



THE ULTIMATE GUIDE

to successfully run a 6-week challenge at
your facility.



FITHIVE

INTRO...

Running a 6-week challenge is one of the most tried-and-true methods for growing your gym. Not only can it bring an influx of revenue, but if done correctly, it can also increase your ongoing EFT and grow your membership base long-term.

In this guide, we will show you our 6 step process for how to design, market, and execute an effective 6-week challenge based on the experiences of thousands of gyms we have worked with.

This guide is designed to give you a thorough overview of how to run a 6-week challenge for your gym. We use case studies from gyms we work with, and best practices we have curated from running thousands of challenges like this.

If you would like to get more specific help on running a 6-week challenge for your gym, we are always available to schedule a strategy call.

BOOK A CALL



6-STEP PROCESS

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2 PREPARE

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3 MARKET

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STEP 1: DESIGN

The first step to creating your 6-week challenge is design. There are a number of factors you need to think through in order to run a successful challenge. Here are the major factors you need to decide on when designing your challenge.





PRICING

Pricing your challenge tends to be one of the more difficult things to decide on. The price should be set high enough that it will allow for you to leverage the participant into a long-term membership at the end of the challenge, but not so high that it discourages sign-ups.

We have found that the sweet spot for pricing is between 1.5 - 2 x the cost of a single month at your gym. For example, if your monthly membership is \$100, then you should price your 6-week challenge at \$150 - \$200.



START & END DATES

There are 2 basic ways that you can run a 6-week challenge. One way is to set a specific start date where all the participants start and end together. This method creates a lot of energy and comradery among the participants. If you choose to select a specific start date, then you will want to make sure that it coincides with the 3 most popular times of the year for challenges; New Years, Spring/Summer, and Back to School.

The other method is to have a running start. Meaning, the challenge starts whenever that participant wants to start. This method is great for using your 6-week challenge as an intro for your long-term membership options. You are also able to market your 6-week challenge year-round.



DECIDE WHAT'S INCLUDED

What to include in your challenge is another area that can be greatly debated. At FitHive we always err on the side of simplicity. It is easy to get caught up in the excitement of designing a challenge and end up making it so complex that it is difficult for you to explain, and for the prospective member to understand.

Here are some examples of basic included services:

- Unlimited group training classes
- Nutrition guide
- Weekly accountability check-ins
- Weekly weigh-ins
- Access to private Facebook group
- Before & after photos

In addition to the details listed above, you can add value by including additional services or products that you carry in your gym. Some examples of these would be:

- Individualized nutrition program
- One-on-one training sessions
- Supplements
- Awards ceremony
- Prizes

Once you have the basic outline and details for your challenge created, it's time for **step 2**.

STEP 2: PREPARE

Prior to launching the marketing campaigns you'll need to prepare or create the content. Here is what's next.



STEP 2: PREPARE



EMAIL CAMPAIGN SETUP

There are two parts to this, the emails you'll send out to attract prospects to join the challenge and the campaign you'll send out once they've joined. You'll begin to promote them converting to a full-time member at the beginning of your email campaign alongside holding them accountable, and nurturing them with value adds (Nutrition, sleep, water consumption, meal prepping, etc...)



SETTING UP SOCIAL MEDIA ADS

Setting up ads on Facebook and Instagram can be one of the most effective ways to drive new business into your facility. The first step is to make sure you're set up on Facebook Business Manager <https://business.facebook.com/> once you have that set up Facebook walks you through how to set up and ad all the way up to publishing it.





SET APPOINTMENT TIMES

This is one of the most important pieces of a successful campaign. You need to make sure you open up enough appointment times that when people land on your calendar to book, there are enough times that they actually book. If you just open 10 am and 1 pm your booking rates will be significantly lower. We recommend at least 15 hours per week open for small-group interviews. A few hours in the morning, optional mid-day, and a few hours at night. Typical show rates are 30-70% so by doing small-group interviews you're almost always guaranteed to be talking to someone versus doing 1:1 meetings you'll have a higher likelihood of not having anyone to talk to during that specific appointment time.



SALES PRESENTATION

Being prepared with what to say once you have a new prospect in front of you will be a big determining factor if they decide to sign up, if they bring referrals, or give you an objection and ghost you. Set up your interview area for success. Make sure you're spending more time asking questions, building a relationship, and building trust versus just pitching why you're gym is the best.

Once you have created all the back end assets for your challenge you can move on to **step 3.**

STEP 3: MARKET

This section will go over the different ways to advertise your challenge. It is important to use all avenues listed to maximize your ROI.





