

# 8WEEK *Journey*

A photograph of two women in a gym. On the left, a woman with long brown hair tied back in a ponytail, wearing a light grey t-shirt and dark leggings, is smiling and looking towards the right. On the right, another woman with dark hair tied back, wearing a blue tank top, is also smiling and looking towards the left. They appear to be engaged in a friendly conversation. The background shows gym equipment like treadmills and weight machines.

**NEW MEMBER  
EXPERIENCE  
TOOLKIT**

FITNESS  
*fernwood*®

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



## OVERVIEW

Here's what we know: the first eight weeks of a member's new gym membership are crucial to setting up their success at Fernwood. That's when their actions will decide if regular exercise will become a habit.

In this toolkit you will find a step-by-step guide on what the Fernwood new member experience is. This is the services and products we offer at Fernwood and the responsibilities of each staff member in giving members the best induction and care. We breakdown the new member journey into the following components and [staff resources](#) to give you the tools to implement a quality and supportive induction for our new members and set them up with success in our clubs.

- ▶ Digital Goals Assessment
- ▶ 8-week Planner
- ▶ New member business card tracker
- ▶ New Member CRM
- ▶ How to structure a 1-on-1 Fernwood Trainer appointment
- ▶ How to structure a group Strength & Cardio Onboarding
- ▶ Upgrade price presentation cards and scripting
- ▶ Phone scripting
- ▶ New member email communications
- ▶ Online programs and resources via Pulse
- ▶ Testimonials

## WHY EIGHT WEEKS?

In order to give new members the best chance of ongoing success, we need to ensure that we are checking in regularly with our members within the first eight weeks of joining Fernwood. Our 8-week induction process ensures new members come into the club often, experiencing a variety of included and extra services. This process also helps staff work with the new member to give them a great first impression and check they are on track to achieving their goals, encouraging them to become a long-term Fernwood member and advocate.

## NEW MEMBER JOURNEY OBJECTIVES

- ▶ **Set our new members up for success and create a routine at Fernwood**
- ▶ **Extend our average length of stay for our members**
- ▶ **Decrease our monthly leavers - Fernwood benchmark 4% cancellation rate**

The goal of the Fernwood new member journey is to ensure that new members continue to attend the club on a regular basis and establish a routine that continues past their first eight weeks.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



Our aim is to set our members up for success in the club. We know that our members who are engaged in services such as FIIT30 & Reformer Pilates, achieve results faster and stay with us longer. They are also more likely to recommend Fernwood to their friends and family members.

### ATTENDS > UPGRADES > ACHIEVES RESULTS > REFERS > TESTIMONIAL

As our new members progress through their first eight weeks, they will have numerous touchpoints both in-club with a trainer or over the phone by a member of the team. Each one of these touchpoints will have a scripted call sheet and action points from that call to ensure we are keeping our members on track and tailoring these member calls to be in line with their activity in the club. It is key to revisit the goals assessment questionnaire in Exerp at each touchpoint throughout their first eight weeks to ensure the conversation is around their initial goal and getting them closer to achieving this.

## MEMBERSHIP OPTIONS - POINT OF SALE

High engagement via group fitness and paid core offerings translates to strengthened retention.

There are many opportunities throughout a member's journey where we encourage members to participate in core offerings and we touch on many of those stages throughout this toolkit.

Traction (think extended length of stay and decreased leavers) is achieved when several touch points are in place and executed effectively.

Point of sale is the first touch point opportunity.

In line with the above, whenever we motivate a member to get started at the club, our recommendation includes a maintenance style membership (12- or 18-month min term) and a component such as:

- ▶ FIIT30
- ▶ Reformer
- ▶ Platinum (perhaps a combination of FIIT30 and reformer)

A strong needs analysis is pivotal in achieving the above and we recommend using the current 'Getting to know you' form from the Intranet. You can access the form [here](#).

The price presentation card will also assist in achieving a maintenance membership and a core offering.

An effective price card will include core offering options and simple onboarding inclusions.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



We recommend creating value with items such as induction, body scans, 24/7 safety and convenience and Pulse instead of adding things such as comp FIIT30 and reformer (if these are included with onboarding, it may be detrimental as your new member may just “try it” first instead of joining on a component at POS)

Please see below the preferred price card which is located in [Canva](#) and completely editable.

### Welcome to Fernwood Ferntree Gully

<b>ONBOARDING</b> <b>\$259</b> Part payment plan available	+ Induction and goal setting + 24 Hour Access Key  <b>Safe and secure community with 24-hour access key</b>	+ Unlimited access to <b>pulse</b> our members online health & fitness platform <b>FREE to new members</b> <b>pulse</b> Valued at \$359 annually. 
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MEMBERSHIP TYPE	12 month min	+ 6 WEEK MIN
Maximum Results + Personal Training ➤	<b>\$26</b>	1 PER WEEK <b>\$45</b>
Fit & Strong + FIIT3O ➤	<b>\$26</b>	UNLIMITED <b>\$25</b>
Reformer Results ➤	<b>\$26</b>	UNLIMITED <b>\$30</b>
Healthy Living ➤	<b>\$30</b>	

Prices are per week.

