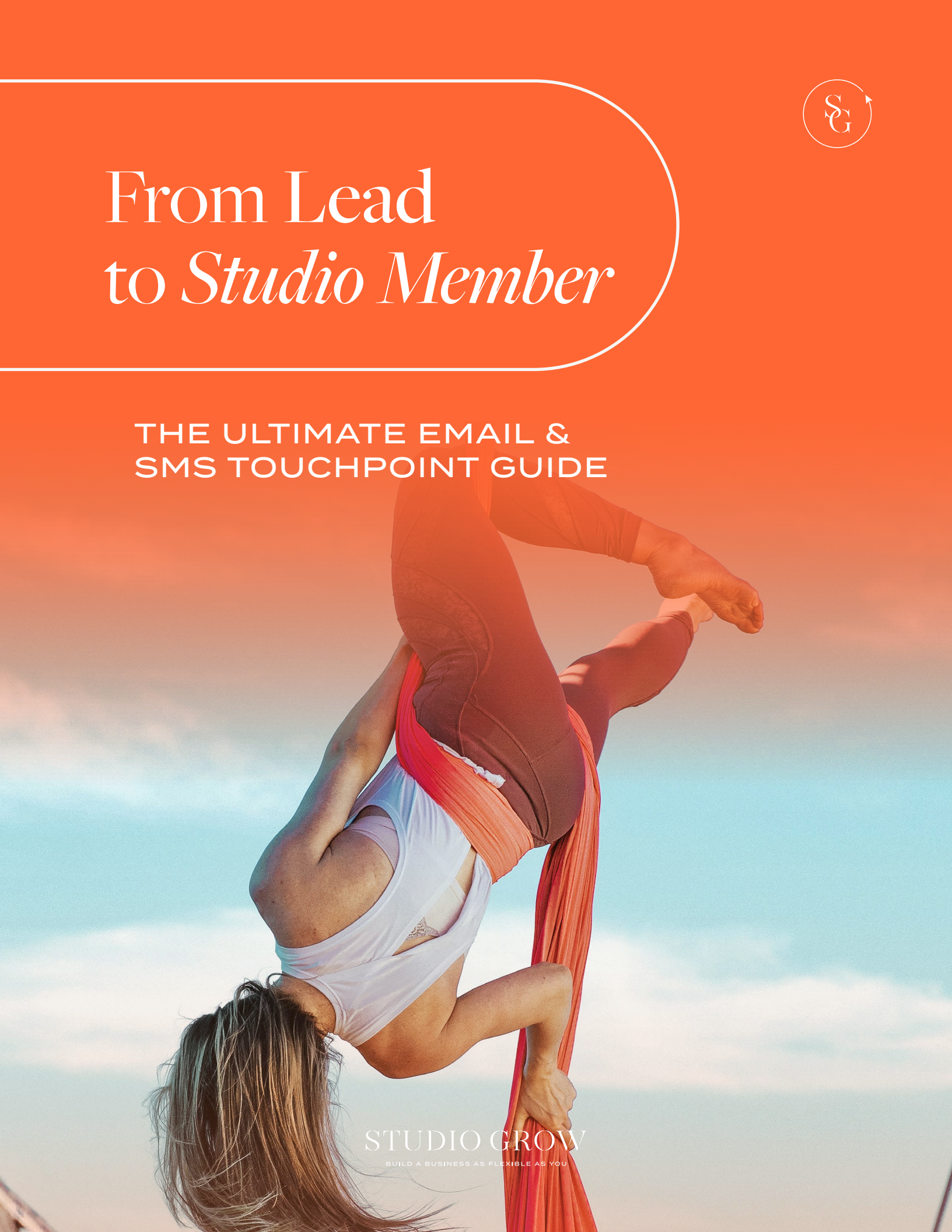
From Lead to *Studio Member*

THE ULTIMATE EMAIL & SMS TOUCHPOINT GUIDE



STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

To my fellow *Studio Owners,*

Thank you so much for joining me in my Masterclass.

It is always a true joy for me to spend time with studio owners to help them see the possibilities of where they can take their business.

Nobody starts a studio because they want to run a studio. And, if you don't know how to run a studio you're gonna run into some big problems like....

