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# 8 Simple Ways To Keep Your Members For Longer

that your team can implement right  
now...



**ASHBOURNE**  
MEMBERSHIP MANAGEMENT

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# All of this has been tested...

We have a unique view of the fitness industry

## 1000S OF PARTNER CLUBS

Frequent surveys, conversations and check ins with the clubs that we manage.



Tested by  
us in The  
Fit Club  
Redditch



## 25 YEARS OF WISDOM

Some of these are simply core marketing techniques that many clubs fail to implement.

# Why retention is such a huge issue...

2022

50% of members quit in the first 6 months

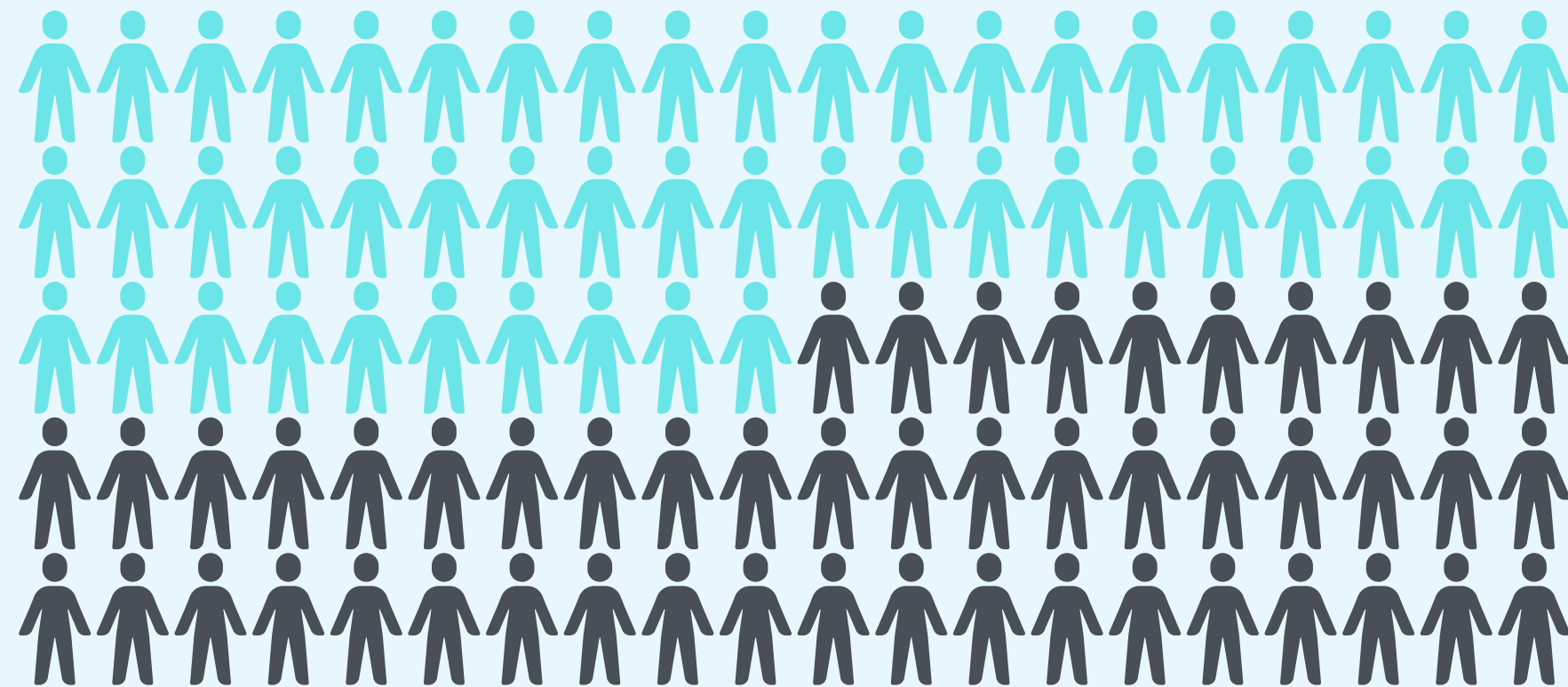
2021

2020

2019

2018

2017



\*source: Finances Online 2022 USA gym data (<https://financesonline.com/gym-membership-statistics/>)

