

3RD APRIL →



Fitness Digital MEMBERSHIPS



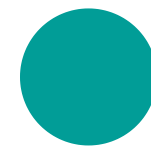
YOUR IDEA



Who is it for ?



What is their problem?



What problem are you solving ?



What is your price point ?



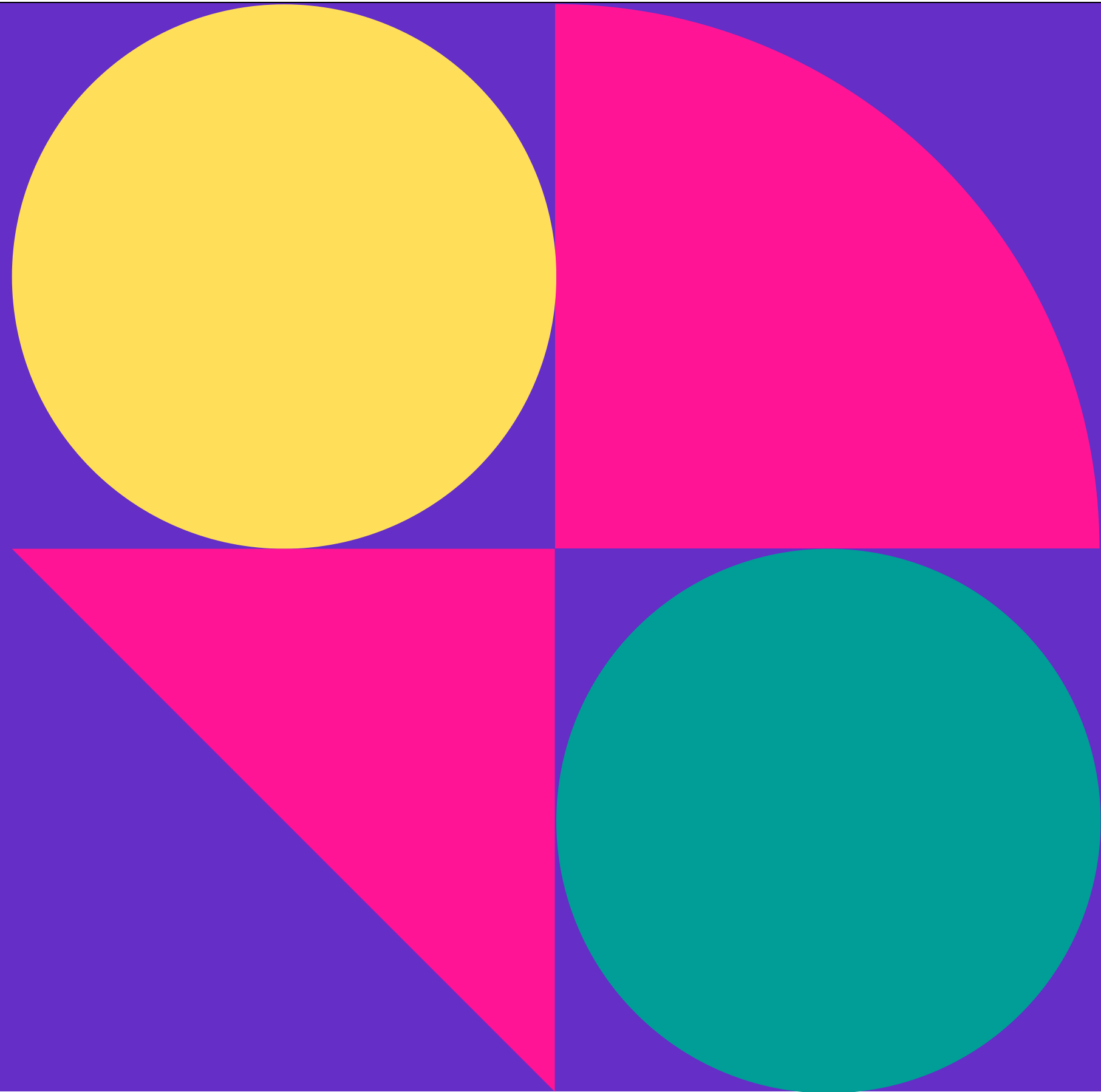
MARKETING

- Create a wait list with the idea first
- Get feedback
- Are you consistently producing content to attract members?
- Are you tracking content?
- What is getting most amount of traction?
- Are you sharing stories of your members?