- Hiring another team member who eats away at your profits while you work harder than ever
- Working another 64 hour work week without actually paying yourself
- Doing it all, all the time, without even the possibility of a day off in sight
- All while living with the shame that you couldn't figure it out and the fear that everyone was going to find out.

If you're stuck in this cycle, or struggling with what next steps to take, we've got you! We have helped thousands of studio owners in over 40 countries, and we know exactly where the sticking points are in each stage of studio growth. One of the things that we've seen over and over again is that *sometimes the stickiest parts really do come right before the biggest transformations.*

We're opening up applications, but only until the end of the week, to chat with you about your studio and how to make it everything you dreamed. **Grab one of our last seats by clicking here now.**

Together, we'll make this the year your business truly soars.

With grit and gratitude, Lise



From *Lead* to *Studio Member*

The Ultimate EMAIL & SMS Touchpoint Guide

The Client Journey is an epic script, the Odyssey to our boutique fitness industry. It's a script for every touchpoint a client will pass through, from the moment they learn about your studio for the very first time until the day they become a member. At Studio Grow, we are obsessed about getting the Client Journey right for each of our fitness studios.

We've provided ***5 touch points*** *to start each phase of the journey at your studio.* However, this is only the beginning. Ultimately, you'll want to break down the key steps that each client will take to nurture their specific needs: ***Discovery, Investigation, Engage, Reflect, and Purchase.***

Each phase of the journey, from lead to client to long-term member, brings its own unique aspects, yet they all build upon one another. Together, they're aimed at *ensuring your clients have the ultimate experience.* It's all about engaging in genuine conversations with leads and steering them toward becoming long-term members.

This starter pack will highlight how the pre-purchase journey guides leads into purchasing an introductory offer, eventually converting them into a long-term membership. Each section includes an overview of touchpoints table that visually lays out the why, how, and when you're contacting someone - whether it's your team reaching out or it's all automated. We've also included a flowchart to showcase how each segment of the journey genuinely flows into the next. Again, ***these touchpoints are just the beginning*** and a springboard to getting started. *Our Mastermind Program fully dives into each step of the process with an expanded lead, client, and member journey.*