# And what governs if people stay?

2022

87% who remained active praised a positive onboarding process

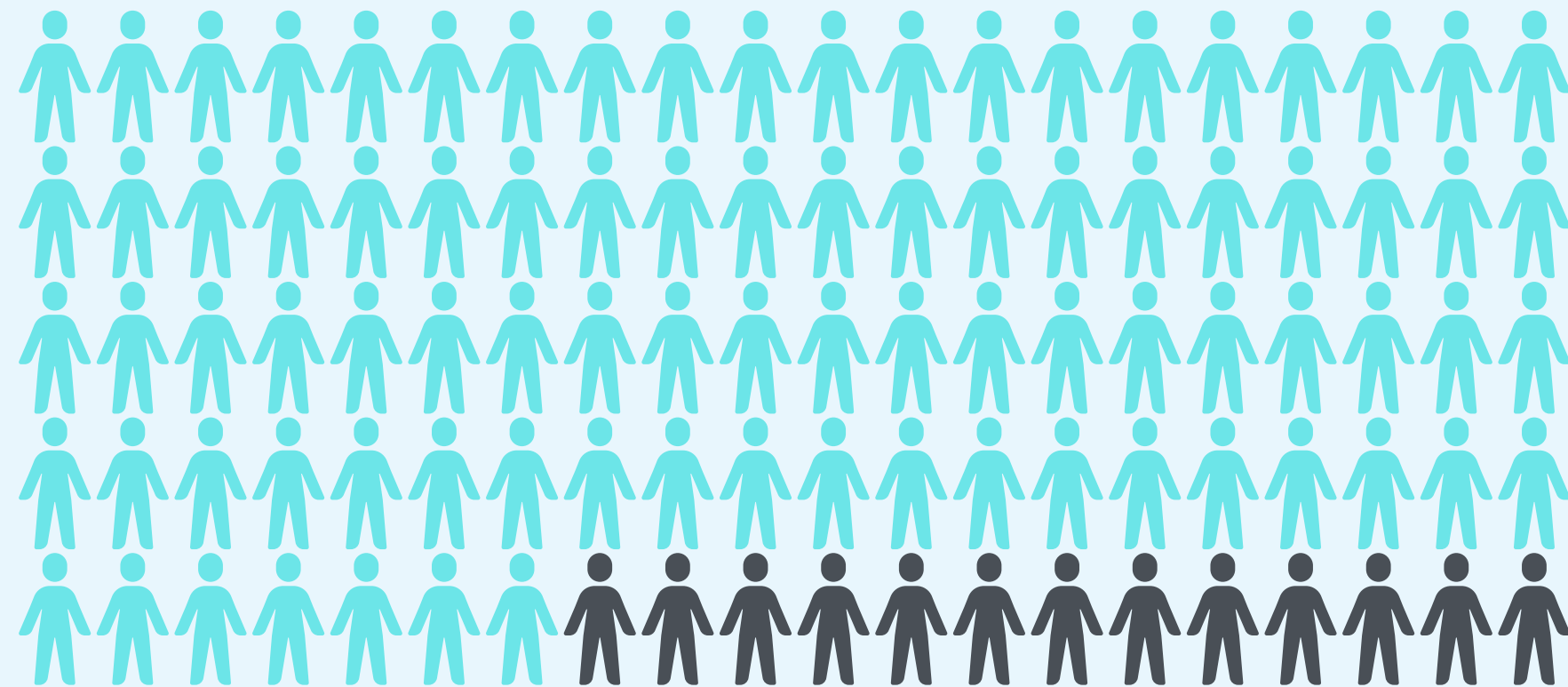
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# Three core reasons why members love their clubs...



