

10 Ways to Prepare Your Fitness Studio for the New Year



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Many of your prospects will focus on wellness and health at the start of a new year, which can be great for your fitness businesses. It's an opportunity to draw in new clients eager to kickstart their new year goals and reconnect with existing ones with renewed motivation.

Here are some tips your fitness business can implement to ensure it's prepared for the New Year's rush.

01 | Deep clean and restock your studio

Prepare your studio for new and returning clients by hiring professional cleaners to thoroughly clean and sanitize the entire studio and equipment. Also, take inventory of all supplies, such as towels, hygiene products, and merchandise, to ensure you are fully prepared for the upcoming busy period.

02 | Prep your employees

Hold a staff meeting to reinforce your studio's policies and protocols and discuss scheduling and availability as you gear up for the New Year rush.

Provide any necessary training and updated information to help your team handle the anticipated influx of client requests. Equip them with fresh, New Year-themed sales scripts to effectively share information and upsell clients on special packages designed for the season.



PRO TIP

Use a studio management platform that enables **staff management** to coordinate scheduling, conduct performance reviews, and hold staff contests.

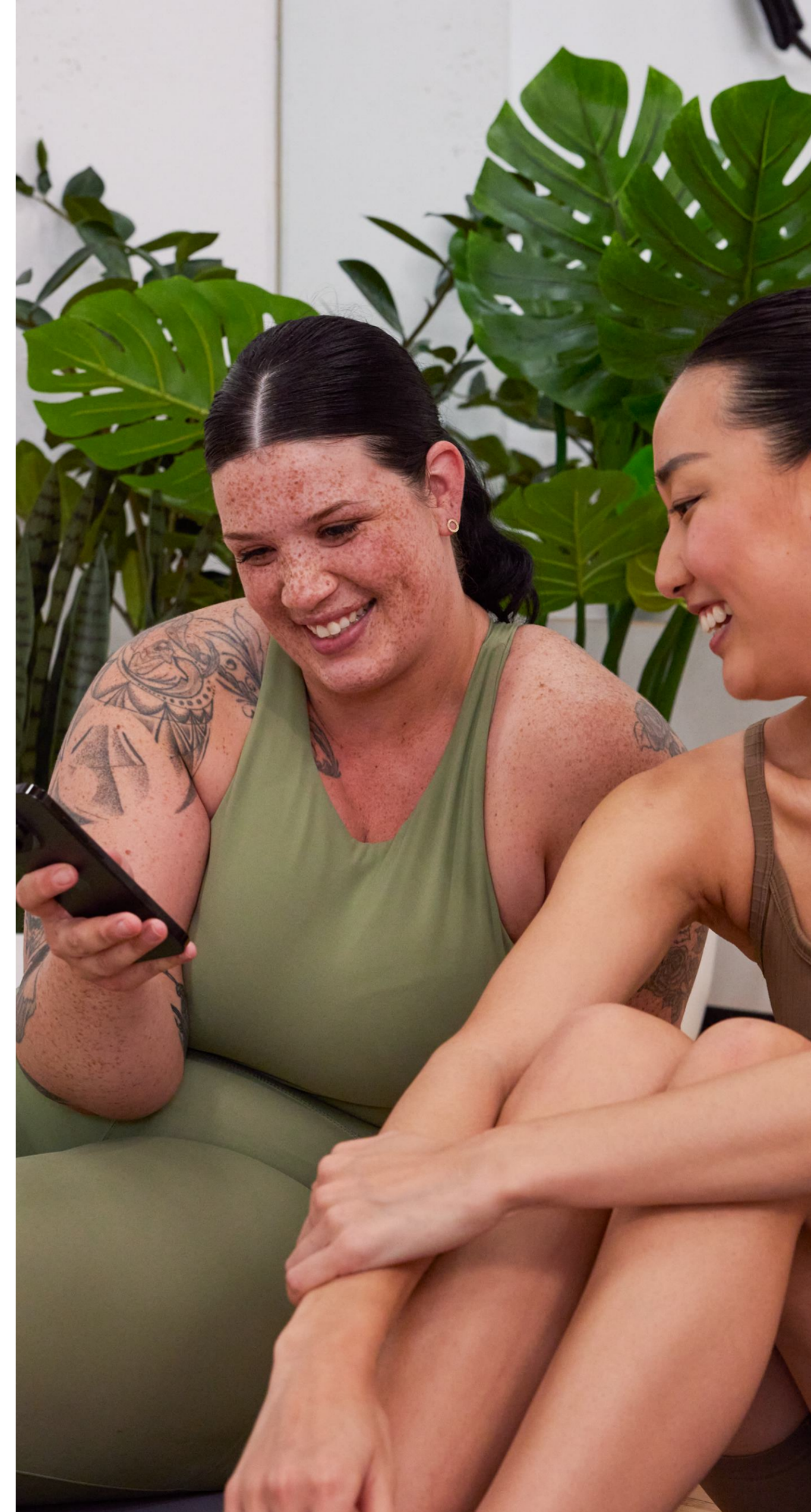
03 | Attract clients with an intro offer

