call today or visit us online to get started.

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# 5 Easy Ways to Incorporate Mobile Fitness Technology in Your Club



## #01

### **GET NEW MEMBERS TO INSTALL YOUR CLUB APP THE MOMENT THEY PURCHASE A MEMBERSHIP OR CLASS**

If you have a personal training app or a branded club app, you should encourage as many people to download your app.

This opens up a continuous opportunity for you to engage your members, start conversations, up sell products and services, and offer regular check-ins.

The conversation about your club's mobile app should happen the moment a client (club member) purchases a membership or attends a class and can be done manually, through your front desk staff or automatically through email or text messages.

#### **HOW TO IMPLEMENT**

Create a system so that whenever someone purchases a membership or attends a class, they are prompted to install the app— either by your staff or through email automation.

Consider including a "Download the app" message in the welcome emails or automated notification emails your members receive.

## #02

### **SET NEW MEMBERS UP WITH A FREE INTRODUCTORY ONLINE TRAINING PROGRAM**

Enrich the signup process by giving members a little bit extra.

Many businesses offer an initial consultation session and take advantage of this to upsell personalized services and one-on-one coaching. Take things one step further by using initial consultations to set your members up with a free introductory online training program that they can follow in their first 1-2 weeks of membership.

With a basic program that they can follow through your mobile app, members get a feel for what your facility is all about and opens up the conversation about not just one-on-one personalized services, but online training too.

#### **HOW TO IMPLEMENT**

Create 3 to 5 standard programs such as Beginner, Intermediate, Advanced, Weight Loss, Muscle Gain, etc.

Set the programs up in your training software to easily automate assigning the member to a program.

When a client creates a membership, based on their level and goals, assign them one of the programs. Mention it is a special welcome offer that includes access to your app and online coaching.

Check in with them during these 1-2 weeks by messaging them through the app and monitor their progress. The key is to keep them accountable and engaged. After the introductory offer is over, upsell more personalized services where you can include access to your training app.

## #03

### SET REGULAR CHECK-INS WITH MEMBERS VIA YOUR MOBILE APP

Use your club's mobile app to connect with your members, stay on top of their fitness progress, and monitor their experience with your business and services.

With regular in-app check-ins you can monitor progress and identify not only what your members are enjoying most about their experience but also areas where they need more help. Use the se regular check-ins to connect with members on a personal level and upsell other services where suitable.

To take things a step further, use your training software's automation features to create customized member journeys and keep them engaged with your business and your fitness services.

### HOW TO IMPLEMENT

For higher value members, setup regular check-ins directly from coaches or trainers. These give members an extra personalized experience while also ensuring they are satisfied with their program. It's also the perfect opportunity to open up conversations and allow members to ask questions.

When creating training programs for these customers, make sure to include weekly, monthly, or quarterly check-in reminders. These can be as simple as automated messages asking, "How is the program going?", "How was this week?", etc.

For lower value customers, these check-ins can come from your front desk staff and can be an opportunity to upsell or position different services.

## #04

### STIMULATE CONVERSATIONS AND CREATE ACCOUNTABILITY THROUGH THE MOBILE APP

Use your club's mobile app to stimulate engagement and spark conversations with your members.

In-app messaging, push messages and client groups can give your members a big reason to open the app more often once their trainer or peers start engaging with them.

Digital groups also get real-time notifications for exercise activity, which is a great way to stimulate accountability for everyone in the group. Plus, peers can cheer for each other with comments or emojis, offering members an extra dose of motivation.