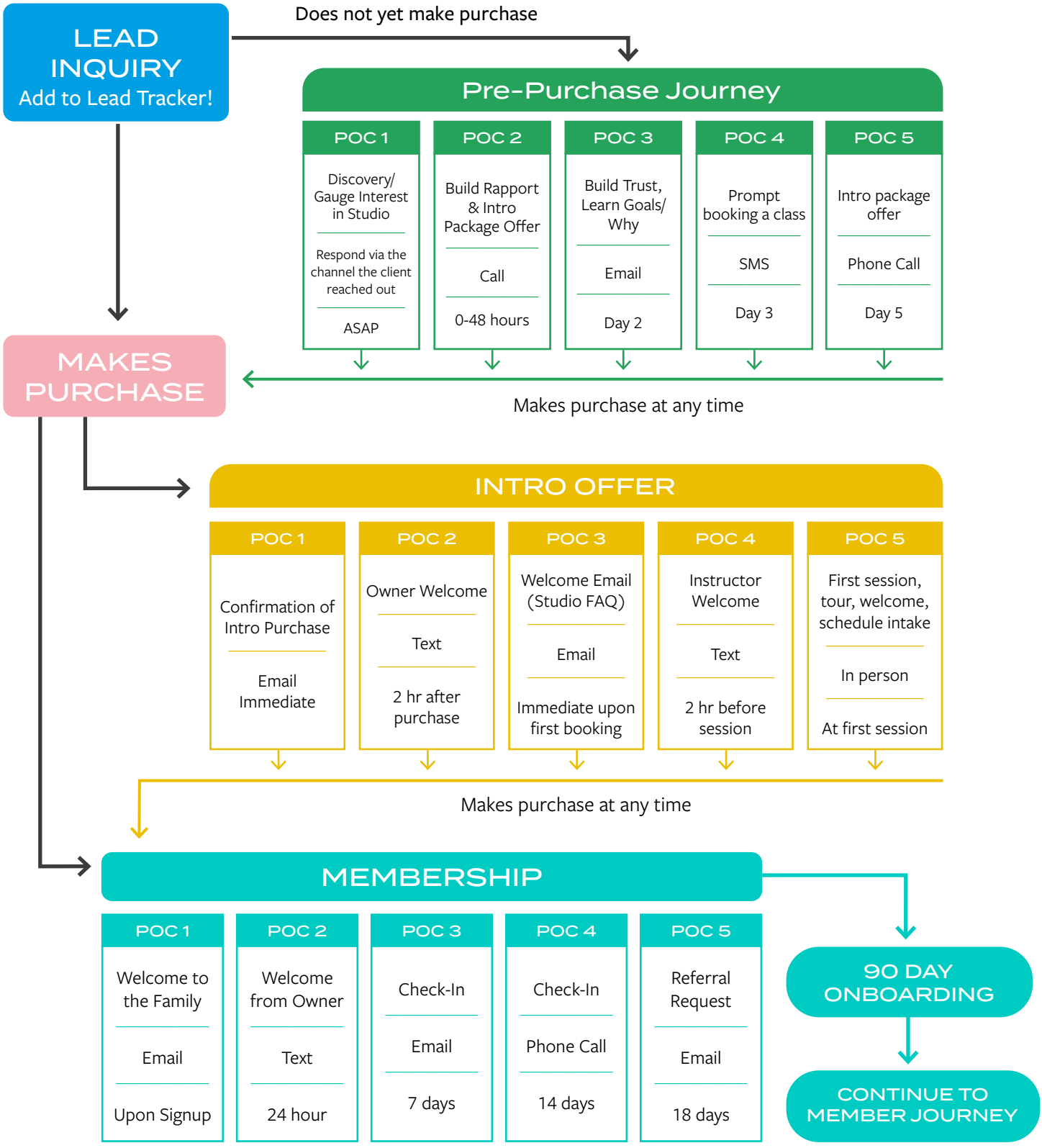


Studio Grow developed a new pricing and membership structure that was a game changer for us. Not only have we converted our drop ins and session packs to memberships, it helped us add an extra 200K in revenue and double our January revenue to $71K.

Jodi and Ky

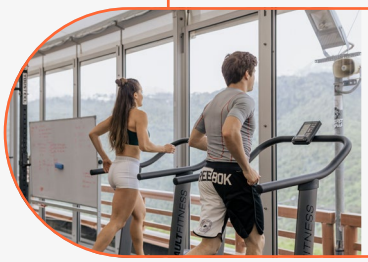
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Flowchart



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Is it time for a *breakthrough?*



If your Studio's doing ***Less Than $25k A Month***, your problem is pretty simple...

You're not marketing *effectively*.



If your Studio's doing ***Less Than $60k A Month***, your problem is pretty simple...

You're not marketing *to scale*.



And, if your Studio's cruised ***Past $80k A Month***, well, your problem is still pretty simple...

You've got to maintain a marketing *strategy that keeps you growing.*

Whatever your problem is ...
We've got you covered

Book A Call **and talk to our Studio Grow Team**

We know how to diagnose and dial in a prescriptive plan to get your studio moving to the next level.

Pre-Purchase

The ***goal of these touch points*** is to encourage someone to engage in that first conversation with you.

This conversation is your **first step toward diagnosing a *client's ideal next steps*** (and you can sell an annual membership right here and now if that truly makes sense for the client). Once you've engaged with the lead to learn more about them, you will prescribe the option best suited for them. Ideally this is an introductory offer or membership.

Touchpoint	WHAT: *Reason*	HOW: *Contact Type*	WHEN: *Timing*	WHO: *Manual or Automated*
POC 1 *If client came in via SMS, Call or DM*	Discovery / Gauge Interest in Studio	Whatever channel the client reached out to you through	ASAP	Manual if came in via SMS, Call, or DM
POC 1 *If client came in via Web Form or Lead Gen Ad*	Discovery / Gauge Interest in Studio	Email & SMS	ASAP	Automated
POC 2	Build Rapport & Intro Package Offer	Phone Call/ Voicemail	0-48 Hours	Manual
POC 3	Build Trust, Learn Goals/Why	Email	Day 2	Automated
POC 4	Prompt booking a class	SMS	Day 3	Automated
POC 5	Intro package offer	Phone Call/ Voicemail	Day 5	Manual



Studio Grow helped me build a Black Friday sale, segmenting to 70-80 target lists that brought in $68,000 - a month's worth of revenue in just 4 days. Additionally, I've experienced over 30% annual growth year over year since joining SG!

