

## **RELATIONSHIPS BEYOND MEMBERSHIPS** *LES MILLS*

In an increasingly competitive landscape, how can you stay relevant and build a stronger, more resilient business?

We believe the answer is creating relationships beyond memberships, helping members fall in love with fitness and fall in love with their club. Based on this, we've identified six strategies that could help your club add real value to your memberships and strengthen your business for years to come.

# 6

## **STRATEGIES TO BUILD A STRONGER BUSINESS**

### **1** GIVE MEMBERS MOTIVATION

What members really want from a club and how you can give it to them.

### **4** THINK **OUTSIDE YOUR FACILITY**

How to turn a threat into an opportunity and build relationships beyond your walls.

### **2** ENGAGE AS **MANY MEMBERS AS POSSIBLE** IN ASSISTED AND SOCIAL EXERCISE

How to make the most of the opportunities assisted and social exercise can offer your business.

### **5** **EDUCATE YOUR MEMBERS**

A guide on how clubs can add real value to memberships and drive motivation and attendance through education.

### **3** ENGAGE MEMBERS FROM **DAY ONE**

An introduction to the most effective induction techniques and on-going engagement techniques.

### **6** USE MARKETING TO **TELL YOUR STORY AND DIFFERENTIATE**

An introduction to effective club marketing.

To find out more about any of the strategies, contact a member of our team today.  
(Insert contact details)

# 1 GIVE MEMBERS MOTIVATION

## THIS IS WHAT MEMBERS REALLY WANT.

But, what does motivation mean to your members?

It's all about:

1. Keeping them on track
2. Helping them see results
3. Supporting them in their love of exercise

HOW DO YOU KNOW YOU ARE **DOING A GOOD JOB AT** DELIVERING THE ABOVE?

**SIMPLE.** MORE PEOPLE COME MORE OFTEN.

## MAKE FREQUENCY A KEY METRIC

Attendance is the most important metric in our industry. But it remains one of the least measured by club managers.

**66%** of members use their club fewer than **1.9** times per week.

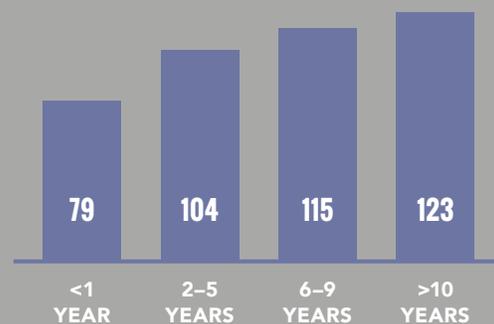
Members who stay less than a year, attend **135** times a week on average\*.

Motivated members come more often – and members who come more often stay with you for longer.

WHAT DOES **GOOD** LOOK LIKE?

# 2 VISITS A WEEK PER MEMBER

AVERAGE HEALTH CLUB VISITS PER TENURE



MOTIVATION



RESULTS



RETENTION

## WORKING OUT NOT WALKING OUT

If you motivate your members and help them see results, they are far less likely to be swayed by the savings or added extras of a different club.

## WHAT YOU CAN DO

1. Find out your average attendance per member per week
2. Think about what you could do every day to motivate members to come more often
3. Make visit frequency a KPI

\*IHRSA Member Retention Report 2013

To learn more about motivating your members and building bonds that can't be broken, call a member of the Les Mills team on XXXXXX or email XXXXXXXX.

# 2 ENGAGE AS MANY MEMBERS AS POSSIBLE IN ASSISTED AND SOCIAL EXERCISE

THIS CAN BE BROKEN UP INTO **4 GROUPS**.

