




Reboot Kit: How to Reopen Your Fitness Business Post COVID-19





We don't know exactly when you'll be able to reopen your fitness business, but we do know you will—and we hope it's sooner rather than later. Your government officials have likely started communicating plans for loosening restrictions, and most include fitness facilities in the early stages of their reopening plans.

When you can reopen, you'll likely have to adjust to a new normal for a while or indefinitely. There will be updates to make, processes to refresh, and most importantly, clients to reengage.

There's a lot to get done—but it's well worth the effort. Plus, this guide will help you every step of the way. It outlines everything you need to consider as you open your doors again. From continuing virtual classes to communicating your new cleaning protocols, we'll break down exactly what you can be doing today and over the coming weeks to prepare for your business's comeback.

It's time to look ahead and strategise for this new phase of your business. Here's how.



Reboot Checklist:

Ready to dive in? We'll cover each section in detail on the following pages.

Right now:

Create a business plan for your video offerings.

Review and update your pricing.

Refresh your sales process.

Build out email and text campaigns.

Update your staff handbook.

Pull your KPIs and review your annual goals.

Take inventory.

Accommodate any government requirements for social distancing.

Deep clean—and make updates to your space.

One week before:

Get your equipment back.

Have a staff meeting.

Start a challenge to get clients back in gear.

Send a welcome back email.

Stock up on the essentials.

The day before:

Update your auto emails.

Post on social media.

Send an email.

Restock inventory.

Clean your business—again.

Two weeks before:

Update your website.

Update your online profiles.

Plan (and schedule out) your social media posts.

Reevaluate your check-in process to eliminate physical contact.

Reengage your staff.

The week of:

Welcome your community back.

One to two weeks after—and moving forward:

Check in with members you haven't seen back.

Prepare for another possible closure.

Right now

It's hard to know how much notice you'll have before reopening. Do as much as you can now so you'll feel ready when the time comes.

Create a business plan for your video offerings.

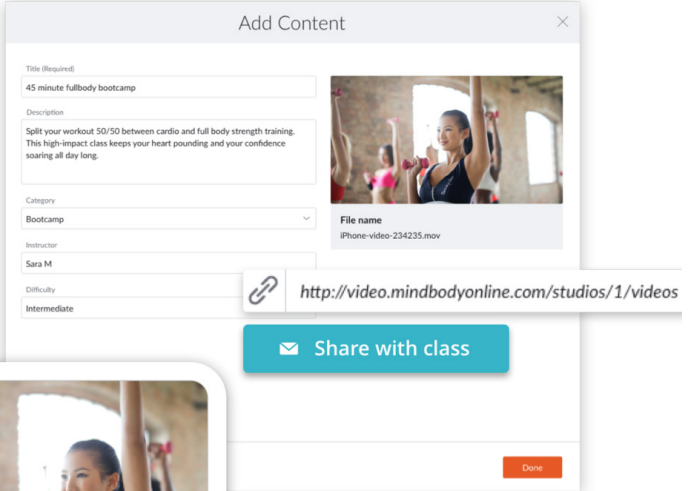
You may've unexpectedly jumped into live stream and/or on demand classes to keep your community moving. Once you reopen, you can continue to capitalise on the success of those offerings. Set yourself up for success in the long term with a carefully thought-out plan that provides a path to profit.

Ask yourself:

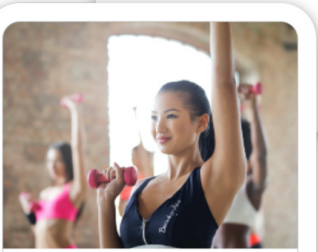
- *How will you continue live stream classes or 1:1 sessions? On-demand videos?*
- *How will you charge for virtual offerings? Will you add a virtual add-on to your existing memberships? What about a virtual-only membership?*

You may have started using one platform, but did you know that Mindbody **now has an integrated video feature**? It's simple, secure, and built for wellness businesses like yours.

Use our [Bringing Video into Your Fitness Business: A Step-by-step Guide](#) and corresponding [Business Plan Template for Your Video Offerings](#) to answer the questions above and to consider the other financial, staffing, and equipment-related decisions you'll need to make to be successful with video, long-term.



