

PRE-NATAL PROGRAM

Moving
FOR TWO

FITNESS | NUTRITION | WELLBEING

MAINTAIN A HAPPY HEALTHY
BODY & MIND AS YOU TRAVEL THROUGH
YOUR PREGNANCY JOURNEY.

FITNESS
fernwood®

PROGRAM OVERVIEW

At Fernwood Fitness, we are focused on Empowering women to shine. This applies to all stages of life, including the journey of motherhood.

Pregnancy is such a special and exciting time, during which it is really important for women to maintain happiness and health in both body and mind.

This pre-natal program has been developed to help guide women through this journey to help them reap the many benefits of safe, appropriate and effective pre-natal exercise.

The program provides detailed information and education on the following key pre-natal topics:

- Exercising safely
- Managing changes
- Pelvic floor
- Core strength
- Pregnancy nutrition

It is also divided into 3 additional sections, devoted to the individual trimesters. Each of these sections covers specific information relative to that trimester and presents two programs to complete during those weeks: Trimester 1: weeks 1-12; Trimester 2: weeks 12-28; Trimester 3, weeks 28-40

PROGRAM OBJECTIVES

- To retain members and keep them engaged during pregnancy, when there is potential for them to lose focus at the gym
- To invite non-members to engage in a fitness program during pregnancy with the goal of getting them into the club and beginning their membership journey
- To deliver a safe and effective exercise program to women during pregnancy
- To offer education on exercise during pregnancy, and all the factors that should be considered when keeping active during this time
- To deliver basic nutritional advice to women and discuss how diet should evolve during pregnancy, particularly in regards to pre-natal exercise

PROGRAM LAUNCH

The pre-natal program officially launched in October, 2021. This program is always-on, meaning it can be sold at any time throughout the year.

FACILITATION

The complete program is hosted in MyFernwood under 'Fitness' and will only appear when the member has purchased the program. All information, exercises, nutrition guides etc. are available in MyFernwood, so there is no facilitation required by the club.

PRICING

- \$59 for members, available for 12 months from time of purchase
- \$99 for non-members, available for 12 months from time of purchase and includes full access to MyFernwood and free 7-day pass

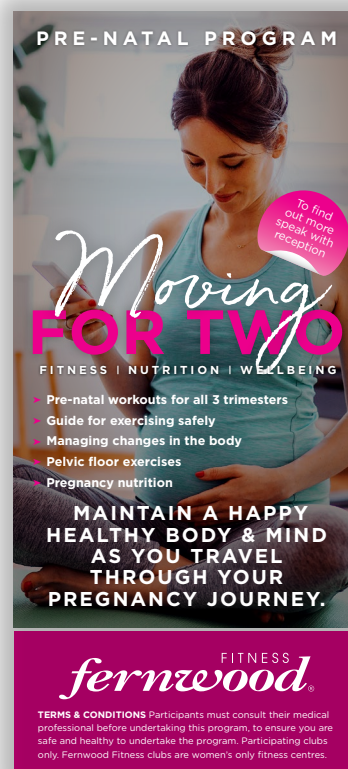
There are assets to promote \$20 off the program, for both members and non-members.

PROGRAM ASSETS

All program assets are available on Canva [here](#) for clubs to download. Assets include:



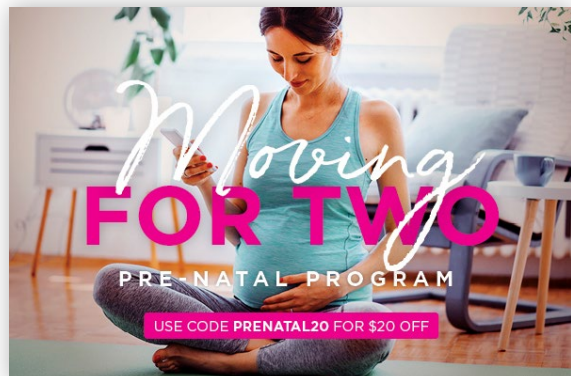
➤ **A1, A3 & A4 posters** // Moving for two



➤ **DL Flyer** // Moving for two

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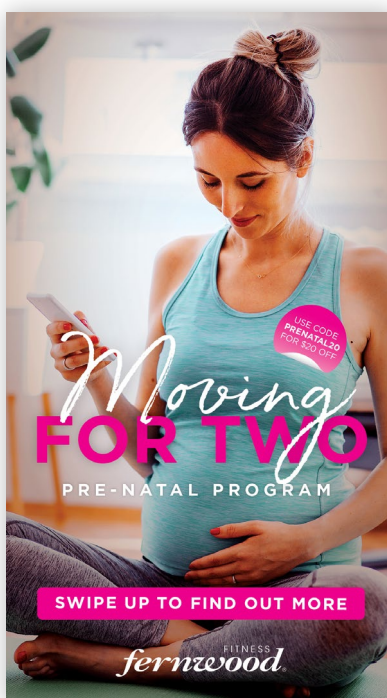
► **Email banners** // Moving for two



