

GYM BUSINESS SUCCESS CHECKLIST

Building a successful gym business takes hard work and grit. You need to have the right partners and processes in place to support your success. Get ready to take your business to the next level with this checklist.



#1: Best-in-class tech

- Choose fast, easy-to-use gym management software
- Be ready for now and the future with customisable tech
- Rely on exceptional data security to protect valuable data
- Create a seamless billing process and reliably collect payments

#2: Attract & sign-up new members

- Effectively manage leads
- Set up promo codes to drive sales
- Offer corporate discounts for businesses
- Make signing up a breeze – online, via your app, and in-person

#3: Effective onboarding

- Go beyond a one-off induction
- Create personalised digital onboarding journeys with messages at key times

#4: Empower members

- Offer self-service membership management online and via your app
- Take one-off and recurring class bookings
- Make access easy and even offer 24/7 access

#5: Strong engagement

- Send regular, relevant, personalised email and text messages
- Run targeted marketing campaigns
- Offer guest passes and run refer-a-friend promotions

#6: Active retention

- See when members are at-risk of cancelling – including no recent visits
- Take a targeted approach to re-engaging members who may leave soon

#7: Performance management

- Get a real-time 360-degree member view
- See the KPIs that matter instantly
- Make better informed decisions

Think bigger and go further faster when you join the most ambitious gyms and fitness clubs and make the switch to Xplor Gym.

[Book a demo](#)