

A woman with brown hair tied back, wearing a dark blue cardigan over a grey tank top and patterned leggings, sits in a meditative lotus position. Her hands are clasped in her lap. The background is a soft gradient of teal and orange, featuring a large, faint lotus flower graphic behind her.

WELLNESS

*Wednesdays*

INFORMATION KIT

FITNESS  
*fernwood*®



## Why Wellness Wednesdays?

There is no doubt the wellness industry is expanding, with more specialised boutique yoga & Pilates studios opening around us. Wellness Wednesdays offer clubs the opportunity to introduce specialised wellness offerings to not only bring new leads, but to build revenue from existing members, help with retention and provide a service for women to help with their overall mental wellbeing.

## What is Wellness Wednesdays?

The Wellness Wednesdays (WW) offering will serve as a stepping stone into a new era of wellness for Fernwood Fitness.

For clubs with two group fitness rooms, Wellness Wednesdays is a way to start moving towards a **wellness membership** offering a **fuller timetable of specialised yoga, meditation and wellness sessions**. This enables the opportunity for a higher priced membership.

For smaller clubs, Wellness Wednesdays is the perfect opportunity to get new leads through the door, help with retention and build extra revenue.

## How does Wellness Wednesdays look in our club?

### Timetable

Clubs are encouraged to offer a variety of wellness classes including specialised yoga, meditation, workshops and mindfulness. Depending on the club size, clubs will need to work out timings of classes which will best suit their members.

### For example

1<sup>st</sup> Wednesday of the month: **Yoga Nidra** (6.00am, 9.30am & 7.00pm)

2<sup>nd</sup> Wednesday of the month: **Yin Yoga** (6.30am, 10.00am & 7.30pm)

3<sup>rd</sup> Wednesday of the month: **Power Flow Yoga** (6.00am, 9.30am & 7.00pm)

4<sup>th</sup> Wednesday of the month: **Mat Meditation** (6.30am, 10.00am & 7.30pm)

These classes are not the same as your standard group fitness yoga. These classes should be taken by a registered yoga/meditation/mindfulness instructor.

### Recommended sessions

CLASS NAME/ TYPE	DESCRIPTION
<b>YOGA NIDRA (yogic sleep)</b>	Need a magic 'sleeping pill'? Then Yoga Nidra is for you! This relaxation focused yoga practice gives restorative effects equal to four hours of REM sleep! Perfect for anyone who struggles with stress and sleep problems.  <b>Main benefits:</b> Mind-body balance relaxation, stress reduction, nervous system restoration, sleep and energy improvement.
<b>POWER FLOW YOGA</b>	Power Flow Yoga offers the traditional mind-body benefits of yoga with an added intensity of a dynamic flow, where postures are joined together in an intensified sequence to boost the workings of the cardiovascular and muscular systems.  <b>Main benefits:</b> Mind-body balance, strength and flexibility, and cardiovascular health.



CLASS NAME/ TYPE	DESCRIPTION
<b>MAT MEDITATION</b>	<p>Step into your 'me-space', where the boss isn't nagging, the kids aren't screaming and your time is yours and yours alone. Escape the busyness of everyday life – just 30 mins of 'mind-bliss' is all it takes to bring a little more peace and balance into your day.</p> <p><b>Main benefits:</b> Physical and mental relaxation, stress/anxiety reduction, sleep and energy improvements.</p>
<b>YIN YOGA</b>	<p>....annnd relax. Stretch, unwind and physically 'let -go' in this popular restorative yoga practice.</p> <p><b>Main benefits:</b> Flexibility, relaxation, tension release, mind-body balance.</p>

