A COUNTDOWN TO ONE BREAK DATE

The Goodbye-and-Welcome Framework

How to make a clean break from an aggregator — graciously, with excitement, and without losing your people.

A countdown to a single Break Date — signage, in-studio announcements, email, SMS, and phone — built for both entry paths: an immediate break and the end of a taper.

The principle

A clean break is the opposite of a taper. A taper fades quietly with no single dramatic moment. The clean break is one definitive, announced date that everything counts down to — which makes the emotional framing everything.

The whole risk is that people hear *"goodbye"* and think you mean them. So every message does two things at once.

01 · GOODBYE

A gracious farewell to the aggregator

Never bitter. Framed around what you're moving toward, not what you're rejecting. You can even thank the aggregator sincerely.

02 · WELCOME

An unmistakable, celebratory welcome to the person

This is a milestone, not a loss. Make staying effortless and exciting.

THE ONE LINE THAT CARRIES THE WHOLE FRAMEWORK

"We're saying goodbye to [ClassPass] — but we are absolutely not saying goodbye to you."

Say it early, say it more than once, and separate the platform from the person every time. Tone throughout: warm, excited, celebratory — you're going all-in on your community, and you want them in it.

Two entry paths, one playbook

The messaging is nearly identical for both paths. The only real difference is the runway — how much warning you give. Pick your path, then use the matching column in the countdown map.

PATH A

Immediate break

WHEN

Now, with no taper first.

WHO IT'S FOR

Studios already above the line — strong direct base, high ratings, classes that sell out, ideally a waitlist. Check your Walk-Away math: if direct revenue already clears break-even without aggregator visits, you can afford it.

RUNWAY

~4 weeks — you're asking people to convert cold, so give them room.

TONE

Confident. "We've grown enough to go all-in."

PATH B

End of the taper

WHEN

As the final step after the four-wave taper.

WHO IT'S FOR

Most studios. The taper has already moved your engaged regulars to membership; this just closes the door on the last sliver of aggregator spots.

RUNWAY

~2 weeks — the audience is already warm and expecting it.

TONE

Celebratory finale. "We've arrived."

The countdown map

The five beats, with timing for each path and the channels you fire. **“T”** is the Break Date.

BEAT	IMMEDIATE (A)	AFTER TAPER (B)	CHANNELS
1 · Announcement	T – 4 weeks	T – 2 weeks	Sign · verbal · email · SMS
2 · Reminder	T – 2 weeks	T – 1 week	Email · verbal · SMS
3 · Last call	Final 3–4 days	Final 2–3 days	Email · SMS · phone
4 · Break Day	Day 0	Day 0	Verbal · email · sign
5 · After / win-back	+1–2 weeks	+1–2 weeks	Email · SMS

THE STOP POINT STILL APPLIES

The instant someone joins as a member, move them off the “please join” track and onto a warm welcome / thank-you note. Stop selling immediately.

And in the After phase, if someone says they’re not coming back, honor it gracefully — one open-door note is hospitality; three is pestering.

BEFORE YOU ANNOUNCE

The pre-flight checklist

- [ ] **Confirm the math.** Your direct base (Walk-Away break-even) supports operating without aggregator visits — especially for an immediate break.
- [ ] **Set the Break Date** and put it on everything: signage, scripts, emails, scheduling software.
- [ ] **Finalize your transition offer** (your separate doc) and the join link; fill in the section on the next page.
- [ ] **Give the aggregator any contractually required notice** before you announce publicly.
- [ ] **Brief every instructor** on the in-studio announcement scripts for each phase.
- [ ] **Print updated signage** showing the Break Date and the welcome offer.
- [ ] **Segment your list:** exclude existing members; target aggregator-only and drop-in clients.
- [ ] **Set Stop Point triggers in your CRM:** a conversion moves the person from “join” asks to a welcome track.

Your transition offer

Your offer lives on your own document — write the essentials here so whoever runs this playbook has them in one place. The scripts reference these as [TRANSITION OFFER].

A strong transition offer rewards crossing over *before* the Break Date: a grandfathered founding rate, locked-in pricing, or a bonus perk.