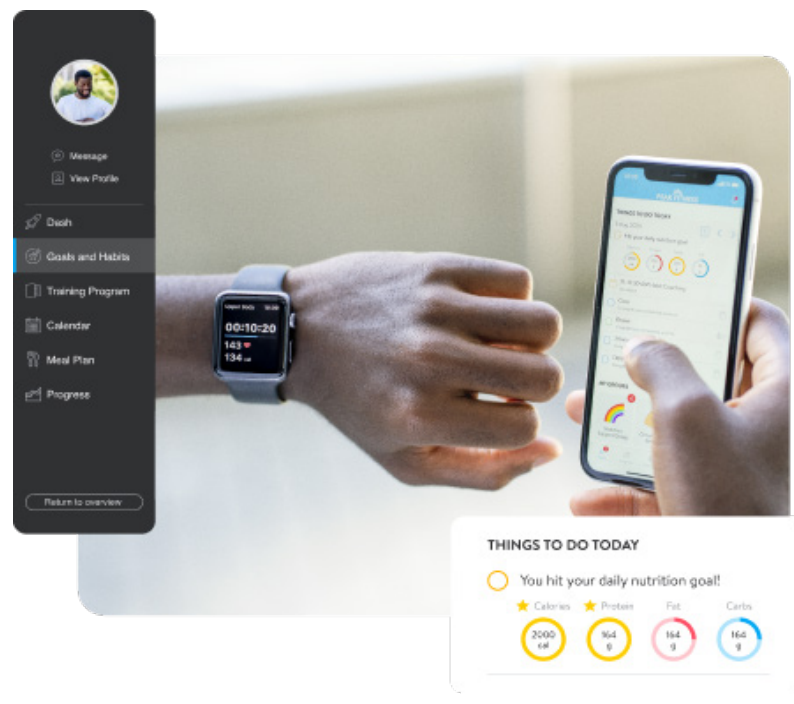
### HOW TO IMPLEMENT

Group several members with similar goals into a small digital group. Position the group as the "accountability circle" or create a specific challenge for this group.

Facilitate introductions and encourage group conversation as they progress through their fitness program.

Create a points system and award group members as they hit program milestones.

Assign members an accountability partner through the mobile app who will cheer them on, and who they'll cheer on too.





# #05

## SEND MEMBER-ONLY OFFERS THROUGH THE MOBILE APP

Delight your members by sending them exclusive offers, special classes, discount codes, or helpful tips using your club's mobile app.

Use push notifications or in-app messages to send member-only perks straight to your members' phones. With automated messaging, you can even build these offers into their training program so they unlock new offers at each stage of their membership.

With the right offers, you can upsell additional services, keep members training at your club for longer, or incentivize member referrals.

Members perks don't all have to include a discount! Use their in-app messaging or push notification features to educate your members and deliver useful tips or information that helps keep them on track.

### HOW TO IMPLEMENT

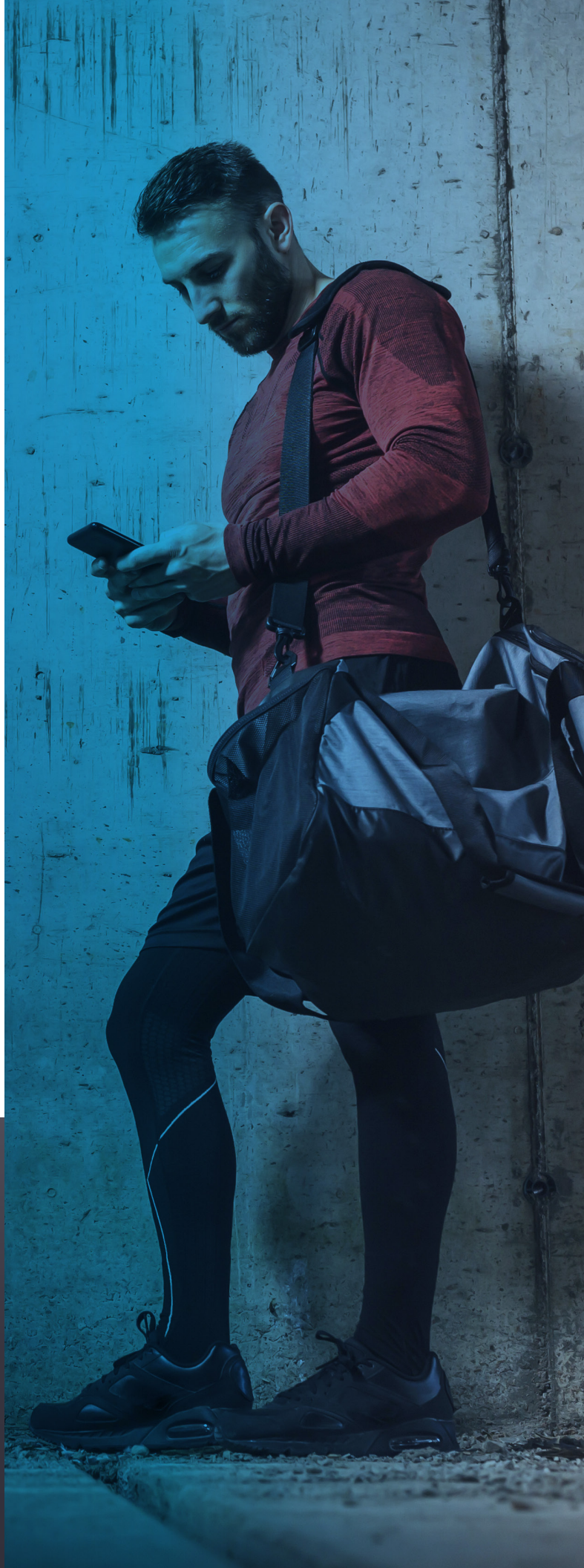
Organize specific offers and campaigns that complement your range of services and promote them to your members directly through the mobile app.