EMAIL MARKETING

Set up an email campaign to go out to your current lead list. We recommend at least 3 emails spaced over 3-5 days.

- First message is to introduce the challenge with a call to action to sign up.
- Second message is to see if they received your last message and to talk about the challenge again. “Hey not sure if you saw our last message or not, maybe our timing was bad?”
- Third message should be saying this is the last chance to sign up before we open it up to the general public and let them know how many spots you have left.



SMS

Like the email campaign you’ll follow a similar flow but just make your messages a little bit shorter so you’re not sending a novel to their phone. Make it easy for someone to say they’re interested. Pro Tip: End each message with something like “Reply “YES” if you’re interested in one of our 15 spots. We’ll follow up in a day or two if we don’t hear back, thanks!” This allows for an easy response even if they’re busy, and lets them know that you’ll be following up if they don’t respond. Make it easy for them to say yes!



PAID SOCIAL MEDIA ADS

Social media marketing has become extremely saturated but still very effective. To maximize your ad spend you have to have a well-structured ad. Below are a few key points that we've battle tested and have found to have the most success.

Grab Attention →

Create Urgency →

List Benefits →

How To Get Started →

Organic Photo →

Call To Action →

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ATTN: WOMEN IN SLIDELL & SURROUNDING AREAS - HUGE OPPORTUNITY. We are looking for 15 women who are ready to change their lives and undergo a 6-week total body transformation. You don't have to have any type of background in fitness to join - only the desire to give it your best, transform your mind and body, and help support like-minded women alongside in the journey. Hit the 'Apply Now' button below and fill out the form to secure your spot!

FORM ON FACEBOOK
LOOKING FOR 15
MOTIVATED WOMEN!

APPLY NOW



ORGANIC SOCIAL MEDIA POSTS

Post about the challenge to all of your social media channels multiple times during the campaign. Most gyms have a lot of people who will follow their page(s) but have not joined their gym yet. This is a great way for more people to get signed up for the challenge in congruence to paid marketing.



Pro Tip: Do a survey on your instagram and facebook stories that asks a question. “We are running a 6-week transformation challenge starting [date] we have 15 spots available click “yes” for more details.”
Then follow up with everyone who clicked yes.

The marketing is built out so now we need to convert those leads into challenge participants. Time for **step 4.**

STEP 4: SELLING

Before you start generating leads for your challenge you need to make sure you have a well thought out sales strategy. At FitHive we teach a simple two step process for selling your challenge,



STEP 4: SELLING



SALES STEP 1: DISCOVERY CALL

The Discovery Call is your first opportunity to sell your challenge, but it is not where you want to ask for the sale. The discovery call is your chance to find out about the prospect. The method we use at FitHive is called Now, Goals, Gap.

Start by asking about what is going on in their life now. What do they do for work. How is COVID affecting them. Next, ask where it is they want to go. Help them define their goals to something that is tangible. And last, identify what is the gap between where they are now and where they want to be. The gap is filled by your 6-week challenge.



Pro tip: During the discovery call you want to qualify the lead to know whether they will be a good fit for the challenge and for your membership on-going. **Make sure to ask about time availability and budget, as well as talk about their long-term goals after the challenge has ended.**



SALES STEP 2: INTRO

If you determine during the discovery call that they would be a good fit for your challenge, you want to invite them into your gym for an in-person meeting or Intro. There are 2 ways that you can perform intro sessions; one-on-one or groups. Either way, you choose to perform your intro sessions, the main goal is to build up the excitement for the challenge and get them motivated to sign up.

Here are some basic guidelines when it comes to performing intro sessions:

- Be ready at least 5 minutes early with all materials in hands.
- Introduce yourself right away and thank them for coming
- Start by showing them the gym, making sure to stop by any testimonials of success stories that you have displayed.
- Once you are back to the sales area, start the sale presentation (that you created in step 2)
- Avoid talking about cost until you are done with the presentation and you have answered all other questions.
- Ask for the sale.



LEAD NURTURE

Not everyone will immediately schedule a discovery call when they inquire about your challenge. This is why it is vital to have an automated follow-up campaign that automatically reaches out to your leads through email and/or text daily.

The FitHive software comes preloaded with a basic follow-up campaign. All you have to do is modify the messages to fit your gym, and it is ready to go.

In addition, your sales team should be calling your leads every day for at least 7-10 days. Follow-up is one of the biggest missed opportunities for your challenge. If you are not following up with your leads then you are leaving a large amount of the success of your challenge to chance.



REFERRAL OPTION

One way that many FitHive gyms increase their number of participants in their challenges is by inviting the prospect to bring a friend or family member to the intro with them. This increases your chances for signing up the prospect greatly, as well as it provides additional support for the participant by having their support system doing the challenge with them.

