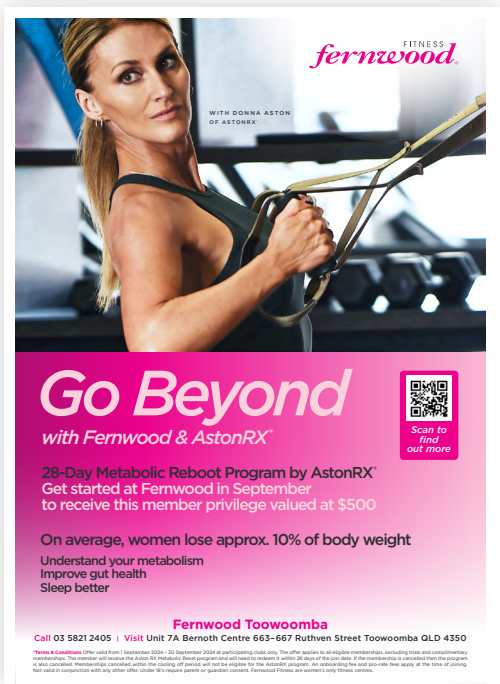




# Go Beyond

28-Day Metabolic Reboot  
Program by AstonRX®

SEPTEMBER 2024  
LAUNCH TOOLKIT



## Key Dates

### LAUNCH DATE

Sunday 1st September 2024

## What you need to know

### LAUNCH TYPE

Join

### LAUNCH FOCUS

Lead Generation

### LAUNCH OFFER

New members receive the AstonRX 28-Day metabolic reboot (valued at \$500) when they join.

Please refer to our Master Toolkit for detailed information on executing a successful marketing launch. View the toolkit [here](#).

### LEADS

Prospective leads will be encouraged to fill out the following lead form to find out more about their local Fernwood club and receiving their member privilege.

[Campaign Lead Form - Click here](#)

\* Note: lead forms will be live 2 weeks before the launch

### OPERATIONS

- The program will automatically apply to new memberships.
- All new members will automatically receive an AstonRX on-boarding e-mail on the 3rd day of their membership.

### TERMS AND CONDITIONS

The offer is valid from 1 September 2024 and applies to all eligible memberships, excluding trials and complimentary memberships. The member will receive the AstonRX Metabolic Reset program and will need to redeem it within 28 days of the join date. If the membership is cancelled, the AstonRX program is also cancelled. Memberships cancelled within the cooling off period will not be eligible for the AstonRX program. An onboarding fee and pro-rate fees apply at the time of joining. Not valid in conjunction with any other offer. Under 18's require parent or guardian consent. Fernwood Fitness are women's only fitness centres.



## Marketing collateral and resources

The NSO Marketing team will provide a set of marketing assets to support the campaign via Canva. [Click here.](#)

+ A5, A4, A3 & A1 Posters

+ VMO Screens

+ DL Flyer

+ Instagram & Facebook Post (Static and Video)

+ Facebook Cover Image

+ Email Banner (Talkbox)

+ Email Signature (Staff Email Signatures)

## COMMUNICATIONS

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

Date	Type	Target Audience
Sunday 1 September	September Launch	<ul style="list-style-type: none"><li>➤ Contacts, leads, prospects- last two years</li><li>➤ Past trials – last two years</li><li>➤ Cancelled members – last two years</li></ul>
Sunday 15 September	National Newsletter	<ul style="list-style-type: none"><li>➤ Active &amp; frozen members – last visit within 45 days</li><li>➤ Contacts, leads, prospects, active trials – last two years</li><li>➤ Past trials – last two years</li><li>➤ Cancelled members – last two years</li></ul>

**\*\*All clubs to remain opted in\*\***

## HOW TO SELL THE LAUNCH

The key to selling this promotion is to identify weight loss, nutrition, energy, digestion issues and their fitness goal. The AstonRX program is complimentary for new members, therefore it is a huge value add to compliment their fitness goals.

