



Understanding

The Cultivation System



The goal of the Cultivation System is to systematically foster relationships with all contacts, driving engagement and a return to the studio. It is comprised of 2 stages: Engagement and Conversion.

The Engagement Stage



The goal of this stage is to build rapport, keep Fitness Together top of mind, and drive engagement.



Engagement = A positive response from the contact. (ex. "Thanks for sending this", "Nice to hear from you", etc.)

Strategy



We will generate engagement by skillfully and methodically managing our "Relationship Accounts"

1

Monthly e-Newsletters



Articles link to content hosted on individual studio website blog pages. Re-targeting campaigns set-up to market to contacts who engage.

2

Quarterly Value Add Campaigns



Typically delivered in a "Guide" format. These are 8-10 page .pdf's which provide seasonally relevant info related to health and fitness.

3

Semi-Annual "What's Up?"



Simple e-mail designed to reach out to and "check in" with former clients and prospects.

4

Semi-Annual Promotion



A specific offer sent to former clients and prospects providing incentive to return.

(Ex. Great Jeans Challenge, 6 Week Challenge)

1
Monthly
e-Newsletters



2
Quarterly Value
Add Campaigns



3
Semi-Annual
"What's Up?"



4
Semi-Annual
Promotion



20 Min.

- Easy to Consume
- Studio Specific
- Templated*



0-6 Hours

- More Robust
- Subtle "Reach Out"
- Done for you*



10 Min.

- Short and sweet
- Templated*



2-3 Hours

- Direct Response
- Campaign Format
- Participant Content
- Done for you*

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Use the content of your newsletters to segment your audience according to their interests.



The Conversion Stage



The goal of the Conversion Stage is to convert the contact into an active client.



Active Client = A client that is generating earned revenue.



Strategy



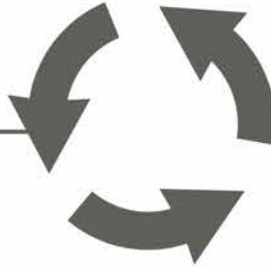
1

Initial Response



2

Addition to Call Back Bucket



3

Silver-Lining Follow Up Strategy

There are 2 potential strategies for your initial response:

1. provide an avenue for a return to the studio

OR

2. set the stage for future follow-up via Call Back Bucket

Your exact response will vary based on context ...

Example

"Great to hear from you Mary ... so glad you enjoyed XYZ. How is Michael doing at FSU? By the way, we just hired an amazing new trainer named Larry ... he specializes in XYZ and I think you would love working with him. Would you like to come try a few sessions with him? ... on us ;)"

The Call Back Bucket is the system that keeps you organized and ensures that you are consistent and methodical with follow-up.

Any time a contact (prospect, consult, client, or former client) does not take the step that we would like to see them take, our response is to schedule a follow up with them in 90 days (or whatever time interval is appropriate given the circumstances).



The Harvest

Scenario #1 >>>

5 Added to Call Back Bucket per Month

Call Back Bucket Growth



Monthly Follow-ups



Assumptions:

10% Conversion of Bucket
Avg. Sessions Purchased: 36
Avg. Session Rate: \$58

Scenario 1 Results:

1st Year:
6 Clients @ \$2,088 = \$12,528

2nd Year:
12 Clients @ \$2,088 = \$25,056



Results do NOT include the additional revenue generated via renewals or revenue generated from Promotions in the Engagement Stage.

Scenario #2 >>>

8 Added to Call Back Bucket per Month

Call Back Bucket Growth



Monthly Follow-ups



Assumptions:

10% Conversion of Bucket
Avg. Sessions Purchased: 36
Avg. Session Rate: \$58



Scenario 2 Results:

1st Year:
10 Clients @ \$2,088 = \$20,880

2nd Year:
19 Clients @ \$2,088 = \$39,672

Results do NOT include the additional revenue generated via renewals or revenue generated from Promotions in the Engagement Stage.