MEMBERSHIP OFFER — WHAT THEY JOIN AT

PERKS INCLUDED FOR JOINING BEFORE THE BREAK DATE

DEADLINE / BREAK DATE

JOIN LINK OR HOW TO SIGN UP

ALWAYS-ON ASSETS

Running the whole countdown

These run from the Announcement through Break Day.

1 The walk-in sign

We’re going all-in on our community.

On **[Break Date]**, [Studio] is leaving [ClassPass]. We’ve grown enough to do what we’ve always wanted: guarantee every one of our people a real, reserved spot — no credits, no “sold out,” no middleman.

We’re saying goodbye to the app. We are not saying goodbye to you.

Ask the front desk how to join before [Break Date] — there’s a special welcome waiting.

3 The front-desk script

USE AT CHECK-IN THROUGHOUT THE COUNTDOWN

FRONT DESK — AT CHECK-IN

“Hi [Name]! Did you hear — we’re leaving [ClassPass] on [Break Date] and going member-only. The good news: we’d love to keep you, and there’s a special welcome offer if you join before then — a guaranteed spot and [perks]. Want me to walk you through it? Takes two minutes.”

Separate the platform from the person every time: “goodbye to the app, not to you.”

2 IN-STUDIO ANNOUNCEMENT

Before every class — it changes by phase

Have the instructor say a version of this before class.

ANNOUNCEMENT PHASE

“Before we start — a quick, exciting bit of studio news. On [Break Date] we’re leaving [ClassPass] and going all-in on our own community. For us, that means we can finally guarantee every one of you a reserved spot — no credits, no scrambling. We’re saying goodbye to the app, but absolutely not to any of you. If you’ve been coming through the app, grab me or the front desk after class — we’ve got a special welcome offer to keep you with us. Okay — let’s get into it!”

FINAL WEEK

“Quick reminder before we begin — this is our last week on [ClassPass]; we go member-only on [Break Date]. If you’ve been joining through the app, today’s a great day to make it official so you don’t lose your spot. The front desk has the welcome offer ready. We’d love to keep every one of you. Alright — let’s go!”

BREAK DAY

“Before class, a little milestone — today’s the day [Studio] becomes fully our own community. Thank you to everyone who helped get us here, including those of you who first found us through the app. To everyone joining us as members: welcome home. Let’s celebrate with a great class!”

BEAT 1

A: T – 4 WKS · B: T – 2 WKS

The Announcement

The full goodbye *and* welcome.

EMAIL

Subject: Big news from [Studio] — we're going all-in (and we want you with us)

Hi [Name], we have some exciting news. On [Break Date], [Studio] will be leaving [ClassPass].

Here's why: we've grown enough to do something we've wanted for a long time — invest fully in our own community. Leaving the app lets us guarantee every member a real, reserved spot, pour our energy into the studio and the people in it, and welcome you as often as you'd like to come, instead of working around credits and caps.

We're genuinely grateful to [ClassPass] — it introduced us to people we'd never have met, maybe including you. But this next chapter is about building something direct, together.

Now the most important part: we're saying goodbye to the app — we are absolutely not saying goodbye to you. We'd love for you to stay part of [Studio]. To make it easy, we've put together a special welcome: **[TRANSITION OFFER]**. *It's available to anyone who joins before [Break Date]. [Join link]*

Come celebrate this next step with us — we'd love to keep you in the room.

SMS — ANNOUNCEMENT

"Hi [Name], it's [Your name] from [Studio]. Big news — we're leaving [ClassPass] on [Break Date] to go all-in on our community. We're saying goodbye to the app, NOT to you. There's a special welcome offer to keep you with us if you join before then. Want the details?"

BEAT 2

A: T – 2 WKS · B: T – 1 WK

The Reminder

Deadline rising.

EMAIL

Subject: [X] days left on [ClassPass] — we'd love to keep you

Hi [Name], a quick reminder: [Studio] leaves [ClassPass] on [Break Date] — that's [X] days away.

After that, our classes will be member-only, with a guaranteed spot for everyone in our community. We'd hate for you to lose yours.

Our welcome offer is still open: **[TRANSITION OFFER]**. *It's the easiest way to stay with us, and it's only available until [Break Date]. [Join link]*

Saying goodbye to the app, not to you — we really hope you'll stay.