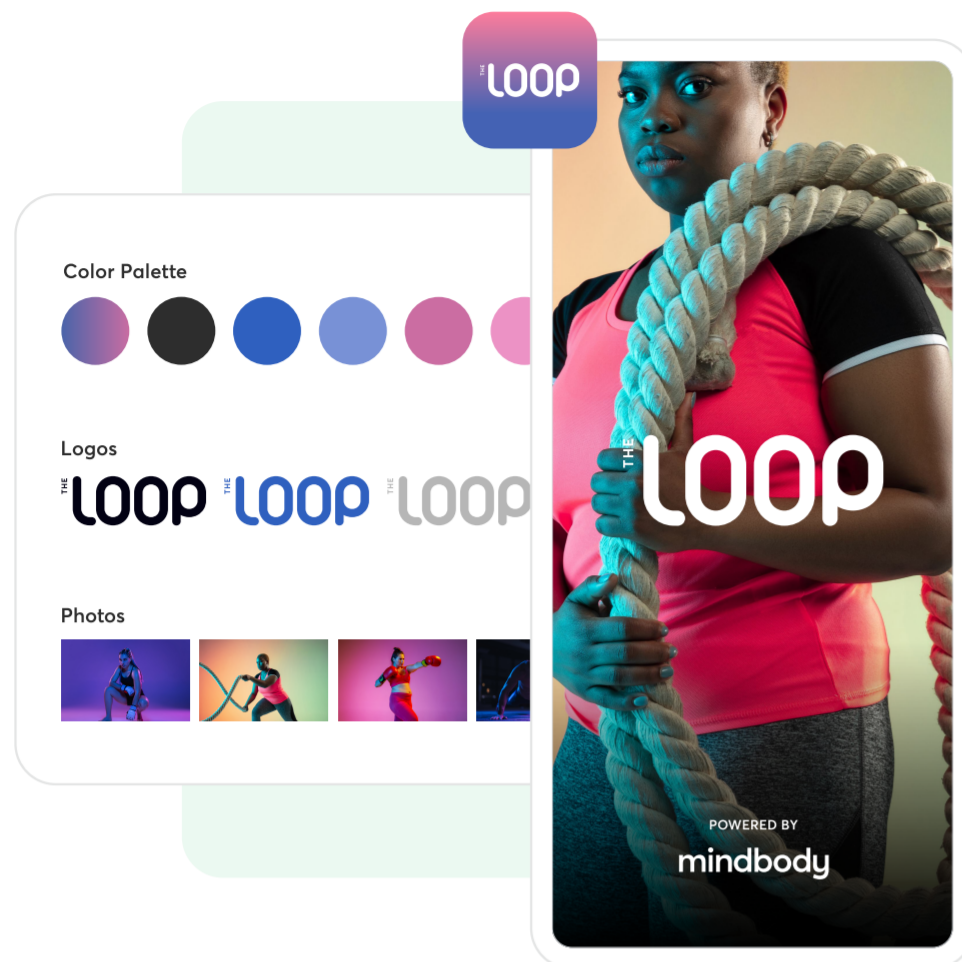
As the New Year approaches, consider designing a targeted intro offer that aligns with the season's heightened interest in fitness. This strategy not only encourages potential clients to try your studio without a long-term commitment but also gives your current clients a chance to explore new classes and start the new year off strong.



PRO TIP

Emphasize a "New Year, New You" theme in your offers, positioning your promo as the ideal chance for clients to commit to their fitness goals.





04 | Equip your studio with a branded app

We've already discussed the fitness frenzy that accompanies the new year, so making your brand stand out is critical. One way to keep your fitness studio top of mind and easily accessible is through a **branded app**.

With a unique app, your members can book, pay for, and keep track of classes, all on their phones. You can also send push notifications to highlight deals (like intro offers!), promote events, and announce schedule changes or class cancellations.

05 | Set up a customer retention workflow

You'll likely see many fresh faces in your studio during the first few weeks of the new year. Turn those new visitors into regular customers by setting up **automated lead management** and marketing communications.

Automating these processes ensures your customers will receive the right messages based on where they are in their customer journey.