The screenshot shows the 'Add Content' interface in Mindbody. It includes a form with the following fields: Title (45 minute fullbody bootcamp), Description (Split your workout 50/50 between cardio and full body strength training. This high-impact class keeps your heart pounding and your confidence soaring all day long.), Category (Bootcamp), Instructor (Sara M), and Difficulty (Intermediate). A video thumbnail is shown with the file name 'iPhone-video-234235.mov'. A shareable link is displayed: <http://video.mindbodyonline.com/studios/1/videos>. A 'Share with class' button is visible, along with a 'Done' button at the bottom right.



Here's a link to your virtual class

Class: 45 minute fullbody bootcamp
Time: Wed April 15, 2020 at 5:30pm -6:30pm
Video: Bootcamp.mov

[Click Here to Join](#)

Mindbody's new virtual platform allows exclusive access for your clients and seamlessly integrates with your Mindbody software.

Review and update your pricing.

As you prepare to reopen, it's the perfect time to plan welcome-back promotions. Will you add reopening offers to encourage previous clients to return or entice new clients to come in for the first time? What about individuals who've previously tuned into your classes virtually—will you offer a special introductory offer to encourage them into your studio or gym?

For example:

For new clients:

"We're back in action—and can't wait to welcome you into our studio! To celebrate, we've **extended our introductory offer**: For a limited time, enjoy six weeks of unlimited classes (previously one month) for just \$50!"

For existing clients:

"As a special, welcome-back offer, we're **offering our virtual-only membership** for just \$20 for the first 3 months! Or, add it onto your existing membership for an additional \$10 for your first 3 months."

Get the word out about your promotions with [Marketing Suite](#) (more on this later).

It's also a good idea to review your pricing overall. Have you been planning on updating your prices but haven't got around to it? Have you added new virtual services that will be priced differently than in-person services? You'll want to strategise a pricing plan that best fits your business and your services.

Refresh your sales process.

Your sales process is everything—and should be revamped as you reopen. Consider the various touchpoints you'll have with clients as you welcome them back or into your space for the first time.

- *How will you reengage previous members who've dropped off?*
- *How will you upsell your new, local virtual customers to an in-person offering?*

Review your existing process and make necessary updates to your sales training manual and scripts. Below, we've outlined several client scenarios. Consider how you'll reengage with each, and use our sample sales script to update your sales training manual accordingly.

Scenario #1: Client who's paused their membership – Phone Call Script

Step 1: Introduction

Example A: "Hi, this is [staff-member name] from [studio name] here. How are you?"

Example B: "We've missed seeing you! I'm not sure if you've seen the email we recently sent out, but we're excited to reopen our studio next week on [date]. We'd love to get you back in for class!"

Step 2: Alleviate pain points

Example A: "We completely understand why you might be a bit hesitant. We're doing everything we can to make sure our community is as safe as possible in our space. We've reduced class capacity to ensure six feet of distance between each client, eliminated partner-based movements, and upgraded our cleaning protocols."

Example B: "Another option is to tune in for our live stream

classes, which we'll continue to provide, in addition to our in-person classes. As a special welcome-back offer, we're offering our virtual-only membership for just \$20 for the first 3 months."

Step 3: Closing

Example: I'm so happy I was able to get you signed up for our virtual membership. I'll check back in soon to see when you're ready to get back into the studio. Please don't hesitate to reach out if you have any other questions!

Complete your own scripts for the following scenarios:

Scenario #2: Client who's continued their membership and has been actively tuning in virtually

Scenario #3: Client who's paid for a virtual drop-in/series

Scenario #4: Client who hasn't engaged at all during your closure

Once you've outlined your unique sales scenarios, ask someone to walk through them as if they were a client. Although they won't be able to experience the in-person portion of your process right now, they can give feedback on your online experience and communications.

Optimise your Mindbody listing.

