

Is your fitness business ready for the January rush?

Follow this checklist and be prepared.

Thirty-nine percent of Americans resolve to get in better shape in the New Year,* and yet about eighty percent of those with fitness resolutions admit to failing at their goals by the second week of February.**

Get your business ready for the influx of new customers and keep them—and your regulars—coming back with this helpful checklist.



Attract new customers

- ❑ Ramp up your marketing efforts, including social media, paid ads, and local advertisements.
- ❑ Make it easy for new customers to view and book classes wherever they are with [branded web tools](#).
- ❑ Set up [dynamic pricing](#) to entice new customers to drop in at an attractive rate.
- ❑ Make sure your business is listed on the [Mindbody Marketplace](#) and set yourself up for success by adding photos of your studios and including class descriptions full of relevant keywords.
- ❑ Stand out in the Marketplace and give potential customers an extra nudge to commit by promoting your [intro offers](#).



Keep new customers coming back

- ❑ Prepare welcome bags full of branded goodies and samples to help keep your business top-of-mind.
- ❑ Keep new customers engaged with personalized emails and text campaigns through the [Mindbody Marketing Suite](#). Checking in with new clients will motivate them and make them feel part of your community.
- ❑ Have a strategy to convert drop-ins to loyal members. Simplify the process with our [built-in lead management tool](#): it helps you coordinate your sales funnel to track next steps, nurture clients, and turn leads into memberships.
- ❑ Review your inventory. Make sure you have enough merchandise and gift cards on hand, spruce up displays, stock up on items, and check that your supplier shipments will arrive on time.



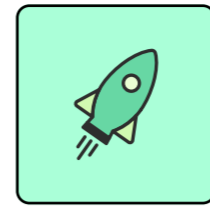
Keep loyal members happy

- ❑ If classes are feeling tight, add an advanced class option that's tailored to your longtime members.
- ❑ Allow regulars to book classes in advance by enabling [unpaid sign-ups](#) for members only.
- ❑ Offer perks, like a gift or an exclusive class, that show your frequent customers that they're still important to you and your business, even during your busiest season.
- ❑ Motivate your loyal, happy customers to leave positive reviews on your Mindbody Marketplace listing and implement a referral program. Treat them like the important business ambassadors they are!



Support your staff

- ❑ Start preparing for the new year rush well in advance: work out any new offerings and/or pricing in the fall to give you and your staff plenty of lead time.
- ❑ Hold regular, frequent check-ins to boost morale, review staff performance, and uncover any issues.
- ❑ Run a [Schedule at a Glance report](#) to ensure your employees know where they need to be.
- ❑ Make sure your staff downloads the [Mindbody Business app](#) to view the schedule and manage bookings, all from their phones.
- ❑ Check that staff information is up to-date. Renew any certifications if necessary.



Grow your business

- ❑ Review your offerings well before the new year. [Run reports](#) on all of your services to see what's most and least popular.
- ❑ When listing on the Mindbody Marketplace, make sure you've designated a [payouts method](#) so you can automatically receive payments and get detailed reporting on new customers and how they got to your business.
- ❑ Make data-driven decisions to drive growth. [Get metrics](#) on everything from sales to clients to payroll to staffing—then adjust based on what's performing well.

*New Year's Resolutions Statistics, Forbes, March 9, 2023

**Struggling to keep your New Year's Resolutions? Here's how to keep yourself on track. ABC News, January 7, 2023