

**TEMPLATE**

**Preparing for Multiple Closures and Re-openings at Your Fitness Business**

**Temporary Closing Your Business**

In the current COVID-19 landscape, your business may be forced to close more than once. The good news is, you can be ready at a moment’s notice with a little preparation—and a checklist in hand. **Use this template to customize a list of to-dos that fit the unique needs of your business, your team, and your clientele.**

**Staff**

* **Schedule a virtual team meeting.** Before you announce your closure to the broader community, talk to your team first. Share your plans for your temporary closure and how each person plays a role in your success during this time. Then, schedule a weekly, virtual touch base for your team to share updates and address questions and concerns. Now more than ever, is the time to stay connected.
* **Meet 1:1 with each staff member.** You’ll want to meet individually in a virtual setting with each member of your team to discuss how they’re feeling about your closure. Discuss their availability for your revised schedule, any updates to compensation, and more.
* ***More to-dos? Add them here.***

**Operations**

* **Schedule closed business days**. Whether your business will be closed for a few days or an undetermined length of time, use the [Schedule Closed Business Days](https://support.mindbodyonline.com/s/article/204232113-Closing-your-business-for-an-event-or-holiday?language=en_US) screen to temporarily disable your schedule.

***Pro Tip****: Use this feature if you’re temporarily closing your business entirely (virtual offerings included). If transitioning to virtual, update your schedule instead.*

* **Cancel any existing in-studio appointments and/or classes**. If need be, use the [mass cancellation](https://support.mindbodyonline.com/s/article/203258983-Mass-cancelling-clients-from-classes-enrollments-and-appointments?language=en_US) feature within a date range, with a specific staff member, etc.
* **Add virtual classes and appointments to the schedule.** With Mindbody’s [video platform](https://www.mindbodyonline.com/business/mindbody-software/fitness-streaming-video), your virtual schedule is integrated right within your software. That means there are no new logins or passwords for your team or clients.

***Pro tip:*** [*Add a new service category*](https://support.mindbodyonline.com/s/article/203253563-Adding-service-categories?language=en_US#:~:text=Go%20to%20the%20Manager%20Tools,a%20few%20default%20service%20categories.) *for any virtual offerings. It’s a bit more work upfront but will allow for more flexibility with reporting and establishing relationships between pricing options.*

* **Update waiver and policies.** Do your virtual late cancel and no show policies differ from in-studio offerings? Do you have a new liability waiver that includes home and outdoor workouts? Review and update your business policies and liability waiver, accordingly. [Here’s how in Mindbody](https://support.mindbodyonline.com/s/article/204255903-How-do-I-customize-my-business-policies?language=en_US).
* **Address memberships.** Will you put all memberships on hold, offer a discount, or leave them as is? ([If you’re not sure, this blog post is a great place to start](https://www.mindbodyonline.com/business/education/blog/what-do-about-memberships-during-covid-19).) Whatever you do, communicate your plan clearly to both clients and staff, alike. [Here’s more on contract suspensions.](https://support.mindbodyonline.com/s/article/203259713-Suspensions?language=en_US)
* **Contact your utility providers.** This includes insurance, phone, internet, etc. and any professional cleaning services you employ. Pause, or reduce, service during your closure.
* **Cut expenses.** Review your budget and cut any expenses that aren’t absolutely necessary. [Here’s more on reducing expenses during your closure.](https://www.mindbodyonline.com/business/education/blog/how-cut-expenses-and-conserve-cash-while-your-business-closed-checklist)
* ***More to-dos? Add them here.***

**Email and push notifications**

* **Send an email announcement.** Let clients know how you plan to serve them from home. For example, virtual classes, outdoor offerings, and virtual get togethers or workshops.

***Pro Tip:*** *Download the* [*Marketing Suite Playbook for Fitness Businesses*](https://www.mindbodyonline.com/business/education/guide/marketing-suite-playbook-fitness-businesses) *to see how templates can streamline your COVID-19 communications.*

* **Send a push notification**. Have a [branded mobile app](https://www.mindbodyonline.com/business/mindbody-software/branded-apps)? Use push notifications to update clients on your closure status. Continue to use [push notifications for retention](https://www.mindbodyonline.com/business/education/guide/ultimate-guide-using-push-notifications-improve-retention) by promoting virtual offerings and community events, too.
* **Review auto emails.** Do your auto emails speak specifically to in-studio offerings? Does your Welcome email only make reference to in-studio policies? Review and update them, accordingly. [Here’s how](https://support.mindbodyonline.com/s/article/203254063-Setting-up-Auto-Emails-and-Texts?language=en_US#additionaloptions).