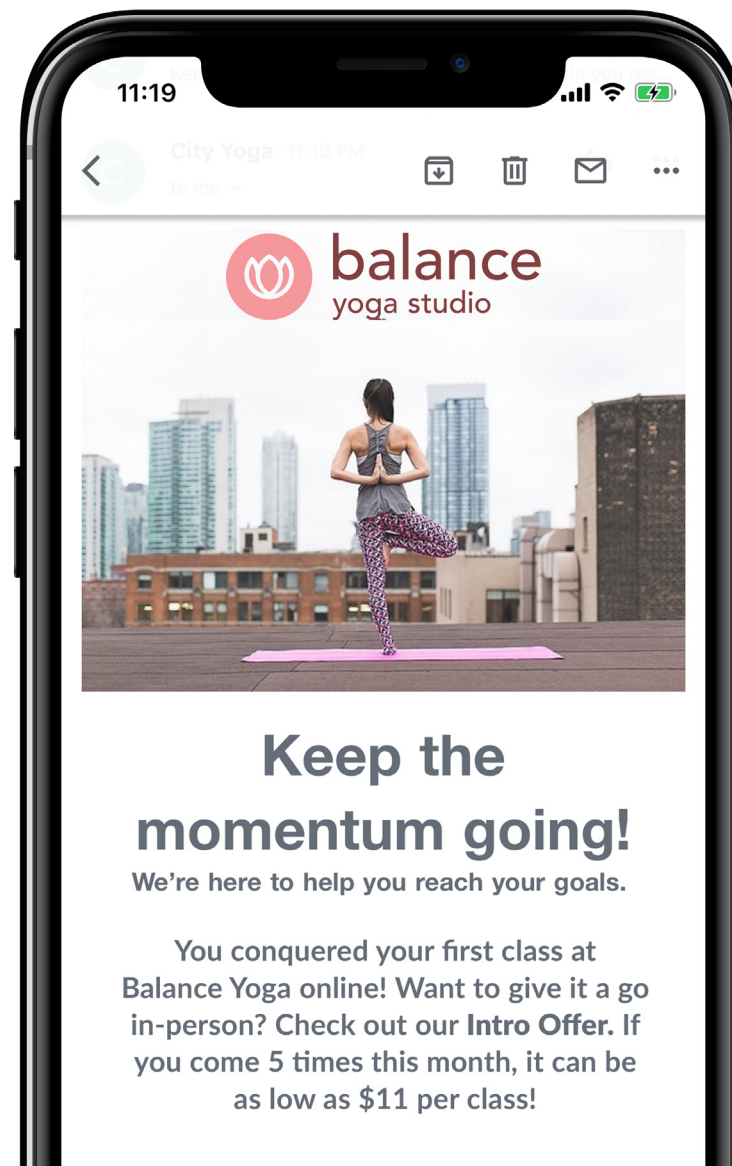
Before you reopen, update your business information, add high-quality photos, and include keyword-rich descriptions to your Mindbody app listing.

Build out automated campaigns.

Perhaps your sales process has changed a bit (e.g., what happens after someone shows up for their first virtual workout?) or you've been putting off building automated email and text campaigns. Now's the time to develop your automations.

Leverage smart contact lists and templates in Marketing Suite to send emails and/or texts that:

- Upsell local, virtual-only clients to your intro offer
 - » With [Marketing Suite](#), it's easy to sell your in-person offerings to virtual drop-ins. Plus, it encourages ratings and reviews to help bolster your online services—should you choose to continue them.
- Upsell previous drop-in clients to your intro offer or a membership/package
- Upsell clients currently on a package to a membership
- Reengage those who haven't visited in a while, and more



Update your staff handbook.

While you're preparing to reopen, freshen up your employee policies and expectations—especially as they relate to new policies and cleaning procedures.

For example, reiterate how important it is for each employee to:

- Remember that their safety (and the safety of your clients) is of the utmost importance
- Monitor themselves (and clients) for signs and symptoms of COVID-19 and report these to management, along with any possible exposure
- Complete a [COVID-19 risk-self assessment](#) regularly
- Wear proper personal protective equipment (face mask, gloves, etc.) and ensure clients do the same, depending on federal and state mandates
- Wash their hands upon arrival and before and after class
- Cough into their arms, rather than out in the open
- Minimise hands-on adjustments as much as possible
- Disinfect every piece of equipment used during a workout



Pull your KPIs and review your annual goals.

You may have started the year off strong, with a plan in place and goals outlined. Now, things look a lot different. Your class sizes and schedule will likely change. Take time to pull and review your key performance indicators (KPIs) like revenue, retention, and new clients. Reset expectations and revise your goals if need be. If you feel confident you can still reach your original goals, outline how you plan to get there.

