



REGROW GUIDE

YOUR 6-STEP GUIDE TO AVOID NEW MEMBER CHURN

Keep members engaged
and coming back.

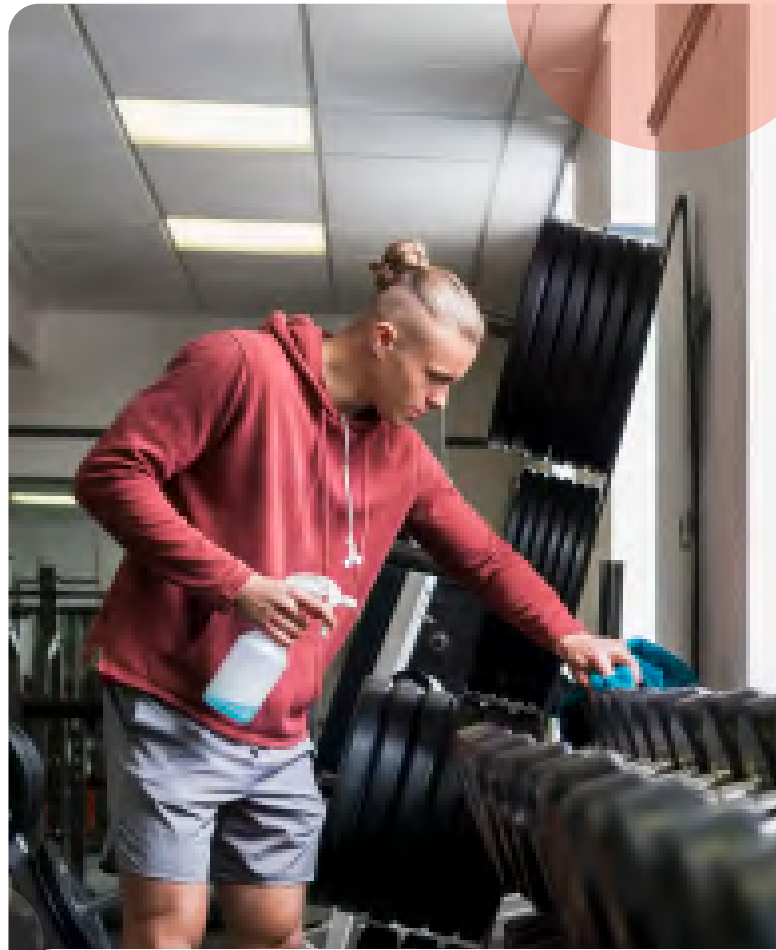


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Your 6-Step Guide to Avoid New Member Churn

You've done the hard work and put everything in place to attract more members. All your efforts have paid off... so now you just need to focus on keeping those new members.

Membership churn is a fact of life for any gym, but there are plenty of ways to minimise it. Our 6-step guide shows you exactly how you can retain more members.



STEP 1

Keep it clean

One of the most common reasons members leave a gym is because of a slip in hygiene standards. Things look great in January or after a deep clean, but can soon deteriorate. It's never been more important to keep every part of your gym as clean and sparkling as possible with:



Regular deep cleans



Sanitiser stations



Staff cleaning rota

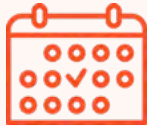
STEP 2

Extend your opening hours

Some of your members might also leave because they just can't fit a workout in around their schedule and your opening hours. Think about:



Late night workouts



Extended weekend hours



Longer bank holiday hours

TOP TIP: Look at automating entry points and access to specific areas with your membership management software, to extend opening hours without the need for extra staff.

STEP 3

Make it easy to visit your gym

Coming for a workout or attending a class should be simple and hassle-free. Make sure there are no barriers that might put your members off visiting by:



Installing touch-free entry points

- so members can quickly gain access without having to queue



Automating payments

- so members don't need to think about any fees or be reminded they owe money



Setting up online bookings

- so members can book classes simply and effectively, without any hassle

Xplor Gym can help you quickly and easily manage membership payments, club access and online class bookings - all with one simple piece of software.

STEP 4

Revisit your fitness classes

It's one of the top reasons cited by members when they leave a club - dissatisfaction with the class timetable. You'll never be able to please every single member, but you do need to keep your group exercise schedule as fresh as possible, changing it up every few months. Focus on:



Different workouts

- making sure you've got all the latest trends covered and a class for every ability



Different instructors

- keep some classes the same, but change who delivers them



Different timings

- change the times around to give everyone a chance to attend

STEP 5

Explore different fitness options

As well as looking at your class timetable, another great way to keep your members interested - and less likely to quit - is to explore a range of fitness options that they won't be able to get anywhere else. Better still, it will give you more flexibility to please a wider variety of members - catering to those who may not enjoy traditional dance, HIIT and spin classes.



Go digital

- create your virtual offer for your members so they can workout from home if they don't fancy the gym - or access online classes while using your equipment and space



Develop your wellness offer

- trial new meditation classes, breathing workshops and calming relaxation spaces for those who want something different from their health club



Support recovery

- invest in recovery-specific equipment to help those with injuries or limited mobility, providing a place for physiotherapy and stretching

STEP 6

Create a valuable experience

Ultimately, the main motivator for new members to either stay or go will be price. That's probably something you won't be able to change - but while you can't lower the price of membership, you can increase its value. You can take steps to give your members a better experience in your club.

Look at competitors

See what those in your area - and those you aspire to - do for their members, and decide what you can emulate and what you can do better. That might be:



New equipment



Free drinks



Something that makes you really stand out

Personalise where you can

Members want to know you care, so personalise their experience at every opportunity - whether that's with:



tailored workout plans



a great onboarding process



Regular texts and emails to update members

Make it fun and enjoyable

We all want to enjoy working out. When members are happy, they stay. So why not:



Gamify workouts or classes with fitness trackers



Create monthly challenges for your club



Make sure your team has time to get to know members



Retain as many of your new members as possible with this six step guide – and deliver a better experience with the help of Xplor Gym management software.

Get in touch to learn more about Xplor Gym and how we can help power your success:

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[Go to our website](#)