SET UP YOUR MEMBERSHIPS

- Too much content
- Not enough content
- Do you have a community or not?
- Facebook groups v
Whats App groups





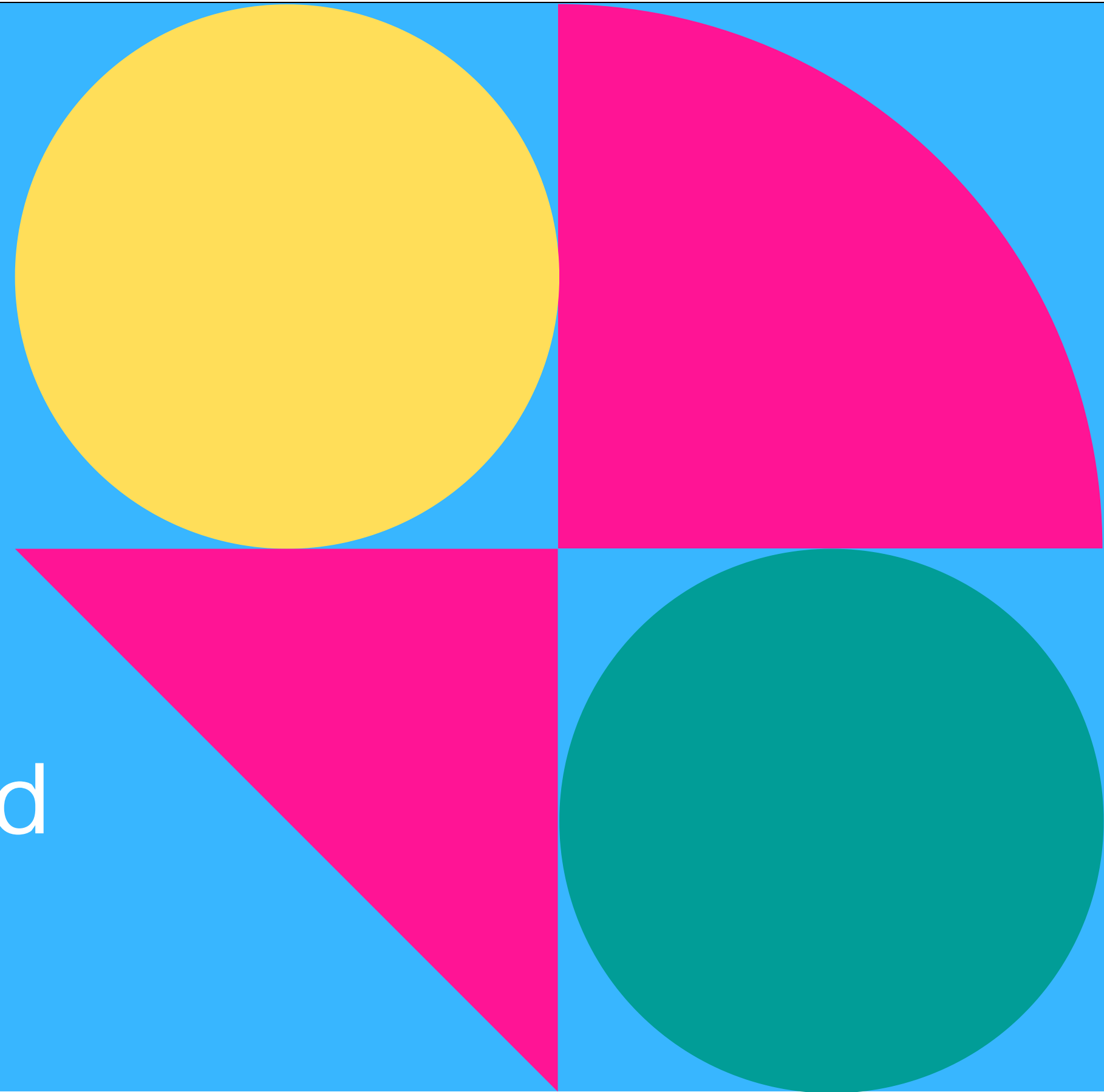
HOW TO GROW YOUR MEMBERSHIP

- Client Testimonials - Who has achieved progress with your system?
- Case Studies
- Marketing
- What is the customer journey inside the membership?