Pay attention to attendance trends that may have surfaced within your new virtual offerings. Reflect on the most successful classes you've added and let these metrics drive the future of both your virtual and in-person schedules.

Take inventory.

Let's be honest—tracking inventory can be time-consuming. That said, you'll want to make sure your numbers are right on come reopening. Take stock of any existing products, equipment, branded swag, food/drinks, and restock as needed. Also, consider adding new inventory to your retail section. Clients will be excited to stock up on items to help you get back on your feet.

For example:

- Gift cards
- Branded stickers and/or car decals
- Apparel with positive messages (e.g., "We're in it together" or "Stronger than ever")
- Branded, at-home equipment (especially if you're continuing with virtual offerings)



Deep clean—and make updates to your space.

While your clients are still away, use the time to deep clean and organise your space. Dirty baseboards? Wipe them. Dusty retail shelves? Dust them. Chipped walls? Paint them. Messy office? Organise it.

It's also a good time to make changes to your space. Update your signage, paint an accent wall, or even redecorate your bathroom. If need be, now's also a good time to rearrange your space and equipment and/or create personal workout "stations" to allow for proper social distance between clients. Plus, you'll need to make sure there's adequate space between each of your clients. Consider adding personal workout stations, at least six feet apart, to allow for proper social distancing.



Accommodate any government requirements for social distancing.

As we come back, there will likely be restrictions on some services still. Perhaps you'll have to make changes to the layout of your space and class structure or reduce capacity to allow for adequate social distance. You may have to add more classes to your schedule to give the same number of clients the chance to work out—but in smaller classes. Pay close attention to government guidelines and update as needed.

You may also need to increase transition times between classes, so there's no overlap between your clients coming and going from classes. You don't want large numbers of people crowding your waiting area before the next class begins.

If you do need to reduce class sizes, adjust accordingly in your Mindbody software and communicate the change with your clients.

If some of your classes or services aren't possible just yet because you can't accommodate social distancing requirements, make sure clients are aware and not able to book them on mindbody.io or the Mindbody app just yet.



Two weeks before

A couple of weeks before reopening, focus on getting your staff and marketing efforts back in action. Make sure your clients know when and how you'll be reopening—and reiterate that you can't wait to welcome them back.

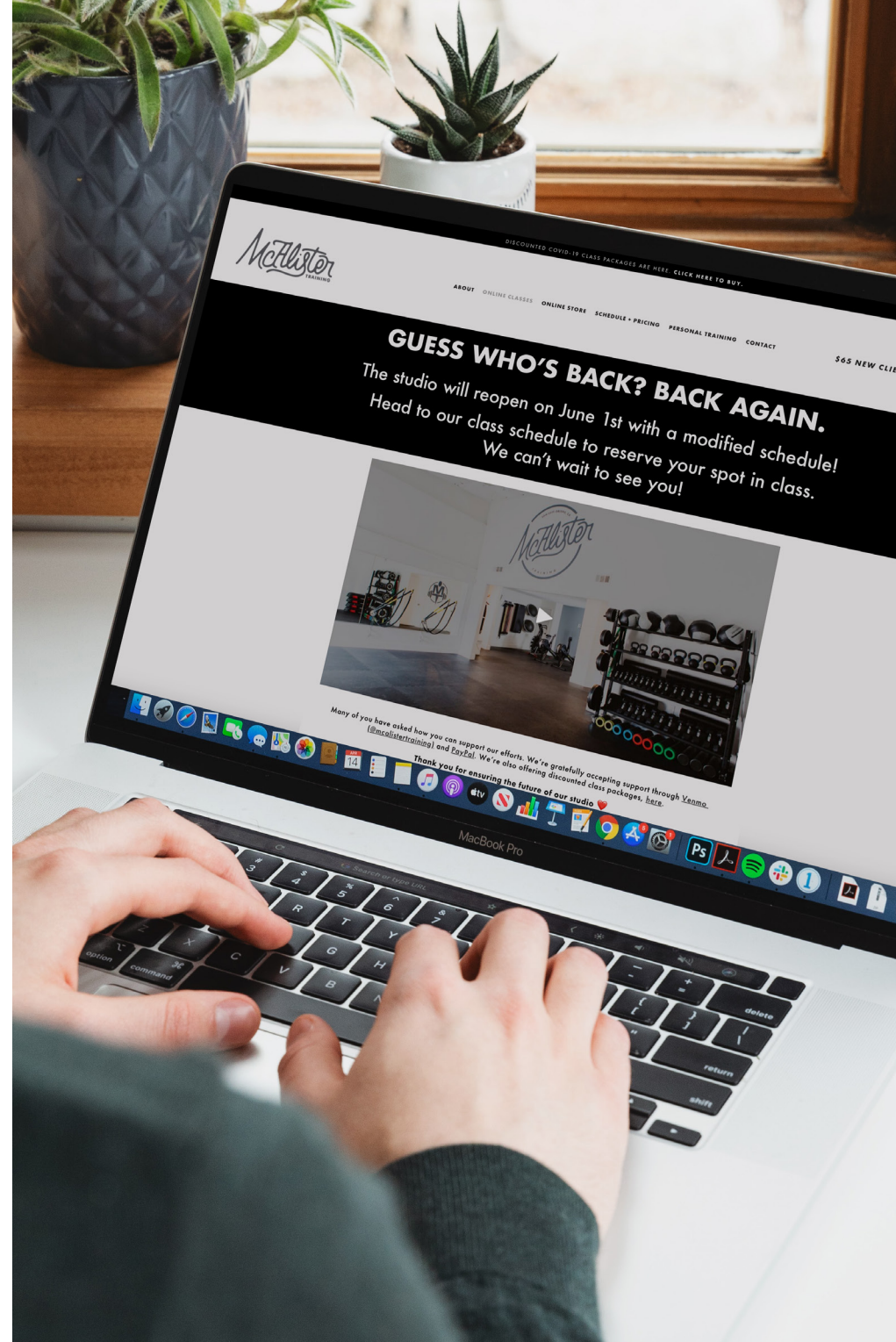
Update your website.