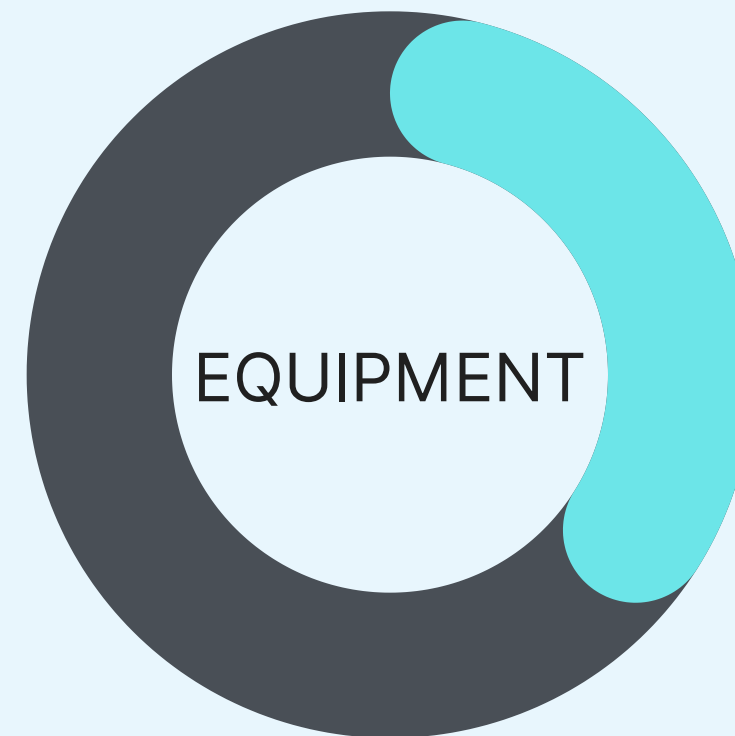
50%



45%



38%



**ONLY FOCUS ON  
WHAT YOU CAN  
CONTROL RIGHT  
NOW!**

**5x**

More costly to find a customer than to retain a customer.

**5%**

Increase in retention can increase profits from 25% - 95%.

**5%**

Of card payments fail, giving your customers a chance to cancel



**1 - Get a 12 month contract**

And use direct debit collection to lock your members down.

## Onboarding Part 1

# 2 - Increase your staff presence



Make member interaction a job responsibility, not a bonus



Systematise making notes on members



Create rewards for staff to do feedback forms



Combine this with an active PT push to get more sales



Automate areas of the club to get staff off the desk and on the floor



# The benefits of a long onboarding process

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- ✓ Retention doesn't end after their first visit
- ✓ Regular contact breeds loyalty
- ✓ You have to see everything as a gym newbie
- ✓ Never assume your member knows something
- ✓ Help members overcome "gymtimidation"



## Onboarding Part 2

# 3 - Make your onboarding longer and automated

WEEK 1

WELCOME YOUR MEMBERS TO THE GYM & GIVE THEM DIRECTIONS.

WEEK 2

RECOMMEND CLASSES FOR YOUR MEMBERS TO USE.

WEEK 3

INVITE YOUR MEMBERS FOR A FOLLOWUP ON THEIR INDUCTION.

WEEK 4

ASK YOUR MEMBERS FOR A FEEDBACK FORM AND THEIR THOUGHTS

WEEK 5

A FRIENDLY CHECK IN WITH SOME FITNESS TIPS AND ADVICE

WEEK 6

INVITE YOUR MEMBER TO ATTEND A CLASS WITH A FRIEND

**You only have to set this up once!**

# 4 - Get your numbers together

Before you can solve the problem, you have to know how bad the problem is.

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## SLEEPING MEMBERS

How many of your members are paying but not using the club?

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## ACTIVE MEMBERS

How many members do you have who love your club?

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## NON-PAYING

How many members are using your gym but not paying? (It's higher than you think).

**The more you know, the more you'll know how to target the problem that your members are experiencing!**



# 5 - Community building

Be proactive in hosting events and making your gym a social space.



Here's a few ideas to use right now!



- Themed quiz nights & classes ✓
- Classes for older members ✓
- Clubs within your club ✓
- Classes (do them if you're not) ✓
- Member of the month ✓
- Mini competitions (who visited the most e.t.c) ✓
- Mini iron man (leisure centre) ✓
- Advanced masterclasses ✓
- Bring a friend for free days ✓

**The best part... all this effort can be recycled in your marketing, to show your gym as a fun place for new members as well!**

# 6 - Make your gym a holistic space

Your gym needs to become a space for general health and wellness: Diet, mindset, mental health - it all helps your members.

## CUT OUT THE MIDDLE MAN

Your members use loads of third party apps and blogs for health advice and tips beyond just their fitness. Give them that content and make them rely on you, not other businesses

Creating health and wellness content doesn't have to take up a lot of time...