#### More Wellness offerings

CLASS NAME/ TYPE	DESCRIPTION
<b>Walking / Nature Meditation</b>	Being in nature is good for the soul and even better when we bring mindful attention to our steps, breathing and surroundings. Focus the mind, fuel the soul and rejuvenate your mind and body with this traditional Japanese moving meditation.
<b>Restorative Yoga</b>	Let your muscles switch off. Fully and completely relax in long and lengthy poses (up to 10 mins) supported entirely by props for a thoroughly comfortable and restorative low-key yoga experience. The aim is to chill and not sweat!
<b>Iyengar Yoga</b>	Iyengar yoga could also be referred to as 'precision yoga'. This modified Hatha style practice focuses intently on technique and alignment with a generous use of props. A moderately challenging class for those wanting to deepen their understanding of traditional yoga and improve their posture and efficiency of breath.
<b>Pranayama (breathing)</b>	Loosely translated, pranayama refers to the movement or extension of breath or 'Prana' (life force). Yogis have long understood the benefits of working on the breath and strengthening the respiratory system. How we breathe affects our physical and emotional states. Through the practice of pranayama, we can bring calm, balance and greater physical health to our day-to-day lives.
<b>Sound healing meditation</b>	<p>Come join us for a 'massage of the senses'– a relaxing yet uplifting session of sound meditation. The ancient practice using singing bowls has long been used in Eastern cultures to bring balance and healing into everyday life.</p> <p><b>Main benefits:</b> Mind-body balance, total relaxation, grounding, and energetic healing. Perfect for people who can't switch off in self-guided meditation.</p>

Once Wellness Wednesdays has been established, clubs who have the appropriate spaces in club (yoga room & wellness lounge), offering a timetable of specialised yoga, meditation and wellness sessions, a Wellness Membership can be incorporated.

Please email [emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au) to register your interest and get more information about Wellness Membership requirements.



## What do other studios charge?

State	Studio	Casual Yoga (1 class)	Weekly unlimited Flexi	Weekly unlimited fixed term
<b>VIC/NSW</b>	Humming Puppy (Melbourne & Sydney)	\$35	\$60	\$45
<b>VIC/NSW/SA</b>	Power Living Yoga (Melb, Syd, Adelaide)	\$25	\$37.50	Not Offered
<b>VIC</b>	Kaya (Melbourne)	\$30	\$43	\$35
<b>VIC</b>	Upstate Yoga (Geelong & Melbourne)	\$25	\$59	Not Offered
<b>NSW</b>	In Yoga (Sydney)	\$20	\$35	Not Offered
<b>NSW</b>	Flow Athletica (Sydney)	Not Offered	Not Offered	\$49 - 59
<b>SA</b>	The Yoga Centre (Adelaide)	\$22	Not Offered	\$30
<b>SA</b>	Yoga Fusion (Adelaide)	\$22	\$35	\$30
<b>QLD</b>	Inna Bliss (Brisbane)	\$23	\$35	Not Offered
<b>QLD</b>	Noosa Yoga Studio	\$20	\$40	Not Offered
<b>ACT</b>	Flourish Yoga (Canberra)	\$25	\$35	Not Offered
<b>ACT</b>	hr. (Here Yoga) (Canberra)	\$20	Not Offered	\$39

## Generating leads

Wellness Wednesdays is a great opportunity to bring new leads into the club and upgrade any wellness enquiries to memberships. There is a landing page set-up for social media & eDMs where all leads will be sent through and stored in MINCS.

<https://national.fernwoodfitness.com.au/wellnesswednesdays/>

**WELLNESS Wednesdays**  
by fernwood

Reclaim your me-time, with Wellness Wednesdays

Wellness Wednesdays offer specialised wellness sessions to bring a little more balance and relaxation into your life. From Yin yoga and sound healing meditation, to sweat-inducing workouts and wellness workshops, you'll feel motivated to positively move your body and mind.

If you are interested in joining Wellness Wednesdays or learning more about the program, please leave your details below.

For specific questions relating to Wellness Wednesdays, please visit the Fernwood Helpdesk and you'll be able to submit a ticket to our customer support team.

First Name\*

Last Name\*

Email\*

Phone\*



## What do you charge for Wellness Wednesdays?

In order to tap into the wellness market, the price offered for a Wellness Wednesday session needs to be extremely competitive.

### Member offer

\$10 per session

\*some clubs may choose not to charge and use this purely as a retention tool however, as it's a specialised offering it's recommended that you do charge.

### Non-member offer

\$15 per session (casual/drop-in attendance)

## Promoting Wellness Wednesdays in club

- Striking up conversations at reception
- Selling Wellness Wednesdays at point of sale
- Fitness Coach appointments
- PT & FIIT30 members to balance their training
- Social media posts (see suggestions below)
- What's the Goss Board
- eDMs (see templates below)
- Wellness Wednesday collateral around club
- Outreach
- Creating call lists from the digital GTKYF report on MINCS
  - Select Wellness & Energy/Lifestyle
- Communicate with members regularly about Wellness Wednesdays

## Setting your club targets

Monthly targets for Wellness Wednesdays will differ slightly from club to club depending on the sessions on offer and room capacity. We suggest aiming for at least 20 participants in each Wellness Wednesday session. Potentially this can contribute extra weekly revenue of \$600 - \$900 and new memberships.

