



Get started
between 6th & 12th
November with **zero**
onboarding fees

\$

ZERO
DOLLARS
ZERO
EXCUSES

NOVEMBER 2023

**CAMPAIGN
TOOLKIT**

FITNESS
fernwood®

ZERO DOLLARS ZERO EXCUSES

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CAMPAIGN TOOLKIT

NOVEMBER 2023 CAMPAIGN

JOIN IN NOVEMBER WITH ZERO ONBOARDING FEES

For a detailed look at executing a successful campaign, please refer to our Master Toolkit. View the toolkit [here](#).

CAMPAIGN OVERVIEW

TYPE: LEAD-GEN

FOCUS: LEAD-GEN

OFFER: Join in November with zero onboarding fees.

- The purpose of this campaign is to position Fernwood as a supportive health club that provides a premium experience, while driving new leads and new memberships using an exclusive / limited time targeted offer.

CAMPAIGN OVERVIEW

November 6 – November 12, 2023.

Clubs have the option to extend their campaign to finish at the end of the month if they wish.

CAMPAIGN LEADS

- Campaign leads will be sent to the clubs to call to ask about their goals, book a tour and discuss the promotion.

<https://www.fernwoodfitness.com.au/campaign/zeroexcuses>

** Note: lead form won't be published live until closer to campaign start date.

TERMS & CONDITIONS

Offer valid from 6th November 2023 until 12th November 2023, on new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The new member will receive \$0 onboarding fee. Some clubs may charge an access pass and/or an activation kit fee. Offer valid for the first 20 new memberships at participating clubs only. Fernwood Fitness clubs are women's only fitness centres. Not valid in conjunction with any other offer.

MARKETING COLLATERAL & RESOURCES

The NSO Marketing team will provide a set of marketing assets via Canva.

Access all campaign assets [here](#).

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COMMUNICATIONS

The following national emails will be sent on behalf of all Fernwood clubs in November (excluding those that have opted out).

DATE	TYPE	TARGET AUDIENCE
Monday, November 6	National campaign launch	<ul style="list-style-type: none">➤ Contacts, leads, prospects, active trials➤ Past trials➤ Cancelled members
Sunday, November 19	National newsletter <i>**All clubs to remain opted in**</i>	<ul style="list-style-type: none">➤ Active & frozen members➤ Contacts, leads, prospects, active trials➤ Past trials➤ Cancelled members

HOW TO SELL THIS CAMPAIGN

How to Convert the \$0 Joining Fee November Campaign

The Biggest Mistakes with \$0 Joining Fee Campaigns:

- A. Leading the conversation with the discount
- B. Not talking about goals
- C. Not asking for the sale
- D. Assuming the discount will do all the work
- E. Cutting corners in the sales process
- F. Allowing prospects to use the “I need to think about it” excuse.

Sales Prep:

1. What is your onboarding for Flexi? (Suggestion is to not discount it at all – it would be cheaper for the member to pay the exit fee on 12/18 month if they left early)
2. What is your fob / club access charge if you want to charge that? (eg \$69,\$79, \$99 or maybe nothing if they add on services from the start)
3. What are your services that you are going to encourage the member to put the onboarding savings towards to maximize their results for Summer?

Sales Tips:

- Call any leads immediately when they come through to book a club tour (see scripts in the sales manual)

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- Use urgency and ensure you make 4 contacts in the first 24 hours as per the flow chart as this when prospect is highly motivated.
- Use the 2 option close to book a club tour “morning or afternoon”
- Avoid sending any enquiry information or timetables as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built)
- Use the GTKY form and ask deeper more specific questions about their goals
- Ensure you are ALWAYS talking about health and fitness goals before you talk about the offer. The offer needs to be the solution not the draw card.
- Get the specific goal and deadline they want to achieve their goals by
- Show them the services and how they will benefit from using them
- Suggest two memberships “From what you have said, I recommend the Focus and the Flourish membership. Focus is a small 12 months at \$___ a week and Flourish is our 18 month loyalty rate of \$___ a week. Both usually have an onboarding fee of \$209 and today if you get started it is zero, you have an amazing opportunity right away! Which option suits you best?”
- Encourage them to spend the onboarding money on other services to boost their Summer results like Hypoxi, Personal Training, FIIT30 or Reformer.
- Close the sale out on the day – NO ONE needs to think about it – what they need is to take action and they need you to motivate them to do it. Be inspiring! Zero Excuses is the theme. “Is it the membership or the services that is concerning you?”
- If someone wants a shorter term membership, drop close to the Flexi with the full joining fee. Suggest that it might be more cost effective for them to take on the 12 or 18 month option and pay the cancellation fee should they decide to leave early – this would be a cheaper way to do it given that the onboarding fee is \$0 in the first 2 weeks of November
- Send out your close out message on Monday 9th November and do a mini close out for clubs ending the campaign on the 12th. You don’t need to add anything more, just create urgency that this offer is finishing. “Your Summer program is here. Start now and your health and fitness journey and save \$XXXX before 8pm Nov 12th. Zero onboarding fees, zero excuses. Call XXXX”
- For those running the campaign extended, let the public know “Due to public demand, this promotion has been extended to (X date). Hurry, won’t be offered again this year.”
- For those running the campaign extended, close 2-3 days before your last day and do the same as above (see the Sales Manual for close out process)