A CHRONOLOGICAL COMMUNICATION SYSTEM

The Reason-and-Invite Framework

How to taper off an aggregator and turn drop-ins into members — warmly, transparently, and in the right order.

A chronological communication system: signage, front-desk conversations, email, SMS, and phone — sequenced across four waves.

The principle

Most studios remove aggregator spots quietly and hope no one notices. This framework does the opposite. You explain before every move, and you frame each change as an invitation rather than a loss. You are not taking something away — you are telling people the studio is filling up with members and warmly offering them a seat.

EVERY MESSAGE FOLLOWS TWO BEATS

1 **REASON**

Why this is happening (member growth, classes filling up, certain access now reserved for the studio's own community).

2 **INVITE**

A genuine welcome: here's what it costs, here's what you get, we'd love to have you.

Never a cut without a reason. *Never a reason without an invitation.*

How to use this playbook

Your taper happens in four waves. Each wave is one 20% tier of your classes — starting with your most-used classes — getting its spots cut in three steps over roughly 3, 6, and 9 weeks. You do not message at every step. You send one coordinated set of communications per wave, then let the cuts happen.

Work top to bottom, in order. Two assets run the entire time (the walk-in sign and the front-desk script); the four waves fire in sequence. Within each wave, the channels are listed in the order you deploy them.

THE MOST IMPORTANT RULE

The Stop Point

The moment someone joins as a member or tells you they've reached their ideal class frequency, stop all messages to them immediately.

"You're exactly where you want to be" is a success, not a failure. A fourth email after someone has already said yes is the fastest way to sour a brand-new member. Honoring the Stop Point is what keeps this hospitality instead of a funnel.

The chronological map

At a glance: when each channel fires, wave by wave. “Day 0” is the start of each wave (when you announce that tier’s taper).

	EMAIL	SMS	PHONE	IN PERSON
Wave 1 TOP 20% CLASSES	DAY 0 soft heads-up	DAY 4 frequent attendees	—	EVERY VISIT
Wave 2 NEXT 20%	DAY 0 personal nudge	DAY 4 engaged, no reply	DAY 7 high-value regulars	EVERY VISIT
Wave 3 NEXT 20%	DAY 0 direct invitation	DAY 3 follow-up	DAY 5 primary channel	EVERY VISIT
Wave 4 FINAL 20%	DAY 0 last call	DAY 3 follow-up	DAY 5 final warm call	EVERY VISIT

The bottom 20% of classes stays open as your aggregator floor (the “Anchor”) — or gets a fifth wave if you’re going for a full clean break.

BEFORE EVERY WAVE

The pre-flight checklist

Run this before you announce each wave. The golden rule: never cut a class's spots until your direct demand can absorb the reclaimed seats — otherwise you'll be staring at empty slots.

- [ ] Confirm the target tier's fill rate is high enough that reclaimed spots will refill with direct demand.
- [ ] Pull the list of aggregator clients in that tier; segment by attendance (frequent = SMS/phone targets).
- [ ] Confirm your Open-Book pricing link is live and accurate (the Floor-and-Climb breakdown plus the three tiers).
- [ ] Set the three cut dates (≈ weeks 3, 6, 9) and load them into your scheduling software.
- [ ] Brief front-desk staff on this wave's in-person script.
- [ ] Set Stop Point triggers in your CRM: a conversion OR an "I'm good at this frequency" reply removes that person from the sequence.

RUN THE ENTIRE TIME

Always-on assets

These two run the whole time — from before Wave 1 through Wave 4.

01 The walk-in sign

Print and post at the front desk from day one. Keep it warm and large.

Something's changing at [Studio] — and you're invited.

We've grown. Our most-loved classes are filling up with members, so we're reserving more spots for our studio community.

If [Studio] has become part of your routine, we'd love to make it official — with a guaranteed spot, member pricing, and perks you won't find on any app.

Ask the front desk how to join. We'd love to keep you in the room.

02 The front-desk / in-person script

Use every time an aggregator client checks in. Keep it to about 20 seconds, warm and no-pressure.