You've likely made changes to your website to highlight your closure, any COVID-19 specials you're offering, and/or your virtual services.

Don't take these pages down. Instead, update them with new information.

For example:

- **Homepage banner:** Announce your reopening date at the top of the page.
- **Pop-ups:** If you've enabled them, update them to include your reopening and/or your welcome back promotions.
- **Pricing:** Highlight any welcome-back promotions you're offering as well as any updated virtual memberships or add-ons.
- **Additional pages:** If you've been live streaming or offering different services during this time, make sure these pages reflect any new details (including whether you'll be continuing with virtual offerings).
- **FAQs:** Share what steps you'll take to ensure the safety of your clients and staff (e.g., reduced class capacity, heightened cleaning, etc.) Also, share the offerings you plan to continue—and how clients can take advantage.



Update your online profiles.

Just like on your website, you've probably made updates to other online profiles like Yelp and Google My Business [related to your closure](#), revised hours, and/or online offerings. Before you open again, update each profile with your reopen date and any changes made to your schedule and services.

[Here's how to update your Google My Business profile.](#)

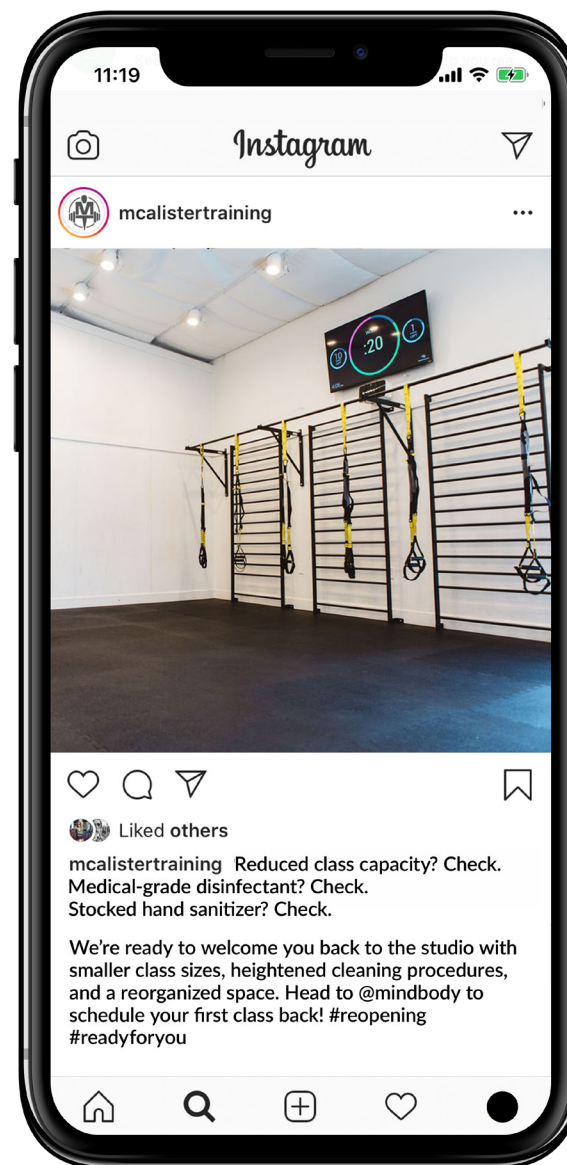
[Here's how to update your Yelp profile.](#)

