

Keep the New Year's momentum going—and your profits soaring—all year long.

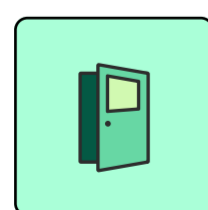
Follow this checklist and take advantage of the January rush.

Thirty-seven percent of people claim to have a goal or resolution to keep in the New Year,* and yet the average resolution last less than four months.**



Attract new customers

- Stand out in the Marketplace and give potential customers an extra nudge to commit by promoting your [intro offers](#).
- 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 and service descriptions full of relevant keywords.



Drive customer loyalty

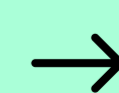
- Prepare welcome bags with branded goodies and samples to help keep your business top-of-mind.

- 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.



Take care of your regulars

- Allow seasoned customers to book 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.

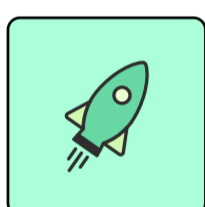


- ❑ Motivate your loyal, happy customers to leave positive reviews on your Mindbody Marketplace listing and implement a referral program. Treat them like the important business ambassadors they are!



Support your staff

- ❑ Hold regular, frequent check-ins to review staff performance, training needs, and boost morale.
- ❑ 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 and get metrics on everything from sales to clients to payroll to staffing. Then adjust based on what's performing well.
- ❑ 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.

*YouGov Poll 2022, New Year's Resolutions Statistics 2024, Forbes, December 4, 2023.

**Forbes Health One/Poll Survey, New Year's Resolutions Statistics 2024, Forbes, December 4, 2023.