***Pro tip:*** *Include specifics for both in-studio and virtual. It’s likely you’ll have a hybrid schedule for the foreseeable future so this will be one less step when you reopen.*

* ***More to-dos? Add them here.***

**Website, online profiles, and social media**

* **Make website updates.** Revise any promotional pop-ups, FAQs, and COVID-19-specific pages, as needed. With [branded web tools](https://www.mindbodyonline.com/business/mindbody-software/branded-web-tools), your online schedule will be automatically updated once you’ve made changes in Mindbody.
* **Update online profiles.** Sites like Yelp and Google My Business have sections specific to COVID-19. Mark your physical location as closed and highlight your virtual or outdoor services. Add a link to more information on your website, too.
* **Post closure updates to social media.** Some clients look at social media more frequently than their inbox. Add relevant posts announcing your closure and updated offerings to accounts like Facebook, Twitter, and Instagram.
* **Revamp social ads.** Running ongoing Facebook and Instagram ads? Confirm the messaging you’ve put spend behind so it’s relevant to your new offerings. For example, swap an ad for your in-person intro offer for your virtual intro offer. Make sure your imagery aligns, too.
* ***More to-dos? Add them here.***

**In Studio**

* **Install “closing soon” in-studio announcements.** If you know you’ll be closing at a date in the near future, place announcements within your space so clients are aware. Be sure to include instructions on how to partake in your virtual or outdoor offerings.
* **Add “closed” signage to your studio door.** Let clients and passersby know your space is temporarily closed. Highlight any virtual or outdoor offerings your offering and where they can find more information on your website.
* ***More to-dos? Add them here.***

**Reopening Your Business**

With repeated closings come repeated re-openings. [Start planning for a new normal as you reopen—and reboot—your fitness business](https://www.mindbodyonline.com/business/education/guide/reboot-kit-how-reopen-your-fitness-business-post-covid-19). Customize this template to create your own list of tangible to-dos. That way, your reopening(s) will be seamless.

**Staff**

* **Schedule a virtual team meeting.** Announce your reopening to your team and share details of your hybrid schedule, revised cleaning protocols, PPE (or personal protective equipment) requirements, and more.
* **Meet 1:1 with each staff member.** Schedule time individually to discuss updated availability for your reopening and tentative scheduling as well as overall comfortability returning to the workplace.
* **Schedule shifts with employee safety in mind.** Wearing a mask can be draining. Offer shorter shifts as an option for employees, especially for those with higher concern with their risk. Another option: group your employees into separate teams to reduce exposure to others on the clock.
* ***More to-dos? Add them here.***

**Operations**

* **Remove closed business days.** If you’ve temporarily disabled your schedule, [remove any Closed Business days](https://support.mindbodyonline.com/s/article/How-do-I-remove-a-scheduled-closed-business-day?language=en_US#Remove) that no longer apply.
* **Reschedule in-studio appointments.** Get in touch with clients to let them know you’re ready to see them again in person. See if they’d like to reschedule or move their virtual appointments into your studio (schedule permitting, of course). If you’ve used mass cancellations, it’s simple to undo it. [Here’s how](https://support.mindbodyonline.com/s/article/203258983-Mass-cancelling-clients-from-classes-enrollments-and-appointments?language=en_US).
* **Add in-studio classes back to your schedule.** Given the uncertainty of COVID-19, it’s best to maintain a hybrid schedule for now. This includes a mix of in-studio, virtual, and possibly outdoor classes.

*Pro Tip: Think strategically with your in-studio schedule. Start with your most profitable classes, and grow from there. Use* [*Attendance with Revenue*](https://support.mindbodyonline.com/s/article/203257123-Attendance-with-Revenue-report?language=en_US) *and* [*Average Revenue Analysis*](https://support.mindbodyonline.com/s/article/203257243-Average-Revenue-Analysis-report?language=en_US#:~:text=been%20entirely%20used.-,First%20run%20instructions,the%20top%20of%20the%20screen.) *reports to see what makes the most sense financially*

* **Adjust class capacity.** Pending government guidelines, you may need to adjust capacity in your space—and in your classes. [Here’s how](https://support.mindbodyonline.com/s/article/How-do-I-change-capacity-levels-for-a-class-on-a-specific-date-forward?language=en_US) to reduce class capacity in Mindbody.
* **Address memberships.** Depending on how you dealt with memberships during your closure, address them accordingly. You may need to [manually lift a suspension](https://support.mindbodyonline.com/s/article/203259713-Suspensions?language=en_US#liftsuspension) or [increase the amount of a client’s autopay](https://support.mindbodyonline.com/s/article/205505637-How-do-I-change-the-amount-my-client-is-charged-for-their-autopay?language=en_US). Again, communicate your plan clearly to both clients and staff, alike.
* **Restore utilities.** Contact your utility companies (insurance, phone, internet, etc.) and any professional cleaning services you employ and reactivate for your reopening.
* **Renegotiate expenses.** Talk with your landlord and utility companies to see if you can make an arrangement for relief moving forward.
* ***More to-dos? Add them here.***

**Email and push notifications**

* **Send an email announcement.** Let clients know when you’re reopening and include details of any schedule updates and new processes. Have a page on your website with detailed COVID-19 protocols? Include a link so clients can learn more.
* **Send a push notification.** If you have a [branded mobile app](https://www.mindbodyonline.com/business/mindbody-software/branded-apps), use push notifications to announce your reopening.
* ***More to-dos? Add them here.***

**Website, online profiles, and social media**

* **Make website updates.** Revise any pop-ups, FAQs, and COVID-19-specific pages, as needed. With [branded web tools](https://www.mindbodyonline.com/business/mindbody-software/branded-web-tools), your online schedule will be automatically updated once you’ve made changes to your software.
* **Update online profiles.** Mark your physical location as open on sites like Google My Business and Yelp.
* **Post to social media.** Announce your reopening to accounts like Facebook, Twitter, and Instagram.
* ***More to-dos? Add them here.***

Mindbody has everything you need to run your fitness business and achieve your goals. **Visit** [**mindbodyonline.com/business/mindbody-software/video**](http://mindbodyonline.com/business/mindbody-software/fitness-streaming-video) **to find out more.**

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