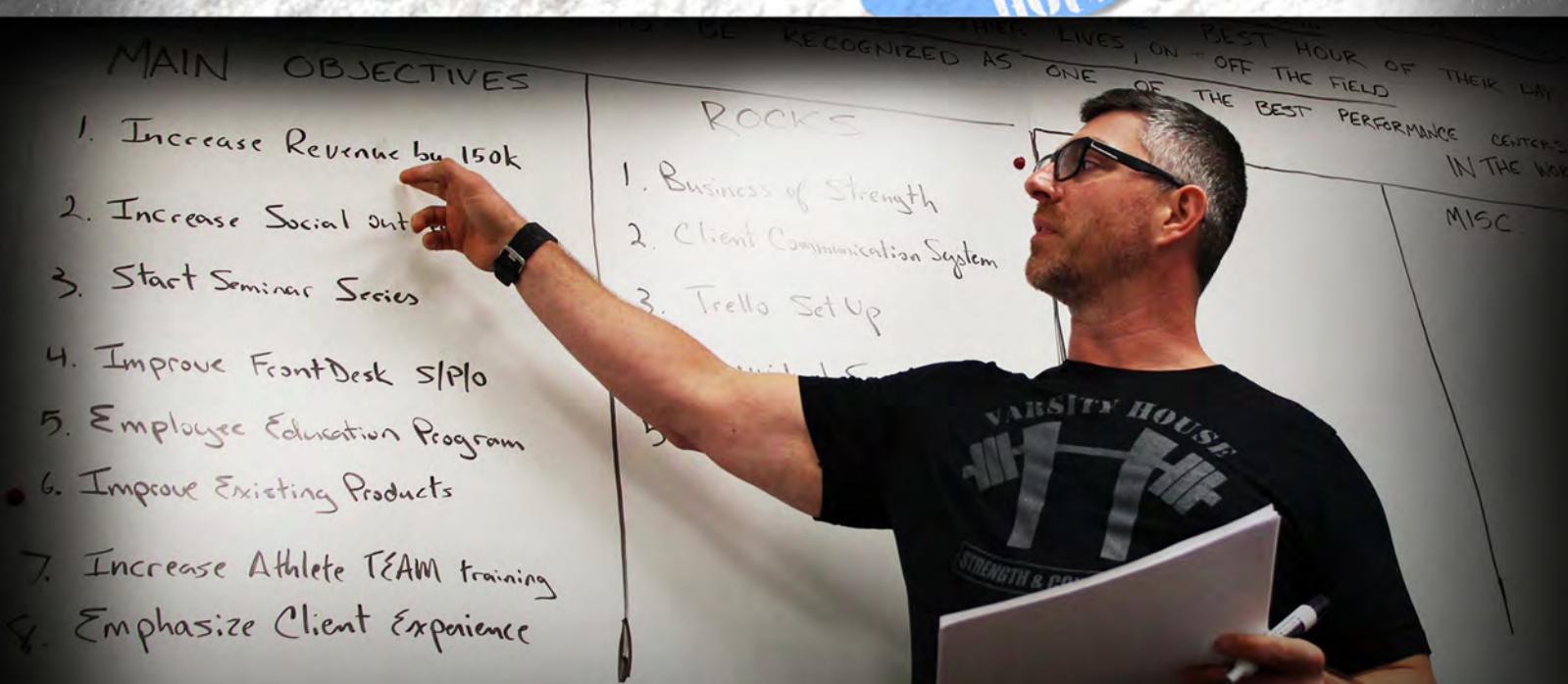


# BUSINESS OF STRENGTH

POWERED BY VARSITY HOUSE GYM

## THE ULTIMATE ON-BOARDING KIT



**STRENGTH**  
entrepreneurs.com

# What you get in this kit...

1

Five rules for designing a reliable, consistent, and effective On-Boarding program that WILL generate you more money and retain more clients.

2

An example of a great On-Board program that you can customize and use with your members immediately.

3

Sample emails to use during your On-Boarding process.

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S

A genuine "Thank You" note and gift you need to send at the end of your On-Board that will blow people away!

