CONVERTING AGGREGATOR USERS INTO MEMBERS

The Rent-to-Own Playbook

The aggregator journey, step by step — turning rented traffic into committed, direct members over roughly eight weeks.

Eleven steps, every touchpoint, every script: from a free first session, through the welcome, the trigger, the nurture sequence, the specialized intro and the intentional intake, to the membership commitment and referrals.

The journey at a glance

An aggregator user is rented traffic at the top of your funnel. This is the path that turns them into a member — colored by where they stand at each step.

NOT YET OWNED | QUALIFIED LEAD | CONVERTING | MEMBER

01	First session: free or aggregator-funded	NOT YET OWNED
02	Welcome experience	NOT YET OWNED
03	Gather info & pre-book	BECOMING A LEAD
04	Great class + post-class check-in	BUILDING TO TRIGGER
05	Trigger — 4× in 4 weeks	BECOMES A LEAD
06	Automation + personal touch	LEAD
07	Buy a specialized intro — the 2-week bridge	CONVERTING
08	Intentional intake	CONVERTING → MEMBER
09	Membership commitment	MEMBER
10	Referrals	MEMBER
11	Member journey	MEMBER

How this works

The aggregator (ClassPass, and the like) isn't the enemy and it isn't the destination — it's the top of your funnel. Someone finds you on the app as a renter, and your job is to earn your way into a real, direct relationship until they choose to become a member with you. Done well, it takes about eight weeks.

THE DECISIVE MINDSET

Once real interest shows, treat them like a paid lead

Everything before the trigger is about delivering an experience so good that a rented visitor decides on their own they want to come back. The moment they show real interest — the 4×-in-4-weeks trigger — you stop treating them like an app booking and start treating them exactly like a lead you'd have paid good money to acquire.

THE STATUS ARC

not yet owned → qualified lead → converting → member

Each step only has to earn the next one.

[ ] **A note on the brackets:** everything in [ ] is yours to fill — studio name, sender name, prices, offers, and the aggregator you're working with.

STEP 1

NOT YET OWNED

First session: free or aggregator-funded

What it is. A session that may be free or credit-based from the user's perspective. It's possible the studio is providing the class free, or receives a reduced price for it given it's the first session. This isn't where you make money — it's where you make a first impression.

Which class. Intentionally broad and strategy-dependent. It could be a curated intro/beginner class, a spillover low-volume or off-peak slot, or any class on the schedule — whatever fits your embed approach.

KEY CONSTRAINT — NO PRE-ARRIVAL TOUCHPOINT

At this stage you have no contact information. The aggregator owns the booking, the confirmation, and the data — so there is no reaching out before they arrive. Any reminder they get comes from the aggregator's system, not yours. This is exactly why Step 3 matters: it's your first chance to break that data wall.

The job of this step. Get them in the door. No asks yet — the conversion machinery starts once they're physically in the room.

STEP 2

NOT YET OWNED

Welcome experience

The framework. An incredible hospitality experience — making the person feel seen, known, and embraced from the moment they arrive. That feeling is the constant. The tactics below are a menu to choose from, not a required checklist.

THE WELCOME MENU

- Name on a welcome board
- Water or a beverage waiting
- A towel set out
- A tour of the space
- A body check-in — how they're feeling, anything to work around
- Name on a locker
- A card set out for them
- Greeted by name at the front door
- A background check-in — have they done this type of class before?

TEACHER CONSTRAINT

The experience will sometimes be limited by who delivers it. A front desk person can prep the tangible touches (board, water, towel, tour) ahead of time; a teacher delivering it solo has limited prep time and capacity, so they lean on the in-the-moment personal touches (greeting, background check-in, body check-in). The menu flexes; the feeling doesn't.

SAMPLE WORDING — THE PERSONAL CHECK-INS

Word-for-word starters for the moments a teacher leans on when there's no time to prep the room. Make them yours.

GREETING BY NAME

"You must be [Name] — welcome! So glad you found us. I'm [Your name], I'll take care of you today."

BACKGROUND CHECK-IN

"Have you done [class type] before, or is this one of your first times? No wrong answer — it just helps me look out for you in there."

