

# GO FULL STRENGTH WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 OCTOBER 2024  
CAMPAIGN TOOLKIT



## Key Dates

### CAMPAIGN STARTS

Tuesday 1st October 2024

### CAMPAIGN ENDS

Thursday 31st October 2024

## What you need to know

### CAMPAIGN TYPE

Lead Generation

### CAMPAIGN FOCUS

Join

### OFFER

**New joins:** All new members who get started on a 12 or 18-month membership will receive an exclusive offer of 21 days free FIIT30 added to their membership.

**Existing members:** A member will receive up to 21 days free when they upgrade to FIIT30 in club.

There are 2 add on products in Exerp for clubs to upgrade their existing members.

1. FIIT30 flexi (subscription add on).
2. FIIT30 results 12 week commitment (subscription add on).

It is up to the club to decide what the internal upgrade offer is.

For example 21 days free FIIT30 when members upgrade to a FIIT30 results 12 week minimum commitment.

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

### CAMPAIGN OBJECTIVE

**Primary objective:** Drive new leads into the club with 21 days of FIIT30 for free.

**Secondary objective:** Drive leads existing members to upgrade memberships with FIIT30.

### CAMPAIGN LEADS

Prospective leads will fill out the following lead form to find out more about the October offer and their local Fernwood club.

[Campaign Lead Form - Click here](#)

# GO FULL STRENGTH

WITH **FIIT30**

POWERED BY  
THE HIIT FACTORY.

FIIT30 OCTOBER 2024  
CAMPAIGN TOOLKIT



## Marketing collateral

[Click here](#)

+ A4, A3 & A1 posters

+ DL flyers

+ VMO screen

+ Instagram & Facebook posts

+ Treadmill digital screens

+ Email banners

+ Pull up banner artwork – use the artwork in Canva to purchase pull up banners to set up in your reception areas

## OPERATIONS

**New joins:** For new members, the 21 days of FIIT30 will automatically apply to valid 12- or 18-month standard memberships when processing in club or purchasing online memberships.

**Please note:** For clubs wanting to give 21 days free on FIIT30 memberships (gym access + FIIT30), you will need to use the code: **21DAYSFIIT30** to apply the free 21 days for online and in club.

**Existing members:** For existing members, Fernwood clubs will need to process the FIIT30 add-on manually to their existing membership as per normal.

All clubs will have 2 products in their front desk to process the free FIIT30 time for your existing member upgrades.

1. 2 weeks FIIT30
2. 21 days free FIIT30

When processing the add on, you will need to choose the start date for the add on to commence in 21 days' time and then process the front desk product to give the member their free access.

This will ensure that the members debit for FIIT30 commences after their free time period.

## TERMS AND CONDITIONS

Offer valid from 1 September 2024 – 31 October 2024 at participating clubs only. The offer for new memberships applies to new 12- and 18-month memberships only. Some clubs may require you to purchase a FIIT30 Membership type to be eligible for this promotion. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The member will receive 21 days free of FIIT30. The 21 day period starts from the signed start date of the membership and will automatically expire after 21 days. For current members when upgrading to a FIIT30 12-week minimum contract, you will receive 14 days free and for an upgrade of 12 months a period of 21 days free.

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 OCTOBER 2024  
CAMPAIGN TOOLKIT



The FIIT30 sessions are only available to be used at the home club of your membership. 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.

View the assets [here](#).

## COMMUNICATIONS

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

Date	Type	Target Audience
<b>Tuesday 1 October</b>	October 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>
<b>Sunday 13 October</b>	October Launch  **All clubs to remain opted in**	<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>

## HOW TO SELL THE CAMPAIGN

### SALES TIPS

#### Phone:

- Use the scripts for incoming leads.
- Find the reason why FIIT30 attracted the lead "What's made you enquire about our FIIT30 program?"
- Leads are the hottest in the first 24 hours. 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."

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 OCTOBER 2024  
CAMPAIGN TOOLKIT



- Avoid sending any enquiry information, timetables or discussing hours of session times 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).

## Face to Face:

- 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 finance objection.
- 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
- Ensure we are finding issues the lead has that FIIT30 can solve e.g. FIIT30's key attributes are:
  - *Accountability*
  - *Motivation*
  - *Support*
  - *Community of like-minded women*
  - *Maximum results in the quickest time*
- 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 a bonus of three weeks of FIIT30 small group training for free. Which option suits you best?"

## FIIT30 BONUS:

- Identify customers that are looking for overall strength, upper body strength, quick results, accountability, motivation and community.

## 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?"



# GO FULL STRENGTH

WITH **FIIT30** 

POWERED BY  
THE HIIT FACTORY.

**FIIT30 OCTOBER 2024  
CAMPAIGN TOOLKIT**



- 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 October: Start your close out calls on Monday 21st October using the script in the manual on the original offer creating urgency as the offer is ending.
- Send out your close out message on Monday 28th October “Get maximum results in the quickest time with 3 weeks of small group training FIIT30 when you get started this month. Hurry offer ends 8pm Oct 31st. Call XXXX”

- Include Aston RX: “Get maximum results in the quickest time with 3 weeks of small group training FIIT30 + Aston RX Nutrition Program (Value \$500) when you get started this month. Hurry offer ends 8pm Oct 31st. Call XXXX”
- Option to send out a special close out on Platinum memberships:
- “Get maximum results in the quickest time with 3 weeks of small group training FIIT30 when you get started this month + BONUS 10% off all Platinum Memberships. Hurry offer ends 8pm Oct 31st. Call XXXX”

## Next Month Upgrade:

The following month use the sales performance report – change the dates to October and go to the gross sales report and call all the new members and upgrade them to FIIT30 membership or add-on Platinum once they are in their last 5 days of their free time.