For your higher value customers, touch base with them throughout their fitness programs using personal or automated messages from their coach to keep them training. Offer promotions toward the end of their services to encourage renewal.

Connect with our team and discover how clubs like yours are extending their brand and programming.

Call today or visit us online to get started.

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# Using Compliance to Drive Client Results

FIND YOUR CLIENT'S COMPLIANCE SCORE THEN USE THESE TIPS TO ADJUST THEIR TRAINING PROGRAM



## 0-25%

Send in the reinforcements! This client is in dire straits.

Consider significantly reducing the number of scheduled workouts in this client's program. Once they're able to boost their compliance, you can consider bumping their scheduled workouts backup. If they're already at the bare minimum for scheduled workouts, hop on a call with them, and start scheduling auto messages to give them some personalized attention.

If it's nutrition they're struggling with, maybe loosen up their calorie restrictions, or shift their macros to be a bit closer to their existing eating habits. As they slowly adjust their intake, you can modify their nutrition goals later.

## 25-50%

While they're clearly trying, it looks like this client could use a helping hand sticking to their training.

If the client is struggling with either their workouts or their nutrition but is still showing effort at least some of the time, it might be time to bring out the "big guns" for accountability: goal setting and weekly video calls to talk about their progress.

This might require bumping the client to a different product (or price), but it could turn out to be exactly what's needed to get them over the hump. Consider beefing up their program's auto messages too for a double-whammy or personalized attention.

## 50-75%

This client is headed in the right direction! Give them that extra nudge.

If the client just isn't logging enough workouts, considers having one or two off their weekly schedule or look into rearranging the schedule. Talk to your client to find out

what's allowing them to log the workouts they do get in, and what's stopping them from logging more. It might be as simple as switching a workout from Tuesdays to Thursdays.

When nutrition is the stumbling block, a conversation with the client is a great place to start. Chat with them about what's keeping them from hitting their goal every day and make a plan to help them overcome those challenges.

## 75-90%

Looks like your client is right in the sweet spot!

Keep them on track by sharing their progress and highlighting their personal bests or achievements. Sometimes, the greatest motivation for future success is celebrating past success.

## 90-100%

Oh snap! Things are looking a little easy.

When a client is consistently near perfect for their exercise compliance, it's time to kick things up a notch. This means adding more scheduled workouts or cranking up the intensity.

For nutrition, a perfect compliance score might not need any modifications unless their goals have also changed, so focus on keeping them consistent going forward and look out for things that can derail them like holidays.

Ready to start connecting with members inside and outside the club? ABC experts are here to help.

Call today or visit us online to get started.

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# How Life Time is Using Trainerize to **Engage** **1 Million Members**

## THE LIFE TIME STORY

Since 1992, Life Time has been steadily working toward its goals to change lives for the better. As champions of healthy and happy lives for all its members, the international chain of fitness clubs has been delivering unparalleled fitness experiences to more than 1 million members through its more than 150 club locations (or, athletic resorts as they call them) and its team of more than 36,000.

From its humble beginnings as a single location in Brooklyn Park, Minnesota until today, Life Time has always maintained a strategy for growth and innovation that rests on the idea that memberships should be more than just access to a gym and rather an experience that encompasses the entire spectrum of daily life.

In the rapidly changing landscape of today's fitness industry, Life Time is holding steady in their growth trajectory and taking the lead amongst fitness clubs by integrating technology into the member experience in the club and beyond.

Using a member engagement and digital fitness platform powered by Trainerize, Life Time is leveraging the convenience and modernity of technology to elevate their member experience and permanently change the way their team of highly qualified fitness and nutrition professionals engages with its members, from new member onboarding and communication to the sale and delivery of personal training services.

## WHAT LIFE TIME DID

With more than 1 million members worldwide, delivering a positive and memorable member experience is always top of mind at Life Time Athletic.

So when the team at Life Time started to see a shift in the industry toward digital fitness, they began to look at how they were engaging their members and if there was a way for the fitness club to make technology a larger part of their member experience.