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### EMAILS

Drop your members a weekly email with your latest tips

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### BLOGS

If you have the technical ability to run a blog, then start writing blogs and reuse them as content for your marketing.

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### SOCIAL MEDIA

Stop your social being a stale sales pitch. Make it fun and social again.

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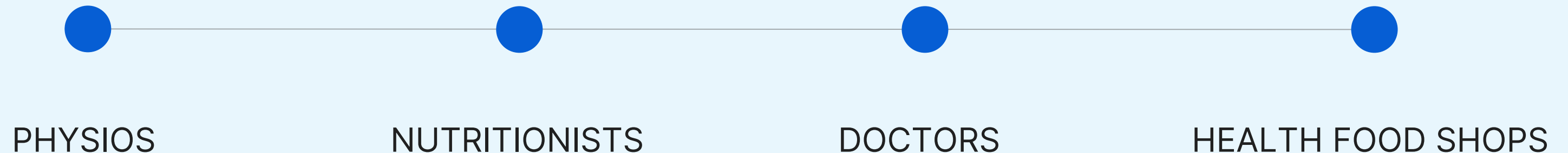
### PDF RESOURCES

Creating great looking resources to email or print for your members has never been easier. Use a service like Canva.com to create great looking resources right away.

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# **EXTRA - Partner with local businesses to add more value to your membership**

You don't have to be responsible for all your health and wellness help. You can partner with local businesses to provide your members discounts and make your membership more valuable in the long term.



