

# Reopening Your Gym

## After Lockdown Checklist



At Ashbourne, we provide you with the tools you need to manage your club, significantly reduce your admin and convert more leads.

We have already solved dozens of the fundamental roadblocks that clubs are facing as the date to reopen after lockdown approaches. Get in touch with [Asbourne Membership Management here](#) and find out how we can help you immediately check off most of the tasks on this on this checklist, while also continuing to grow your club's membership.

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|--|--------------------------|
| 1. Communicate with your members about their payment status        | <input type="checkbox"/> |
| 2. Daily exercise of the day - promote on demand videos in the app | <input type="checkbox"/> |
| 3. 28 day training programme - 1 workout a day in automated email  | <input type="checkbox"/> |
| 4. Promote <u>The Fit Club At Home</u> to your members             | <input type="checkbox"/> |
| 5. Promote the improvements you've made to the club                | <input type="checkbox"/> |
| 6. Send out a survey to your members                               | <input type="checkbox"/> |
| 7. Make members feel part of the reopening process                 | <input type="checkbox"/> |
| 8. Keep communicating on all platforms (facebook, email etc)       | <input type="checkbox"/> |
| 9. Clean and segregate your database                               | <input type="checkbox"/> |
| 10. Create new membership types and pricing                        | <input type="checkbox"/> |
| 11. Increase your prices - maximise value from your members        | <input type="checkbox"/> |
| 12. Create incentives to upgrade membership with bolt ons          | <input type="checkbox"/> |
| 13. Reward existing & paying members with upgrades immediately     | <input type="checkbox"/> |
| 14. Tell members how you're keeping them safe                      | <input type="checkbox"/> |
| 15. Build your brand as the "club that cares"                      | <input type="checkbox"/> |
| 16. Know your data and demographics and market appropriately       | <input type="checkbox"/> |

## Physical alterations and changes to the club...

1. Do rigorous and "visible" cleaning of gym equipment
2. Socially distance your gym equipment
3. Add 2 metre markings around your gym equipment
4. Provide cleaning stations at every piece of equipment and entrance
5. Provide clear signage (stickers, tape, arrows) to avoid confusion
6. Add perspex to your reception
7. Automate entry & remove staff from reception as much as possible
8. Un-furlough your staff and train them well ahead of time
9. Use your member survey data to rebuild the gym
10. Host ZOOM classes (double your resources & reach more people)
11. Create separate app or online only membership
12. Automated socially distanced booking rules for gym slots & classes
13. Provide priority booking for different membership types
14. Automate reserve lists and cancellation rules for class bookings
15. Limit the number of spaces per visit (ask for member feedback)
16. Create specific gym slots for older/vulnerable groups
17. Provide links & QR codes to PARQ on any sign up forms
18. Use your previous attendance stats to create your new timetable
19. Utilise member notes to check in and make them feel comfortable
20. Add in secondary spend to online join (branded shirts, bottles etc)

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|---|--------------------------|
| 21. Email completed members with a rejoin offer (with a time limit) | <input type="checkbox"/> |
| 22. Get feedback once you reopen from members and adjust as you go  | <input type="checkbox"/> |
| 23. Use survey stats and feedback in your marketing                 | <input type="checkbox"/> |
| 24. Create an offpeak membership as habits/timetables have changed  | <input type="checkbox"/> |
| 25. Create class only or gym only membership types                  | <input type="checkbox"/> |
| 26. Offer discount codes and promotions to create urgency           | <input type="checkbox"/> |
| 27. Segment your data and offer specific targets upgrade emails     | <input type="checkbox"/> |
| 28. With new data, target your ads to different groups              | <input type="checkbox"/> |
| 29. Track your ads, don't just boost!                               | <input type="checkbox"/> |
| 30. Direct posts to landing pages to gather data & contact details  | <input type="checkbox"/> |
| 31. Provide welcome emails and 90 day onboarding programme          | <input type="checkbox"/> |
| 32. Follow up and reassessments to help your retention              | <input type="checkbox"/> |

## Protect & Prepare Your Club Incase of a Second Spike/Lockdown

- Have content ready to create value to keep members paying and loyal to YOUR club
- Make your club an essential part of your members lives, not just another expense
- Keep an eye on your competition and exceed their offerings (all members are up for grabs)

**BE BETTER THAN YOU WERE**

[Click Here](#) to join The [Gym Owner's Forum](#) Facebook

Group to be part of the discussion, get help & resources.