**fernwood** FITNESS

Setting KPI's for your membership consultants at POS and then tracking via a shift slip is recommended. Access the most recent shift slip on the Intranet [here](#).

Incentivising your membership consultants to achieve 12/18 month memberships and core offerings at POS can help to motivate and inspire them to stay on track with target.

There are many ways to include 12/18 month memberships and core offerings as a part of your team's incentive plan.

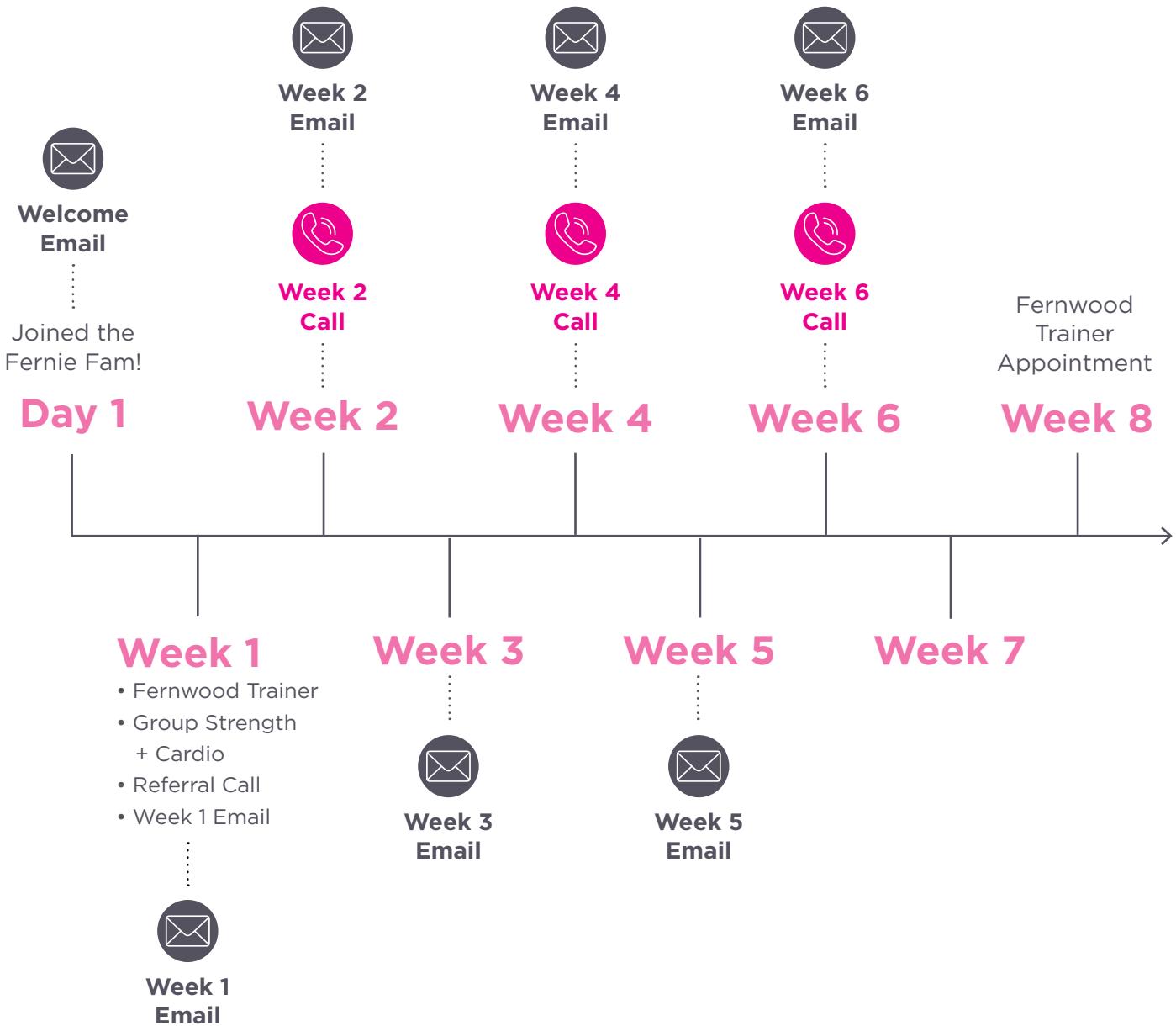
Keep it simple, track and discuss daily.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



## NEW MEMBER JOURNEY TIMELINE



# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



## Week 1

The objective is to get the new member across both of these appointments within their first 7 days. It does not matter in which order these occur, the main thing is they occur quickly.

### FERNWOOD TRAINER - 1-ON-1

- 30 mins.
- Body scan.
- \*If the club does not have a body scanner, a different form of measurable assessment can be used as a baseline measurement for the member. This could be in the form of girth measurements, front/side/back photographs or fitness assessment.
- Goal setting – the member's online Goals Assessment questionnaire should be completed, otherwise go through this with the member.
- **8 Week Planner** - Fernwood Trainer to go through the 8 week planner with the member and discuss key points on how the planner should be used
- **Promywellness Prescribe** - Trainer to make recommendations on new member programs through prescribe and provide information on how that works in the app. More detail on Prescribe will be provided below.

