

# How to Make the Most of Slow Days at Your Fitness Business

We've all experienced it at some point: a slow work day, when clients seem to take the day off and things just aren't as busy as usual. In a fitness studio or gym, this might include light class attendance and open areas on the floor.

But a lack of hustle and bustle doesn't mean you and your employees can't make the most of this unexpected free time.

Here are a few items to check off your list when you experience a slower-than-normal day:

## Deep clean and sanitize:

Open machines and stations provide the perfect opportunity for a clean sweep, including:

- Weight and cardio machines, weights and racks, mats, and other equipment

- The gym floor as well as floors in the locker rooms and other areas

- Bathrooms, showers, and changing areas

## Get a jump on things:

Set yourself and your staff up for success on your future tasks and projects:

- Organize your schedules, including ones for upcoming classes and the trainers/instructors who will lead them

- Plan out the details and get ready for any upcoming seasonal initiatives or new membership campaigns

- Prepare for new classes or workshops, or create targeted programs for certain sets of clients—i.e., training and classes for new moms, a program centered around summer fitness, etc.

- Fine tune your [social media strategy](#) for the upcoming months, including [Facebook Ads](#) for your business.

## Organize:

You'd be surprised at how much clutter can accumulate:

- Front and/or back offices

- The break room and other employee areas

- Branded merchandise and other inventory as well as their racks and displays—here are some steps to keep in mind when [logging and adjusting inventory](#) in MINDBODY

- Stock rooms and any storage closets

## Support client outreach:

Consider and accommodate for the needs of your client members:

- Make sure you have strategies to keep them motivated—[here are a few ideas to try](#)

- Check on those who haven't been back in a while—consider setting up [automated text message and email campaigns](#) to win-back lost customers

- Plan out your next email blast—[here are a few suggestions to get you started](#)

## Expand your horizons:

Take some time to update yourself on the fitness industry and any new education opportunities:

- Check out what your main competitors are doing and see if you can leverage and improve upon any of these ideas for your own business

- Read our [Fitness in America](#) report and see what motivates your clients to work out and what workouts Americans want to try next.

- Explore our [Learning Paths](#) and become an expert in topics that fuel your business like client retention, marketing, business metrics, or staff management



A sluggish day doesn't mean you and your team can't keep busy.

To find out more about making the most of downtime in your gym or fitness studio, check out our other resources at [business.mindbody.io/education](https://business.mindbody.io/education).