IN PERSON — AT CHECK-IN

"Hi [Name], so good to see you back! Quick heads-up while you're here — we've been growing a ton, and we're starting to reserve more spots in our popular classes for members.

You're here often enough that I'd hate for you to lose your spot. Whenever you've got two minutes, I'd love to show you our membership — it's actually the same price you're paying now, with a guaranteed spot and a few extras. No rush — just ask me anytime."

IF THEY SAY IT'S TOO PRICEY

"Totally get it — our entry membership is the same per-class price you pay now, you just get a guaranteed spot and perks on top. Want me to text you the breakdown?"

WAVE 1 ONE OF FOUR

The soft heads-up

Top 20% most-used classes · tone: friendly warning, lots of runway

EMAIL STEP 1 · DAY 0

SUBJECT

A heads-up from [Studio] — and an invitation

Hi [Name], a quick, friendly note. We've had a wonderful stretch of growth lately, and our most popular classes — [Class A], [Class B] — are filling up fast with studio members. Over the next several weeks we'll be reserving more of those spots for our member community.

Nothing changes today, and you'll still see plenty of availability. But we wanted to tell you why before you noticed, because we've loved having you in the room.

If you'd like to keep your place in these classes as they fill, we'd genuinely love to welcome you in as a member. I've put the details below — including exactly how we price a class, so you can see it's a fair deal. No pressure at all. [Open-Book pricing link]

SMS STEP 2 · DAY 4 · FREQUENT ATTENDEES WHO HAVEN'T REPLIED

"Hi [Name], it's [Your name] from [Studio]. Quick heads-up — our popular classes are filling up with members and we'll be reserving more spots soon. We'd love to keep you in the room. It's the same price as now to join, plus a guaranteed spot. Want me to send the details?"

KEY POINT TO TEXT 3–4 days after the email, only to clients who attend often. One short message, one ask.

IN PERSON STEP 3 · ONGOING

Use the front-desk script above with anyone in this tier as they come in. This is the warmest channel — lean on it.

WAVE 2 TWO OF FOUR

The personal nudge

Next 20% of classes · tone: direct and personal, phone enters the mix

EMAIL STEP 1 · DAY 0

SUBJECT

You're one of our regulars — here's what membership looks like for you

Hi [Name], you've been coming to [Studio] often enough that you're a familiar face, which is exactly why I wanted to reach out directly. We're now extending member-priority to our next group of classes, including [Class C].

Here's the honest math on what a class costs us to run and what we charge — no mystery. [Open-Book pricing link]

The part worth knowing: our entry membership is the same price you're already paying through the app, but with a guaranteed spot, longer booking windows, and member events the app simply can't offer. And if you come as often as you do, our [Regular] tier would actually save you about [X]%. We'd love to make it official.

SMS STEP 2 · DAY 4

"Hi [Name], [Your name] at [Studio]. You're one of our regulars, so I wanted to reach out directly — [Class] is moving to member-priority soon. At how often you come, membership would actually save you about [X]%. Can I send you the quick breakdown?"

PHONE STEP 3 · DAY 7 · HIGH-VALUE REGULARS ONLY

KEY POINT TO CALL reserve phone calls for your highest-value regulars — people who attend twice a week or more, or who keep hitting the app's visit cap with you. Call after the email and SMS haven't converted them.

PHONE WAVE 2 / 3 · WARM REGULAR

The phone script

OPEN

“Hi [Name], it’s [Your name] from [Studio] — is now an okay time for a quick minute? … Great. I’m calling personally because you’ve become one of our regulars and I wanted you to hear this from me, not just an email.”

REASON

“We’ve had a big stretch of growth, and we’re reserving more spots in our most popular classes for members — including the ones you come to most. I didn’t want you to show up one day and find your spot gone.”

INVITE + TRANSPARENCY

“So I’d love to invite you to join. I’ll be totally straight on pricing — here’s what a class actually costs us and what we charge. The best part: our entry membership is the same per-class price you’re already paying, but with a guaranteed spot, earlier booking, and member events. As often as you come, our [Regular] tier would save you about [X]%.”