One FitHive gym increased their sign-ups over 150% by using this strategy. They offered an incentive of 50% off for the second sign-up for bringing a guest to the intro. This allowed each sign-up to save a little money on the registration, and the gym got an additional sign up they didn't have to market for.

A man with tattoos is standing in a gym, holding a kettlebell. The background is dark with some gym equipment visible. The text is overlaid on the image.

STEP 5: EXECUTE

The challenge is about to start but you'll still need to take care of a few items to make sure you're ready to execute and makes this extremely successful.



STEP 5: EXECUTE



TAKING MEASUREMENTS

As a quick reminder, every gym should set up a time(s) to take member body measurements and before photos prior to the first day of your challenge. The easiest way to do this is to set up a time block or two sometime over the last couple days of your registration period (we strongly suggest going with the Sat before your first class if you can swing it). Whatever time block you decide on needs to be communicated to your members while you're registering them, or through a mass text and/or email.



FIRST CLASS EXPECTATIONS

Your members will be excited, but most of them will also be pretty nervous. To help make them more comfortable you should be setting up the workouts prior to them coming in, at least for the first week or 2. If you ask a bunch of nervous people who more than likely haven't touched a weight in years, or ever, to throw some weights on a barbell you're going to get a lot of people dragging their feet because they're unfamiliar with what to do. Setting up your workouts in stations and dividing your members into small groups is a great way to make them more comfortable and will help you finish the workout on time.





WEEKLY ACCOUNTABILITY **(CHECK-IN SYSTEM)**

Holding challenge members accountable doesn't take much time and will have a major impact on them staying on as members. Develop a weekly check-in system that automatically goes out to each person where they can update their measurements, weight, and how they are feeling. Review these check-ins and follow up with each person once they've completed their check-in form.



Running a challenge is a great way to generate some quick revenue but the long term goal is to convert them to paying members, time for **step 6.**

STEP 6: CONVERT

The goal for any 6-week challenge is to increase revenue up front, as well as build your member base. In order to maximize conversions you have to set the stage for converting your challenge participants into long-term membership from the very beginning of the process, and all throughout the challenge.



STEP 6: CONVERT



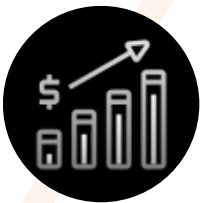
DURING THE DISCOVERY CALL

Make sure during the discovery call that you ask them about their long-term goals. No one will ever accomplish all their goals in 6 weeks. Asking them about their long-term goals plants the seed that your gym or program is the place where they will continue to work towards those goals after the challenge is complete.



DURING THE INTRO

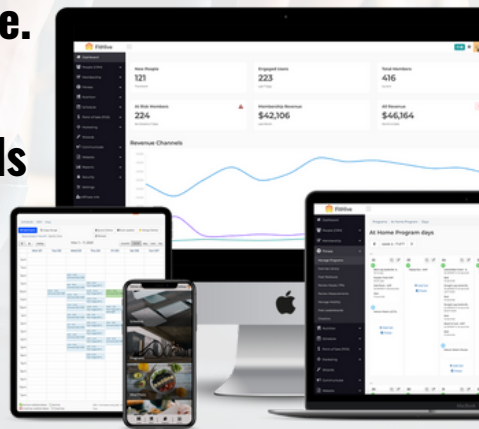
When the participant is signing up, make sure to keep talking about the “future.” Don't talk as if they are only going to be with you for the 6-week challenge. Use verbiage that insinuates that they will be a member long after the challenge is over.



CREATE A LEVER

A lever is an offer that you can use to leverage the challenge participant to join your gym after the challenge is over. Some of the most successful FitHive gyms offer a discount on the first month of an ongoing membership for those who complete the challenge.

Managing, marketing, and growing a successful gym is hard. We know. **FitHive** was built by gym owners, for gym owners. We have been through all the ups and downs that come with running a gym. **We still are.** We have run this play hundreds of times in our own gyms, and **thousands of times with gyms all over the world.** We know it works if it's done right. Now you have all the tools you need to **design, market** and **run a wildly successful 6-week challenge.**



We built FitHive as an all-in-one solution for your marketing, gym management, and lead nurturing. The plays that we talk about in this guide come included when you become a FitHive gym. We we even help you make sure every piece that you need is set up and optimized for maximum effectiveness,

If you would like to see how we can help you run your own 6-week challenge, as well as help you create more time, make more money, and simplify your business, then click the button below to schedule a demo.



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BOOK A DEMO