B U S I N E S S  
OF STRENGTH

# Create An Extraordinary Experience.

Imagine this—you walk into a gym for the first time to take your “free trial” class, and you are thrown into a group with a dozen other people. You’re scared, nervous, intimidated, maybe even completely turned off and ready to walk out. Sound familiar? If your On-Board program consists of a “free trial” class that’s little more than herding sheep or some discounted “trial membership” then you’re doing it all wrong. Your On-Board program needs to be an extraordinary experience that your clients will remember. Create an awesome first impression that will not only increase sales and retention, but will also build trust. Building trust allows you to create a real relationship and increases the likelihood that your clients will refer other people to your gym.

At Varsity House, we did it the wrong way for a long time. The process used to go something like this: Client: “Hey I want to come train at your gym.” Varsity House: “OK, come to class.” That was it for the first few years that we were business. We missed a lot of sales and lost a lot of clients because we never gave them the chance to really connect with us. We never built the value and trust they needed to make a real commitment to Varsity House.

We also had another major problem. Since we did not have a well-defined On-Boarding process, our offer of a “free evaluation” easily turned into an hour-long private training session. We were simply giving away valuable time with no guarantee of retaining a long-term client. We knew we had to make a change. A change that would see greater commitment from our clients and put more money in our pockets. What we know for sure is that offering a “free trial” or a discounted “trial membership” will get you clients who do not value your service and who are looking for a cheap discount, not a true expert.

Fast forward to 2016 and we have created Varsity House University, our 30-day new client mentorship program. It has, to say the least, become an absolute game changer. What we have created is an ultra-high value program that is guaranteed to provide a great experience for the client and build the trust in our gym. VHU is designed to be an experience in everything that Varsity House has to offer. Graduates of VHU are left with not only a great experience, but with a sense of accomplishment and confidence that they are more than capable of achieving their goals. What this also provides, is time to get to know the client and the time to build a real relationship. Once you have someone’s trust that you ARE the best solution for their needs, they will do anything for you. These are the types of clients that will truly become the ambassadors who will help build your business!

What makes VHU so special is that we control the process. We set the tone for absolutely everything that happens during that critical first month. We book all of the clients’ appointments for both private and group training. During their first month, their training is accompanied by a variety of content driven auto-responder emails which cover VH Basics, nutrition, sleep, and recovery tips & tricks to ensure their success. (remove three extra spaces) Throughout the first month each client is sent automated appointment reminders regarding their upcoming training sessions. This way, VHU helps keep new members more accountable to the process by ensuring that they get to see exactly how our gym works and maximizing their results. By then, we have absolutely guaranteed our clients’ confidence that we are the ones to lead them through their personal fitness journey.

So, the question is—are you ready to take control of your on-boarding program and set your gym apart from the competition?!

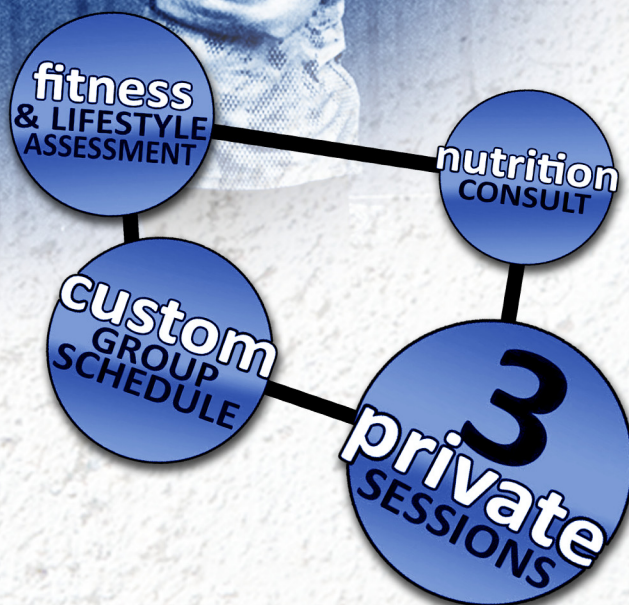
# 5 Rules For Creating The Ultimate On-Board

## #1 - Provide Ultra High Value.

Value is everything. If value is the cornerstone of your process, then price will not be the problem. Consider this, if a potential client has called or comes into your facility, that means they are looking for a fitness solution. It's now up to you to show them the value of your service and make it worth every damn penny!