BODY CHECK-IN

"How's your body feeling today? Anything going on — tightness, an injury, anything you'd want me to know — so I can give you good options as we go?"

QUICK TOUR

"Let me give you the 30-second tour — here's where you'll be, here's water and towels, here's where to put your things. Anything you need, just grab me."

STEP 3

BECOMING A LEAD

Gather info & pre-book

PART A — GATHER INFO

The core goal. Capture name, email, and phone number — this is the moment you break the aggregator's data wall and turn an anonymous app booking into a contactable lead.

The easiest mechanism. A localized in-studio waiver. They expect to sign something, so the contact capture rides along with it naturally.

Permission note (region-dependent). In some places you'll need explicit permission to text or email — build that opt-in into the waiver or intake where required.

The bonus layer. Give them a chance to share a little about their goals and background. It's a genuinely fun, engaging touch and it makes everything downstream more personal — especially slick if it lives inside an app or digital intake.

PART B — PRE-BOOK (THREE OPTIONS)

1. **Book their very next class.**

2. **Book 2–3 sessions out (recommended).** Often easiest for the studio, and it deliberately marches them toward the 4× in 4 weeks trigger.

3. **Set a recurring slot (where it fits).** *"This time, every week."* Works in some markets and with some people, not others.

THE CONCIERGE FRAMING

PRE-BOOK — SPOKEN

"Fantastic — I'm going to be your studio concierge, and I'd love to make sure we get you everywhere you need to be. Is this typically a good class time for you? What kind of classes are you looking for — and what are your biggest goals? Let me go ahead and get the next couple of classes on your schedule. We fill up fast and have super limited slots on [the aggregator], so I want to make sure we've got one with your name on it."

The concierge frame turns pre-booking into a service; the queued questions double as personalization data; the honest scarcity makes booking ahead feel smart, not pushy.

TIMING

This happens adjacent to Step 2 — it's almost the second half of the welcome — because after class gets very busy. It flexes by staffing. If you must gather after class, you have to tell them *before* class, so it becomes part of the post-class experience rather than an interruption:

SAID BEFORE CLASS

"By the way, I'm going to need to gather a couple of quick things from you after class — I'll have extra hands at the front desk so we make it really fast. Would you just meet me there right after? Two minutes, tops."

STEP 4

BUILDING TO TRIGGER

Great class + post-class check-in

This is the step that does the converting — not through a pitch, but through an experience so good the rented visitor decides on their own they want to come back.

PART A — THE GREAT CLASS EXPERIENCE

The feeling is the product. A first-timer won't remember the sequence or the cues — they'll remember how the class made them feel and whether they connected with the person leading it. Everything below serves one outcome: they leave wanting to come back.

Treat every client like an old friend. When someone walks in, take a genuine one-second pause to actually register them, then light up. The tiny beat is what makes it read as real rather than autopilot — you're not smiling at *"everyone,"* you're delighted to see this person. Picture a newcomer as a friend you're thrilled finally showed up.

Clarity is hospitality. Nobody feels connected while they're confused, and confusion is where you lose people. Know your program well enough that the class is easy to follow: read the room and catch when people are lost, speak with intention and command the room with your voice, teach in small chunks instead of rattling off ten moves nobody will remember, and be there to catch people when they fumble. Complexity is not quality — intensity doesn't require complicated choreography.

Run a signature format. Predictability is a feature, not a flaw. People love a class where they know the rhythm, the sequence, the signature moves — it's the *"knowing the words to your favorite song"* feeling, and it makes them feel part of the club. A familiar shape is also easier for a newcomer to lock into. This isn't permission to go stale — it's signature format, fresh execution. A signature finish matters as much as the start: a closing song, a cooldown, a ritual every single time. Match your energy to the format, from the door to that final note.

THE GUARDRAILS — HOSPITALITY IS RETENTION

Build the experience to protect against what actually makes people leave: losing the instructor relationship (the #1 reason — the bond is with the person), a transactional in-and-out feel, nobody remembering names, a front desk that can't even say hello, stale programming, and any gap between price and experience. Every one of these is a failure of feeling seen.