Create a healthy competition between staff member teams – i.e. fitness vs admin & sales staff and come up with a prize for the team who can sell the most sessions in the month. It is a good idea to track targets daily on a whiteboard for all staff to see, similar to new member targets. Staff engagement is vital to the success of any in-club campaign!




## How to process in POS

### Members

	<a href="#">Wellness Wednesday – Member (ID#1442)</a> Empower program  <i>Single Product</i>	\$10.00
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A Wellness Flexi component (RRP: \$18 p/fortnight) will be available for those members wanting to attend weekly sessions consistently and/or as part of a Wellness Membership. Please note: clubs will need to ensure they have the necessary requirements to be able to offer this membership type.

### Non-members

	<a href="#">Wellness Wednesday – Non-Member (ID#1443)</a> Empower program  <i>Single Product</i>	\$15.00
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Select casual non-members POS icon – charge \$15.00

## Booking sessions

Session bookings are best done manually.

**WW Session:** Yoga Nidra      **Date:** Wed 7 Aug      **Time:** 10.30am      **Instructor:** Sally B      **Instructor Mobile:** 0412345678

Member Name	Member ID	Payment taken?	Method	Processed by (staff name)
Joanne Bloggs	123456	Yes	Cash	Daisy

## Session passes

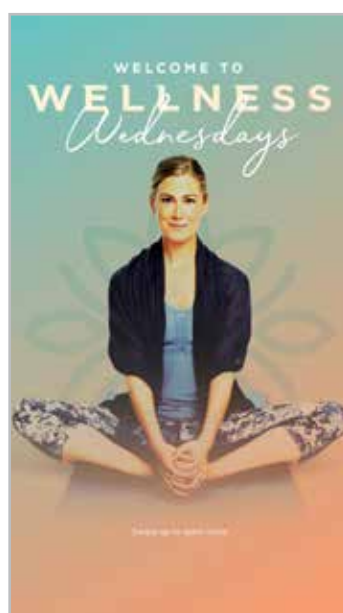
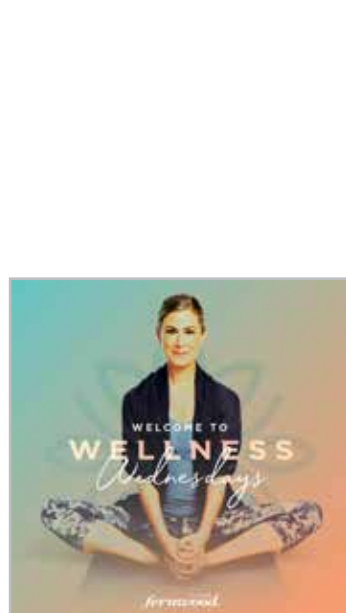
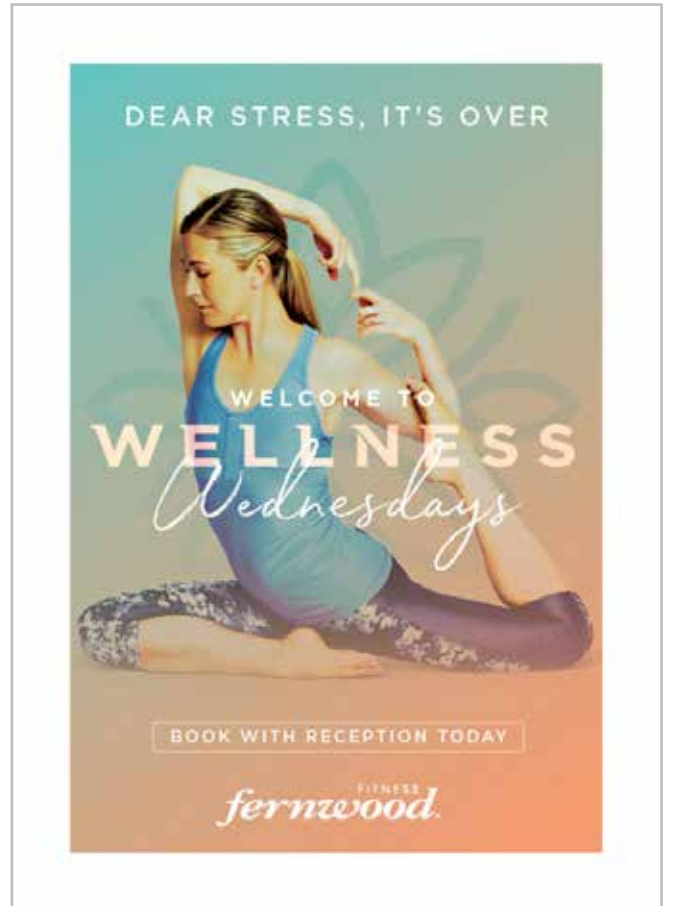
Passes are handed to the members upon sign in at reception to ensure only paid participants attend the class.