### LEVERAGING THEIR MEMBERS' FAVORITE TECHNOLOGIES

The idea was to find a solution that put member engagement first, but that also supported their premium services both on the client side and the business backend. Because they wanted something that was both convenient to their members, versatile in how it could be used, and 100% customizable to their business, Life Time quickly determined that a custom app was their ideal solution.

But they weren't just looking for any app: Life Time wanted something that would become a fundamental piece their members' fitness journeys; that would support members in accessing services and achieving their goals, and that would expand the Life Time experience beyond their facilities and into the daily lives of all their members.

To make this vision a reality, they turned to Trainerize—a leader in the world of fitness and personal training apps, known for the openness of their existing platform, extensive integrations, and powerful feature set for both trainer and client engagement.

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**Life Time** wanted an app that would become a fundamental piece in **their members' fitness journeys.**

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Using their existing platform as a starting point, Trainerize worked with Life Time to create a custom app designed to increase member engagement and turn the phones in their members' pockets and gym bags into tools for healthier living.

### **DELIVERING A CONNECTED TRAINING EXPERIENCE**

As a business model with no annual contracts, the club and service experience at Life Time is key to securing and maintaining member retention rates, and the app will function as a value-add to their existing premium services.

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**Life Time** changed how members can engage and train with certified fitness professionals and **made the club's premium services affordable and accessible** to more members than ever.

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Applying their trademark LT method, the team at Life Time has been using the app to build digital programs for personal training that are hand-picked based on a member's unique goals and needs, then delivered straight to the members' phones and/or followed via tablets during in-person training sessions.

For in-person training, the app has allowed Life Time staff to do away with paper records and take a digital approach to tracking client progress—a modern approach to a more traditional service.

It's also allowed Life Time to add both hybrid and 100% online training options to their roster of services, expanding the ways Life Time members can engage and train with certified fitness professionals and making the

club's premium services affordable and accessible to more members than ever.

To help members get access to these new digital services, Life Time is including access to the app free of charge for all in-person and hybrid clients and offering their 100% online training option at an extremely affordable price point starting at \$79 per month. With nearly 50% of pilot club members signed up for online personal training, it's clear that the new Life Time VLT app is already making big waves. Perhaps most exciting for the team is the deeper connection Life Time has been able to form with its members through this app and the services it supports..

### **NURTURING STRONGER COMMUNITIES**

Based on the popularity of online training amongst their members, Life Time has also started using the app to run their in-house challenges—60-day programs that any member can sign up to follow along with.

While the challenge has existed for a long time, as a staple element of the Life Time member experience, the addition of the mobile app has made the challenge more accessible and engaging than ever before.

### **TECHNOLOGY COMES STANDARD**

Always looking ahead, Life Time has their sights set on making the app an even bigger, more integral component of their member experience.

To do this, they plan to include access to the app as part of their club memberships, such that the moment an individual becomes a Life Time member, they are encouraged to download and use the app.

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**Life Time** imagines a time where members can walk into any Life Time gym, anywhere in the world, and **use their app to access the services and guidance** they need to achieve their goals.

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They also have plans to continue building the app out so that it can act as a central service hub, connecting members to not only personal trainers and nutritionists, but other experts on their team to help offer members a 360° approach to fitness.



## TECHNOLOGY COMES STANDARD

While the addition of a Trainerize-powered app marked a big step forward in their member engagement and business growth strategy, this was not Life Time's first or only foray into the world of fitness technology.

Before launching their new app, the chain already had a collection of technology supporting its suite of services, accessible to its members, or at work in their facilities. This included another mobile app that was and still is used as a communication and navigational hub that directs members to all of their services.

These existing solutions meant that Trainerize needed to not only bring something new to the table no other technology was already doing for Life Time, but the Life Time VLT app also needed to play nicely with everything that was already in place.

Through collaboration and customization with the Trainerize team, Life Time was able to sculpt a unique solution that filled in any gaps other technologies were missing in their clubs, delivered a brand new range of tools and features, and integrated seamlessly into their established systems.

## THE RESULTS

The new app and the services it has allowed to flourish have quickly been gaining traction among Life Time members, with app data showing that, on average, members log in roughly 3 times a week.

