GYM OWNER PLAYBOOK

4 Fast Cash Campaigns for Gyms

Pick one campaign, set a real cap and deadline, and assign who sells and who delivers.

1 Seasonal Offer

Use a real season to create a start date.

Offer
Spring Reset. Sell a six-week coaching block with two coached sessions a week, a kickoff and a progress review. Invite current members who want structure and warm prospects.

Run it
Choose a start date and staffed capacity. Send an invite and a deadline reminder. Close enrollment when the cohort fills or the cutoff passes.

Who does what
Owner sets price and cap. Marketing sends the invite. Front desk handles replies and payment. Head coach runs kickoff.

2 Any Reason Offer

Use a real moment to tell a relevant story.

Offer
Blood moon in Long Beach → a member's story → one belief they changed → four annual coaching spots. Example: 50% off the usual annual price, paid up front, if delivery costs still fit.

Run it
Tell what happened, what the member did, and the takeaway. Use the one-year, 47-pound result only with permission and verification. Close with "I'm opening four spots. Reply YEAR and I'll send the full terms."

Who does what
Owner approves the story, price and cap. Desk books fit calls and confirms terms. Coach owns the annual plan.

3 Reactivation Offer

Start a conversation with an opted-in list.

Offer
12-Week Total Body Transformation. Open ten spots. State location, schedule, training, nutrition support and who can commit to showing up and following the plan.

Run it
Text 1: "How's your fitness going lately?" Text 2: "What's been getting in the way?" Then: "We're opening ten spots for a 12-week programme. Want the details?" For yes replies, send the full plan and ask, "Can you commit to [schedule] for 12 weeks?" Book a fit call.

Who does what
CRM owner checks permissions, sends the first batch and honours opt-outs. Desk replies and books. Coach confirms fit and starts the cohort.

4 Member Upgrade Offer

Invite active members who want more support.

Offer
Sell four weeks of paid coaching on top of membership. Include a baseline review, one private session per week, a take-home plan and a final progress check.

Run it
Ask coaches to nominate members who have asked for extra help. Invite them personally with the price, dates and actual spaces. Collect payment and book all four sessions.

Who does what
Owner caps inventory. Coaches recommend suitable members. Desk confirms payment and bookings. Assigned coach delivers and reviews progress.

Before you send
Confirm terms, coach capacity and delivery costs. Track replies, paid spots and cash collected. Reserve enough to deliver what you sold.