PART B — FIRST-TIMER TOUCHPOINTS DURING CLASS

You can't deliver an individual touch to someone you can't identify — so first you have to spot the first-timers. Use a visible marker: a different-colored mat, or a small object like a crystal at the top of their mat or machine, so every instructor instantly knows who's new.

Then aim for individual touchpoints during class, scaled to size:

3	2	1+
TOUCHPOINTS	TOUCHPOINTS	TOUCHPOINT
Under 20 people	20–40 people	More than 40 people

PART C — THE POST-CLASS CHECK-IN

Be actively available at the end of class — not just standing there, but seeking out every person whose first class this was. This is the conversion-critical moment. The hard part: as a popular instructor you'll get mobbed by regulars. Protect the first-timer time without brushing anyone off:

> HOLD THE REGULARS
>
> *"Hey — I'm going to pause for one second, I've got to catch a few people whose first class this was. Will you give me three minutes? I can't wait to talk to you about that."*

Then scale the check-in to how many newcomers you have:

~10 NEW	Keep it quick and individual — *"How was it? How do you feel?"* to each.
~5 NEW	A little more — *"How'd that feel? Any questions?"*
2–3 NEW	Gather them together for the full version — *"I want to check a few things first. How did y'all feel? Any feedback, any questions, anything I can help with? And I want to make sure you've got your next class booked."*

Close the booking loop before they leave. The next session you teed up in Step 3 gets locked right here. If the instructor is booking it, they head to the desk and confirm it's done; if front desk owns it, they walk the newcomer out and confirm it together — so no first-timer ever leaves without their next visit on the calendar.

STEP 5

BECOMES A LEAD

Trigger — 4× in 4 weeks

What the trigger means. The signal that someone has shown enough interest that they've clearly crossed over — from a renter / aggregator user to someone with real interest in your studio. The visit count is the proxy; the meaning is *"they're into us now."*

The benchmark is fungible. 4× in 4 weeks is the typical benchmark for most studios — and it's not arbitrary: it tends to match the max most aggregators let a user visit a single studio, so hitting it means they're effectively maxing out the app on you. It's adjustable; you might look for the pattern in a shorter or longer window. Those are outlier cases — and a different threshold may even signal a different end recommendation: someone who hits 4× fast versus steadily over six weeks might be guided toward a different membership at the intentional intake.

HOW YOU DETECT IT

CRM AUTO-DETECTION	Ideal; the trigger fires automatically on visit count.
REPORT PULLS	Surface who's hit the mark if it isn't automated.
MANUAL (FLYING BLIND)	With some aggregators you have almost no visibility, so it's fully manual: a standing weekly task baked into daily operations, one set day a week, where you review attendance, verify frequency, and flag anyone who's hit four.

WHAT FIRES WHEN IT HITS

An automation and communication sequence begins — and the mental shift is decisive: you now treat them exactly like a lead who came in off a paid ad. Full lead-nurture treatment; no longer *"just an aggregator visit."*

STEP 6 LEAD

Automation + personal touch

~10 touches over 6 weeks, mixing email, SMS, a handwritten note, and ideally phone calls.

THE PHILOSOPHY — SOFTER THAN USUAL

This is the step most people get wrong: they go *"bam, I'm going to sell."* You do the opposite. The early job is getting to know them — why are you coming to the studio, what are you looking to do for yourself, what are your personal goals and intentions. You're building a genuine relationship before you recommend anything. The real goal of the six weeks is a genuine conversation — over text, phone, or in person, maybe in one sitting — and to build trust high enough that they actually want to listen when the recommendation comes.

The 10-touch sequence. Channels escalate with intimacy — lighter and warmer early (SMS, email), the human channels (call, handwritten note) layered in as trust builds. The pivot (Touch 5) is flexible: fire it whenever trust feels built.

Week 1

TOUCH 1 · SMS — DAY 1, RIGHT AFTER THE TRIGGER

"Hi [Name], it's [Your name] from [Studio] — not a robot, the actual human who [teaches/runs things] here. I've loved seeing you in lately! No agenda, I just like to personally say hi to the people becoming part of the place. So glad you're here."