Plan (and schedule out) your social media posts.

Knowing that you may experience a rush once you reopen, take the time now to plan your [social media strategy](#), and schedule out a few weeks of posts. Get creative and remember you may have brand-new clients who are excited to check out your business for the first time, in-person.

For example:

- Record a welcome (or welcome back) video
- Tour your space on camera
- Showcase any new and improved offerings you've added
- Share how you're keeping the area as safe and healthy as possible
- Create or update any existing Facebook and/or Instagram ads to promote your reopening and any specials you're running.



Reengage your staff.

A couple of weeks before your reopening, consider your staffing needs moving forward. Perhaps you've furloughed or laid off employees. Will you bring them back before you reopen? If so, in what capacity? Will they be helping with live stream or on-demand classes (if you plan to continue)?

It's a good time to check in with your staff to confirm they will be

available for reopening and determine their schedules. Remember, many of your staff may have children at home because of school cancellations, some may have gone out of town, some may have found new work, and others may not be comfortable returning to the workplace. It's good to find out now so you can plan classes and staff schedules accordingly.



One week before

As you inch closer to reopening, get your staff on board and think creatively about how you'll get your community fired up again.



Get your equipment back.

If you've chosen to lend or rent out equipment during your closure, reach out to your clients and request that they return each piece promptly. Offer "equipment return hours" where they can leave borrowed kettlebells, mats, blocks, etc. at your front door or desk. Make sure you thoroughly sanitise each piece of equipment with a medical-grade disinfectant before putting it back on the floor.



Have a staff meeting.

You've likely kept in touch with your team throughout your closure via text, email, and virtual meetings. You'll want to connect with them altogether, again, to plan your schedule and what your new "normal" looks like as a team. Go over any scheduling or pricing changes, reworks to your staff handbook, and revised cleaning procedures, too. Also, remind your staff that if they feel sick at all, they need to stay home.



Start a challenge to get your clients back in gear.