1. PERSONAL TRAINING
2. GROUP EXERCISE
3. TEAM TRAINING
4. SPORT EVENT TRAINING

## Contribution to weekly club attendance

**70%** ASSISTED & SOCIAL EXERCISE

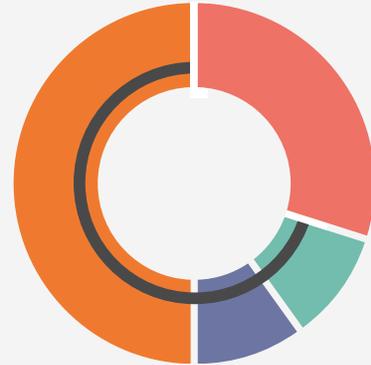
**30%** UNASSISTED EXERCISE

### ASSISTED & SOCIAL BREAKDOWN

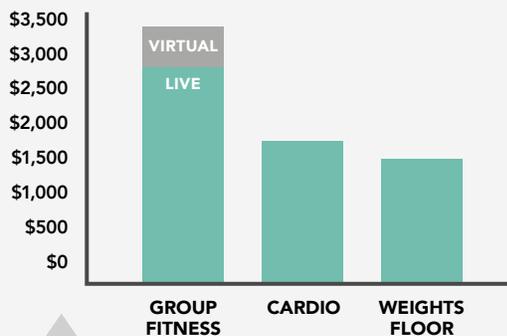
**50%** GROUP EXERCISERS

**10-15%** PERSONAL TRAINING

**5-10%** SMALL GROUP TRAINING



## \*Typical contribution per m<sup>2</sup>



## MAKE **GROUP EXERCISE** THE BEATING HEART OF YOUR CLUB

Group Exercise is the **#1** controllable driver of choice for people when choosing a fitness facility.

Group exercisers visit more frequently, **3** times a week compared to the average **1.9**.

Group exercisers are still **26%** less likely to cancel than gym-only members.

**Overall, it's good for business.** Outperforming cardio and weight spaces in their typical contribution per m<sup>2</sup>.

## THE BIGGER THE BETTER - REVENUES GROW FASTER THAN COSTS FOR GROUP FIT STUDIOS

### ARE YOU SET UP TO MAXIMISE YOUR SOCIAL AND ASSISTED EXERCISE POTENTIAL?

**Club footprint** – what is the balance of space, focus and investment allocated to exercise forms?

**Instructors** – do you have enough of the correctly trained instructors?

**Programmes** – is your programming sufficient and suitable for your club's audience?

**Timetabling** – are you maximising your opportunities through timetabling?

**Studio** – is your studio somewhere people love to be?

**Membership sale and onboarding** – is group exercise effectively prescribed to new members at point of sale?

**Marketing** – do you effectively promote group exercise's benefits and attendance?

\*Source: IHRSA data, Capacity Evaluation Workbook. Typical gym example shown: GF area = 780m<sup>2</sup>. — **NB.** Does not include other benefits such as increased member retention, referrals and price.

To ensure your club is making the most of group exercise, call XXXXXX or email XXXXXXXX.

# 3 ENGAGE MEMBERS FROM DAY ONE

## WHAT'S GOING WRONG?

New members, with little or no exercise experience, are at the highest risk of dropping out.

**50%**

of them stop attending within 6 months.

**57.5%**

of members who leave do so because of low added value, lack of guidance or poor induction.

## THE FIRST 6 WEEKS ARE CRITICAL

Establishing a change in fitness habits takes **SIX MONTHS** of hard work and requires specific focus and support. Up to this point, there is a high chance that new members will revert back to their old habits.

**6 WEEKS**

**6 MONTHS**

**1 YEAR**

## A SMARTER WAY TO GET STARTED

The best way to help members get started is to give them a prescribed exercise solution that's tailored to them.

## GET PERSONAL

Get to know new members better, focusing on 5 key areas.

1. Goals and motivational drivers
2. Availability to exercise in the week
3. Preferences
4. Barriers to exercise and level of self-motivation
5. Budget

Then use this information to create a personalised plan and help your members make a smart start. Building up frequency, duration and intensity of workouts gradually is key.

## ONBOARDING IS A TEAM SPORT

Your whole club should be working towards the same goal: giving members the best possible experience and motivation from day one.

## 3 THINGS TO TAKE AWAY:

Consider how your memberships and onboarding process could help new members build exercise adherence.

