



MEMBER INSIGHTS SERVICE

Our complimentary program to support studios using the FitGrid Class App

STRATEGY: DRIVE REVENUE USING MEMBER INSIGHTS TO MARKET A VIRTUAL STRETCH AND MOBILITY WORKSHOP

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: VIRTUAL STRETCH AND MOBILITY WORKSHOP

In this program, we target clients who identify themselves as having back pain or head/neck pain by offering a Stretch and Mobility Workshop. 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 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 identify themselves as having back pain or head/neck pain. 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: "Pains and Special Conditions". You can also review this file to see what other interesting trends you spot.

FILE 1: OVERVIEW FILE			
Studio	ABC Studio		
Date Range	November 1, 2020 - November 30, 2020		
Total Clients	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 “Virtual Stretch and Mobility Workshop.”
- Add a date and time for your Stretch and Mobility Workshop.
- Add a class description:

Example: In this 45 minute virtual workshop, you’ll learn unique and memorable stretches to relieve neck and back pain and tightness, and immunize yourself from that hunched over posture. We’ll also explore breath work to melt tension and bring calmness into your day. You’ll leave with a good sense of that great posture that lives within us all and how to find it through your daily life.

SUGGESTED VERBIAGE FOR EMAIL TO CLIENTS WITH BACK AND/OR NECK PAIN

Does your body hurt?

Upper body neck and back tension can be so chronic that it starts to feel normal. We know that many of our clients are feeling aches and pains, which is why we’re offering a “Virtual Stretch and Mobility Workshop” on [Date] at [Time]. In this 45 minute virtual workshop, you’ll learn a series of exercises you can perform that will help counteract some of the tension placed on your neck and back, and prevent larger issues from arising.

Click here to book our “Virtual Stretch and Mobility Workshop.”

We view stretch and mobility work as an essential part of a healthy body. Pair this workshop with your favorite [Studio Name] class and start feeling like yourself again!

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!