MARKETING IDEAS

- Open and Close your memberships
- Pros & Cons
- GIVE people a deadline
- Plan your promotion and schedule





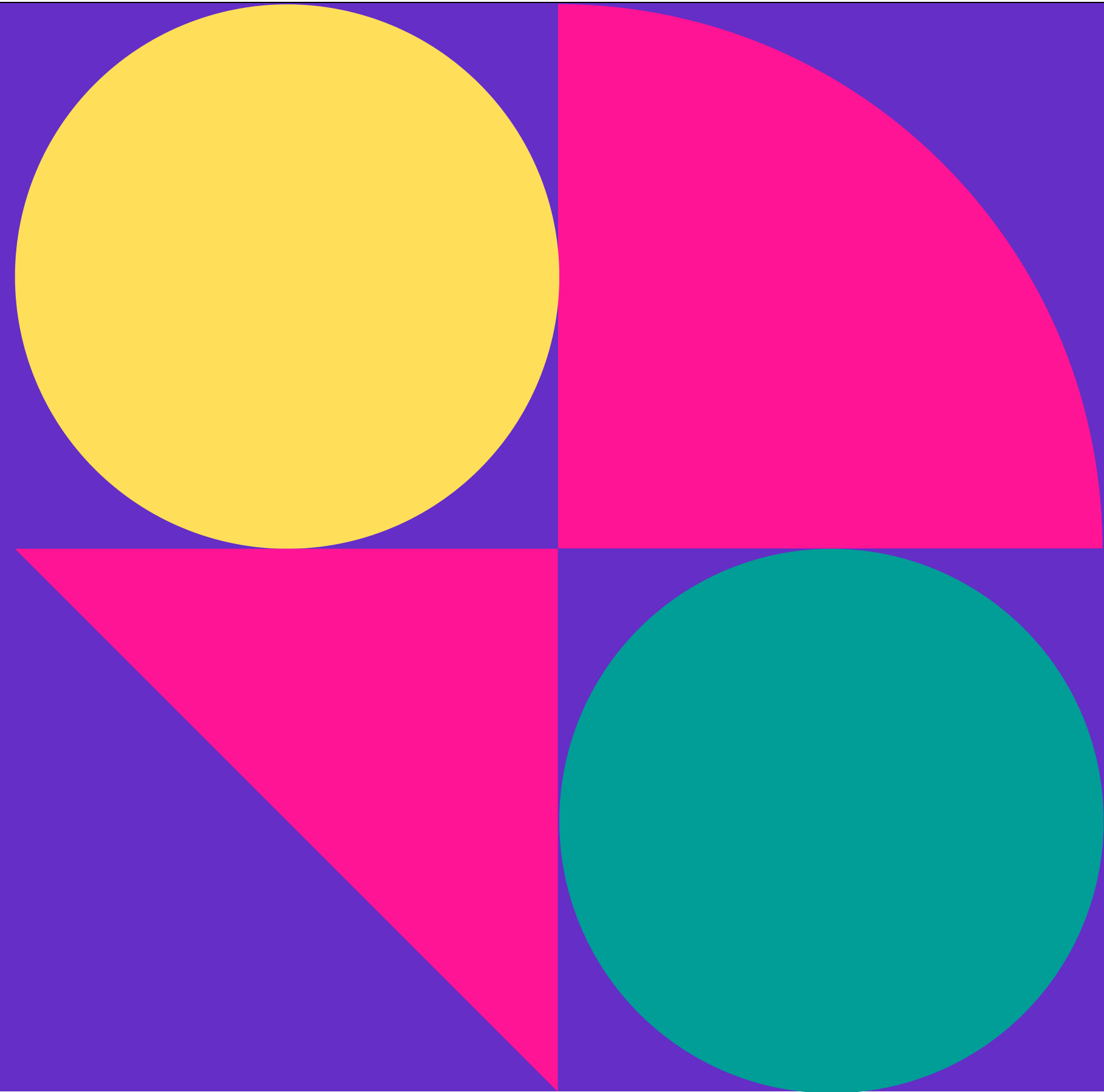
SELLING YOUR MEMBERSHIP

- Can you give a bonus?
- Is the price going up?
- What's the reason for someone to join?
- People have good intentions BUT poor execution.
- **INCENTIVISE** your audience and give a deadline



HAS IT STOPPED GROWING?