### CONSIDER

- Providing new members with a smart plan
- Training your team and providing them with the tools to properly induct new members



Les Mills can help you make sure every member gets off to a great start.  
To learn more about our onboarding support, call XXXXXX or email XXXXXXXX.

## 4 THINK OUTSIDE YOUR FACILITY

# 52%

of club members take part in online platforms, fitness gaming or DVD programmes at home.

But these statistics and the technological advances in the development of 'at home' fitness options shouldn't just be seen a threat. You can make them an opportunity too.

## 5 BENEFITS FOR YOUR BUSINESS

1. Future-proof your club
2. Increase member retention & relevance of fitness prescription at point of sale
3. Grow average revenue per member by selling premium memberships (or add-ons)
4. Re-engage unconverted prospects and lapsed members
5. Attract new members

## TO DO IT RIGHT, YOU NEED :

1. An affordable and user-friendly tech solution
2. Fresh, high-quality content that motivates repeated engagement
3. The same workouts in-club and at-home – a brand that members know and trust already will help you achieve a higher take-up
4. An online offer designed to drive people into your club, not away from it
5. To properly integrate the offer into your value proposition and memberships, sales and prescription processes

GET IN ON THE **ACTION**

To find out how Les Mills can help you maximise this opportunity, speak to a member of our team on XXXXXXXX.

# 5 EDUCATE YOUR MEMBERS

TO ADD VALUE TO YOUR MEMBERSHIPS AND **BUILD STRONGER BONDS** WITH YOUR MEMBERS, **EDUCATE** THEM ABOUT FITNESS AND HEALTHY LIFESTYLES. THIS IS A GREAT WAY TO CREATE **RELATIONSHIPS BEYOND MEMBERSHIPS.**

## HELP THEM LIVE HEALTHIER LIVES

OFFER THEM:

### RESEARCH ON RESULTS

Help them get the most out of their workouts.

### NUTRITIONAL ADVICE

Give them tips on how to eat correctly to reach their goals.

## 3 WAYS TO ENGAGE MEMBERS



**SOCIAL MEDIA & CONTENT MARKETING**



**SEMINARS & WORKSHOPS**



**THROUGH YOUR TRAINERS ON THE GROUND**

**EDUCATION CHANGES LIVES AND YOUR MEMBERS WILL LOVE YOU FOR IT**

#### THINK ABOUT:

What sources of knowledge and information can you draw on?  
Who are the experts in your club that you can empower?  
How can you communicate this with your members?

To learn more about educating your members and adding real value to your memberships, call XXXXXX or email XXXXXXXX.

# 6 USE MARKETING TO TELL YOUR STORY AND DIFFERENTIATE

## CREATING YOUR STORY

### Defining how you should market your club.

1. Consider who you are, and what makes you different
2. Understand who your members are
3. Consider what you want them to think, and therefore what you should say
4. Think about where you could communicate this

## IT'S NOT JUST FOR NEWBIES

Marketing isn't just for new members. You can use it to engage existing members too.

### GETTING THE WORD OUT THERE

- Create a realistic plan of action or calendar and stick to it.
- Ensure you're making full use of the materials you already have access to.
- Talk about what's happening in your club.
- Use class launches as opportunities to engage members.
- Do now, refine later. It's better to try something different than do nothing at all.

## FREE WAYS TO REACH YOUR MEMBERS



SOCIAL MEDIA



YOUR CLUB



YOUR STAFF

## LES MILLS' BRAND CENTRAL

We have a free, comprehensive marketing resource called Brand Central.

CAMPAIGNS

EVENTS & LAUNCHES

WEB

HIGH QUALITY COLLATERAL  
PHOTOGRAPHY / VIDEO / GRAPHICS

PRESENTATIONS

SOCIAL MEDIA

CLUB DECOR

WHAT'S THE ONE THING YOU WILL DO TO IMPROVE YOUR CLUB'S MARKETING?

To speak to Les Mills about taking your marketing to the next level, call XXXXXX or email XXXXXXXX.