

YOUR EXC |

**TURN NEW SIGN-UPS.
INTO LOYAL MEMBERS.**

MOST GYMS AND STUDIOS DON'T LOSE MEMBERS BECAUSE OF BAD WORKOUTS — THEY LOSE THEM IN THE FIRST 30 DAYS.

THIS TOOLKIT GIVES YOU THE FRAMEWORK TO STOP EARLY DROPOUTS AND BUILD A MEMBER EXPERIENCE THAT KEEPS PEOPLE COMING BACK.

WHAT'S INSIDE THE TOOLKIT?

The 5 biggest churn leaks in the first month of membership

A 30-Day Fix Map to tighten your onboarding and engagement flow

Message templates to motivate, re-engage, and retain members

A 90-Day ROI Snapshot showing how early churn drains profit

WHO IS THIS FOR?

Gym Owners, Studio Managers, and Fitness Entrepreneurs who want to:

- Reduce early membership churn and increase renewals.
- Build member relationships that last beyond the first few sessions.
- Turn “joiners” into loyal advocates who refer friends and stay long-term.

If your classes are full but retention is flat, this toolkit helps you find and fix the hidden gaps in your member journey.

CX LEAK FINDER — WHERE MEMBERS QUIT

RETENTION ISN'T A MYSTERY. IT'S A PROCESS PROBLEM.
HERE ARE THE FIVE MOST COMMON **CX LEAKS** KILLING YOUR 30-DAY RETENTION:

LEAK 1

No structured onboarding journey

Members sign up, get lost, and fade out.

Fix: Design a 7-day onboarding flow that guides them from sign-up to first milestone.

LEAK 2

No personal connection in the first week

If members don't feel noticed, they don't feel loyal.

Fix: Send personal check-ins and name-based encouragement within 3 days.

LEAK 3

No progress visibility

Members can't see their wins, so motivation drops.

Fix: Use visible tracking boards, app updates, or milestone messages to show progress.

LEAK 4

Weak community engagement

People stay where they belong — not where they just work out.

Fix: Add a welcome shoutout, introduce them in groups, or invite them to community events.

LEAK 5

No save process for low attendance

When attendance dips, churn spikes.

Fix: Flag inactive members after 7 days and trigger a personal re-engagement message.

THE 30-DAY FIX MAP

HERE'S YOUR ROADMAP TO STOP EARLY CHURN AND LIFT RETENTION KPIS WITHIN ONE MONTH.

Day	Focus Area	Action Step	Owner
1	Onboard every new member properly	Welcome message, first-session booking, intro video	Front Desk
3	Build the connection	Personal trainer/coach sends welcome DM	Trainer / Coach
7	Track engagement	Identify members who haven't checked in	Manager
14	Measure motivation	Share small-win messages (attendance streak, progress note)	Marketing Lead
21	Save inactive members	Send personalised "We miss you" message	Retention Coordinator
30	Review and renew	Ask for feedback, testimonials, referrals	Manager

QUICK-WIN MESSAGE TEMPLATES

WELCOME MESSAGE (IMMEDIATELY AFTER SIGN-UP)

“Hi [Name], welcome to [Gym/Studio Name]!
Your first 30 days matter most – book your first session here: [Link].
Let’s get you on track for your goals from Day 1.”

PROGRESS MESSAGE (AFTER FIRST WEEK)

“7 days down, [Name]! You’ve already built momentum – keep it going.
Book your next session now and stay consistent: [Link].”

RE-ENGAGEMENT MESSAGE (AFTER INACTIVITY)

“Hey [Name], we haven’t seen you this week – everything okay?
Let’s get you back in for a quick session. Small steps = big results.”

COMMUNITY SHOUTOUT MESSAGE (AFTER MILESTONE)

“Big shoutout to [Name] for completing [Milestone]!
You’re showing what consistency looks like 🙌 Keep it up!”

ROI SNAPSHOT — THE COST OF EARLY CHURN

Leak Area	Average Monthly Loss	Fix-It ROI (90 Days)
Weak onboarding	AED 10,000	+AED 7,000 recovered
Low engagement	AED 8,000	+AED 5,000 recovered
No visibility of progress	AED 6,000	+AED 4,000 recovered
Inactive member drop-off	AED 12,000	+AED 8,000 recovered
Total Recovery Potential (3 months)	AED 24,000–30,000+	

YOUR NEXT STEP

FIX THE EXPERIENCE. GROW THE REVENUE.

Improving 30-day retention by just **10%** compounds into higher membership lifetime value and stronger referral loops.

Member retention isn't luck — it's the system behind the sessions.

👉 Book your Finance Fix-It Call:

<https://calendly.com/gareth-cummings-yourcxc/30min>

In 30 minutes, we'll:

- Map your first 30 days of the member experience.
- Identify drop-off points before churn starts.
- Build a 3-step Fix-It plan to lift retention fast.

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GROW THE REVENUE.**

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