- Member comes to reception to 'sign in' for their WW class.
- Cross check their booking and payment has been received.
- Staff member hands member a Wellness Wednesday 'session pass'
- Head counts are also recommended to track attendance.





## Marketing Collateral







## Communications

Audience	Call to Action
<b>Current members</b> (excl 60 day non-attendance)	To book and pay, please visit reception. Places are limited!
<b>Enquiries not join (ENJ)</b>	Register your interest
<b>Cancelled Members</b>	Register your interest

Email templates will be available as per below for clubs to edit in their club accounts on Talkbox.



[[company\_name]]  
[[street\_address]]  
[[public\_phone]]  
[[public\_email]]  
www.fernwoodfitness.com.au



### Reclaim your 'me time'

Wellness is the new fitness! Fernwood Fitness has led the way in women's fitness for 30 years. Now we're doing the same in wellness with the introduction of our new offering – **Wellness Wednesdays**.

Every Wednesday, you're invited to drop into a specialised wellness class including Yin Yoga, Yoga Nidra, Power Yoga, meditation and more to help manage stress, anxiety and balance the busyness of everyday life!

Special casual rate applies.

[Register your interest](#)

Terms and conditions apply: Participating clubs only. See reception for details

Please note: If you choose to unsubscribe from this email, you will no longer receive exclusive offers, health and





## Social Media

Local Social Content Ideas	Call to Action
<b>Educate</b>	Short video demonstrating what Wellness Wednesday is Short video of a staff member explaining the difference between fitness yoga and specialised yoga
<b>Entertain</b>	Funny memes as to why you need to reduce stress
<b>Empower</b>	Member testimonials Benefits of the specialised events – hear from one of the teachers
<b>Inform</b>	Create Wellness Wednesday event pages for Facebook

## Taglines for social

- Dear Stress, it's over...
- Reclaim your 'ME' time
- Trouble sleeping?
- Feeling burnt out?

🧘 NEED A REST FROM THE WEEKEND?

Now you can de-stress, chill-ax and maximise your 'Me-Time' in a delightfully, deeply relaxing, 30-minute MEDITATION this coming WELLNESS WEDNESDAY at Ascot Vale!

Mindfully manage stress and escape the busyness of daily life with our timetable of WELLNESS WEDNESDAYS

NEXT SESSIONS - ✨ WEDNESDAY 17th JULY ✨

Call or visit Reception today for times and bookings

PLACES ARE LIMITED!

🧘 WELLNESS IS THE NEW FITNESS !

🧘 Had one of those kind of weeks...? Say, 'so long' to stress now with WELLNESS WEDNESDAYS at Ascot Vale!

Stress, anxiety and depression affect 20% of Australians and incidences are much higher in women than in men and so, we invite you to combat the negative effects of stress and a busy lifestyle with our specialised wellness classes on WELLNESS WEDNESDAYS. These include:

- ✨ YOGA NIDRA
- ✨ YIN YOGA
- ✨ MEDITATION
- ✨ POWER FLOW
- ✨ SOUND HEALING

🧘 Drop in on Wednesday 17th July for a delightfully relaxing, 30 minute guided meditation.

PLACES ARE LIMITED

Call 9375 2399 or visit Reception today for times and bookings

## Terms and conditions

- Payment is for one session only. If members want to attend more than one WW session in a day, they pay for each attended session.
- No refunds for missed or late cancelled classes.
- 24-hour cancelation required.