Lindsay

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SCRIPTS

Use the suggested points of contact above to create your own pre-purchase scripts.

POC 1 | Discovery/Gauge Interest in Studio | Phone Call

POC 1 | Discovery/Gauge Interest in Studio | Email

EXAMPLE

[Subject] [FIRST NAME] **- we can't wait to meet you!**

[Email Body] Hi [FIRST NAME],

We can't wait to have you in the studio! What questions do you have about getting started with us?

[SIGN OFF]

Why: *We recommend sending this email as soon as a lead is received. The purpose of your first touchpoint is to build a relationship and gather information on how your studio can help. This naturally leads to a conversation about prescribing offers in your studio.*

POC 1 | Discovery/Gauge Interest in Studio | SMS

POC 2 | Build Rapport & Intro Package Offer | Phone Call & Voicemail

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POC 3 | Build Trust, Learn Goals/Why | Email

POC 4 | Prompt booking a class | SMS

EXAMPLE

Hi [FIRST NAME], can I get you signed up for a class? What day of the week do you prefer?

Why: *Reaching out with a call to action prompts a lead to engage. This organically leads to conversation, discovery, building rapport, and ultimately leads them into your studio.*

POC 5 | Intro Package Offer | Phone Call & Voicemail



I've doubled my membership base in 2023 to over 200 members, converted my team to employees, and I have a full time lead teacher and studio manager in place on salary. My studio is operating at 25% profit with 90% of my revenue coming from membership.

Margaret

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Intro Offer

There are lots of different ways to make the first sale of your ***Introductory Package.***

It may occur via your website, app, over the phone or social media, email, or through a referral you've received. Don't wait to do that follow up, and don't be afraid to lean on scripts to get it done. Don't make any assumptions; this diagnosis includes questions, conversation, and listening to determine each individual's needs and how they can use your studio.

Touchpoint	**WHAT:** *Reason*	**HOW:** *Contact Type*	**WHEN:** *Timing*	**WHO:** *Manual or Automated*
POC 1 *If client came in via SMS, Call or DM*	Confirmation of Intro Purchase	Email	Immediately upon purchasing	Automated
POC 2	Owner Welcome	Phone call & SMS	Automated	Manual - Owner
POC 3	First Session booking (FAQ)	Email	2 hr after purchase	Automated
POC 4	Instructor Welcome	SMS	Manual - Owner	Automated or Manual
POC 5	Welcome tour & book intentional intake	In Person	Immediately upon booking	Manual



Studio Grow focused me on ensuring the majority of my revenue came from memberships as opposed to drop -ins, which was a game change around pricing. We hit 80% capacity in our studio which has allowed us to scale like never before.

April

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SCRIPTS

Use the suggested points of contact above to create your own intro offer scripts

POC 1 | Confirmation of Intro Purchase | Email

POC 2 | Owner Welcome | Phone Call & SMS

EXAMPLE

Hi [NAME]! It's [YOUR NAME], Owner of [STUDIO]. Just wanted to send a quick note to say welcome and check in to see if you have any questions. If you need any recommendations on first classes to try or instructor styles, don't hesitate to ask. And if you have any feedback along the way, I'd love to hear from you! Have a great day.

Why: *This is a personalized note that gives them an opportunity to ask questions, decrease their first day nerves, and starts strengthening the relationship with the client making them feel valued.*

POC 3 | First Session Booking (FAQ) | Email

EXAMPLE

SUBJECT: Your first class is BOOKED!

Hey [NAME]!

You took that important first step and booked a class! We are so excited to have you.

As a reminder, you'll need to bring [Insert Water Bottle, Mat, Sneakers, Towels Etc]. Please arrive 10-15 minutes before class so we can get you set up and acquainted with the instructor.

You're on a roll. If you're feeling ambitious, why not try booking in for another class? Browse the schedule here.

Want to bring a friend? Don't forget we have an incredible referral program that gives you and a buddy [amount] off when they use your unique referral code [Or Insert Alternate Referral Program]

Have a great class, and don't hesitate to reach out with any questions!