### GROUP STRENGTH & CARDIO ONBOARDING

- 30-min group booking.
- Bookable via Fernwood app.
- Providing education around use of equipment on the gym floor so new members feel safe, comfortable and confident during their first few weeks.
- Building on the community by giving new members the opportunity to meet others sharing the same journey.

### BRING A FRIEND CALL - REFERRAL OPPORTUNITY FOR THE MC.

- Made by Membership Consultant via CRM

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## Week 2

### CHECK-IN CALL - NEW MEMBER CRM

- To be completed by member care staff member in club [Reception team, Fernwood Trainer shifts, dedicated Member Love shifts if applicable].

### CHECKPOINTS:

1. Has the member completed a body scan and goal setting with a Fernwood Trainer?
2. Have they learnt how to use the cardio/strength?

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



3. Are they using the app and accessing Pulse?
4. What session are they booked in for next?

## Week 4

### CHECK-IN CALL - NEW MEMBER CRM

- To be completed by member care staff member in club [Reception team, Fernwood Trainer shifts, dedicated Member Love shifts].

#### CHECKPOINTS:

1. Check how often the member is attending the club? Is this in-line with their initial goal setting assessments?
2. Book next session relevant to their package

## Week 6

### CHECK-IN CALL - NEW MEMBER CRM

- To be completed by member care staff member in club [Reception team, Fernwood Trainer shifts, dedicated Member Love shifts].

#### CHECKPOINTS:

1. Check how often the member is attending the club? Is this in-line with their initial goal setting assessments?
2. Are they starting to see results they are happy with?
3. Book next session relevant to their package.

## Week 8

### FOLLOW UP BOOKING WITH FERNWOOD TRAINER

- 30 mins.
- Body scan.
- Check results – are they happy with their current training routine? Does anything need to be changed to re-align with their initial goals?
- Upgrade opportunity.
- Member testimonial opportunity – if a member has seen great results within their first eight weeks – utilise this and capture a testimonial for socials



## **NEW MEMBER GOALS ASSESSMENT LANDING PAGE/EXERP QUESTIONNAIRE**

### **WHEN IS THIS SENT TO THE MEMBER?**

When a new member books in for their first appointment with a Fernwood Trainer they will receive an automated email from Exerp that explains to the member what to expect from their first session. This email will have a link to a landing page where they can complete their Goals Assessment.

Ideally, we would love the member to complete this prior to their first session with the Fernwood Trainer, so it is important to remind the member to expect this email. This will allow the trainer some more time to discuss the outcome of their assessment and work on their recommendations in-club to set them up for success.

Any completed assessments will be stored in the member's Exerp profile under Journal > Questionnaires.

## **FERNWOOD TRAINER APPOINTMENTS APPOINTMENT STRUCTURE**

### **WEEK 1 FERNWOOD TRAINER APPOINTMENT**

Booking 1 with Fernwood Trainer | 30-minute appointment

#### **10 MINS**

- Review goal assessment page that has been pre-completed by the member via the new member landing page including Personal Wellbeing Score (PWS), goal statement and goal area.
- \*\*If the goal statement is still unclear at this point, it is important for the Fernwood Trainer to re-visit the goal assessment page to help the member create their SMART goal (refer to the PDF/landing page).

#### **10 MINS**

- Body scan or girth measurements/fitness assessment/photographs (before)
- \*Depending on the goal statement, aesthetic measurements may not be necessary so you may choose to use a wellbeing assessment such as the PWS here.

#### **10 MINS**

- Give member their '8-week Motivational Planner & Tracker' – briefly show them this planner and explain this is our gift to them to help keep them accountable and on track with their goals. Take them to the 8-week exercise and nutrition planner page.

# 8 WEEK Journey

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\*Note this is a step not to be missed as here you will ‘plant the seed’ for upgrade recommendations (e.g. FIIT30, Reformer Pilates or PT) based on member goals and body scan/assessment results, to show the member the best plan for them for optimal results.

(E.g. Script “**I recommend our FIIT30 program as part of your weekly training plan, and I will talk on why that is in a moment**”).

- The Fernwood Trainer fills out Week 1 of their 8-week workout planner within the 8-week Motivational Planner & Tracker with the member, and includes the recommended upgrade service (FIIT30, Reformer Pilates or PT) 3 times (3 sessions) within that week as part of their training plan. Supplement the remainder of the week with suggested Pulse/group fitness classes, gym floor sessions and rest days – these should all be relevant to the members goal statement to move them towards their goal.

(E.g. script “**I have included 3 FIIT30 sessions in your planner for the week, as this is the best training mode to achieve your goal of ‘dropping a dress size in 8 weeks’. The way you train your body in FIIT30 means that you will burn calories even at rest after your workouts. We call this metabolic conditioning. In addition to FIIT30 I also recommend 2 gym floor sessions and 2 rest days, where you are welcome to stretch, take a walk, or completely chill out. In your strength and cardio induction later this week, you will be shown some key equipment for working out on your own. I specifically recommend you follow these workouts (indicate to the member their recommended ‘new member programs’ in Pulse) which you can complete in your own time as part of your workout schedule**”

(Refer the member back to the weekly planner to show where these sessions/classes will fit).