WHY IT MATTERS

“Honestly, we’d just rather have a real relationship with the people in our room than rent out seats class by class. You’re already part of this place — we’d love to make it official.”

CLOSE

“Want me to get you set up now, or send everything over and follow up [day]?”

Objection handling on the next page.

ON THE PHONE

Objection handling

Keep these warm and brief. Each turns a hesitation back into the invitation.

“I like the flexibility of the app.”

“Totally fair. The thing is, the app caps you at [2–3] visits with us per cycle, and spots aren’t guaranteed. As a member you can come as often as you want with a reserved spot — more flexibility, not less.”

“It’s too expensive.”

“I hear you — that’s why I’d start you on our entry tier: the same price you pay now, just with the perks added. No increase at all.”

“I need to think about it.”

“Of course. Can I text you the breakdown and hold a spot for you through [date]?”

WAVE 3 THREE OF FOUR

The direct invitation

Next 20% of classes · tone: straightforward, phone is now primary

EMAIL STEP 1 · DAY 0

SUBJECT

Keeping your spot in [Class] — let's talk

Hi [Name], a straightforward note this time. The majority of our schedule is now member-first, and the classes you come to most are moving into that group over the next few weeks. We don't want you to lose your spot.

Becoming a member isn't just about access for us — it's that we'd rather build a real relationship with the people in our room than rent seats out by the class.

You can join at the same rate you pay now ([Drop-In]), or commit a little and save [X–Y]% on [Regular] or [Resident]. Here's everything, laid out plainly. [Open-Book pricing link] Happy to answer anything.

PHONE STEP 2 · DAY 5 · PRIMARY CHANNEL THIS WAVE

Use the Wave 2/3 phone script above. By now phone is your main tool for engaged regulars — it converts far better than another email.

SMS STEP 3 · DAY 3 · FOLLOW-UP

"Hi [Name], most of our schedule is now member-first and the classes you come to most are next. We don't want you to lose your spot. You can join at the same rate you pay now. Want me to set it up or answer any questions?"

WAVE 4 FOUR OF FOUR

The last call

Final 20% of classes · tone: warm, honest, zero pressure

EMAIL STEP 1 · DAY 0

SUBJECT

Last of our open classes — we'd love to keep you

Hi [Name], we're reaching the final tier of our schedule moving to member access. After this, most of what we offer will be reserved for our member community.

I'll be direct because we've valued having you here: we'd love for you to stay, and this is the moment to join if you'd like to keep coming.

The best value is our [Resident] membership at [X–Y]% below your current per-class cost, with every perk we offer — your reserved spot, guest passes, member events, and earned-member swag.

Whatever you decide, thank you for being part of [Studio]. Here's the full breakdown, costs and all. [Open-Book pricing link]

PHONE STEP 2 · DAY 5 · FINAL WARM CALL

"Hi [Name], [Your name] from [Studio]. Quick one — this is the last group of classes moving to member access, and I really didn't want to let you go without a personal invite. We've loved having you.

If you'd like to keep coming, now's the moment, and I'll make it easy. Our best value is [Resident] at [X–Y]% below what you pay now, with everything included. Want me to set it up?"

IF IT'S A NO

"Completely understand — you're always welcome to drop in when there's space. Thank you for being part of [Studio]." Then apply the Stop Point.

SMS STEP 3 · DAY 3 · FOLLOW-UP

"Hi [Name], the last group of our classes is going member-only this month. We've loved having you and would really like you to stay. Best value is [Resident] at [X–Y]% below your current per-class cost. Want to grab your spot before it's gone?"

REMEMBER

Honor the Stop Point

The sequence ends the moment they're happy.

As soon as someone converts to a member — or tells you they've reached the class frequency that's right for them — remove them from every channel. No more emails, texts, or calls.

Someone reaching their ideal taper-off point is the system working perfectly. Stopping on time is what makes the whole framework feel like genuine hospitality, and it's why people say yes in the first place.

THE FRAMEWORK IN ONE LINE

Give a reason, extend an invitation, show your real numbers, and stop the moment they're where they want to be — across signage, the front desk, email, SMS, and the phone, in that order, wave by wave.

STUDIO GROW