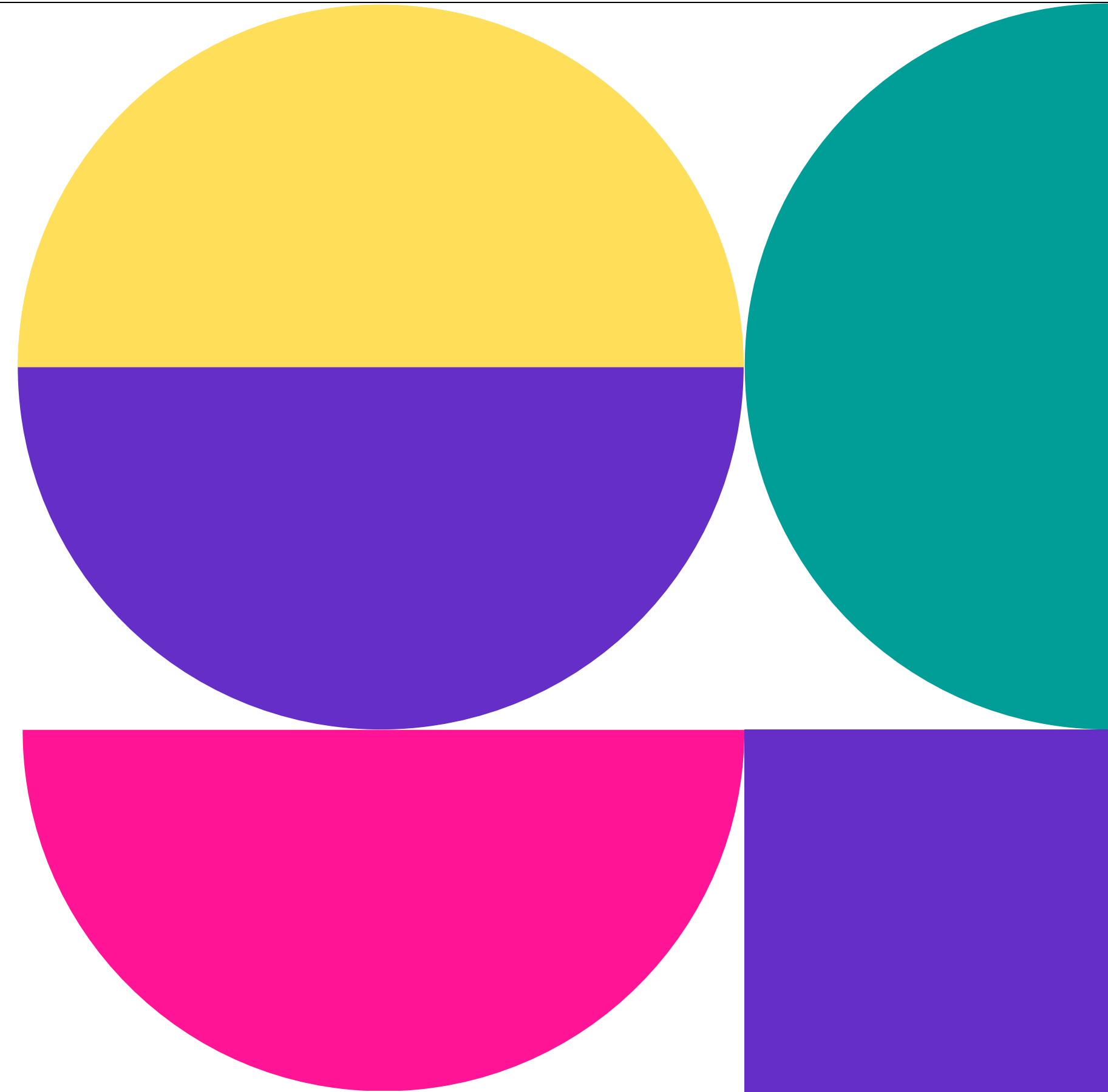
- Close the membership
- Decide when you are going to promote
- Check your year when are you going to promote
- Launch event
- Open a wait list for the next time you open.
- Serve your members.