► **Social** // Moving for two



► **Social** // Moving for two



► **Social** // Moving for two



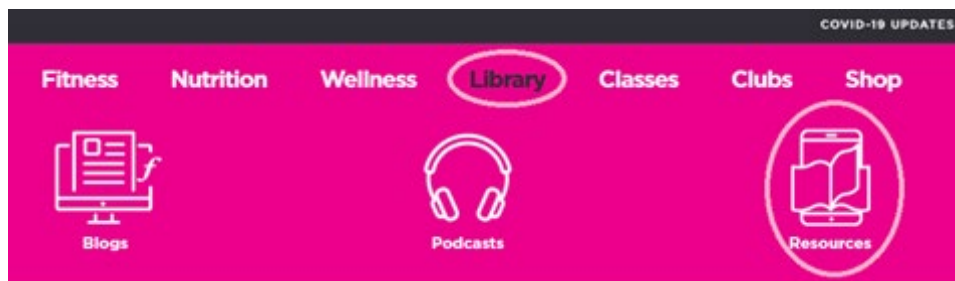
► **FB Cover Banner** // Moving for two

GENERATING INTEREST/SELLING THE PROGRAM

All program assets are available on Canva [here](#) for clubs to download. Assets include:

Current members

Under the Resources section in MyFernwood, there is a free Pre-natal resource 'Moving For Two' available, which will give them a taste of the program.



Non-members

Non-members can also access a similar 'Moving For Two' resource/eBook, by filling out this lead form: <https://www.fernwoodfitness.com.au/movingfortwo>

Again, this will give interested mums-to-be a sneak peek of the Pre-natal Program so they can 'try before they buy'. This lead will enter into your Exerp CRM under the task title 'Moving for two eBook'. It's recommended you contact these leads a couple of days after they download the eBook to see how they are enjoying the resource and if they are interested in purchasing the full program.

You may like to promote this free eBook with a social lead generation campaign, targeting expectant mums in your local area. Please contact Nathan Harber at Web Engage if this is of interest.

eBook promotional assets available on Canva [here](#).

GENERATING INTEREST/SELLING THE PROGRAM

Current members

Currently, the Pre-natal program can only be purchased by entering the sale into Exerp POS

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(either via phone or at club reception). *Online purchasing via the Fernwood online shop available soon.*

To process the Pre-natal Program in Exerp, please follow the steps below:

1. Go to your Front Desk App in Exerp and search for the member who wishes to purchase the program.
2. In the Front Desk, select the category MyFernwood Online to show all online programs for sale. From here, select Pre-Natal Course.

The screenshot shows the Exerp Front Desk App interface. At the top, there are tabs for 'PRODUCTS' (selected) and 'ACTIVITIES'. To the right, there are buttons for 'UNPARK' and 'SALES MENU'. Below the tabs is a 'FREQUENT PRODUCTS' section with a search bar. The products are listed in a grid:

ACTIVATION KIT	BOOTCAMP	CASUAL VISIT
CELL IQ	CHILDCARE	EMPOWER
FERNWOOD FOUNDATION	FOOD & DRINK	FOOD & MOOD
MEMBERSHIP FEES	MERCHANDISE	MYFERNWOOD ONLINE
OTHER	SERVICES	VIRTUAL PERSONAL TRAINING
FIIT30	PERSONAL TRAINING	REFORMER PILATES
FOOD COACHING	WELLNESS	

Below the grid, there is a section for 'Products (MyFernwood Online)' with two buttons: 'Pre-Natal Course' (selected) and 'Pre-Natal Course (Non Member)'. At the bottom, there is a summary section showing '1 Pre-Natal Course' for \$59.00. To the right of the summary is a user profile icon for 'Lexie'. Below the summary are buttons for 'CANCEL', 'PARK', and 'DISCOUNT'. At the bottom right, there are buttons for 'CARD (\$9.00)' and 'CASH (\$9.00)', and a section for 'OTHER PAYMENTS'.

Once the purchase has been processed in Exerp, current members will be able to access the Pre-natal Program content by [logging into their MyFernwood account](#) and navigating to 'Fitness'.