### TRAINER NOTES:

\*Across our Fernwood network, the average number of visits to club per member sits just under 3. So as not to overwhelm the member in their first couple of weeks, with what might be perceived as an overwhelming or unrealistic exercise plan, it is important as a trainer to identify the most effective 2-3 sessions in that plan and highlight those as the recommendation first and foremost. Anything else in addition (e.g. Group Fitness Classes and New Member Programs), is a bonus. Keep in mind, we want to encourage our new members to move their bodies daily in order to achieve their desired goals, so prescribing lighter workouts in between or even Pulse workouts from home is best practice.

## NEW MEMBER PROGRAMS THROUGH PROMYWELLNESS PRESCRIBE

Prescribe in Promywellness enables us to create a virtual, personalized program library for members to follow through their Fernwood app. This provides us with a fast and easy way to deliver suitable training programs to the members.

For the new member journey, this allows us to assign the new member programs to our members quickly and efficiently. The programs can also be assigned to the member profile by Fernwood staff through promywellness. They can also be printed for those members who prefer a paper copy to follow.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



### TRAINER PRICE CARDS:

There are new editable cards available on [Canva](#) to be used during these appointments.

Once you have made your recommendation to the member, we would simply show this card and suggest “Let’s add this to your membership and I can give you the first two weeks for FREE – I can organise it now, it will just take a second and we can book you in to your first session”.

Welcome to Fernwood Club Name

ACCELERATE YOUR RESULTS WITH

REFORMER PILATES

6 WEEK MINIMUM  
\$XXX  
PER WEEK

FIIT30

6 WEEK MINIMUM  
\$XXX  
PER WEEK

PLATINUM

6 WEEK MINIMUM  
\$XXX  
PER WEEK

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Welcome to Fernwood Club Name

ACCELERATE YOUR RESULTS WITH

PERSONAL TRAINING

6 WEEK MINIMUM  
\$XXX  
PER WEEK

FIIT30

6 WEEK MINIMUM  
\$XXX  
PER WEEK

REFORMER PILATES

6 WEEK MINIMUM  
\$XXX  
PER WEEK

FITNESS fernwood®

## OUTCOMES

### IF MEMBER UPGRADES:

- Show member where and how to book these classes in their Fernwood app and encourage the member to create the rest of their 8-week training plan, based on trainer recommendations.

### IF MEMBER DOESN'T UPGRADE:

- "As I know [PT, FIIT30, Reformer Pilates] will help you achieve your goals, I would love to offer you an introductory session free to help get you started. Let's get you booked in for that one now"  
*\*Note here the recommendation for PT is to sell a 3 pack intro offer as opposed to offering one free session.*
- New Member Online Program recommendation also to be discussed during this phase, if not included in weekly planner. Option to print program if member prefers.
- Trainer to assist member to book into group Strength & Cardio Onboarding, so they feel safe, comfortable and confident to complete the recommended gym floor programs.

### NO SHOW PROCESS

- If members do not turn up to their appointment it is critical the Fernwood Trainer calls to reschedule the session – this should be done during the original scheduled appointment time.
- Phone call ten minutes after appointment time if member has not come into the gym.
- Followed up by a 2-way SMS for rescheduling.

## WEEK 8 FERNWOOD TRAINER APPOINTMENT

Follow-up booking with Fernwood Trainer 8 weeks post-joining | 30-minute appointment

### 5 MINS

- Discussion around how the member feels after their first eight weeks. Do they feel they have achieved their goals?

Some example question prompts might include:

**"How do you feel your journey towards your goal statement has gone?"**

**"Have you achieved your goal, or do you have some ways to go?"**

### 15 MINS

- Body scan or girth measurements/fitness assessment/photographs (after)/wellness assessment, e.g redo the Personal Wellbeing Score (PWS)
- Discuss results and refer to results from Week 1 as a comparison.
- Depending on results here are some possible prompting questions at this point:

# 8WEEK Journey NEW MEMBER EXPERIENCE TOOLKIT



## GOAL ACHIEVED:

*"What do you attribute to your success?"*

*"Would you be happy to write a testimonial?"*

*"Do you have a new goal in mind for the next 6-8 weeks? What else would you like to achieve?"*

*"Do you know of anyone else who might like to work towards a health or wellness goal?"*

(ask for the referral)

## GOAL NOT ACHIEVED OR THEY ARE STILL WORKING TOWARDS THEIR INITIAL GOAL:

*"If you haven't quite reached your goal, are you happy with the progress you have made, why/why not?"*

*"Does anything need to be changed to re-align you with your goals or does the goal need to be adjusted?"*

*"What can you do from here to ensure your goal is reached?"*

*"Were you able to stick to your 8-week plan, if not, why?"*

If the member did not upgrade to their recommended service (FIIT30, Reformer Pilates, PT) in the first week, now is a great time to revisit that, especially if they are behind on their goal.

### 10 MINS

- Discuss next steps - new member program videos on Pulse - has the member been actively following these workouts? Did they attend their Strength & Cardio Onboarding (this should be in their journal notes and mentioned at the 4-week phone call).
- Upgrade options: FIIT30, Reformer Pilates, PT, Nutrition Coaching, or an upcoming Food & Mood program

## KEY OUTCOMES FOR THIS APPOINTMENT:

1. Upgrade opportunity - if the member is not paying for a Fernwood service, has completed new member programs, this is a great opportunity to re-visit what is on offer in order to stay consistent and achieve goals.

