

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



## Key Dates

### PRESALE

1 September – 30 September

### LAUNCH

1st October – 31st October

## What you need to know

As we count down to the highly anticipated relaunch of the revamped FIIT30 program, we're thrilled to have a pre-sale marketing campaign available to you for the month of September.

This exciting relaunch aims to revitalise strength training at Fernwood Fitness, empowering women to build strength through impactful, evidence-based workouts.

We're aiming for an exhilarating start and want to see the FIIT30 space in your club buzzing with energy when the first sessions kick off on October 1st.

To help you achieve this, we've provided everything you need to drive your marketing initiatives and make the presale a STRONG success with great offers for both new members as well as your existing ones.

## THE OFFER

### Existing members:

A member will receive up to 21 days free when they upgrade to a FIIT30 membership across the months of September and October.

If they choose to upgrade to a 12-month minimum term FIIT30 add on, they'll get an additional 21 days of FIIT30 for free.

If they prefer a shorter-term upgrade, they'll receive an additional 14 days of FIIT30.

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

## PRE - SALE OBJECTIVE

- + Reinvigorate and attract new members to FIIT30.
- + Upgrade current members to the new and improved FIIT30.
- + Increase average spend per member.
- + Drive excitement and attract quality leads.
- + Increase visitation for members and their engagement within the club.

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



## Marketing collateral

[Click here](#)

+ A4, A3 & A1 posters

+ DL flyers

+ VMO screen

+ Instagram & Facebook posts

+ Treadmill digital screens

+ Email banners

+ Name badge inserts

- + Boost member experience and connection to community.
- + Increase member fitness results.
- + Increase member retention.

## LEAD PAGE

Prospective leads will be encouraged to fill out the following lead form to learn more about their local Fernwood and FIIT30.

<https://www.fernwoodfitness.com.au/campaign/FIIT30launch>

## 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. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The new 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. 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.

## PRE- SALE SOCIAL STRATEGY

Get excited to promote the new 'Home of Strength Training for Women' across your social media!

Some suggested ideas include:

- A countdown in the lead-up to launch.
- Film your team doing FIIT30 exercises.
- Film a 'speaking to camera' video talking about how exciting the new 'Home of Strength Training for Women' is! (scripts available in Canva). [Click here](#)
- Pictures of staff wearing FIIT30 shirts and badges.

# GO FULL STRENGTH WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



- Videos and reels asking club staff and members about the new FIIT30.
- Use the social assets on Canva and link to the lead form page to drive leads.

Need inspo? Check out the FIIT30 soft launch at [@fernwoodferntreegully!](#)

## PRE-SALE IN CLUB AND LOCAL AREA MARKETING STRATEGY

Your **existing members** are a great way to **drive membership upgrades** to FIIT30. Here are some ideas to help you drive the presale of FIIT30 to your existing members:

1. Ensure all staff are in FIIT30 branded t-shirts to reinforce the presale.
2. Set up staff with FIIT30 badges to foster interactions and spark conversations with members.
3. Use the FIIT30 branded selfie frames to take photos with members in the lead up to the launch. Create “coming soon” content for your socials.
4. Download the existing member offer assets from Canva so you can set up posters around your club and place DL flyers in the member’s lounge.
5. Speak to all your members about the launch coming on 1st October. Talk to them about the exclusive offer available or book them in for a complimentary session.
6. Email or SMS previous FIIT30 members about the new and improved program, communicating that they have the chance to be the first to take up the exciting offer.
7. Create pre-launch classes for VIP’s who sign up during pre-sale.
8. Plan a launch event for the 1st of October – collaborate with local businesses to make it a great event. For example, vouchers for coffee, beauty treatments, protein samples, active wear sales in club for those participating in FIIT30 during launch week!
9. Send out a member newsletter with the launch date, launch offers available and your launch event details! Get your members excited!

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



Pre-sale is a great time to **drive leads** with this exciting new offer! Here are some great ideas on how to market to leads:

1. Download the assets from Canva, use the DL flyers to get out into the community to spread the word. Drop flyers off at local businesses.
2. Set up local paid ads with the pre-sale offer.
3. Set up a referral campaign to capture new leads. Get your existing members to suggest a friend or family member who might be interested in joining FIIT30 with them.

## HOW TO PRE-SELL SCRIPTS AND COVERING OBJECTIONS

- **Primary Target:** Boost pre-sale upgrades to 7-8% and boost Platinum memberships.

- **Second Target:** Anyone that doesn't upgrade books into a complimentary session in launch week.

### Script: Pre-Launch in Club

Get the **reception staff** to use the following script and contact every single member that comes in. **Trainers** can walk the floor with the script too. Buzz and hype needs to be created in the club.