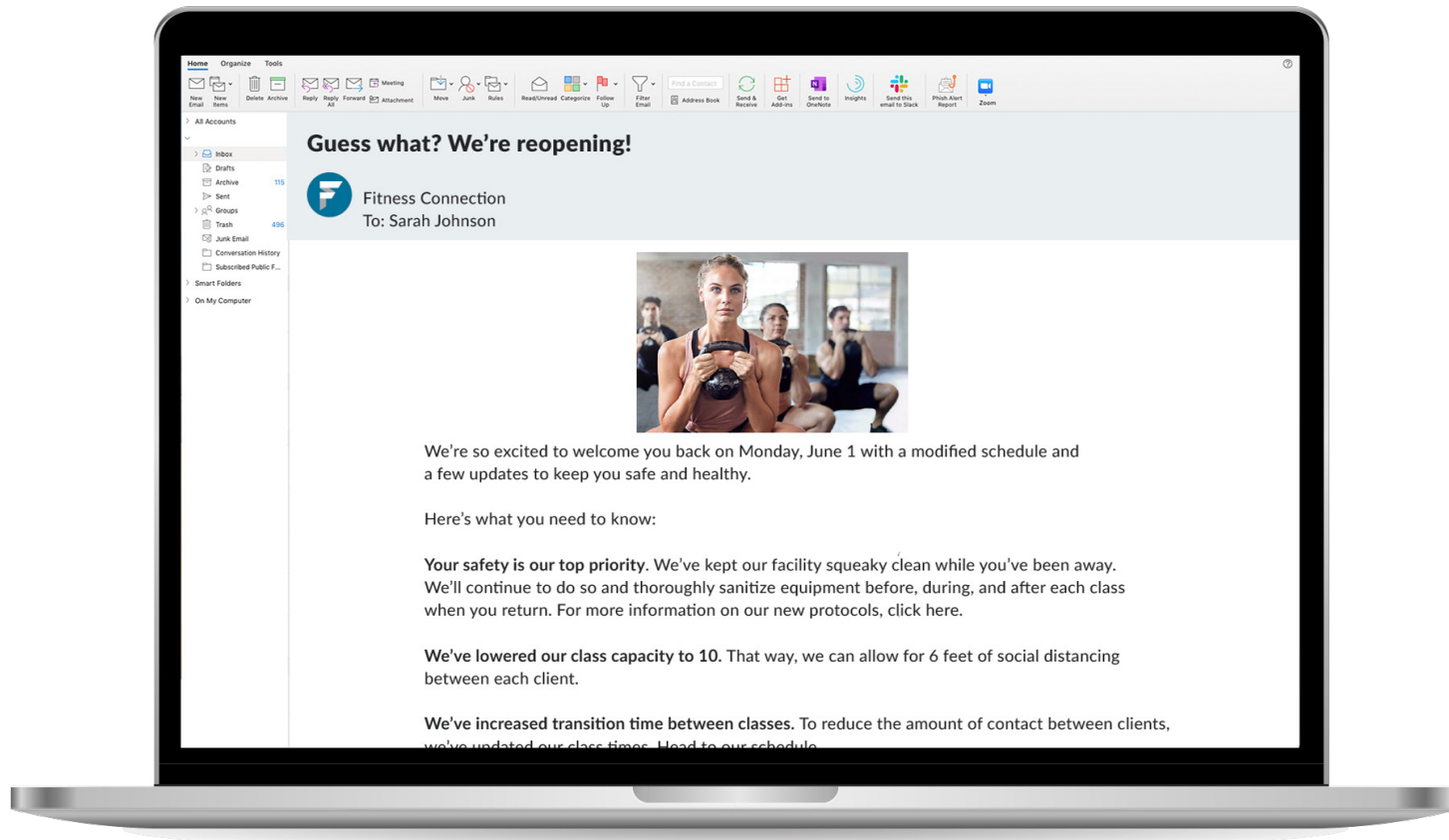
Your clients will need extra motivation to get back into their routines. Plan an attendance, social-media, and/or referral-based challenge around your reopening to get clients back into gear and spreading the word about your services. It doesn't have to be competitive or focused on any specific goal; it just needs to encourage your clients to jump back in where they left off.

Send a welcome back email.

Don't wait to send an email announcement a day or so before you reopen. Give your clients something to look forward to and the chance to plan their schedules accordingly by sending it a week out.

Using Marketing Suite, you can send a branded email to your entire client list—including any new, virtual clients—with the following details:

- When you're reopening
- If and how you're modifying your schedule
- Any updates to pricing
- If and how you'll continue to provide virtual workouts
- If you're hosting a challenge
- What welcome-back promotions you're offering
- New swag/products you're selling



One week
before

Reevaluate your check-in process to eliminate physical contact.

Evaluate your entire check-in process to ensure there's no crowding and eliminate all possible physical touch points. For example, if you use [Mindbody's Class Check-in App](#), have a single instructor or staff member check in each client individually.

You may also want to communicate to your clients that you will not be accepting walk-ins, and that pre-booking of classes will be required to limit contact at your front desk. This will also allow for a [contact-free payment process](#).

Stock up on the essentials.

Knowing that you'll be up and running soon, stock up on the supplies you need on hand in your studio, bathroom, and/or locker room.

These include:

- Toilet paper
- Paper towels/tissues
- Hand soap
- Hand sanitiser
- Disinfectant wipes
- Cleaning supplies
- Face masks
- Gloves



The day before

The big day's tomorrow! These last-minute to-dos will remind clients to book their first class(es) back and get your space ready to welcome them again, safely.