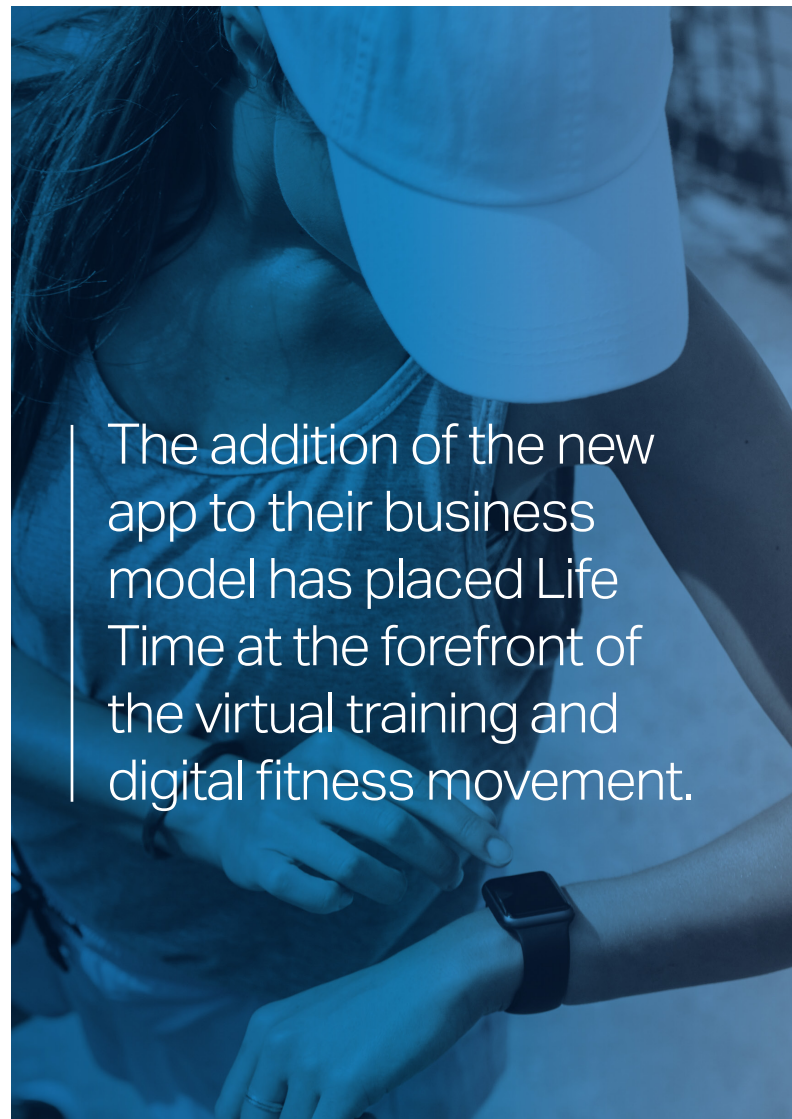
Not only are they logging in, but members are also tracking workouts and logging their food intake, and Life Time has started to track these numbers and calculate what's known as client compliance: a measure of how well clients are adhering to their prescribed fitness and nutrition plans.

While it's still early days yet, Life Time's trainers are already seeing an uptick in these stats, showing that members are starting to engage with their fitness journeys through the app and that it's translating into real actions that have a positive impact on members health and wellbeing.

Beyond member engagement, the team at Life Time is also enjoying how the app delivers a streamlined process for building personal training programs. By centralizing their training programs into one app, used by every

trainer at Life Time, the team is able to both save time and provide a consistent training experience to all members, across every location.

More than any of that, the addition of the new app to their business model has placed Life Time at the forefront of the virtual training and digital fitness movement, giving them a leg-up on competing fitness clubs and helping to future-proof their business by setting them up for new opportunities for future innovation and growth.



The addition of the new app to their business model has placed Life Time at the forefront of the virtual training and digital fitness movement.

Discover how Trainerize powered by ABC can help your club deliver a Total Fitness Experience to members.

Call today or visit us online to get started.

**800-622-6290**  
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# Personalize Communication with Frozen Gym Members Using GymSales

With gyms opening back up under COVID restrictions, there are as many as 5 to 6 times more memberships on freeze as compared to pre-pandemic levels. Engaging and communicating with frozen members is the biggest opportunity club owners and operators have to proactively and successfully unfreeze memberships and reinstate payments. This blog is for gym owners and operators that are looking for best practices on how to personalize the communication with “frozen” members, while still maintaining revenue projections and satisfied members.