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Why: *Communicating key information like when to arrive, what to bring, and offering to bring a friend along can increase your customers' experience, reduce nerves or feeling intimidated, and prepare them for what to expect. This practice nurtures the client throughout the introductory offer experience, leading them into a seamless transition as a long-term member.*

POC 4 | Instructor Welcome | SMS

POC 5 | Welcome Tour & Book Intentional Intake | In Person

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Book your *Application*

If you are new, in the middle, or seasoned in being a studio owner, ***working with a team of coaches who know exactly what you are going through is a game changer.***

If you're like me, you may not have started a studio to run the business side of a studio.

But, if you don't tackle the business problems inside of your studio, they're only going to get worse, not better.

And, this isn't just going to cost you the hundreds of thousands of dollars that could change your life. It's going to cost you years of actually savoring the success your studio could bring.

Submit your Application to Chat with us TODAY!

Let us work alongside you to transform your studio. After all, if you're changing the lives of those around you, you deserve someone who's helping transform your studio and your life.

And, you can transform both.

Member Journey

Once a member comes to the end of the introductory offer and has seamlessly converted to a membership, you will move them into your member journey nurturing sequence.

The first 90 days inside your studio will determine your new client's length of time and commitment to your studio for the LONG TERM. The key is to ensure that everyone has a special touchpoint that truly does remind them that you are GLAD THEY ARE THERE.

Touchpoint	**WHAT:** *Reason*	**HOW:** *Contact Type*	**WHEN:** *Timing*	**WHO:** *Manual or Automated*
POC 1	Welcome to the Family	Email	Upon Signup	Automated
POC 2	Welcome from Owner	Text	24 hour	Automated or Manual
POC 3	Check-In	Email	7 days	Automated or Manual
POC 4	Check-In	Phone Call	14 days	Manual
POC 5	Referral Request	Email	18 days	Automated



I've improved sales, improved staffing and improved my studio's overall client journey. As a result of joining Studio Grow, I have more freedom in her personal life because before I was tied so intricately to my studio that I couldn't get away. But, recently I took an entire month off from my studio! I completely disconnected, and everything ran smoothly.

Leslie

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SCRIPTS

Use the suggested points of contact above to create your own member journey scripts

POC 1 | Welcome to the Family | Email

POC 2 | Welcome from the Owner | SMS

POC 3 | Check-In | Email

EXAMPLE – Option 1: Future Classes are Booked and Client is utilizing membership

Hey [CLIENT NAME], Way to crush your first week with us! Which classes are your favorite so far? We can't wait to see you this week.

Option 2: Future Classes are Not Booked (Low Usage)

Hey [CLIENT NAME], We've missed seeing you! I've got a few empty spots in the schedule...let's get you booked in. We have a [TIME] and [TIME] available. Which can I book you for?

Why: *Prompting a client to pre-book sessions for the week not only shows them you care they show up, but also helps you build your relationship with them and fill your classes for the week. For those that haven't booked in yet, it gives a reminder to act now!*

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POC 4 | Check-In | Phone Call

EXAMPLE: I'm just calling to check in on you. How are you doing? Anything I can help with here at the studio?

Voicemail or SMS: Hi [CLIENT NAME], it's [NAME] from [STUDIO]. I'm just checking in to see how you are. Don't hesitate to give me a call if I can help with anything!

Why: *These check-ins don't need to be complicated. A simple 'how are you' goes a long way. This continues to nurture your new member, build rapport, further build trust in the relationship, and enhance their customer experience. If they have any questions, concerns, or feedback, this opens the door for them to share it with you.*

POC 5 | Referral Request | Email

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The signs of a dysfunctional *Client & Member Journey*

- Waiting for the lead to initiate a conversation
- Not having enough touchpoints throughout the journey
- Not having a mix of in person, phone calls, sms and emails or automations
- Only speaking to one buyer type or personality
- Asking for the sale before building rapport and learning about the client
- Assuming the client knows the next step to take to become a long-term member at your studio
- Making assumptions in general without asking the right questions
- Failing to educate the client about all your studio has to offer
- Offering an introductory offer that doesn't provide the ideal experience of your studio (not showcasing your offers or not the ideal length of time)
- Not having a clear understanding of your client avatar(s).
- Not asking for the sale & fear of being to "salesy"





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It's time for you to TAKE THE **NEXT STEP** in *your Studio journey*

Applications are only open until Friday, so book a call to talk to our team about how we can set your business on the path to success.

We can't wait to hear from you