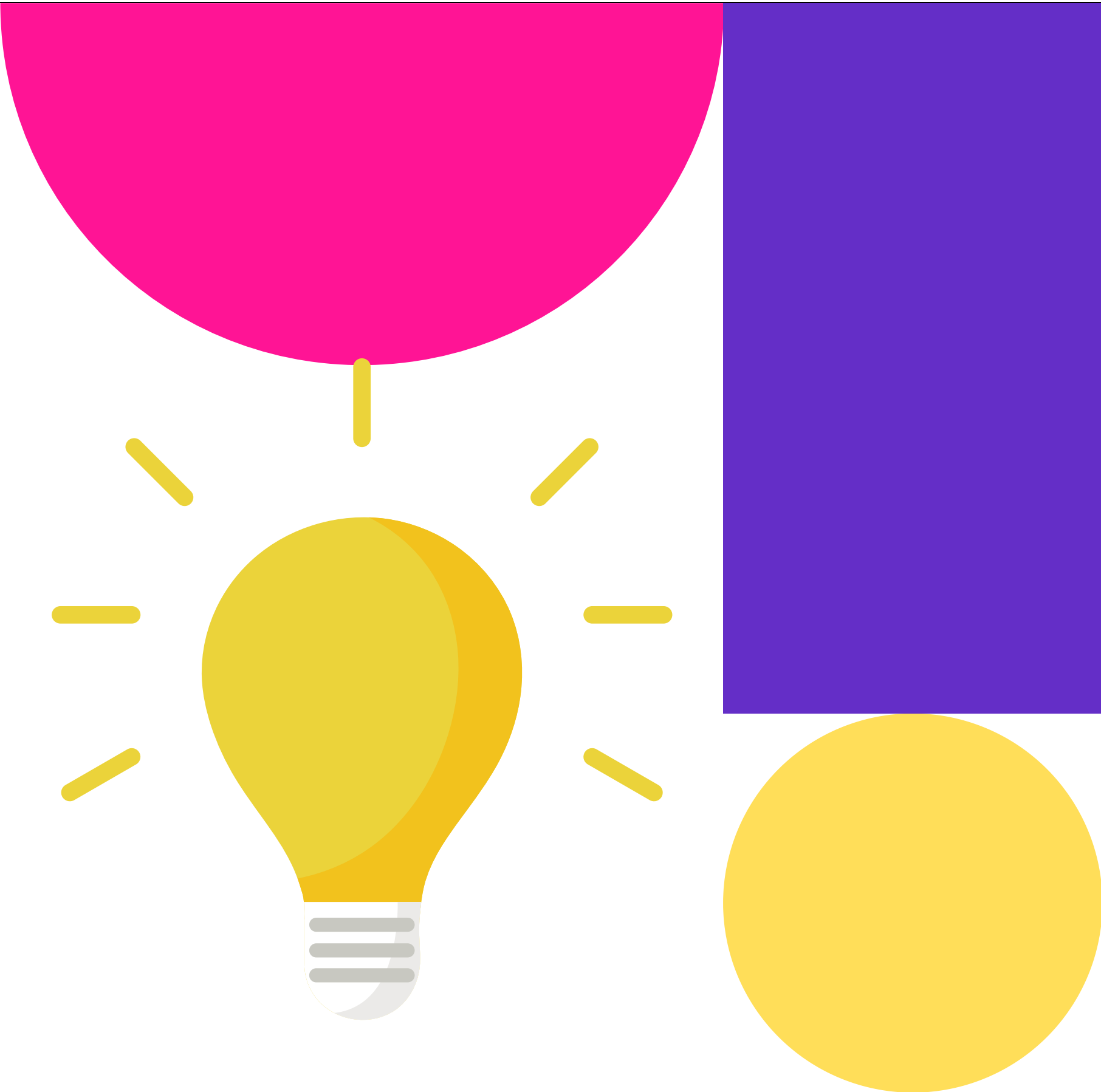




SELLING WITH STORIES

- Track your members stories
- What are the objections?
- Create content around objections





IDEAS

- Create a community with ZOOMS
- Shared Goals
- Build a community
- Create Meet ups virtually & in person
- Create accountability goals for the week or month.
- Communicate regularly with your members
- Recognition