

For gyms and fitness studios

The “How Much?” Reply Kit

Never answer “how much?” with just a number.

how much is a membership?

Great question! Your first class is free.
Thursday at 6 or Saturday at 9?

Saturday!

The “How Much?” Reply Kit

“How much is it?” is one of the most common first messages a gym gets, and it's often answered with a price and nothing else. The person asking usually wants to know something bigger: is this place for me? Answer that, and book a first visit.

One play at a time

Start with play 1. Each one is a small change to how you already work, not a new system.

Swap in your words

Words in braces, like {first} and {time}, are yours to fill in: the customer's first name, your open times, your link.

Track one number

Every play ends with the one number to watch. Check it before you start and again a month later.

Text people who said yes

Only text customers who agreed to get texts from you, and give them an easy way to stop. Email is fine for the rest.

What's inside

1	Reply within minutes	1 text
2	Give the price, then ask one question	1 text
3	Offer a first class with two times	1 text
4	Answer “I'm not fit enough yet”	1 text
5	Follow up the ones who go quiet	2 texts
6	Confirm the first visit and set them up to win	1 text
+	Your saved replies	to copy

Play 1

Reply within minutes

Someone asking about a gym is often asking a few at once. The first friendly reply often wins the visit.

Do this

1. Turn on notifications for DMs, texts and your website form.
2. Reply within minutes during open hours.
3. After hours, send an instant reply that says when you'll answer.

Text to send

After hours

Thanks for reaching out to {gym}! We're closed right now, but {coach} will text you back first thing tomorrow.

Track: Minutes to first reply.

Play 2

Give the price, then ask one question

Hiding the price feels slippery. Giving only the price ends the conversation. Give it, then turn it into a conversation.

Do this

1. Give a real starting price or range.
2. Ask one question about their goal or experience.
3. Use their answer to suggest a first class.

Text to send

Price question

Great question! Memberships start at {price} a month. Can I ask what you're hoping to work on? I'll point you to the best class to start with.

Track: Price questions that turn into a conversation.

Play 3

Offer a first class with two times

"Come by any time" rarely books anyone. Two specific times make it easy to say yes.

Do this

1. Suggest one class that fits their goal.
2. Offer two specific times this week.
3. Confirm with what to bring and where to park.

Text to send

First class

{Class} is perfect for that. Want to try it free on {day} at {time} or {day2} at {time2}?

Track: Inquiries that book a first class.

Play 4

Answer “I'm not fit enough yet”

Many people put off a gym because they feel out of shape. A kind answer removes the biggest worry.

Do this

1. Say plainly that most people start where they are.
2. Mention that the coach adjusts every workout.
3. Suggest your most beginner-friendly class.

Text to send

Not fit enough

Totally normal to feel that way, and lots of our members started right where you are. {coach} adjusts every workout to your level. {Class} on {day} is a great first one.

Track: Unsure leads who book a first class.

Play 5

Follow up the ones who go quiet

People mean to reply and get busy. One or two friendly nudges bring many back.

Do this

1. Day 1: a short follow-up with the two times.
2. Day 3: one last friendly note.
3. Then stop.

Texts to send

Day 1

Hi {first}, just following up! {day} at {time} still has room if you'd like to try a class.

Day 3

No pressure at all. If now isn't the right time, we're here whenever you're ready.

Track: Quiet leads who book after a follow-up.

Play 6

Confirm the first visit and set them up to win

A first visit with a reminder and clear directions is more likely to happen, and to go well.

Do this

1. Confirm the day before with the time, address and parking.
2. Say what to wear and bring.
3. Say who will meet them at the door.

Text to send

Day before

See you tomorrow at {time}, {first}! Wear comfy clothes, bring water, and ask for {coach} at the front. Parking is {parking}.

Track: First visits booked, and first visits that happen.

Copy this

Your saved replies

Save these as quick replies in Instagram, Facebook and your phone, so anyone on your team can answer in seconds.

Price: Memberships start at {price} a month. Can I ask what you're hoping to work on?

First class: Your first class is free. Want to try {class} on {day} at {time}?

Schedule: We have {class} on {days} at {times}. Which fits best?

Location: We're at {address}. Parking is {parking}.

Beginners: Lots of our members started where you are, and every workout is adjusted to your level.

Your first week

Four things to do this week.

- ☐ Save the 5 quick replies.
- ☐ Turn on an after-hours reply.
- ☐ Answer every open DM and inquiry today.
- ☐ Pick your most beginner-friendly class.

The plays at a glance, and what to track

#	Play	Track
1	Reply within minutes	Minutes to first reply.
2	Give the price, then ask one question	Price questions that turn into a conversation.
3	Offer a first class with two times	Inquiries that book a first class.
4	Answer “I’m not fit enough yet”	Unsure leads who book a first class.
5	Follow up the ones who go quiet	Quiet leads who book after a follow-up.
6	Confirm the first visit and set them up to win	First visits booked, and first visits that happen.

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