If a gym membership costs \$150/month, most people could easily afford it—if it is a priority. Many people spend more on their monthly Starbucks bill! Understand that people will pay for a high value program if they feel they are getting something different and special. Showing the client an ultra-high value on-boarding program gives new clients a taste of your BEST services up front.



## 5 Rules For Creating The Ultimate On-Board

# #2 - Deliver An Experience, **NOT A WORKOUT!**

If ultra-high value is what you're after, then the experience is what really makes the difference. For example, imagine you go to two different Italian restaurants and both have amazing food, but one has exceptional service where the staff knows your name, your favorite wine, and that you don't like onions on your salad. Where are you more likely to go? Obviously, the restaurant with better service because they have created the best experience and provided more value. Your goal should be to provide an amazing experience from the moment a potential new client walks through the door.



# 5 Rules For Creating The Ultimate On-Board

## #3 - Built In Commitment

Commitment and consistency are the keys to your new clients' success. Make sure your on-boarding program provides built-in commitments for your clients. This includes: having to book each class/session in advance, confirming sessions, and setting up specific accountability check-ins. Provide each new client with the rules and cancelation policies. In this way, you make sure they understand that TIME is your commodity and they must respect that in order to work together. The more accountable you make the client, the more likely they are to stay on track and achieve their goals.



**= CLIENT  
= SUCCESS**

**CHECK-INS &  
MEETINGS**

**TEXTS, E-MAILS &  
PHONE CALLS**

**CLIENT  
ACCOUNTABILITY!**

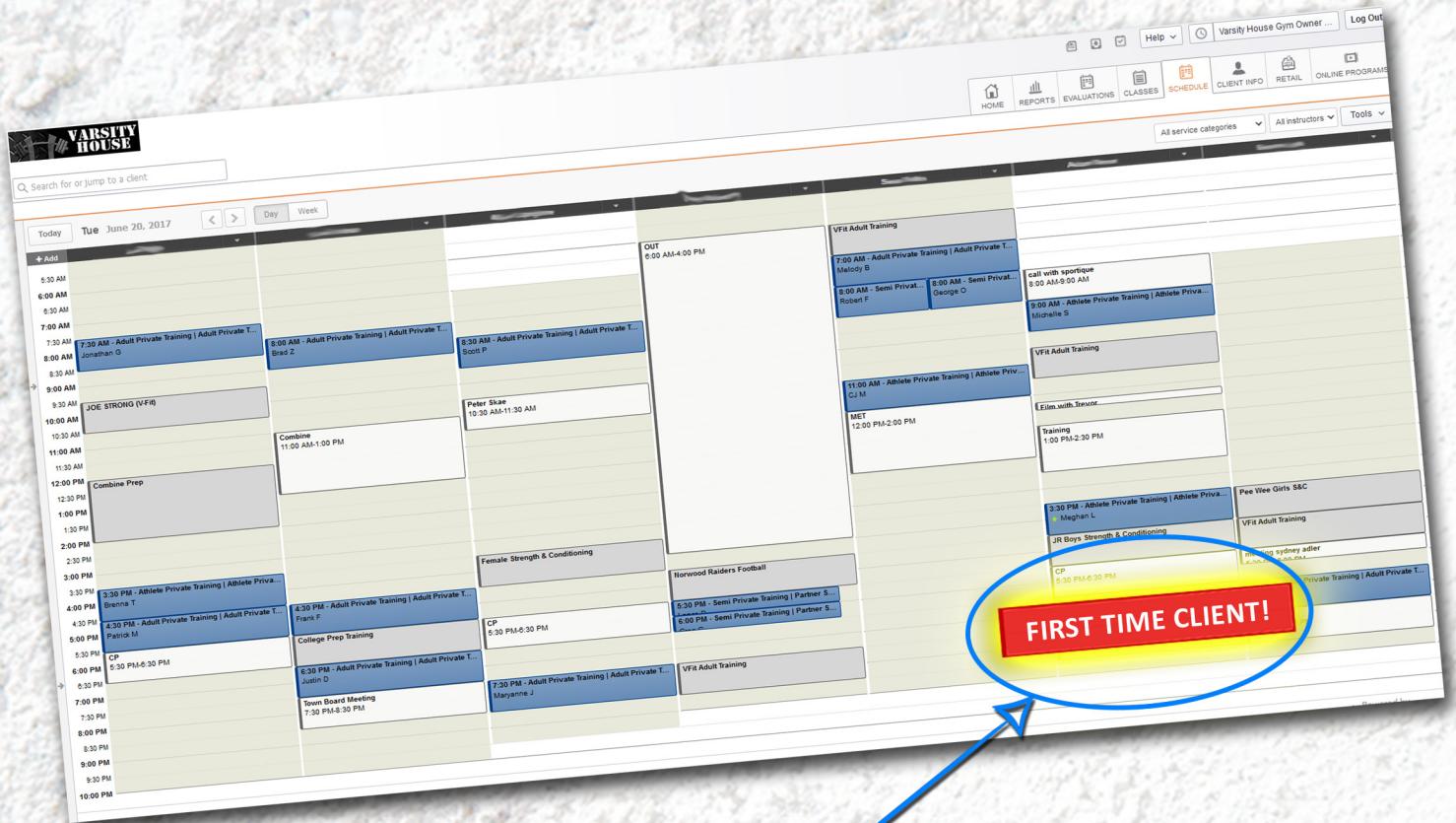
## 5 Rules For Creating The Ultimate On-Board