**Offer 2 way discounts, so your membership becomes part of a lifestyle benefit.**

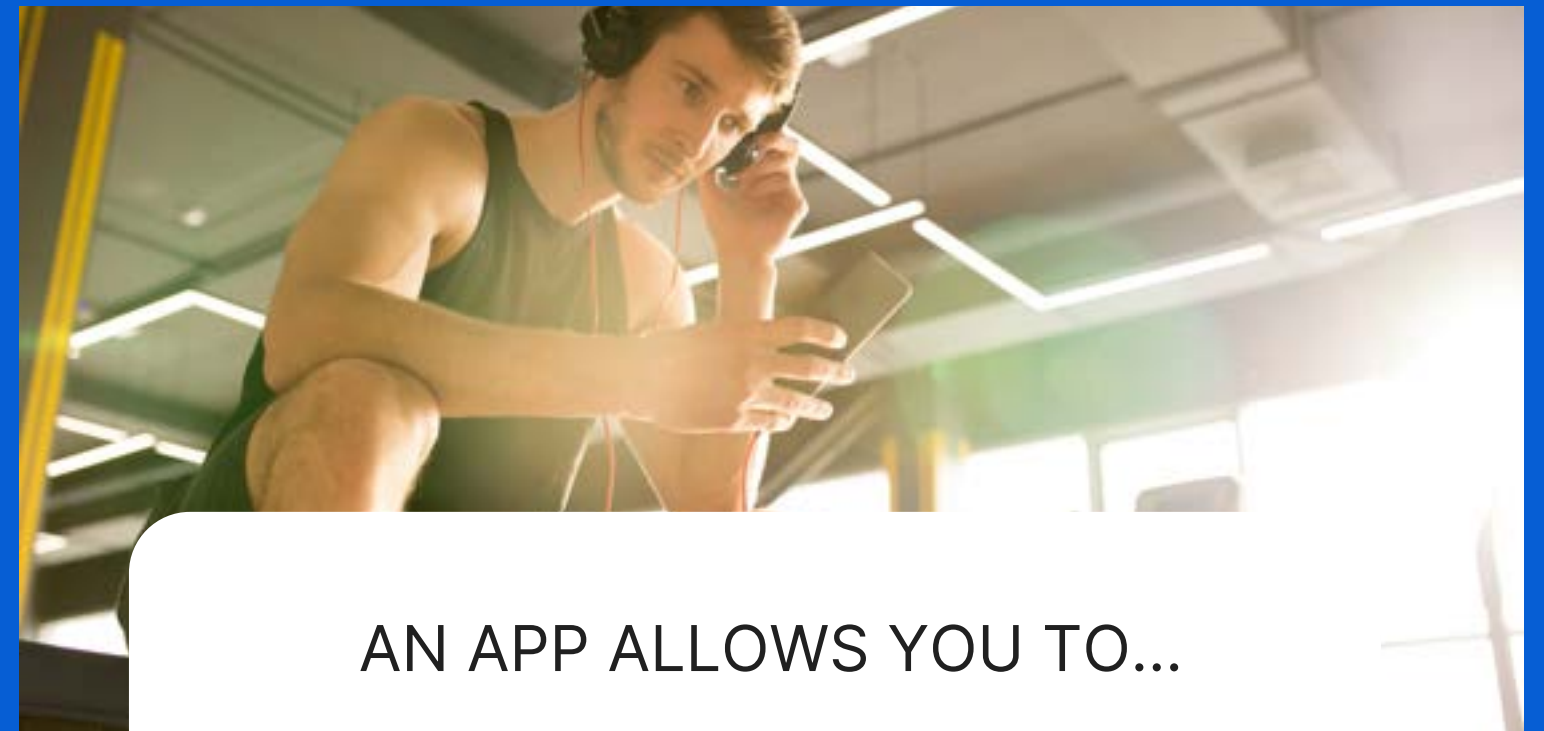
# 7 - Consider A Member's App

## 90% of our mobile time

is spent using apps, drastically overtaking browser-based websites in terms of popularity.

## People are 24x more likely

to click and open a push notification from an app, compared to the 2% of people that click an email.



### AN APP ALLOWS YOU TO...

- Find new ways to contact your members - push notifications, texts.
- Change your members' mindset by allowing them to track their behaviour in your app and make their fitness a challenge.
- Make using your gym easier - book classes and book personal trainers all in-app.
- Create new app only memberships - This is still relevant even post covid.