Member testimonial and referral opportunity - if a member has seen great results within their first eight weeks - utilise this and capture a testimonial for socials.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



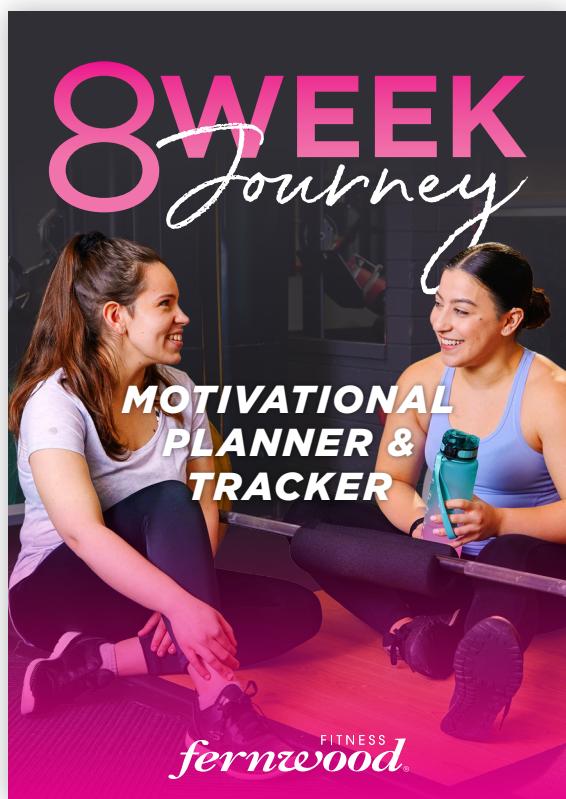
## 8-WEEK PLANNER

As outlined in the Fernwood Trainer appointment flow for Week 1 above, each new member will be given their own 8-week Motivational Planner and Tracker.

Within this planner the new member will get access to the below:

- ▶ **Space for writing down their new member goal** – including space to track movement and nutrition, as well as space to reflect on each week and prompts to mindfully stay on track.
- ▶ **Weekly Workouts** (QR codes and links to Fernwood Pulse and/or in-club).
- ▶ **Healthy Meal Ideas & Recipes**

You can order your planner through SFM, as well as download a printable copy from [Canva](#).



8-WEEK PLANNER

**MOTIVATIONAL PLANNER & TRACKER**

**MEDITATION AND MINDFULNESS**

We talk about wellness a lot at Fernwood and the need to include mindfulness into your weekly routines, as we believe a healthy body should be balanced with a healthy mind. When we say wellness, we're referring to any practice or experience you're focusing on soothing your mind and body, whether that be yoga, Pilates, or meditation.

Your Fernwood Pulse account features must-try at-home yoga flows, mat Pilates classes, meditations and more to elevate your health and fitness routine with home wellness sessions. The beauty of Fernwood Pulse is that you can logon whenever, wherever and browse through the options, or sort the sessions by type, such as yoga, Pilates, or meditation or Pilates.

**MINDFUL REFLECTION THROUGHOUT YOUR 8-WEEK JOURNEY**

Finally, throughout the remainder of this Motivational Planner & Tracker you will find space for planning your weeks, plus reflection on your progress throughout the eight weeks.

Mindful contemplation and reflection (journaling) can help you stay connected with yourself and your goal. It will keep you accountable and on track, as well as help you to identify what is working well for you, or where you may find you need a little more guidance.

Your Fernwood Staff and expert Fitness and Wellness teams are here to help you, so be sure to reach out to them should you feel the need.

**WEEKLY PLANNER**

**MOVEMENT | NUTRITION | MINDFULNESS**

A big part of achieving your goals will come down to planning and committing to a weekly intentional movement and rest days, and mindful moments over the next eight weeks.

Here you will find a weekly planner template for the next eight weeks, so you can prep and plan your meals from meals to movement tracking to progress. This will become your ideal template for planning all aspects of your journey through the eight weeks. Of course, it may change, and you can move activities around as the weeks unfold.

We recommend setting your intentional plan here, and then in the tracker section that follows you will have space to record what you did throughout each week, and compare it back to your plan.

**8 WEEK Journey**

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



## NEW MEMBER BUSINESS CARD TRACKER

The following business card is also available to order through SFM. This card can be given to members to remind them of the 2 x in-club Fernwood Trainer appointments. Members can also be encouraged to mark off their first 12 sessions in club, in order to receive a prize. This prize incentive can be decided by your club.



BUSINESS CARD SESSION TRACKER



## GROUP STRENGTH & CARDIO INDUCTION APPOINTMENT STRUCTURE

- ▶ 30-min group booking.
- ▶ Bookable via Fernwood app.
- ▶ 3 x scheduled sessions each week – have a morning, afternoon & evening option. This can be utilised for new members as well as bringing any at-risk members back into the club.

\*\* Perhaps think about when in the week these are scheduled in your timetable to service your new members within their first 7 days.