PRO TIP

Develop a reliable **prospect follow-up process** for contacting and nurturing leads.



06 | List your studio on ClassPass

Kick off the year by listing your business on **ClassPass**—the ultimate consumer marketplace for fitness classes. For users, it's a flexible way to discover and try a variety of fitness classes without the commitment of sticking to one location. For businesses, it's a free tool to gain exposure, attract customers, and fill up unused spaces in your classes.

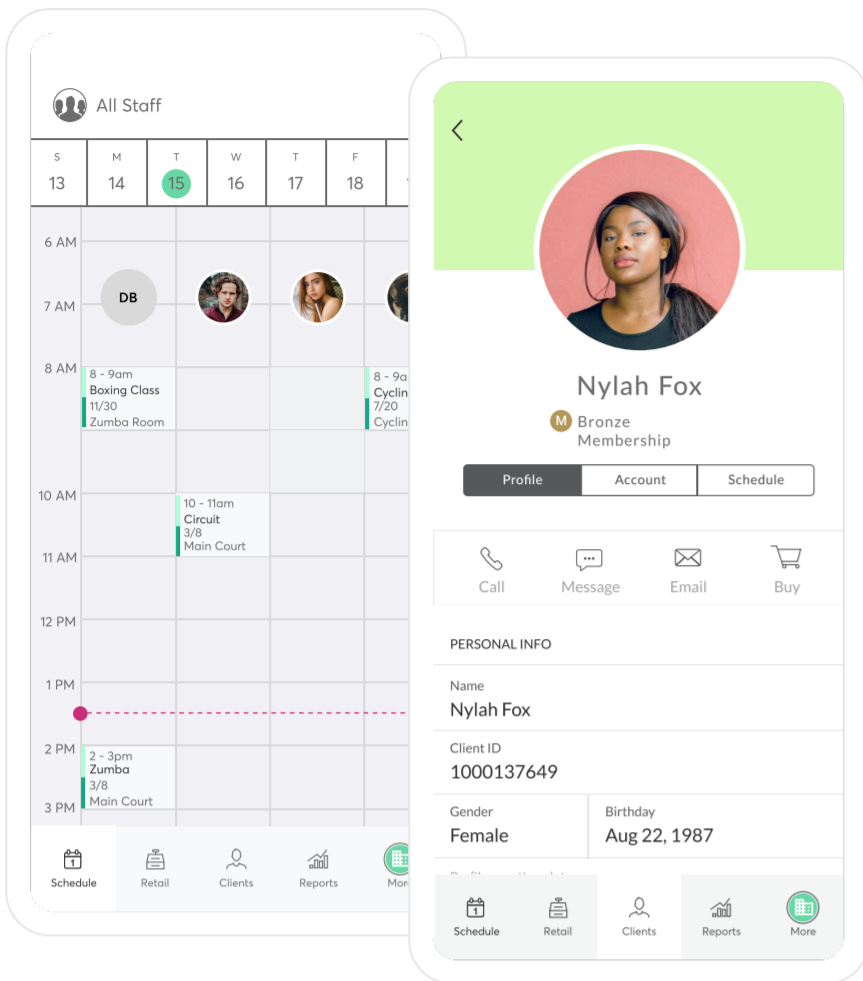
07 | Give your studio a refresh

New year, new studio vibes! Give your fitness studio an updated look to create a welcoming and enjoyable atmosphere for new and returning clients. You can make some simple changes by updating signage, revamping the décor, adding some greenery, or rearranging furniture and equipment.

08 | Update your website

The New Year rush means potential clientele will search for a new fitness studio. Update your website to capture their attention. Ensure the website is easy to use and includes updated information such as class schedules, pricing, and promotions.





PRO TIP

If you want to stand out in the crowd of fitness studio competitors, **improve your website and SEO** to reach the top of the search rankings.

09 | Expand your class schedule

Review your current schedule, identify peak times, and consider expanding your class schedule to accommodate the surge of clients. Additionally, think about introducing new classes to attract different types of clientele.

10 | Get clients to come back

If things start to slow down at your business after the holiday rush, and you've been proactive in capturing email addresses and phone numbers, start reaching out to clients and encourage them to come back. Let them know you miss them by promoting a post-holiday special to get the conversation going.



This time of the year can be an amazing opportunity for fitness studios if you're prepared to harness the excitement and energy. By setting up your processes and utilizing your resources to attract and retain customers now, you'll be ready to ring in the revenue all year long.

Use these strategies to improve your lead generation process and grow your business in the **Mindbody app**, as you prepare for the New Year's rush.

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