SMS — REMINDER

"Hi [Name], [X] days until we leave [ClassPass] ([Break Date]). After that it's member-only. The welcome offer to keep your spot is still open — want me to send it over?"

Plus: the in-studio "announcement phase" verbal before every class (see Always-On Assets, Page 08).

BEAT 3 · THE PIVOTAL TOUCH

A: FINAL 3–4 DAYS · B: FINAL 2–3 DAYS

The Last Call — warm and direct

EMAIL

Subject: Last few days — your spot at [Studio]

Hi [Name], this is the final stretch. We leave [ClassPass] on [Break Date], and after that our classes move to members only.

*We've loved having you, and we don't want this to be goodbye. If you'd like to keep coming, now's the moment — and the welcome offer (***[TRANSITION OFFER]***) ends on [Break Date]. [Join link]*

Whatever you decide, thank you for being part of [Studio]. But we'd really love to keep you.

SMS — LAST CALL

"Hi [Name], last call — we leave [ClassPass] on [Break Date] and the welcome offer ends then. We'd love to keep you with us. Want me to set you up?"

PHONE — HIGH-VALUE CLIENTS WHO HAVEN'T CONVERTED

OPEN

"Hi [Name], it's [Your name] from [Studio] — got a quick minute? I'm calling personally because we leave [ClassPass] on [Break Date], and I didn't want you to slip away without hearing from us."

REASON

"We've grown enough to go all-in on our own community — a guaranteed spot for everyone, and a lot more of the studio's energy going into the people in the room."

WELCOME

"I'll be straight — we're saying goodbye to the app, not to you. We'd love to keep you, and we've got a welcome offer that makes it easy: [TRANSITION OFFER]. It's only good through [Break Date]."

CLOSE

"Want me to get you set up now, or send everything over and follow up tomorrow?"

If they hesitate. *Flexibility:* the app capped how often they could come; as a member they get a guaranteed spot and can come as often as they like. *Price:* start them at the entry tier. *"Let me think":* offer to hold their welcome rate through the Break Date.

BEAT 4

DAY 0 · BOTH PATHS

Break Day

Celebrate, thank, and leave the door open.

In-studio: use the Break Day verbal announcement before every class (see Always-On Assets, Page 08).

EMAIL

Subject: Today's the day — thank you, and welcome

Hi [Name], today [Studio] becomes fully our own community, and we wanted to mark it.

Thank you to everyone who's been part of the journey here — including those who first found us on [ClassPass]. To everyone who's joined as a member: welcome home. We can't wait to see you in class.

And if you haven't joined yet — the door is still open. Reach out anytime; we'd genuinely love to have you. [Join link / contact]

Swap the walk-in sign to a celebratory "We're now fully member-owned — welcome home" version, with the join path still visible.

BEAT 5

+1–2 WEEKS · NO PRESSURE

The After / Win-back

The worst outcome of a clean break is silence that feels like a slammed door. This beat keeps the relationship alive and catches the late deciders who only feel the loss once it's real.

EMAIL

Subject: The door's still open at [Studio]

Hi [Name], we noticed we haven't seen you since we moved off [ClassPass], and we wanted to reach out — not to sell you anything, just to say you're always welcome here.

If you'd like to come back, here's exactly how: [Join link / how to book]. We've kept a warm welcome ready for you, and we'd love to see you in the room again. No pressure, no deadline — just an open door.

SMS — WIN-BACK

"Hi [Name], it's [Studio]. Just a note that you're always welcome back, anytime. If you'd like to come in, here's how: [link]. We'd love to see you again — no pressure at all."

If they reply that they're not interested, thank them warmly and stop. **One open-door note is hospitality; repeated ones are not.**

THE FRAMEWORK IN ONE LINE

Goodbye to the app, welcome to the person.

Say a gracious goodbye to the aggregator, extend an excited, celebratory welcome to your people, and make staying easy.

Make staying easy with your transition offer, and leave the door open for anyone who isn't ready — across signage, in-class announcements, email, SMS, and phone, counting down to one clear Break Date. And the moment someone joins: stop selling and start welcoming.

STUDIO GROW