During this session, a Fernwood Trainer will introduce the members in the group to each other, then take them through the main cardio and strength pieces of equipment on the gym floor. Focus the attention on use and safety of key cardio pieces, particularly the treadmill so the members understand the quick stop in an emergency. As a start, cover the machines that are delivered in the new member beginner and intermediate programs through PRESCRIBE as we assume they will probably be focusing on those pieces first. The trainer can also detour through the FIIT30 area and reformer room as a reference point for future upgrades.

### BENEFITS OF THIS:

- ▶ Providing education around use of equipment on the gym floor ensures new members feel safe, comfortable and confident during their first few weeks.
- ▶ Building on the community by giving new members the opportunity to meet others sharing the same journey.
- ▶ Members can always come back and repeat the group session at any time – benefit of being a Fernwood member!

## NEW MEMBER JOURNEY CRM

To ensure all our new members are being followed up throughout their entire first eight weeks of being a Fernwood member, we have put together a new CRM in Exerp for our staff to use to track and make notes along their journey. So, whoever is making this call in-club can have some context and the member will feel like they are picking up their conversation where they left off.

The CRM will have an automated flow and will move any member into open when they are due for a follow up call at each touch point of their first eight weeks.

- ▶ Week 2
- ▶ Week 4
- ▶ Week 6

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



Within the CRM the outcomes of these calls can be one of the following:

- ▶ Call answered - Loving it! --> moves the member into their next call in 2 weeks' time.
- ▶ Call answered - Needs more love --> moves the member into a 7-day follow up call to ensure they don't fall off in attendance.
- ▶ No Answer --> moves into the same call for 7 days' time.
- ▶ Left Message --> moves into the same call for 7 days' time.

After their Week 6 call, the task in the CRM will close off and they will be treated as any other active member - falling into an 'at-risk' flow when and if required.

The screenshot shows the 'NEW MEMBER JOURNEY' section of a CRM system. On the left, a sidebar lists categories: Unassigned (1), Open (0), Pending (0), On-hold (0), Closed, Deleted, and Overdue (0). The main area displays a call log for 'Clayton' with a search bar and filters for 'Person' (Search), 'Date filter' (Last update), 'Date interval' (Last 3 months), and 'From' (01/05/2022). A table shows one call entry:

Step	Title	Person	Status	Follow-up	Created date	Last update
New Member Week 2 Call	NEW MEMBER	Dunia Ali	Active		Today	Today

Below the table, a detailed view for 'DUNIA ALI' shows a profile picture, title 'NEW MEMBER WEEK 2 CALL', status 'ACTIVE', and a 'Follow-up:' section. A 'Call' button is visible above a tabbed panel for 'Comments', 'Activity', and 'History'. At the bottom are 'Edit' and 'Comment' buttons.

A modal dialog box titled 'Call' presents four options for handling a call:

- Answer - Loving It
- Answer - Needs More Love
- Left Message
- No Answer

## NEW MEMBER JOURNEY PHONE CALLS

We have put together some New Member Journey phone scripts for you to use as a guide when making these calls in-club. These calls can be made by any staff member in-club, however it is important to thoroughly review the member's profile prior to making these calls. That way, the staff can go in with some knowledge around what this member has been doing in the club, any classes they have attended or comp sessions they can be booked in for.

Please click [here](#) to access these call scripts.

## IN-CLUB SERVICES & MAKING RECOMMENDATIONS

### FIIT30

Fernwood's HIIT-based small group training program designed exclusively for women who are looking to achieve strong results in a short amount of time. FIIT30 sessions are run in groups of 6-10 women and use the principles of high-intensity interval training and functional movement patterns to improve cardio fitness, strength, joint mobility, and stability. It's fun, motivating and dynamic, with each session taken by a specialised Trainer, who changes the workouts regularly to ensure members are constantly challenged and continue to see results.

**Benefits to members:** Members can be motivated and get maximum results in a short amount of time. Encourage members to join their FIIT30 tribe, a supervised setting with other members in a social environment.

### REFORMER PILATES

View reformer Pilates toolkit [here](#).

Reformer Pilates is a fantastic mode of movement for all members and can help target results from weight management to core strength and stability, and injury care and recovery. The use of a reformer bed takes the discipline of Pilates to a new level, offering a challenging, low-impact, high-intensity workout for the whole body. Fernwood ensures a range of reformer Pilates classes are on offer to ensure members' needs are met across the board, for example a traditional reformer Pilates class will deliver fundamental exercises for full body strength and mobility, alignment, general and targeted conditioning and toning as well as a centralised focus on core strength and stability. Whereas a Cardio or Jump class will focus on the above, with the added layer of intensity through aerobic and anaerobic conditioning.

**Benefits to members:** A fun and enjoyable mode of exercise that you can feel working straight away, high-intensity exercise for weight management and fitness goals without heavy impact on joints, a variety of results may be gained across a range of class offerings, full body or targeted workouts, teaches mindful movement and the body breath connection, boosts overall wellbeing.

# 8 WEEK Journey NEW MEMBER EXPERIENCE TOOLKIT



## PERSONAL TRAINING

This is a one-on-one service all Fernwood gyms offer to help members achieve their goals. Our Personal Training sessions have been designed to give members maximum results in the shortest possible time. Created especially for busy women, our 30-minute sessions are tailored to the individual to help them achieve the results they are looking for.

