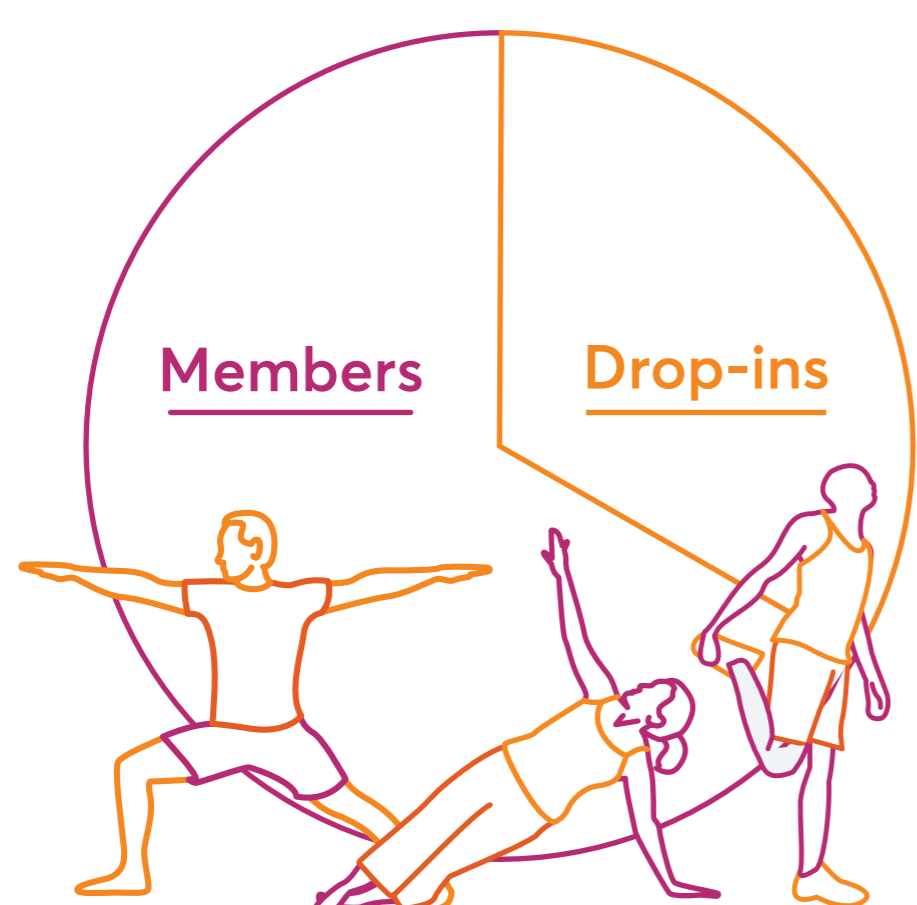


Members vs. Drop-ins: Why a mix of customers is healthy for your fitness business

As a studio or gym owner, you put considerable time and effort into supporting your current members and encouraging new customers to sign up for memberships. While these recurring autopays can be great for your business, the fact is, not everyone who walks through your door will want to purchase a membership—which can actually be a good thing!

The Two-Thirds Rule



Fitness businesses should look to strike a balance between their long-term, regular members and those who just want to explore and try things out. Breaking it down, your members should make up $\frac{2}{3}$ of your customers, with so-called “drop-ins” accounting for the other $\frac{1}{3}$.¹

Why the mix?



A mix of regulars and drop-ins is good for your business diversification. Not being completely reliant on one or the other can help reduce risk. Basically, you don't want to put all of your eggs in one basket.



These customers offer you the opportunity to earn revenue outside of your membership sales.

Your members

Who they are:

Customers who frequent your business on a regular basis. They're the fitness enthusiasts dedicated to their workouts. These clients know you and your business well and come back again and again.



Why they're important:

Memberships mean recurring revenue for your business and can help encourage strong loyalty and engagement.



Your drop-ins

Who they are:

Drop-ins can include all kinds of customers, like friends or family members of your staff, people visiting from out of town, people looking for a new workout, or those seeking convenience and not commitment.



Why they're important:

Drop-ins provide revenue outside of your membership sales and support your pipeline for future membership sales.

How to reach your members



- Understand their needs and preferences**
- Take a look at the sessions they book on a regular basis, and work to better get to know their likes and dislikes.
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You can then use this knowledge to craft email messaging, push notifications, social posts, and other marketing materials that speak directly to them.



- Let them know they're appreciated**
- Small gestures can go a long way. Get to know your regulars and encourage staffers to greet them by name. Offer special perks and/or discounts just for your members. [\(Here are 34 ways to keep them motivated and show you care\).](#)

How to reach drop-in customers



- Allow for flexibility**
- Make sure you offer one-off services and/or trials as well as [dynamic pricing](#) for customers who want to explore your business or aren't ready for membership.



- Don't be too pushy**
- While you can certainly mention your membership offerings, drop-ins may be turned off if you push too hard to convert them.

Let them be flexible and try different things without being bombarded by a too sales-y approach. Focus on highlighting the instructor, location, and class time for drop-ins.

[Make sure you're promoting your business in more places.](#)

Achieving this mix of regular members and drop-ins will support strong revenue streams with ample opportunity to grow.

Learn more about how you can bring in and support both your member and drop-in customers and visit www.mindbodyonline.com/marketing.

1. June 2018, MINDBODY U.S. Business Insights Survey (April 2-30, 2018).