Update your auto emails.

If you've made any changes to your auto emails in Mindbody or Marketing Suite specific to COVID-19, update them now to reflect your updated offerings. You don't want to confuse clients by sending them a link to a virtual class, when they'll be back in the studio instead.

Post on social media.

If you haven't scheduled a post (or few) already, make another announcement to welcome your clients on Facebook, Instagram, and any other social media platforms you're active on. Share live updates of clients back in your space and post them to spread the good news.

Send an email.

Make another email announcement letting your clients know that tomorrow's the day they've all been waiting for—and you can't wait to see them. If you've already scheduled the email, confirm it's successfully distributed to your subscriber list(s).

Restock inventory.

Clients will be excited to stock up on their favorite retail products or shop your new gear. Make sure your retail section is merchandised and ready for shopping as soon as clients walk through your doors.

Clean your business—again.

You've deep cleaned and organised already, but you'll need to do one last clean sweep before you reopen. Make sure your equipment is sanitised and organised, your floors sparkle, and you have plenty of tissues and hand sanitiser readily available. Put up signs across your facility to remind your staff of the protocols and to share, with clients, your plan to keep the space cleaner than ever.

The week of

Your first week back is an opportunity to show how much you appreciate your clients and their ongoing support. Make it special for them, even if things are different than they used to be, with small gestures that mean a lot.

Welcome your community back.

You might not be able to host a celebratory get together just yet, but you can make your first classes back special. Even a small gesture will show your clients you care. For example:

- Place "welcome back" signs around your facility
- Put up a collage of social media posts shared during your closure (e.g., a client going for a hike in your branded swag, a sweaty selfie after a virtual class, etc.)
- Put together "welcome back" gift bags with a note, branded stickers, a guest pass, and/or a coupon for a discount on retail

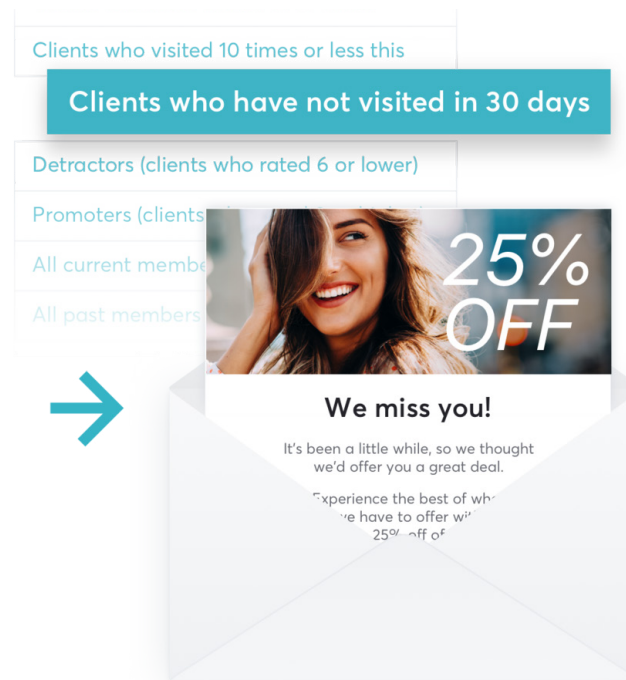


One to two weeks after—and moving forward

Hopefully, you're getting back into a groove—but what about the clients who are hesitant to return or those you simply haven't heard from? It's time to reconnect.

Check in with members you haven't seen back.

Maybe they missed the emails and social posts, or perhaps they're wary of jumping back into their previous routines—whatever the reason, you'll likely have clients who've dropped off once you reopen. Pull the Last Visit report in Mindbody to reach out or use a Smart List in Marketing Suite to check back in. Use your updated sales training manual and scripts as your guide.



Prepare for another possible closure.

The reality is, we don't know how COVID-19 will play out over the coming months or years. That said, you now know what works and what doesn't when temporarily closing and reopening your business. Just in case you must do it again, have a plan in place as it relates to finances, staffing, and virtual services. You might not need it, but it's always better to be safe than sorry.



We're in this together—and we'll come back stronger than ever.

To learn first-hand how Mindbody can support your business, [schedule a guided tour today](#).