TOUCH 2 · EMAIL — DAY 3

Subject: A quick hello from [Studio]

"Hi [Name], I wanted to reach out personally now that you've become a regular face around here — it makes me happy. I'm curious, and I mean this genuinely: what brought you in, and what are you hoping to do for yourself right now? No wrong answer — I just love understanding what our people are really after so we can help you get there. Hit reply anytime; I read these myself."

Week 2

TOUCH 3 · SMS — DAY 8

"Saw you made it to [class/day] again — love that. How's your body feeling after this week? Anything clicking, anything you want more of?"

TOUCH 4 · PHONE CALL — DAY 11; WARM VOICEMAIL IF NO ANSWER

"Hey [Name], it's [Your name] from [Studio] — no reason for the call other than I wanted to put a voice to the name and say how glad we are you've been coming in. If you ever want help picking classes or building a little routine, I'm your person. Don't be a stranger — I'm around."

Week 3 — the pivot window

TOUCH 5 · THE PRESCRIPTIVE PIVOT — CALL, TEXT, OR IN PERSON, WHENEVER TRUST FEELS BUILT

Ask permission first:

"Can I give you some honest feedback on what I'd recommend for you longer term? I feel like I've gotten a sense of what you're after, and I've got some thoughts."

Then, once they say yes, get prescriptive — grounded in their goals, not your offer:

"Here's where I think you're at, and here's what I'd actually recommend for someone with your goals — and here are the options you've got for making that happen."

This is the hinge of the whole sequence. If the conversation flows, it can roll straight toward the specialized intro (Step 7) in one sitting. If not, you've planted the recommendation and keep nurturing.

TOUCH 6 · EMAIL — DAY 18

Subject: What I'd recommend for you

"Great talking with you, [Name]. Putting it in writing so you have it: based on what you told me you're after — [their goal] — here's what I'd recommend [the path]. No rush at all. I just want you to have a clear picture of how to get where you're headed. I'm here for any questions."

Week 4

TOUCH 7 · HANDWRITTEN NOTE — MAILED, LANDS ~DAY 23

"[Name] — just a note to say how glad we are you found us. Watching you show up has been a highlight. Whatever your goals are, we've got you. — [Your name], [Studio]"

The pattern-breaker. Short, personal, zero ask — the touch that makes you unforgettable.

TOUCH 8 · SMS — DAY 26

"Hey [Name]! How are you feeling about everything we talked about? No pressure — just want to make sure you've got what you need. Anything I can answer?"

Week 5

TOUCH 9 · PHONE OR IN PERSON — DAY 33

"Hey [Name], been thinking about your goals. I really do think [the recommendation] is the right next step for you — want me to walk you through exactly how it works and get you set up?"

Week 6

TOUCH 10 · EMAIL — DAY 40, THE BRIDGE TO THE OFFER

Subject: Your next step, whenever you're ready

"Hi [Name], it's been a genuine pleasure getting to know you these past few weeks. When you're ready to really commit to [their goal], here's the simplest way in: [specialized intro]. It's built exactly for this moment. Just reply or grab me at the studio and I'll take care of everything. No pressure, ever — I just don't want anything getting in the way of what you're working toward."

LAYER IT WITH AN IN-STUDIO VERBAL CUE · WEEK 1

Make the name that texts and calls match a real face.

Alongside the digital touches, front desk and instructors plant a spoken cue in the room — delivered by both, whoever interacts with them, once during Week 1 — referencing whoever is actually sending the sequence, so the name that texts and calls matches a real face. It primes the outreach so it lands warm, not cold:

IN-STUDIO CUE

“Hey — I was just talking with [the person sending the sequence], and gosh, they’re genuinely excited you’ve been coming in. You might even get a personal note or a call from them soon — keep an eye out.”

STEP 7

CONVERTING

Buy a specialized intro — the 2-week bridge

THIS STEP IS OPTIONAL

A lead can buy the specialized intro, or skip it entirely and go straight to a membership sale (Step 9). The intro is a bridge for people who need one — not a mandatory gate.

What it is. Owner-defined, but deliberately different from your typical 2-week intro — more contained (e.g. 4 classes in 2 weeks, 6 in 2 weeks, or 2 in 7 days). The governing rule: shape it to mirror the target membership, so the intro trains the exact cadence the membership will require, making the step up feel like continuing rather than re-deciding.