# #4 - Build Real Relationships.

A great on-board program gives your coaches and clients one-on-one face time. Whether it's as a private session, consult, or a short meeting before or after their training, there has to be dedicated time toward getting to know them. Fitness is a service business, therefore building a relationship and building trust are often more important than the X and O's of training. Ask questions about their lives, loved ones, work, play, hobbies, and anything else that indicates that you really care. Take notes on your clients and follow up with them during their next visit. You want the client to feel that their life outside of the gym is just as important as their training inside the gym. Unfortunately, a "free trial" class with a dozen other people will never give you the time to truly connect. Building a real relationship means that you are truly invested in their success.



# 5 Rules For Creating The Ultimate On-Board #5 - Overdeliver.



## THE MOST IMPORTANT HOUR OF YOUR DAY!

Overdeliver, every time, no matter what. Nobody cares if you had a bad day or if it's your 10th session that day. You only get one chance at a first impression, so give it 100%. Be on time, be prepared, and have notes so you remember their interests or their spouse's name. Remember, the devil is in the details. People will remember how you made them feel more than anything else. Giving your clients the best hour of their day will exceed any expectation they might have had about joining your gym, or any gym for that matter.



# What is Varsity House University?

Here is a sample of how we On-Board every new client at Varsity House. Since implementing this process, we have significantly improved conversions to full-time memberships and our overall retention rate. Use this template to design your own amazing program. Scale it to fit your gym, your products, the time you have, and your staff. Remember, the key is to deliver exponential value, and an exceptional experience that they will never forget.

## STEP 1

### 90-Minute Goal-Setting & Fitness Assessment.

- This is your opportunity to get to know your new client. Start building trust and confidence day one.
- Review training history, set goals, plan thier On-Board and execute fitness assessment.
- Develop a simple fitness assessment suitable for your programs such as FMS movement screen & body composition testing.



## STEP 2

### 30-Minute Nutrition Consult

- Provide your clients with the basics of sound nutrition by using basic nutrition guidelines and a food log to better understand their nutritional knowledge.
- Introduce them to one of your nutritional services such as in-house nutritionist, supplements or a fat loss programs.
- Hold them accountable to their eating habits during and after their On-Board program.

[VIEW OUR NUTRITION PACKET HERE](#)

# What is VHU?

## STEP 3

### Three Custom Designed Private Training Sessions

- Design three private training sessions based on their goals and fitness assessment that will showcase your ability to coach them toward their fitness goals.
- This allows you to scale a session to any client's ability and goals.
- Use this time to build report with your client and start building a "real" relationship.

## STEP 4

### Group Training Classes

- Hand select classes within your group schedule that best fit your new client's ability and goals.
- Introduce them to your coaches and key clients to better integrate them into your community.
- Your best clients are key ambassadors to your brand.

