

# \$0 ONBOARDING FEE ZERO DOLLARS ZERO EXCUSES



AUGUST 2024  
CAMPAIGN TOOLKIT



Fernwood Toowoomba  
Call 05 5821 2405 | Visit Unit 7A Bernoth Centre  
663-667 Ruthven Street Toowoomba QLD 4350

fernwood FITNESS

## Key Dates

### CAMPAIGN STARTS

Thursday 1st August 2024

### CAMPAIGN ENDS

Thursday 15th August 2024

## What you need to know

### CAMPAIGN TYPE

Lead Generation

### CAMPAIGN FOCUS

Join

### OFFER

\$0 onboarding fee when you join on a 12- or 18-month membership.

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

### CAMPAIGN LEADS

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

[Campaign Lead Form - Click here.](#)

*\* Note: lead forms will be live 2 weeks before the campaign start date*

### OPERATIONS

- For clubs interested in extending the offer beyond August 15th, please submit a Helpdesk ticket to request an extension by 18 July.
- For in club joins, clubs can use the following code to apply the offer: **ZERO24**
- For online joins the offer will automatically apply to eligible memberships.

### TERMS AND CONDITIONS

Offer valid from 1st August 2024 until 15th August 2024, 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. A pro-rate fee will still apply at the time of joining. Some clubs may charge an access pass

# \$0 ZERO DOLLARS ZERO EXCUSES

ONBOARDING FEE



AUGUST 2024  
CAMPAIGN TOOLKIT



## 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)

and/or an activation kit fee. Offer valid at participating clubs only. Fernwood Fitness clubs are women's-only fitness centres. Under 18's require parent or guardian consent. Not valid in conjunction with any other offer.

## COMMUNICATIONS

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

Date	Type	Target Audience
Thursday 1 August	August Campaign 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 18 August	National Newsletter  **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

Successfully selling the campaign involves a comprehensive approach across phone calls, face-to-face meetings, and strategic close-outs to emphasise urgency, personalised benefits, and compelling offers, ensuring every interaction drives conversion and builds lasting member relationships.

### Phone Tips:

When making phone calls to your campaign leads, it is important to follow these tips:

- Call any leads immediately and book a club tour [see scripts in the sales manual.](#)
- Use urgency and ensure you make 4 contacts in the first 24 hours as per the flow chart, as this is when prospect is highly motivated.

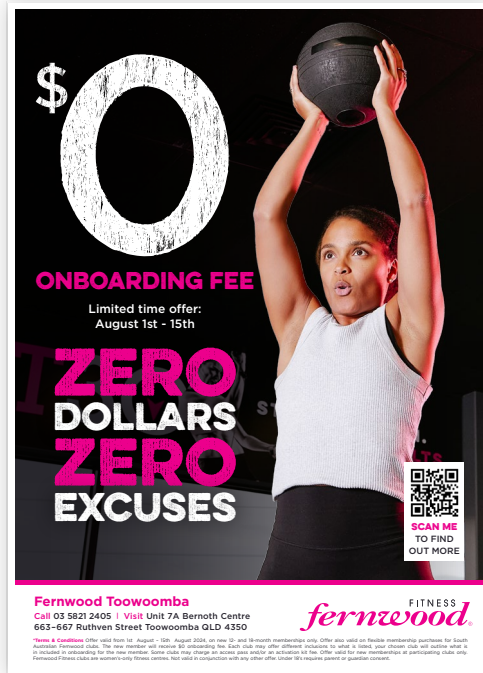


- Include all goals and reasons why someone is enquiring in the comments section of the CRM so the next staff member who calls can maximise the call.
- Use the 2-option close, to book a club tour “morning or afternoon”.
- Avoid sending any enquiry information or timetables as this will make it almost 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).
- Avoid sending any enquiry information, timetables or discussing hours of Pilates classes 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 Sales Tips

Face to face is a great time to uncover health goals, highlight membership benefits, recommend tailored options, and drive immediate action towards achieving fitness goals. Use these tips to support your face-to-face sales:

- Use the GTKY form and ask specific questions about their goals. Don't rush this process because of the offer.
- 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 a specific goal and the deadline they want to achieve this by.
- Explain the new member journey and build value for the savings they are making on the onboarding fee.
- 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 \$0, you have an amazing opportunity right away! Which option suits you best?”
- Encourage them to spend the onboarding money on other services to support their goals, such as 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 short-term membership option, drop close to the flexi membership 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 August.

### Close Out Tips

As we approach our campaign close-out, it's crucial to create urgency, use the following close out tips:

- Send your close out message on the 12th of August and execute a mini close out for clubs ending the campaign on the 15th. You don't need to add anything more, just create urgency that this offer is finishing. "Summer bodies are made in winter! Start now on your health and fitness journey and save \$XXXX before 8pm August 15th. Zero onboarding fee, zero excuses. Call XXXX"

### Avoid these common mistakes with the Zero Dollar Zero Excuses campaign

1. Leading the conversation with the discount.
2. Not talking about goals.
3. Not asking for the sale.
4. Assuming the discount will do all the work.
5. Cutting corners in the sales process.
6. Allowing prospects to use the "I need to think about it" excuse.