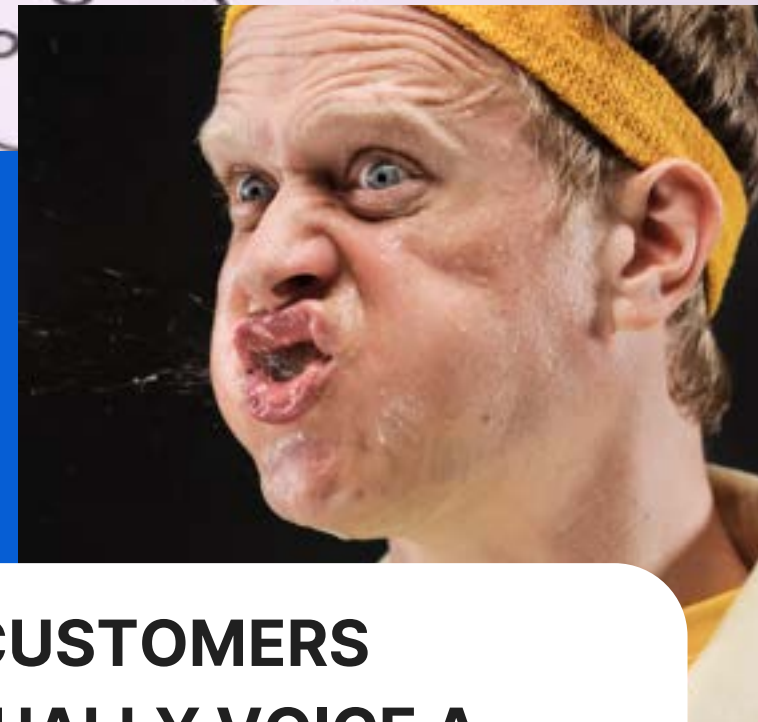
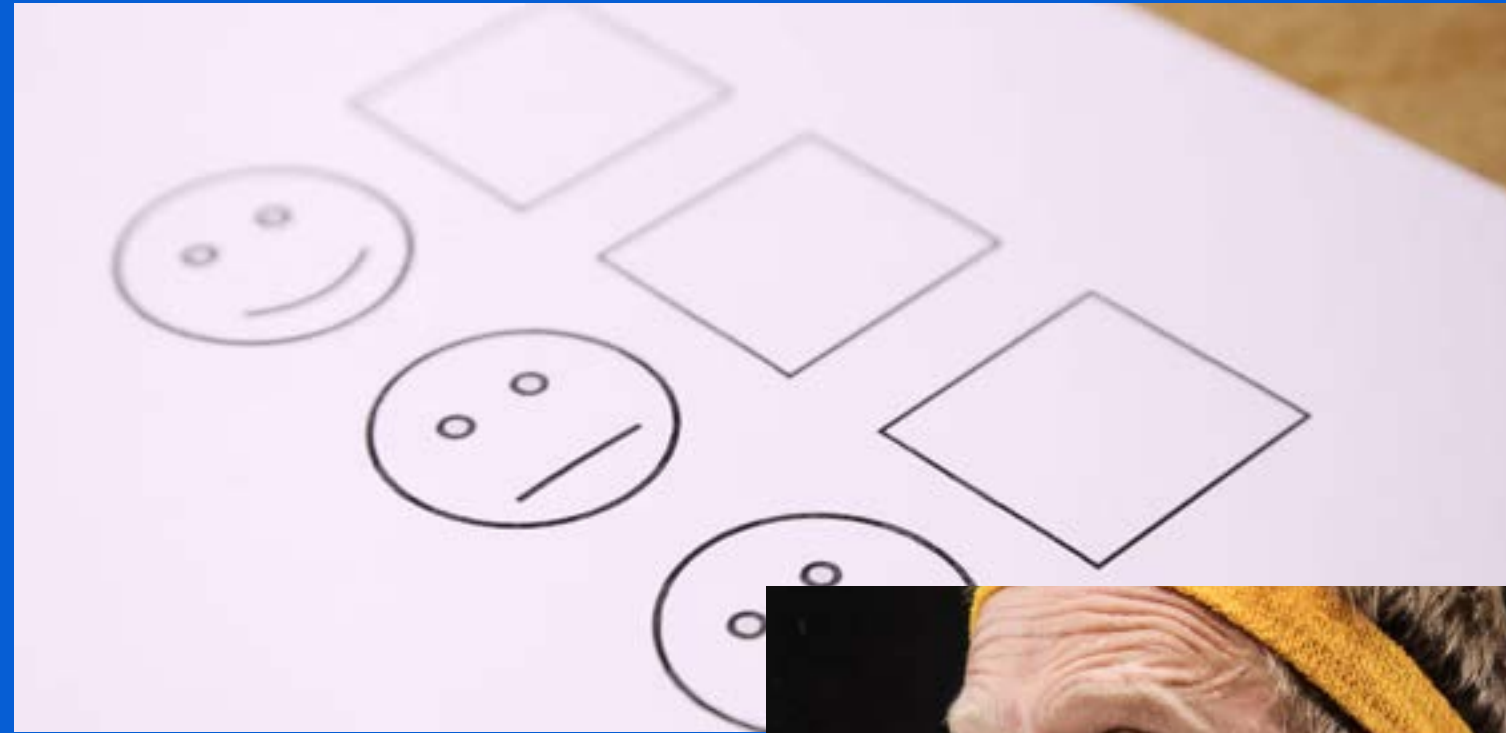


# 8 - Find out why members have stopped coming to your club

Get as much data as you can from your members. Even if they've left, they can still give you the value of insight into your business

Fitness professionals don't think the same way as the average gym-goer or newbie. We need to understand those members better or else risk losing them to a cheaper and simpler gym.

**Make exit surveys a key part of your "outboarding" process.**



**1  
out of  
26**

**CUSTOMERS  
ACTUALLY VOICE A  
COMPLAINT.**

**THE REST JUST  
LEAVE.**

# Bonus Tip: Change Your Gym's Layout

If you can't upgrade your equipment, then change your gym's layout. Freshen up the place, make it open and more inviting and clear to use for new members.

# BONUS TIP: Change your gym's layout!

We spoke about the importance of new equipment earlier, but you don't need to upgrade everything to freshen up your club.

If you can't upgrade your gym's equipment, then change your gym's layout.

Freshen up the place and...

- Make it open
- More inviting
- Clearer to use for new members

**Even existing members will appreciate the new surroundings.**



## WHERE TO START?

**What is the first thing that a new member would see when they enter your club? Is it a squat rack used by gym veterans?**

**Think how this could affect their first impression...**

# Thanks for coming



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