**Benefits to members:** Provides accountability and structured, supervised workouts to achieve maximum results in the shortest amount of time.

## FOOD & MOOD

View Food & Mood section in the Nutrition toolkit [here](#).

Food & Mood is a 2-phase (2 x 6 weeks) nutrition and mindset program for women who want to:

- ▶ Kickstart weight loss/weight management.
- ▶ Create meaningful and healthy goals for both inner health and physical aesthetics.
- ▶ Work on their relationship with themselves and with food.
- ▶ Boost inner health, vitality and increase energy levels.
- ▶ Support their physical training program with nutrient dense, wholefoods and a bulletproof mindset.
- ▶ Incorporate meditation, mindfulness and breathwork into their health and wellbeing schedule.

Each Food & Mood Program phase (phase 1 and phase 2) can be done separately with a break in between or back-to-back. Each phase incorporates mindset, motivation and most importantly, delicious healthy food as the foundations for success.

The program aims to support members on their health and/or weight management journey. Combining Mediterranean eating principles with powerful mindset and behavioral coaching, Fernwood's Food & Mood program aims to facilitate personal development, including how women think and feel about themselves and their food. It offers practical nutrition tools, including recipe plans, a comprehensive journal and workshops for women who want healthy and sustainable results.

### The program includes:

- ▶ Weekly Food & Mood workshops (run in-club or online)
- ▶ Mindset and mindfulness activities including meditations and breathing exercises
- ▶ Weekly online content
- ▶ Recipe plans and nutrition tasks
- ▶ Food & Mood journal (hard copy)
- ▶ Additional resources on weekly topics
- ▶ And much more

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



### Benefits to members:

- ▶ All-inclusive nutrition and mindset program – takes the guess work out of what and when to eat for optimal health and wellness results.
- ▶ Supports positive mindset and behaviors through the natural ups and downs of a successful health and wellness journey.
- ▶ Community and group-focused program that develops friendships and strong support networks throughout the program and beyond.
- ▶ Results include, weight management, improved health parameters, improved mental health and wellbeing, improved relationship with oneself, more energy and vitality, better sleep, healthier lifestyle habits long term.

### GROUP FITNESS

Performed in a group with an instructor, Group Fitness classes are a fun and interactive way to get the body moving, increase cardiovascular fitness, build musculoskeletal strength and more! Group Fitness class styles range from strength, cardio, dance and wellness. They provide a social and motivating environment to your members and are a great entry point into a fitness program. Group Fitness allows you to service a large number of members at once, which becomes increasingly important as your club numbers grow.

**Benefits to members:** Promotes weight loss, increases energy, tones and sculpts the body, delivers balance in the wellness space and provides variety of exercise for all fitness levels. Group Fitness develops a healthy relationship with exercise.

## ONLINE PROGRAMS & MAKING RECOMMENDATIONS

### New Member Programs via PRESCRIBE

These interactive member programs can be assigned to the members Promywellness profile to be viewable in the Fernwood App. Please note only one of these programs should be assigned depending on their level of confidence on the gym floor. The beginner program prescribes pin loaded exercises only, whilst the advanced program although basic, offers training with free weights.

- ▶ New Member Beginner Program
- ▶ New Member Intermediate Program
- ▶ New Member Advanced Program

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



### PRE-NATAL PROGRAM – MOVING FOR TWO

View pre-natal program toolkit [here](#).

## Welcome to our Pre-natal Program



Pregnancy is such a special and exciting time, during which it is really important for women to maintain happiness and health in both body and mind.

This pre-natal program has been developed to help guide women through this journey to help them reap the many benefits of safe, appropriate and effective pre-natal exercise.

The program provides detailed information and education on the following key pre-natal topics:

- ▶ Exercising safely
- ▶ Managing changes
- ▶ Pelvic floor
- ▶ Core strength
- ▶ Pregnancy nutrition

It is also divided into 3 additional sections, devoted to the individual trimesters. Each of these sections covers specific information relative to that trimester and presents two programs to complete during those weeks: Trimester 1: weeks 1-12; Trimester 2: weeks 12-28; Trimester 3: weeks 28-40.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



### Benefits to members:

- Keeping active and engaged during pregnancy when there is potential to lose focus at the gym.
- Ability to exercise safely and effectively during pregnancy.
- Receive education on safe exercise during pregnancy, including all factors that should be considered when keeping active during this time.
- Receive basic nutritional advice around how the diet should evolve during pregnancy, particularly in regard to pre-natal exercise.

### MEDITATION & MINDFULNESS PROGRAM

View Mindfulness & Meditation program toolkit [here](#).

The 28-Day Intro to Meditation and Mindfulness Program is a fully-online program available to members (and non-members) to educate, guide and facilitate a simple and regular meditation and mindfulness routine. This program supports mental and emotional health and provides balance to the physical workouts and exercise plans members complete in-club and at home, offering a holistic approach to their overall health and wellbeing. This program enhances results through encouraging rest, digest and recovery states within the body.