### Phone Tips:

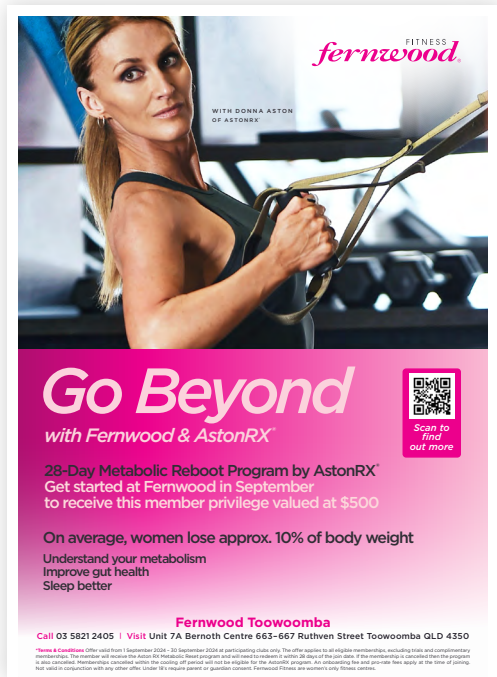
- Use the scripts for general membership leads.
- Use urgency and ensure you make 4 contacts in the first 24 hours as per the flow chart, as this is when the prospect is highly motivated.
- Ensure you are ALWAYS talking about health and fitness goals before you talk about the offer. The offer needs to be the solution not the draw card.
- 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).



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## Face to Face Sales Tips

- Use the GTKY form and ask deeper more specific questions about their goals.
- Find out what the goals mean to them on every point.
- Get as many ticks across the boxes as you can to increase value for money and prevent financial objections. Specifically try to identify weight loss, nutrition, energy or digestion issues as well as their fitness and strength goals.
- Get the specific goal and the deadline they want to achieve this by.
- Show them the services and how they will benefit from using them.
- Once you have finished the GTKY form, take your client on a tour and explain to them that new members receive the AstonRX 28-Day metabolic reboot (valued at \$500) when they join.

➤ 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, you’ll receive the AstonRX 28-Day metabolic reboot (valued at \$500) which will accelerate your results and help you to feel better. Which option suits you best?”

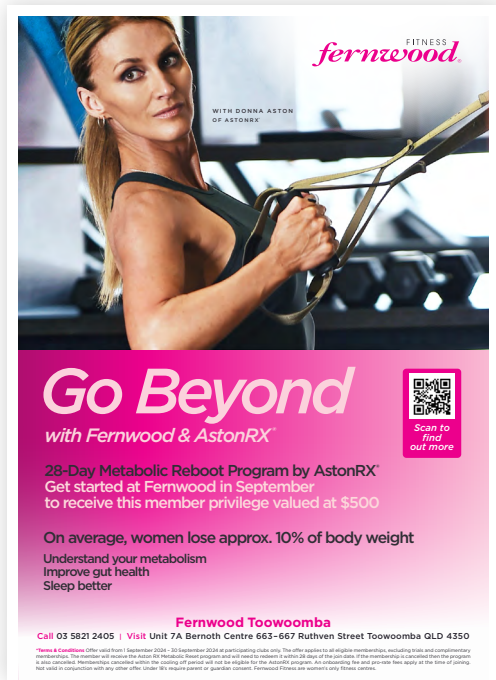
## Closing

- 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! Ask “Is it the membership or the services that is concerning you?”
- If someone wants a shorter-term membership, ask them “Is there a particular reason why you need a shorter-term membership?” Solve the objections with solutions and ask them to get started again “So which option are you leaning towards?” “If you don’t start now, then when?”

## Close out: Suggestion for Close out September:

- Start your close out calls on 23rd September using the script in the manual on the original offer.
- “Hi \_\_\_\_\_, it’s Amanda calling from Fernwood Fitness at \_\_\_\_\_. I’m just giving you a quick call to see if you are ready to get started on your health and fitness goals and remind you that if you get started this month you’ll get the AstonRX 28-Day metabolic program FREE (value \$500!), it’s such a great time to start. We’d love the opportunity to help you \_\_\_\_\_ (goals)”. Are you ready to get started on these? That’s fantastic, would this morning or this afternoon suit you best to come down to go through the details?”





- “..... With our club designed to help with your fitness needs and the AstonRX 28-Day complimentary to help with nutrition, what more could you be waiting for?”
- No - “What is preventing you from starting? What can I do to help you move forward?”
- “Can we book you a tomorrow or Wednesday to come down and run through the options again?”

### Close Out Text

- Send out your close out message on Thursday 26th. program and get the AstonRX 28-Day metabolic program
- “Spring into wellness, get started on your fitness and get the AstonRX 28-Day metabolic program FREE (value \$500) + (your bonus offer if needed) Call XXXXX or join online <https://www.fernwoodfitness.com.au/join> or message back YES!”

- Note if you want them to message back, please opt for 2-way SMS.