



# MEMBER INSIGHTS SERVICE

Our complimentary program to support studios using the FitGrid Class App

## STRATEGY: DRIVE REVENUE USING MEMBER INSIGHTS TO MARKET A “NEVER MISS A MONDAY” CLASS

This document offers a step by step outline on how you can create programs to drive revenue using the insights collected from the FitGrid Class App.

## PROGRAM: “NEVER MISS A MONDAY” CLASS

In this program, we target clients who identify themselves as being motivated by having a routine as well as having a supportive community. We suggest offering this at the same price as your other virtual classes. If 10 clients sign up at \$15 each and you pay your instructor \$50, you have driven in an additional \$100 per weekly class. Not bad for 30 minutes of work!

It takes 6 simple steps and less than 30 minutes of work to set this up and send it out. Don't worry, we give you precise details for each step.

- Review Member Insights Data we sent you (5 minutes)
- Create the classes in Mindbody (5 minutes)
- Build your email using the example emails provided below (20 minutes)
- Copy the emails provided into your preferred email program (e.g. Mailchimp)
- Send the message to clients
- Take the positive responses and build your program

NOTE: If you don't have enough data from the Class App to make this meaningful, then you'll want to encourage more of your clients to download the app. You can also encourage your instructors to ask clients to download the app so the insights clients provide through the app yield a better studio experience.



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## REVIEW MEMBER INSIGHTS DATA:

Each week, you will receive a summary of client insights, including information on which clients consider themselves to be motivated by “having a routine” and “being part of a supportive group or team” You can use that information to divide your clients into segments and deliver messaging that speaks to each personality type.

Example of OVERVIEW FILE:

Look for the Category: “Motivations”. You can also review this file to see what other interesting trends you spot.

FILE 1: OVERVIEW FILE			
<b>Studio</b>	ABC Studio		
<b>Date Range</b>	November 1, 2020 - November 30, 2020		
<b>Total Clients</b>	300		
Question	Answer	Percentage	Number of Clients
Pains & special conditions	Back	70%	210
Pains & special conditions	Leg	60%	180
Pains & special conditions	Arm	40%	120
Personality	Outgoing	82%	246
Personality	Reserved	18%	54

Example of DETAIL FILE

Copy the cell with the email addresses and paste them into your email creator (e.g. Mailchimp)

FILE 2: DETAIL FILE			
Question	Answer	Percentage	Client Emails
Personality	Outgoing	82%	jane@gmail.com, tom@gmail.com, ivan@gmail.com, patricia@gmail.com, philip@gmail.com
Personality	Reserved	18%	john@gmail.com, amy@gmail.com, sue@gmail.com



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## CREATING CLASSES IN MINDBODY:

In your Mindbody account, go to “Services and Pricing” and select the service category for your virtual classes. (Note: We’re setting this up in Classes so your clients can easily use their existing class packages or membership to book the class.)

- Add a class for this service category and call it “Never Miss a Monday” class
- Add a recurring date and time for your “Never Miss a Monday” class
- Add a class description:

Example: Our “Never Miss a Monday” workout is a virtual workout held every Monday in January at [time]. In this 45 minute virtual session, our instructors will lead you through an interactive 15 minute goal setting exercise (cameras on for extra accountability!) followed by a 30 minute HIIT-style workout. You’ll start your week feeling committed to your goals in body and mind!

## SUGGESTED VERBIAGE FOR EMAIL TO CLIENTS IDENTIFIED AS MOTIVATED BY ROUTINE AND/OR SUPPORTIVE COMMUNITY

Need to get your groove back?

There’s strength in numbers. We are giving you an easy way to get back into a fitness routine with other members with similar goals. We’re calling this our “Never Miss a Monday” workout, and it will be a virtual workout held every Monday in January at [time]. In this 45 minute virtual session, our instructors will lead you through a 15 minute goal setting exercise followed by a 30 minute HIIT-style workout. You’ll start your week feeling committed to your goals in body and mind!

Click here to book our “Never Miss a Monday” workouts.

[Studio Name] is more than a workout - we’re your partner in reaching your fitness goals!

IT’S A YEAR TO THINK CREATIVELY AND USE DATA TO  
INCREASE YOUR CLIENT ENGAGEMENT. TRY THIS  
IDEA AND LET US KNOW IF WE CAN SUPPORT YOU!