If you have any FIIT30 t-shirts start to get the reception staff to wear them.

### Script: Previous FIIT30 Participants

"Hi..... how are you today? How is your training going? You have tried FIIT30 before, why did you stop?" (listen).....This month we are re-launching our new FIIT30..... program designed by one of Australia's best fitness experts. The new FIIT30 is designed to give our members maximum results in the quickest time with accountability, motivation, support with exercises tailored to boost women's strength. Would this give your training a boost heading into summer?...

Great - we are offering up to 21 days free if you onboard this program and our launch is only a week or so away. Would you like me to add this onto your membership for just \$X extra?"

No - "I would you to book you into one of our launch sessions complimentary? Would morning or afternoon suit you best? How is \_\_\_\_\_ or \_\_\_\_?"

"Yes, I know you'll love it"



# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



## Script: Call to Active Members

“Hi..... how are you today? How is your training going? This month we are re-launching our small group training program FIIT30, have you tried this program yet? ..... (listen) FIIT30 is designed to give our members maximum results in the quickest time with accountability, motivation, support and a specifically designed training session with like-minded people. Could your training do with a boost?...”

Great – we are offering up to 21 days free if you onboard this program and our launch is only a week or so away. Would you like me to add this onto your membership for just \$X extra?”

No – “I would you to book you into one of our launch sessions complimentary? Would morning or afternoon suit you best? How is \_\_\_\_\_ or \_\_\_\_?”

“Yes, I know you’ll love it”

## Script: Call to Members Responding to EDM or SMS

“Hi ..... This is ..... From Fernwood Fitness Club at Suburb...I am calling you as you have registered your interest in our FIIT30 small group training relaunch.

What has made you register?

What are your current fitness goals?

FIIT30 can certainly help with this. The sessions are small group training environments with programmed workouts, motivating music and your instructor to guide you through the workout.

If you want to take advantage of our re-launch offer, you’ll receive up to 21 days of FIIT30 free when you upgrade by adding it to your membership for only \$..... a week or you can also include unlimited FIIT30 and Pilates reformer with our Platinum memberships for \$..... a week. Which one suits you best?

## EDM to Members for Platinum Sale

Want a boost with your fitness and strength results? For 2 days only this Monday “X” and Tuesday “Y” you can receive 10% off our Platinum Memberships. This means you will have full access to Pilates Reformer + our small group training program FIIT30 which is also having a new and improved re-launch. Ask our receptionist or call XXXXX to upgrade. All members that upgrade will receive a ticket into the draw to win .....

## Script for Platinum Sale

“Hi how are you today? How is your training going? .... We are having a 2-day platinum sale, would you like to add our small group training program FIIT30, and Pilates Reformer to your

# GO FULL STRENGTH

WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



membership for 10% off? ..... FIIT30 is designed to give our members maximum results in the quickest time with accountability, motivation, support and a specifically designed training session and Pilates Reformer improve core, hip, and glute strength and stability while toning the whole body. Could your training do with a boost?... Let me help you with that. Would you like me to add this onto your membership for just \$X extra?"

## Objections

### Want to wait until the program launches:

"Let's book you into a complimentary session now so you can try for yourself. Would morning or afternoon suit you best?"

### Timetable Not Ready:

"What time of the day would you like to attend?"  
(Discuss class times and ask again)

"Can we add FIIT30 onto your membership and get you into the program?"

"Let's book you into a complimentary session now so you can try for yourself. Would morning or afternoon suit you best?"

## Finances

"I understand, the program does give you maximum results in the quickest time. It is such great value for money, our personal training sessions are \$50 per session and FIIT30 sessions are unlimited small group training for only an extra \$30 a week. Can you see that you'll get great results with the program?"

"Can we add FIIT30 onto your membership and get you into the program?"

"Let's book you a complimentary session now so you can try for yourself. Would morning or afternoon suit you best?"

## Selling Points:

1. Platinum memberships at point of sale will help boost your FIIT30 program.
2. Members want results and flexibility over value these days. People that are budget sensitive may not be suitable to this program as we are looking for an uptake of 8%. Focus on members that have a high need or would like to have the choice of reformer or FIIT30, then jump into whatever programs suit them that week.
3. Sell the whole package rather than the add on "For only \$69 you can have all our fitness programs at the club including small group training and reformer. That gives you flexibility to choose what you need to do to suit your body's needs. Does that sound like your type of program?"

