



**5 QUICK WINS
TO PREPARE YOUR
GYM FOR THE
NEW YEAR**



Ready to embrace the challenges every gym business is facing and use them as opportunities for success? Want to give more to your members, streamline your operations and grow?

This is your cheat sheet to simple tactics you can deploy now to prepare for a successful year.



1. REVIEW DATA FROM PREVIOUS YEARS TO SET REALISTIC TARGETS FOR 2023

Dig into all your membership data and key metrics, including:



Sign ups



Cancellations



Frequency of visits



Total revenue

Compare those figures to previous years to see where numbers are growing in the right direction.

Positive trend? Replicate what you've been doing



Rise in enquiries & sign ups?
Extend your marketing efforts to new areas



Boost in refreshments sales? Expand your product range

Negative trend? Make some urgent changes



Cancellation rates increasing?
Prioritise a member retention campaign



Revenue falling?
Promote paid-for classes and activities more actively

Set realistic targets for 2023 based on the numbers you've reviewed.



2. RE-ENGAGE AND SUPPORT YOUR TEAM TO BOOST MEMBERSHIP NUMBERS

Your team members are your biggest asset. Support their future (and their continued engagement) by:



Boosting motivation through incentives



Developing skills with training



Sharing details of your goals and plans

One great way to support your team is with software that streamlines tasks and frees up time. Time they can put to better use engaging your members.

Use software to:



Eliminate unnecessary paperwork



Streamline standard processes



Automate repetitive tasks



3. UPDATE YOUR MEMBERSHIP PLANS WITH TAILORED OPTIONS

Give your members more accessible membership options to deliver greater value and encourage loyalty.

Consider plans like:



Gym only access



Class only access



Weekend only



No-contract memberships

4. INTRODUCE NEW CLASSES AND FACILITIES TO REVITALISE YOUR GYM'S OFFER

Take advantage of the most in-demand classes and top facility trends for 2023 by introducing them into your gym now, including:



Meditation classes
- requested by 30%*
of members.

Add a mindfulness category to your class timetable with new breathing and relaxation programs.



Rehab/recovery services - requested by 26%* of members.

Add stretching aids, foam rollers and other tools for good workout and recovery techniques to your functional spaces.



Nutrition services
- requested by 32%*
of members.

Introduce more healthy refreshments and supplements and partner with/ recruit a dedicated nutritionist to support members.

5. USE SOFTWARE TO OFFER MORE VALUE TO YOUR MEMBERS

Looking for help deploying some of these quick wins? Get the right software in place and watch how it can transform your success next year & beyond.

The right software helps you implement quick, simple and highly effective changes. It helps you:



Review membership data & set goals



Supports your team and streamlines operations



Offer new membership plans and automate entry



Manage payments more effectively



Delivers a better experience for members



Adds value to your entire offer

Software like Xplor Gym.

Software that you can install right now, to help you succeed in 2023.

Try it today to see the difference it can make next year. →



Meet Xplor Gym

Everything you need to run your fitness business in one place.

Xplor Gym is a flexible, all-in-one gym management software solution that brings together software, embedded membership payments and integrated access control. It makes running your fitness business easier and more profitable than ever.

*On behalf of Xplor Technologies, Untangld conducted an online survey of 1,065 respondents during December 2021. The sample for the study was nationally representative and defined as people who were members or regularly attended gyms, health clubs, studios, leisure centres or sports clubs pre-COVID.