TWO PRICING OPTIONS

OPTION A — THE DEFAULT

Clear discount vs. aggregator pricing

The goal here is modest: get them to buy something and become a paying customer of yours. You don't need a long-term commitment yet — just to cross them from rented to paying. A clear discount versus the aggregator's per-class economics is the easiest yes, and the path of least resistance.

OPTION B — ADVANCED, OPTIONAL

High-ticket premium

A leveled-up, results-based package — nutritional services, one-on-one coaching, and the like. A much more complex sell; worth considering for the right person, but not the focus.

Credit toward membership. The intro's value can be credited toward membership if they convert, making the intro → membership step seamless.

The 2-week communication sequence

Robust and partly trigger-based. The primary CTA across the whole sequence is to book the intentional intake — target 75% of intro buyers booking one (a ~10-minute one-on-one). The lever is held until the end.

The spine — everyone gets this

TOUCH 1 · AT PURCHASE — SMS + EMAIL

SMS

"You're in, [Name]! So glad you went for it. Your [intro] is active for the next 2 weeks. One thing I'd love to set up while you're here — a quick 10-minute sit-down to map out the best plan for your goals. I'll text you a link, no rush. Let's make these two weeks count."

EMAIL

Welcome, how the intro works, how to book classes, and a soft first mention of the intake — "the best thing you can do in these two weeks is grab a 10-minute chat with me so we make sure you're on the right track."

TOUCH 2 · AFTER THEIR FIRST INTRO CLASS — TRIGGER: FIRST CLASS ATTENDED

"That's one in the books! How'd it feel? You're exactly where you should be. When you've got a sec, let's get that 10-minute plan chat on the calendar — it's the difference between a good two weeks and a great next year. [booking link]"

TOUCH 3 · MID-INTRO — DAY 6–7

"Hey [Name] — you're halfway through your [intro] and crushing it. This is the perfect moment for our quick 10-minute sit-down: I'll look at how it's going and map out exactly what I'd recommend for you. Most people find it's the most useful 10 minutes they spend here. Want me to grab you a time? [link]"

TOUCH 4 · PERSONAL TOUCH — DAY 8–9, CALL OR IN PERSON

"Hey [Name], it's [Your name] — loving having you in for the intro. I want to make sure we actually sit down for 10 minutes before it wraps so I can give you my honest read and best recommendation. Got two minutes now to find a time, or want me to text you a couple of slots?"

The human ask — highest-converting for the 75% goal.

The ending — stack the touches + the lever

Final 3–4 days.

TOUCH 5 · PRE-EXPIRY URGENCY — DAY 11

"[Name], your [intro] wraps on [date] — I don't want you to lose your momentum. Let's get your 10-minute plan chat in before then so we have a clear next step ready. Here's my calendar: [link]"

TOUCH 6 · THE LEVER — DAY 12–13, SMS + EMAIL

"Quick one, [Name] — because you've shown up the way you have, I've got something for you if we get your plan chat done before your intro ends: [LEVER — e.g. first month discounted / first payment waived / a retail credit / a gift card to your coffee spot]. It's my way of saying I want you to keep going. Want me to lock in a time? [link]"

TOUCH 7 · FINAL CALL — DAY 14, MORNING OF EXPIRY

"Today's the last day of your [intro], [Name]! I'd genuinely hate to lose you right when it's clicking. Grab a 10-minute chat with me today and [lever] is yours. Even if it's right after class — come find me. Let's keep this going."

The lever is held until here on purpose — a decisive closer, not an early crutch that cheapens the offer.

Secondary trigger layer

For people behind pace only. These fire *instead of* generic check-ins, and only for someone not attending at the expected rate. The job is to get them back in the room — the intake ask only works if they're actually experiencing the studio.

PACE-NUDGE A · BEHIND BY MID-INTRO

"Hey [Name]! Noticed we haven't seen you in a couple days — life happens, no worries at all. Your intro clock is ticking though, and I don't want you to miss out on classes you've already got. Can I help you get your next one booked right now? What day works?"

