**Wales Notes**

* Started with no brand recognition at all in Wales. Total cold start
* Started with 0 clients
* Trading 6 months
* Currently >100 active subscribers
* 94 members + online customers
* ZeroW is associated with Jordan in Wales in the same way it is with Thomas in Australia
* Perception needs to shift (what did I mean by this when i wrote it)?
* Mainly grown through direct sales and work of mouth/relationships
* Gets lots of casual visits
* Has had a really positive experience with 2 campaigns of paid advertising.
* Generated about 120+ leads
* Converted about 1 in 20
* Has noticed that the likelihood of converting decreases exponentially for each hour of delay in responding. Responding FAST is key. Conversion rates are really high if you respond within 6 hours.
* Paid ads for gyms aren’t really a thing in Wales
* Would like a more planned, strategic approach to advertising
* Jordan has a greater focus on leads, and took control of the campaign after launch.
* Has a good distribution of members across the different classes
* Softwaare stack: Xero (accounting), My Strength Book, Facilikey
* Estimates capacity is approx 50 people p/coach

Lives the vision

knows the vision

Right now they’ve only promoted the fact that they are a sick gym. Doing more to promote the vision, mission and values of ZeroW

Has sponsored 2x lifters

has given discounted memebrship to selected members

Would like to see the following improvements

improvement is staff communication and systems

errors in templates

on-boarding docs

would like to grow by 1-2 new members each week consistently