If you’re managing a large number of frozen accounts, there are a number of possible scenarios you may be dealing with as your members begin coming back. For example, some members:

- May want to be activate from account freeze immediately, as they didn’t realize the club has reopened
- Will ask to wait a little longer, until the COVID “curve” is flattened more
- May want to place an longer freeze on their account
- Will request that their membership be canceled

While 90-day freezes seem to be the common practice within the ABC portfolio, early data indicates that length of freeze duration does not impact the overall cancel rate. So while there’s potential concern about a communication triggering a cancellation, having a proactive plan can potentially positively impact your business earlier, rather than later.

With the different possible outcomes in mind, it is important to consider different call-to-actions in your marketing plan and prepare your sales team how to address the possible scenarios.

The secret sauce to having a personalized and effective communication with frozen members is being able to identify who in your portfolio is frozen. We will first walk you through how to easily identify these members in GymSales and share best practices for communicating with frozen members, before wrapping up with a proposed email automation flow.

## IDENTIFYING AND COMMUNICATING WITH FROZEN MEMBERS IN GYMSALES

GymSales offers powerful tools to filter and segment audiences so that you can personalize communication sequences to your members.

Expert tip: it’s a best practice to begin communicating with frozen members far in advance of bringing them off freeze. We recommend beginning personalized email communications three months in advance of the reinstatement date. Giving your members a fair warning about reinstating their membership will help you avoid dissatisfied customers.

In GymSales, there are ways to target communication based on specific filters.

When using ABC x GymSales, you are able to segment and filter members based on several ABC statuses. For the purpose of this article, you will want to choose either of the following:

- Active – Freeze
- Active – Pending Cancel

The screenshot shows the GymSales interface with the 'People' tab selected. The 'ABC Financial Status' dropdown is open, showing options: Active, Active - Cancelled, Active - Expired, Active - Need Address, Active - Freeze, and Active - Need Phone Number. The 'ABC Last Visit Date' is set to 'Any'. There are buttons for 'Send SMS (1020)' and 'Send E-mail (1165)'. The 'Lead Status' and 'Date type' fields are also visible.

You can also add or filter by *ABC Last Visit Date*. This can help you prioritize whether or not the member has at least been somewhat active even prior to the pandemic.

The screenshot shows the GymSales interface with the 'People' tab selected. The 'ABC Financial Status' is set to 'Active - Freeze'. The 'ABC Last Visit Date' is set to 'Any'. The 'Contact' section shows a calendar for October 2020. The 'Salesperson' is set to 'All'. The 'Calls' section shows a calendar for October 2020. The 'Appointments' section shows a calendar for October 2020. The 'E-mails' section shows a calendar for October 2020. The 'SMS' section shows a calendar for October 2020. The 'Custom Range' button is visible.

Once you've created a segment, then you can create a list for outbound phone calls, email and/or text.

Next, you can view this list in the Task folder -> Sales tab so that you can see the assignment for each segment. Managers can view how many calls have been completed via [the Sales Person Report](#).

## HOW TO COMMUNICATE WITH FROZEN GYM MEMBERS

Here's a sample of a 30-day sequence from frozen account to reinstatement might look like:

### MESSAGE 1: Email

Let members know you'll be unfreezing their membership in 30 days, then give them a chance to respond.

### MESSAGE 2: Email

Let members know you'll be unfreezing their membership in 15 days, then give them a chance to respond.

### MESSAGE 3: Call

Let members know you'll be unfreezing their membership in 10 days.

### MESSAGE 4: SMS Text Message

Seven days until membership reinstatement.

### MESSAGE 5: Final Reminder Email

Final reminder – five days until membership is reinstated.

### MESSAGE 6: Call

Three days until membership is reinstated.

The final phone call is meant to determine whether your member wants to stay on the freeze or come off of it. If they want to extend their freeze, find out how long they want to extend it. Then, you can exclude them from the next sweep and add them to an extended freeze list.

## PERSONALIZED MESSAGING KEEPS YOUR GYM MEMBERS HAPPY, AND YOUR TEAM SANE

[Setting up personalized emails](#) in GymSales allows you to trigger relevant communications and increases your chances of converting a frozen gym membership to an active one. Having a personal touchpoint helps you capture as many people in the sweep as possible.

The goal is to get your members to come off their freeze. But you'll know that when members do opt to keep their memberships frozen, you have done everything you can to notify them and prevent them from becoming frustrated with your gym.

If you're already to streamline your gym's member communication and sales processes, GymSales powered by ABC can help.

[EXPLORE THE ABC X GYMSALES DIFFERENCE](#)





ABC's mission is to promote healthier lives  
by helping clubs put their members first.

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