PACE-NUDGE B · STILL BEHIND, LATER

"[Name], I really don't want your [intro] to go to waste — you've got [X] classes left and [Y] days. Tell me what's getting in the way and I'll help you make it work. Even one more class this week keeps your momentum alive."

CHEER-ON · ON OR AHEAD OF PACE

"[Name], you are showing up — love to see it. This is exactly what works. Let's make sure we capture this momentum in your plan chat so it doesn't stop when the intro does."

Never send a *"come back"* message to someone already crushing it — cheer them instead, and keep them hot for the intake ask.

STEP 8

CONVERTING → MEMBER

Intentional intake

A ~10-minute one-on-one. This is where the lead becomes a member. It follows a repeatable structure every time.

THE STRATEGY — FIVE MOVES

1. **The why (personal).** Open with their reason — the goals, background, and body info you've gathered. Why this matters for them, not why they picked your studio.
2. **The prescription — how often.** Tell them exactly how often you want them coming, grounded in that why.
3. **The deeper why.** Reinforce why that specific cadence matters for their result.
4. **Two options.** A discount option with commitment (the one you want them on) and a more flexible, higher-effective-price option. Two choices turn *"yes/no"* into *"which one."* A third option is possible if they want it, but two is usually easier to choose between.
5. **The lever + the ask.** Add the extra special discount (the lever), then ask for the sale: *"Which works best for you?"*

THE CLOSING SCRIPT · LARGE-GROUP STUDIO; ANNUAL VS. 3-MONTH

Intentional intake — the close

“Based on your low back pain and your fairly recent shoulder surgery, I’d like to see you in class three times a week to start. That cadence is what’s going to strengthen your core rapidly while keeping your low back safe — and coming consistently, three times a week, is what turns this from something you tried into real, lasting progress. It’s the difference between feeling a little better and actually changing how your body feels day to day.

So here’s what I’d recommend. I’ve got two options for you. The first is our annual 3×-a-week membership — it’s the best value by a wide margin, and it locks in your spot and your pricing for the whole year. The second is our 3-month option, which gives you more flexibility, but the savings just aren’t close to the annual.

And because you’ve been on our Intro Package, you get an extra special discount: a $100 credit on your first month if you go with the annual. So — which works best for you?”

Adapt the prescription (3×/week), the two terms, and the $100 lever to your studio. The two options are deliberately set with a wide gap so the annual’s value is obvious.

STEP 9 MEMBER

Membership commitment

What it is. Simply the moment they choose to buy a membership. That's the step — the lead becomes a member.

If they say no. Move them into your *"leads who said no."* On the aggregator front, they simply head back to using you through the app the same way as before — and that's totally fine. No bridge burned; the journey can re-trigger later.

If they say yes. They cross into member, and you bring in referrals immediately.

STEP 10 MEMBER

Referrals

The philosophy — invest, don't pay. You don't pay members for referrals. Instead you invest in them, by surrounding them with the people who'll help them succeed.

THE EVIDENCE

A University of Pittsburgh School of Medicine study found that 95% of people who started a program with friends or family completed it, versus 76% of those who started alone. Referrals here aren't a growth hack — they're a retention strategy for the new member.

The mechanic. When someone buys a membership, gift them 2–4 introductory offers (studio's choice of number) to give to friends or family. The framing is care, not commission: you're helping them build a support system around their goals so they have the best possible chance of succeeding. This builds on the perks they already get (guest passes were a big one) and takes it a step further at the moment of commitment.

The bonus — a major lead engine. This becomes a major marketing and lead-generation strategy. Every new member's 2–4 intro offers feed fresh leads into the top of the funnel — so retention and acquisition compound together, and those new people drop right back at the start of this very journey.

STEP 11

MEMBER

Member journey

They begin whatever your current member journey is. They've stopped renting — they're yours now.

(The member journey is its own playbook; here it's simply the handoff.)

THE PLAYBOOK IN ONE LINE

Earn your way from rented to owned.

The aggregator stocks the top of your funnel; you earn the relationship in the room. Deliver an experience worth coming back for, watch for the moment real interest shows, then treat that person exactly like a hard-won lead — nurture, bridge, and convert them into a member, and invest in them so they bring the next person in. Every step only has to earn the next one.

STUDIO GROW