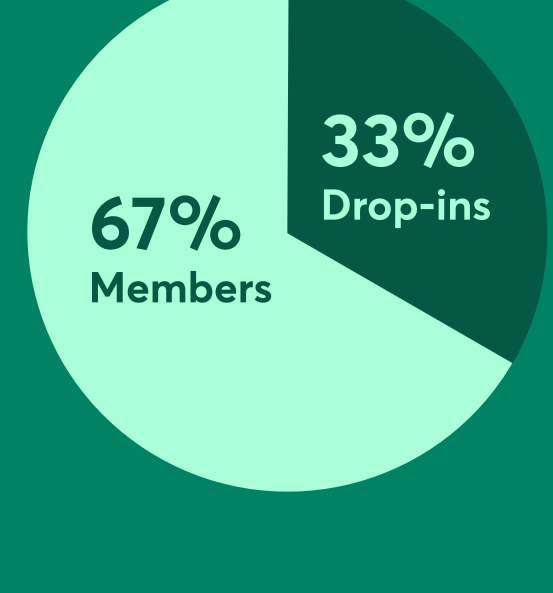


Members vs. Drop-ins: Why a Mix of Customers Is Healthy for Your Fitness Business

As a studio or gym owner, you invest a lot of time and effort into supporting your current members and attracting new clients. Remember that not everyone who walks through your door will want to purchase a membership—which can be a good thing!

Introducing the Two-Thirds Rule



Members vs. Drop-ins

Fitness businesses should aim to have a balance between their long-term, regular members and those who want to explore and try things out. Ideally, your members should make up 75% of your clients, while 25% should be drop-ins.

Why the mix?

On average, about 50% of new clients cancel their gym memberships within the first six months, so relying solely on membership revenue can be risky. However, attracting drop-in clients minimizes the financial risk and creates a steady flow of new faces and additional income.

Your members

Who they are:

Members are dedicated clients and fitness enthusiasts who frequent your business regularly. They are familiar with your services and return for various reasons, such as the environment and equipment.

Why they are important:

Regular members provide a reliable source of revenue through monthly or annual memberships. Their consistent attendance helps build a supportive community that fosters a sense of belonging and encourages long-term commitment to fitness and the gym.



Your drop-ins

Who they are:

Drop-ins visit a gym or fitness studio on a pay-per-visit basis. They come from diverse backgrounds and have different needs, such as travelers maintaining their fitness on-the-go, friends or family of current members, and fitness enthusiasts seeking variety in their workout routines.

Why they are important:

Drop-ins provide revenue outside your membership sales and support your pipeline for future membership sales. They also bring in higher per-class fees, help fill empty spots in classes, and can boost your short-term cash flow.

How to reach your members



Understand their needs and preferences

Keep track of the sessions your clients regularly book and try to understand their preferences. Use this information to tailor your email messages, push notifications, social media posts, and other marketing materials to better resonate with them.



Let them know they're appreciated

Small gestures can go a long way. Take the time to build relationships with your regular clients and encourage your staff to greet them by name. Consider offering special perks and discounts exclusively for members.

How to reach drop-in clients



Allow for flexibility

One-time class passes, pay-as-you-go rates, or class bundles can appeal to drop-in clients who want flexibility. Dynamic pricing, where off-peak classes are offered at lower rates, can also attract drop-ins looking for affordable options without the commitment.



Don't be too pushy

While mentioning your membership offerings is acceptable, avoid using a sales-heavy approach. Focus on highlighting the instructor, location, and class time for drop-ins.

How to convert drop-ins to members



Follow up regularly

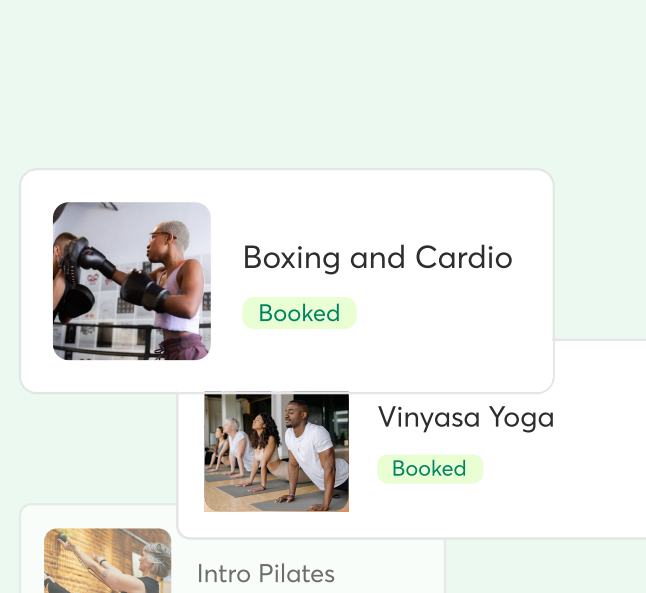
Create a follow-up process to maintain communication with potential clients. This could include sending a thank-you email or text after they've attended a class, or sharing exclusive offers, updates, and helpful content that can reinforce the value of your business to them. Regular communication ensures that your business stays top of mind.

Pro tip: Use a **lead management tool** to streamline and automate your **prospect follow-up efforts**.

Highlight member-only perks

During their drop-in visit, highlight the exclusive member perks, such as access to certain classes or free guest passes. The more you promote these perks, the more drop-ins will feel they're missing out by not being members.

Pro tip: Use Mindbody's **Marketing Suite** to create touchpoints and check-ins with your clients, regularly highlighting member-only perks.



Offer discounted membership rates

Offer drop-in visitors a limited-time membership deal to experience all the services and benefits of the gym. Provide a discounted rate for new members with a specific deadline to motivate them to make a decision sooner.

Pro tip: Use your business setup and sales process to determine the best **client introductory offers**.

By strategically engaging with both groups and offering value at every stage, you can ensure a steady flow of clients while building a loyal community.

Learn more about how Mindbody's all-in-one gym management software can support you every step of the way—from prospect follow-ups to client management.

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