# GO FULL STRENGTH

## WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



4. Start at platinum and you can always drop close to a FIIT30 program.
5. Focus on goals rather than the actual training. Use the line "Would this give you training a boost heading into summer?" Of course it will. Ask the questions that will make the member in agreement.
6. Avoid working out how many sessions it is per week – focus on the value of maximum results in the quickest time. (They would rather shed their winter body in time for summer than get the value of \$10 per session for 3 x a week). Always show them the benefits towards achieving their goals over the cost per session.
7. Please call it FIIT30 small group training and compare it to the cost of personal training rather than "per class" which will then reduce the value as group fitness is included in the membership.

## Pre-Sale Check List

Item	Timeline	Action	Date Completed
<b>Pre-Launch Tasks</b>			
<b>Price Presentation</b>	All of September	Ensure your sales team are presenting Platinum memberships and add-ons at point of sale.	
<b>Incentives</b>	All of September	Organise fun incentives for your staff such as a scratchy per upgrade or team target commission.	
<b>Prize Options</b>	All of September	Everyone who books for a trial and upgrades goes in the draw to win your prize as a bonus. For example: 'enter to win 6 months of FIIT30' or something external such as a \$500 David Jones gift card.	
<b>Social Organic</b>	All of September	Register your interest reels, stories, posts. Launch week, book your trial.	
<b>Recruitment and Training</b>	All of September	Recruit your FIIT30 coaches and provide training in the sessions for upselling from their sessions. "I would love to see you back here next week. Are you going to continue with FIIT30 sessions?"	
<b>Assets</b>	All of September	Order your assets including FIIT30 shirts and pull up banner display for members lounge area.	
<b>Local Media</b>	5th September	Reach out to local media, newspapers and radio for advertising opportunities.	
<b>Training</b>	5th September	Role play with all reception, sales team and trainers and ensure that they know what to say to members and how to cover objections and build hype.	
<b>Merchandise</b>	5th September	Order FIIT30 t-shirts to sell and give away during launch week. Deck out the whole team with FIIT30 t-shirts during the promo month / launch week. Order T-shirts from SFM via the portal <b>Please note:</b> Clubs can order during the free freight cyclic period 1st to 5pm on 10th of each month or if orders are placed after this, freight will be charged. A transit time of up to 5 working days should be allowed for delivery.	

# GO FULL STRENGTH

## WITH FIIT30

POWERED BY  
THE HIIT FACTORY.

FIIT30 PRE SALE 2024  
CAMPAIGN TOOLKIT



Item	Timeline	Action	Date Completed
<b>Sales Targets</b>	9th September	Set up targets, where is your club now and how many upgrades do you need to get to 7-8%.	
<b>EDM</b>	9th-14th September	Send out emails to members with the soft launch special on FIIT30. Plan around your current communications to members.	
<b>Social Ads</b>	9th-23rd September	Call to action: Register your interest. Call to action: Book trial.	
<b>Letter Box Drop</b>	10th September	Organise print and delivery ready for October launch.	
<b>Calls</b>	14-30th September	Call active members with the script above	
<b>Social Community</b>	14th September	Contact local social media community groups and ask about posts and advertising / providing content.	
<b>Name Badges</b>	15th September	Buy name badge holders from Officeworks and print labels from Canva "Ask me about FIIT30." Give all staff badges to wear.	
<b>Collaboration</b>	15th September	Organise with like-minded businesses such as protein suppliers, smoothies, beauty and active wear retailers to attend the club during launch day and week to drive the in-club launch buzz!	
<b>Table</b>	23rd September	Get a FIIT30 table set up in club and book people for comp sessions and chat about upgrading.	
<b>Balloons</b>	30th September	Order metallic FIIT30 balloons to put up in reception for launch week.	
<b>Selfie Frame</b>	This will be sent to clubs from NSO. <b>Delivery arriving 28 August - 2 September</b>	Check you have received your order and that it is ready to use for launch! You can use it as a presale tool with your staff and current members for social media content.	
<b>SMS 1st day of official launch</b>	1st October	Send an SMS to all current members active and not using FIIT30 offering complimentary session during the launch week.	
<b>Walk floor</b>	Ongoing from 1st October	During peak times walk the floor with a clipboard and ask members if they would like to book a complimentary FIIT30 session during launch week. Fill sessions that are not full with members who are on the gym floor. Offer a comp session straight away and book them in.	
<b>Social videos</b>	Ongoing from 1st October	Video testimonials of members after class.	
<b>Staffing</b>	1st -4th October	Ensure you have enough staff on shift to upgrade members trialing sessions after they come out. The trainer may not have time to process upgrades if they are teaching another session.	
<b>Platinum sale</b>	Last week of October	Consider a Platinum membership sale e.g. 10% for closing out your launch month.	