



Key Dates

CAMPAIGN STARTS

Monday 1st January 2024

CAMPAIGN ENDS

Wednesday 31st January 2024

What you need to know?

CAMPAIGN TYPE

Lead Generation

CAMPAIGN FOCUS

Lead Generation

CAMPAIGN OFFER

Join in January 2024 on a new 12- or 18-month membership and get your first 21 days of membership for free!

The purpose of this campaign is to encourage women to start 2024 their way at Fernwood – whether that's a complete lifestyle change, starting a new exercise routine, or finding more me-time – whatever their health, fitness or wellness goal for the new year, it can be achieved at Fernwood.

This campaign positions Fernwood as a supportive health club that provides a premium experience, while driving new leads and new memberships using a targeted offer during a peak sales period.

CAMPAIGN LEADS

Prospective leads will be encouraged to fill out the following lead form to join and receive their first 21 days of membership for free.

Campaign Lead From - [Click here](#)

Please note - Lead form won't be published live until closer to campaign start date.

CAMPAIGN CODES

Online Joins

No code required and 21 days will automatically apply.

In-club Joins

Use code **MYYEAR** to apply the 21 days free.



Canva Assets

[Click here](#)

+ A4, A3 & A1 Posters

+ DL Flyer

+ VMO Screen

+ Instagram & Facebook Post

+ Facebook Cover Image

+ Email Banner

TERMS & CONDITIONS

Offer valid until 31st January 2024, on new 12- and 18-month memberships only. Offer also valid on flexible membership purchases for South Australian Fernwood clubs. The member will receive the first 21 days of their membership for free. The free time will be added as bonus time in addition to the contracted membership period. An onboarding fee and pro-rate fees apply at the time of joining. Participating clubs only. Fernwood Fitness clubs are women's-only fitness centres.

COMMUNICATIONS

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

Date Wednesday, 3rd January 2024

Type My Year, My Way National Campaign Launch

Target Audience

- + Contacts, leads, prospects, active trials
- + Past trials
- + Cancelled members

Date Sunday 14th January 2024

Type January National Newsletter

*All clubs to remain opted in

Target Audience

- + Active & frozen members
- + Contacts, leads, prospects, active trials
- + Past trials
- + Cancelled members

Date Monday, January 29

Type My Year, My Way campaign - reminder

- + Contacts, leads, prospects, active trials
- + Past trials
- + Cancelled members



SELLING THIS CAMPAIGN

How to Convert the 21 Days FREE January Campaign

Sales Tips

- + Call any leads immediately when they come through to 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 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, your first 21 days are free. Which option suits you best?”

Upselling

- + Encourage your prospect to spend the savings from the 21 days free on other services to boost their Summer results like Build or Burn Transformation, Hypoxi, Personal Training, FIIT30 or Reformer.



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?”
- + Use new years resolutions “If you don’t start now, then when?”

Close Out

- + Suggestion for Close out Jan: add 21 days of Reformer free if they start before 31st Jan. Send out your close out message on Monday 29th January and do a mini close out for January. “Your 2024 New Year New Way fitness program is here. Start now on your health and fitness journey and you’ll receive 21 days FREE plus bonus 21 days of Pilates reformer absolutely free before 8pm Jan 31st. Call XXXX”

HOW TO LOAD THE PROMO BANNER EMAIL SIGNATURE

When adding the promo to your email signature in options also put the hyperlink to the promo page or www.fernwoodfitness.com.au

File – Options – Mail – Signatures – Find your email – add the picture under your signature – right click on the picture – insert hyperlink – www.fernwoodfitness.com.au



FERNWOOD MASTER CAMPAIGN TOOLKIT

Please refer to our **Fernwood Master Toolkit** for detailed information on executing a successful campaign. [Click here](#)