

LAUNCH DAY/OPEN DAY Reformer Pilates

3 Phases of Presale

Phase 1

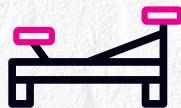
4 weeks duration
(weeks 8-5
pre-launch)

Phase 2

4 weeks duration
(weeks 4-1
pre-launch)

Phase 3

1 – 4 weeks
duration
(opening offer)



Establish what Reformer products & memberships will be available in your club including standard (full) pricing.

Not ALL reformer offerings need to be promoted/ discounted in pre-sale.



Ensure your products & memberships are set up in Exerp prior to pre-sale.
(email helpdesk@fernwoodfitness.com.au to get these set up).

Objectives

- Launch a premium Fusion Reformer studio.
- Build community awareness and drive reformer enquiries.
- Accelerate lead generation & convert leads into memberships.
- Improve the club's absorption rate of user-pay activities, therefore **strengthening yield and retention**.
- Cover set up & launch costs by opening with enough paying members.
- Identify bed capacity & **create cash flow forecast for pre-sale**.



Outgoing calls to leads

- **Objective** is to **build rapport** and book an appointment for within 48 hours
- **Refrain from offering pricing** or membership styles over the phone.
- **Booking an appointment** gives opportunity to provide further information.

NB: Use your GTKY form (intranet) when speaking with a prospect on the phone and booking the appointment. Jot down all relevant information & add notes to EXERP.

Operations- Checklist

- Pre-sale budget** set
- Reformer Beds and equipment ordered** and delivery date set.
- Recommend 1 or 2 **reformer beds visible in club during presale** as early as possible to raise awareness AND to facilitate reformer inductions.
- Fusion Reformer studio designed **in line with Fusion branding** & compliance.
- Teacher Training booked/completed** for existing Cert IV staff in Mat and Reformer Pilates.
- Additional Reformer Instructors recruited** (considering need for covers).
- Strategically include Mat Pilates** classes on club timetable
- Timetable** planned and budgeted.
- Work out your full/standard Reformer offerings and work backwards to reach your **3 phased pre-sale prices and offerings.**
- Request **Reformer products & memberships to be set up in Exerp** via helpdesk before you start selling.
- Ensure you have a **solid marketing plan.**
- Plan your LAM and communications** – Socials, Email, Call lists, SMS etc.
- Organise **collateral**, signage and banners where required.
- Order socks/ bands/ items from SFM for merch & giveaways.
- Plan to attract new members into the Reformer studio and not only existing members through Local marketing campaigns and outreach.**
- Running sponsored ads & regular teaser posts on **Socials.**
- Register Your Interest (Call to action) Facebook/Instagram stories
- QR codes** on printed collateral/ digital assets for online join.
Recommended contact: Nathan Harbor nathan@webengage.com.au
- Partner with local businesses** for mutual business partnerships
eg- open day activities, give aways or swapped benefits.



Make sure your community knows about your launch!

TASTER CLASSES

- Scheduled especially for the day/ week/ launch
- Consider running them at peak times- early morn, mid morn, evening
- If you are running an 'Open Week' you may want to stagger the classes

CLASS PASSES FOR LOCAL AREA MARKETING

- Put flyers / free class passes in local business areas, eg. hairdressers, salons, day- care, shops, dance schools etc

WORK WITH LOCAL BUSINESSES

- Don't be afraid to door knock around your community!
- Invite local businesses to promo/ have stands in your members lounge
- Build partnerships with relevant businesses so you can work together again!