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Non-members

The Pre-natal Program is also available to non-members who would like to take part in this program. The program is marketed at a slightly higher price point for these leads as it will also give them access to the full MyFernwood hub for 12 months, plus a 7-day pass at their local Fernwood club.

To process the Pre-natal Program in Exerp for non-members, please follow the steps below:

1. Ensure the non-member has been set up as a lead profile in Exerp with a valid email address and DOB.
2. Go to your Front Desk App in Exerp and search for the lead who wishes to purchase the program.
3. In the Front Desk, select the category MyFernwood Online to show all online programs for sale. From here, select **Pre-Natal Course (Non-Member)**.

The screenshot displays the Exerp Front Desk App interface. At the top, there are tabs for 'PRODUCTS' and 'ACTIVITIES', with 'PRODUCTS' selected. To the right, there are buttons for 'UNPARK' and 'SALES MENU'. Below these is a 'FREQUENT PRODUCTS' section with a search bar and a grid of product categories. The 'MYFERNWOOD ONLINE' category is highlighted in orange. Below this, a list of products is shown, with 'Pre-Natal Course (Non Member)' selected and highlighted with a yellow border. The bottom section shows a summary of the selected item: '1 Pre-Natal Course (Non Member) 99.00'. To the right of this is a profile icon for 'Lexie'. At the bottom right, the total amount '\$99.00' is displayed. Below the total are buttons for 'CARD (99.00)' and 'CASH (99.00)'. At the bottom left, there are buttons for 'CANCEL', 'PARK', 'DISCOUNT', and 'SELL ON BEHALF'.

FREQUENT PRODUCTS		
ACTIVATION KIT	BOOTCAMP	CASUAL VISIT
CELL IQ	CHILDCARE	EMPOWER
FERNWOOD FOUNDATION	FOOD & DRINK	FOOD & MOOD
MEMBERSHIP FEES	MERCHANDISE	MYFERNWOOD ONLINE
OTHER	SERVICES	VIRTUAL PERSONAL TRAINING
FIIT30	PERSONAL TRAINING	REFORMER PILATES
FOOD COACHING	WELLNESS	

Products (MyFernwood Online)

Pre-Natal Course	Pre-Natal Course (Non Member)
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1 Pre-Natal Course (Non Member) 99.00

Lexie

\$99.00

CARD (99.00) CASH (99.00)

OTHER PAYMENTS

CANCEL PARK DISCOUNT SELL ON BEHALF

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Once the purchase has been processed in Exerp, non-members will need to [register a MyFernwood account](#) here. Once their MyFernwood account is activated, they will be able to access the Pre-natal Program content by [logging into their MyFernwood account](#) and navigating to 'Fitness'.

The non-member will have access to the Pre-Natal Program + MyFernwood content for 12-months from purchase date.

MARKETING & SALES TIPS

Communications

There is an email template in all club accounts, called: 2021 Pre natal program template. Clubs can use this to promote the program to members and non-members.

Here is a sample of the editable template:



TIPS & TOOLS

Members

The program can be used as a save tool if faced with a cancellation or deferral request due to pregnancy.

We know how important it is to keep moving during pregnancy. It can:

- Boost your mood
- Lower blood pressure
- Ease back and pelvic pain
- Fight fatigue
- Speed post-delivery recovery
- Improve sleep

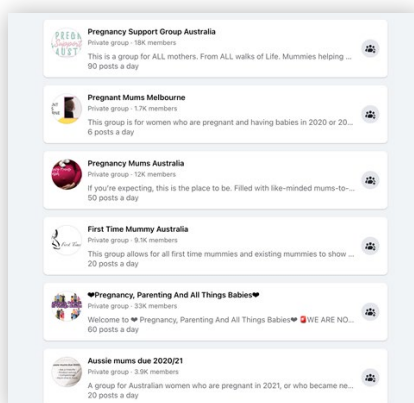
When saving an existing member, you may like to offer a slightly discounted rate for the program and perhaps a complimentary personal training session at the commencement of each trimester to work through all exercises face-to-face.

