

Is your fitness business ready for the January rush?

Here's a checklist to help you prepare.

"This New Year, my resolution is to get in shape!"

Nearly a third of Australians make that declaration come January 1st, and your business can be an important part of their success. But to do so, you first need to make sure that your business is prepared for an influx of new customers. Moreover, you need to make sure you can attract those customers.

To help you out, here's a handy checklist to attract and retain new customers, while continuing to engage your loyal ones.

To attract new customers:

Ramp up your marketing efforts, including social media, paid ads and local advertisements.

Make sure you're using [branded web tools](#) so it's easy for new customers to book classes straight from your website.

Make sure your business is listed and stands out on the MINDBODY app. Listing on the MINDBODY app gives you exposure to people in your area looking to book their next workout. [Add photos of your location](#) to catch customers' attention and let them know the amenities available at your business.

Get the word out about your intro offer. Promoting this offer in the MINDBODY app can help you to reach more potential customers.

To retain new customers:

Put together a welcome bag full of branded goodies for new members to help keep your business top-of-mind now and throughout the year. Include samples of any products you sell at your location.

Create a limited-time discount on newcomers' next class or first month of membership.

Keep your new customers engaged with custom and personalized emails and texts. Preparing a follow-up strategy and checking in with new members at strategic points is crucial. A little encouragement can go a long way!

Have a strategy to convert drop-ins and promoted intro offer buyers to members. Try using a personalized sales process with your intro offer and offer an exclusive, and timely, discount on a membership before it expires.

Review your inventory. Make sure you have enough inventory on hand (such as merchandise, gift cards, key tags) and spruce up displays, stock up on items and check to make sure your supplier shipments will arrive on time.

To keep loyal members happy:

Make sure your tried and true members continue to feel welcomed into your space. If classes are feeling tight, add an advanced class option that's tailored to your longtime members.

Offer additional perks. A gift, exclusive class or similar option shows your frequent customers that they're still important to you and your business, even during your busiest season.

Allow your members to book classes in advance by [enabling unpaid sign-ups for members only](#). That way, they can stick to their regular schedules, even during the busiest time of year.

Motivate your loyal, happy customers to leave positive reviews and implement a referral program. Treat them like the important ambassadors of your business that they are!

To 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 and frequent check-ins to boost their mood, review their performance and uncover any issues.

Run a [Schedule at a Glance report](#) to ensure your employees know where they need to be. You can't afford any missed classes.

Make sure you have mobile access to your calendar and business management software to stay on top of your schedule, no matter where you go.

Make sure all employee information is up-to-date. Renew any certifications if necessary.

To 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.

Adjust your classes moving forward based on what is performing well and change as needed.



For more tips on managing your business, visit au.mindbodyonline.com/business