A PRACTICAL GUIDE

The Small Gym's Member Check-In Playbook

A practical guide to onboarding, retention, and churn conversations

Made by the Braxis machine

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ABOUT THIS GUIDE

What this is

This guide is for microgyms and studio owners.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

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The First 72 Hours: Onboarding That Sticks

Start with a clear, structured onboarding process. Within the first 24 hours, send a welcome email or text with gym hours, equipment basics, and a link to your class schedule. Include a short video or checklist of key policies (e.g., shower rules, equipment use). Schedule a quick 10-minute call or in-person meet-and-greet within 48 hours to answer questions and reinforce commitment. By day 3, send a follow-up message with a ‘first-week recap’—highlight what they’ve accomplished and offer a small reward, like a free class or water bottle. This builds familiarity and reduces early dropout risk. Keep it simple: focus on clarity, accessibility, and immediate value.

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The Attendance Check-In: Proactive, Not Reactive

Track attendance passively (e.g., via your membership software) and follow up with members who miss two sessions in a row. Use a template message like, ‘We noticed you’ve been busy—how’s your progress going? Let us know if you need adjustments to your plan.’ For consistent absences, offer a quick check-in call: ‘We’d hate to see you miss out—what’s working (or not) for you?’ If they’re struggling, suggest a trial class or equipment demo. For those who cancel repeatedly, ask directly: ‘What would make it easier for you to stay committed?’ Tailor responses to their answers. The goal is to identify barriers early and address them before they lead to churn.

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The Churn Conversation: How to Ask Without Alie

When a member cancels or shows signs of leaving, approach the conversation with empathy and solutions. Start by acknowledging their time with you: ‘We’re sorry to see you go—you’ve been a great member.’ Then ask open-ended: ‘What’s made you reconsider your membership?’ Listen actively, then offer alternatives. If cost is the issue, propose a payment plan or trial period. If they’re overwhelmed, suggest a scaled-back plan or a coach check-in. Avoid guilt-tripping or ultimatums. End with a clear next step: ‘Let’s figure out a way to make this work for you—or if not, we’ll help you transition smoothly.’ Follow up in writing to confirm next steps.

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The Win-Back: Re-Engaging Lost Members

When a member leaves, act quickly. Within a week, send a personalized message: ‘We missed you—here’s 20% off your next month to try us again.’ Include a specific reason to return, like a new class or equipment upgrade. For those who don’t respond, try a phone call: ‘Hi [Name], we noticed you’ve been away—is there anything we could’ve done better?’ If they’re hesitant, offer a risk-free trial or a one-time session. Track responses and adjust your approach based on common feedback. For example, if many cite time constraints, add evening or weekend classes. Keep the focus on their needs, not your gym’s urgency.

The System: Automate and Adapt

Build a system to handle check-ins and churn automatically where possible. Use your membership software to trigger follow-ups for missed sessions or cancellations. Set up a shared inbox or CRM to track member conversations and notes. Schedule monthly reviews of churn data to spot patterns—e.g., if members leave after 3 months, investigate onboarding gaps. Train staff to handle conversations consistently using scripts or templates, then refine based on feedback. Regularly update your playbook with what's working and what's not. The goal is to reduce manual work while improving outcomes. Start small, test changes, and scale what works.

USE THIS

Checklist

☐ Create a welcome email/text template for new members, including key info and a follow-up call schedule.
☐ Set up automated alerts for missed sessions (2+ in a row) and assign a staff member to follow up within 48 hours.
☐ Draft a churn conversation script with empathy-focused questions and solution-oriented responses.
☐ Design a win-back offer (e.g., discount, trial) and test it with 10–20 past members to refine messaging.
☐ Review churn data monthly to identify trends (e.g., timing, reasons) and adjust onboarding or retention strategies accordingly.

Where this came from

This guide is a digital product from Braxis AI. The machine wrote it with AI assistance. It contains no invented statistics, no fake customers, and no guarantees. The PDF is delivered immediately after checkout. If something is wrong, email braxisai@gmail.com and it will be fixed.

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