Non-members

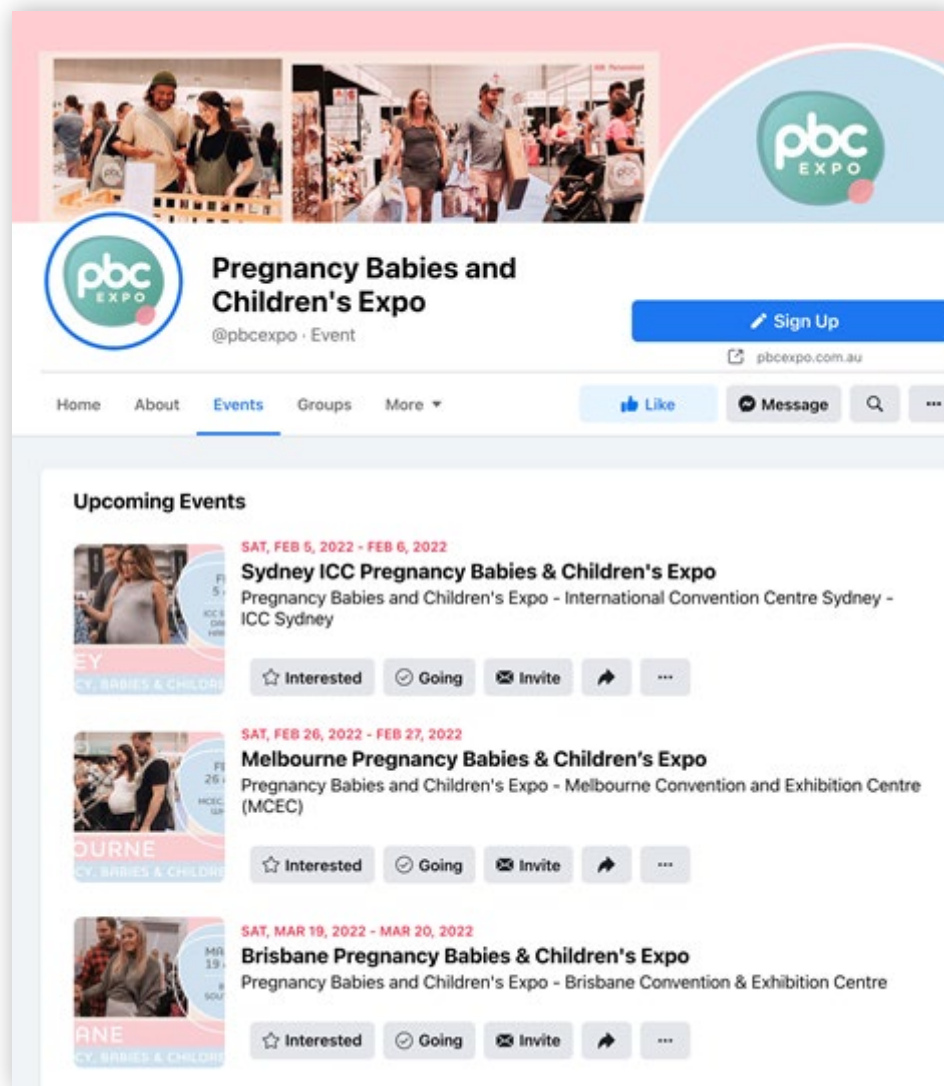
While this program can be performed at home, it is an opportunity to introduce mothers to be to the club.

5 ways you may like to promote the program:

1. Offer the free eBook via a social lead generation campaign targeting expectant mums in your local area. Please contact Nathan Harber at Web Engage if this is of interest.
2. Create awareness of the Pre-natal Program throughout your club.
 - Signage, socials, emails
 - Celebrate the program's launch by offering the \$20 discount or creating an in-club event
 - Awareness of this program in-club can lead to your members referring any pregnant friends who would benefit from this program
3. Facebook groups for parents and mums to be:



4. Annual pregnancy expos (search for local events):



5. Search for pre-natal classes, pre-natal groups and obstetricians in your local area and form connections that may lead to an ability to promote the program.

7-Day Pass

All women who purchase the Pre-natal Program receive a free 7-day trial pass. This is a great way to build rapport with the woman and discuss how your team of experts can further assist them throughout their pregnancy journey.

Example script:

“Lisa, that is fantastic that you have purchased the Pre-natal Program. I would love to invite you into Fernwood Tuggeranong so I can learn more about your wellness goals during pregnancy and I can explain how you can get the most out of the program.”

Once in the club, you can complete a needs analysis and present the 7-day pass as an option.

You may wish to have a special offer available to them should they want to get started on a membership. This offer could include a three pack of personal training sessions – one to be used at the beginning of each trimester to explain all exercises of the program in a face-to-face environment. You could offer to double the free time when they commit to getting started on a membership (14 days for free instead of 7).

Share this program with your **team members and promote sound knowledge** around the benefits. This will help your team to explain:

- That Fernwood provides specialised programs throughout each trimester of pregnancy. The in-club guidance and program support can further enhance their experience throughout their pregnancy journey and beyond.
- The additional benefits, knowledge and support waiting for these women in club. Yes, they can perform the program at home, or they can join the Fernwood community and reap the rewards of the amazing in-club services, support and knowledge.