## STEP 5

### Graduation Time

- Now that you have built a real relationship based on trust, value, and confidence, it is time to move your client to the primary membership offering.
- Schedule a graduation meeting and review their progress. Highlight their achievements during their On-Board.
- Use this time to review your gym services and upsell accordingly.
- Celebrate their graduation to full-time member status.

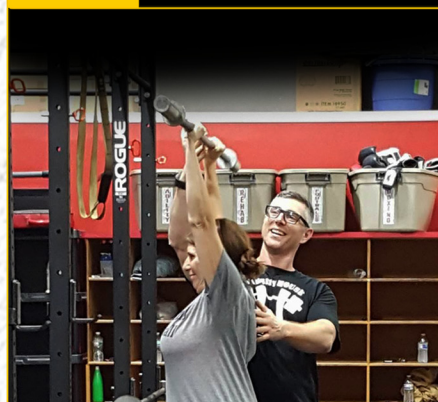
step  
1 & 2

**PRIVATE**  
assessment



step  
3

**3 PRIVATE**  
training sessions



step  
4

**PERSONALIZED**  
group sessions



# Example E-mail Ideas

## **EMAIL #1 – Welcome to TeamVH**

Send this email as soon as the sign up and enroll in your On-Boarding program. - Send a welcome email congratulating your new client for starting their on-board program. - Send info on your staff, your services, and your community. - Spotlight a previous success story with a great testimonial.

## **EMAIL #2 – Helpful Nutrition & Recovery Tips**

Use this email to reinforce some of the points covered in the nutritional consult and offer them some tips on taking care of their body pre/post workout. - Keep it simple and create a few go-to warm-up/cool-down routines they can master. -A printable PDF is a great idea. This adds even more value as they can print it and bring to the gym on their own, empowering them to take control of their own fitness. - Shoot a quick “How-To” video on proper use of the foam roller or some other exercises that are utilized regularly in your programs.

## **EMAIL #3 – News Letter & Social Media**

Building your email list and social media following is extremely important. Use this email to showcase all the amazing information you put out to your community through these outlets. - Send a sample newsletter and links to follow your gym on social media.

## **EMAIL #4 – Becoming a Full-Time Team Member**

Now that they are ready to move to the next phase in their fitness journey, make it a seamless transition by keeping them totally informed with the process. - Remind them that a staff member will contact them for their membership consult and graduation. -Showcase the benefits of becoming a full-time member. Include discounts, special events, and classes only available to full-time team members. - Ensure full transparency on prices and contract agreements.

# BONUS

A genuine “Thank You” & gift to seal the deal!

**PRO TIP:** Want to seal the deal and ensure your new clients tell all of their friends that they think your gym is the BOMB? Buy a bunch of really nice thank your cards ([www.papyrusonline.com](http://www.papyrusonline.com)) and a stack of \$5 Starbucks cards. Whenever a new client has graduated your On-Boarding program, have a card ready with a variation of the following:

*Thank You*

Dear (NEW CLIENT NAME),  
Thank you so much for becoming a TEAM MEMBER here at  
(YOUR GYM'S NAME). You did a phenomenal job during your  
(TIME OF ON-BOARD). Your fitness means the world to us and we look  
forward to helping you continue to crush your goals! GO TEAM!

PS - To make sure you always fired up for your workouts, here's a little  
turbo boost!

In Strength,  
Coach (YOUR NAME)

**SUPER PRO TIP:** At Varsity House we like to go that extra mile and show our new clients service they did not know existed in the gym industry. Send an Edible Arrangement to their house from your gym. They will love it.... Here's a link to the one we send: ([ediblearrangements.com](http://ediblearrangements.com))

# What's Next?

Now that you have an amazing on-boarding strategy, you can move on to learning more about how to truly transform your business from the inside out.

Join us at one of our Business of Strength™ Mentorships and learn how to turn your passion into profit!



**THE BUSINESS OF STRENGTH**  
Learn how to run a world class business.

GET STARTED

BUSINESS  
OF STRENGTH  
POWERED BY VARSITY HOUSE GYM

PLEASE VISIT  
[www.strengthentrepreneurs.com](http://www.strengthentrepreneurs.com)