Participants can work through the program at their own pace, though we recommend it is completed in the 4-week timeframe intended.

This program is perfect for women who want to

- Learn to slow down, de-stress, and clear their mind.
- Support their physical fitness routines with restorative relaxation practices.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



- ▶ Explore the benefits of these ancient practices.
- ▶ Understand how to adopt these practices realistically into their everyday life.
- ▶ Or simply satisfy their curiosity to understand these practices in more detail.

### Benefits to members:

- ▶ Reduce stress
- ▶ Manage mental and emotional challenges
- ▶ Improve sleep
- ▶ Supports exercise recovery response to training
- ▶ Improve focus and concentration
- ▶ Stay connected to fitness and wellness goals and objectives

## COMMUNICATIONS TEMPLATES WELCOME EMAILS

New members will receive the following series of six welcome emails upon signing up. The series runs over six weeks, with one email received per week from sign-up. Each email contains a combination of videos about all that Fernwood has to offer, call to actions to encourage retention, plus offers such as free class passes for friends and promotions from external partners.

**Welcome email 1** – sent 1 day after start date. Welcome to Fernwood, looks at the perks such as Pulse, how to access the app and registering your online account.

**Welcome email 2** – sent 7 days after start date. Specifically looks at Pulse and what it has to offer from recipes to workouts. Also notes in-club etiquette and strength/weight training classes.

**Welcome email 3** – sent 14 days after start date. Discusses DOMS with a video about the importance of stretching. Looks at the benefits of PT. Recommendation to book a PT session at reception if they haven't already.

**Welcome email 4** – sent 21 days after start date. Nutrition tips and guidance, plus a link to our blog article about how food can impact mood.

**Welcome email 5** – sent 28 days after start date. Covers wellness offerings – mat and reformer Pilates, yoga, and paid 28-day Meditation & Mindfulness program, plus 10% off meditation program with link to online shop.

**Welcome email 6** – sent 35 days after start date. Looks at group fitness classes on offer with video about the classes. Looks at the benefits of FIIT30/FIITRIGHT and recommendation to try it if they haven't already. Includes a free 7-day guest pass for a friend – email to be presented in-club to redeem offer and friend must be with the member.

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



### PLUS

Email 7 - check in with members sent 60 days after joining.

The template consists of a collage of five images: four smaller photos at the top showing women in various fitness classes (group fitness, strength training, pilates, and socializing) and one larger photo at the bottom left showing a woman smiling. Overlaid on the center of the collage is the word "FOR WOMEN" in a large, white, cursive font. In the bottom right corner of the collage, there is a circular play button icon over a video thumbnail showing a woman smiling. The Fernwood Fitness logo is in the top right corner of the collage area.

Hi [First Name],

Have you attended a group fitness class? We have so many different classes available including strength-based, cardio, dance, yoga and more.

Tap the video below to learn more about group fitness at Fernwood.

A video thumbnail featuring a woman smiling, overlaid with a large circular play button icon.

EXAMPLE FROM WELCOME EMAIL 6

## NEW MEMBER TESTIMONIALS

Testimonials are a fantastic opportunity to let your members become brand advocates, which builds trust, credibility, and brand power.

After their first eight weeks, when a member has just had a fantastic induction to Fernwood, received heaps of support and guidance and has achieved great results, we want to capitalise on this and encourage her to leave a positive review or testimonial.

Leads and prospects will naturally trust testimonials (just in the way they would a personal recommendation from a friend) more than branded marketing collateral; so capturing testimonial content adds more weight to their purchase decision. In order to gather interest from your members for capturing testimonial content you can:

- ▶ Have a 'share your journey' enquiry poster at reception to gather interest from members who would like to share their stories.
- ▶ Upload a post on your social media to encourage members to reach out to you via direct message with their interest to share their stories.
- ▶ Approach members in-club whom you know have achieved great results and ask them if they are interested in sharing their stories.

Video content far outperforms static, so it is recommended to film video testimonials and set aside some time for the member to visit the club and record. You can send the below video script to the member in advance, so they have time to prepare responses. These videos can then be used for social media content and advertising.

## SHARE YOUR FERNWOOD JOURNEY VIDEO TESTIMONIAL FILMING SCRIPT

**Intro:** "Hi, my name is X and I am from Fernwood X"

**What was your health and fitness like before starting at Fernwood, and what is it like now?**

(E.g. weight, energy, strength, mindset, etc.)

**What was your 'light bulb' moment – the decision that drove you to join Fernwood?**

**Why did you choose Fernwood (over other gyms or programs)?**

(E.g. Has a good atmosphere and is women-only which makes me feel comfortable)

**What type of training/services/programs do you enjoy at Fernwood?**

(E.g Group classes, PT, FIIT30, Food & Mood)

**What do you think was your key to success?**

**How do you keep motivated?**

**What advice would you give to someone thinking about joining Fernwood?**

# 8 WEEK Journey

## NEW MEMBER EXPERIENCE TOOLKIT



If members would prefer not to be filmed, you can still share the above questions, just ask for written responses. You can then re-purpose snippets of these as quote for social content as per the below templates available on [Canva here](#).

## SHARE YOUR FERNWOOD JOURNEY

### STATIC SOCIAL POSTS