REFORMER INDUCTIONS

- Have a couple extra staff/ reformer instructors working on the day

SPECIAL REFORMER WORKSHOPS/ EVENTS

- Beginner, technique, generic, pinot & Pilates etc

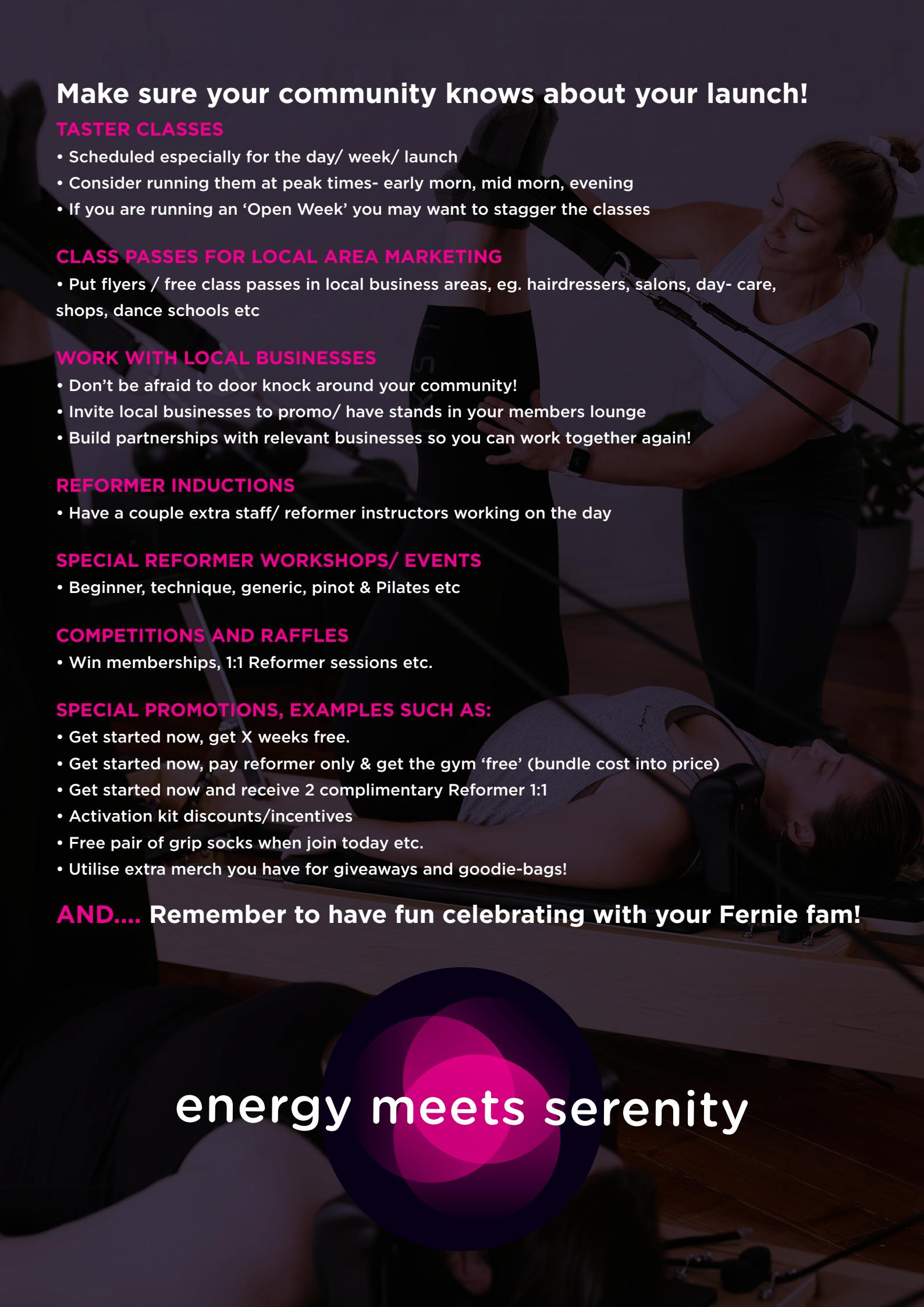
COMPETITIONS AND RAFFLES

- Win memberships, 1:1 Reformer sessions etc.

SPECIAL PROMOTIONS, EXAMPLES SUCH AS:

- Get started now, get X weeks free.
- Get started now, pay reformer only & get the gym 'free' (bundle cost into price)
- Get started now and receive 2 complimentary Reformer 1:1
- Activation kit discounts/incentives
- Free pair of grip socks when join today etc.
- Utilise extra merch you have for giveaways and goodie-bags!

AND.... Remember to have fun celebrating with your Fernie fam!

A woman is performing a pilates exercise on a reformer machine. She is lying on her back with her legs raised and bent at the knees. Her feet are strapped into a footbar, and she is holding onto the handles of the reformer. The machine has black straps and a wooden frame. The background is a plain, light-colored wall.

energy meets serenity