

For gyms and fitness studios

The Member Save Kit

Members quit weeks before they cancel.

Your membership

Cancel membership



Pause for a month



Your rate stays the same when you come back.

The Member Save Kit

A cancel request is usually the end of a story that started weeks earlier, with missed visits nobody noticed. This kit catches people while they're drifting, gives them a softer option than leaving, and keeps the door open for the ones who go.

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	Reach out when someone goes quiet	1 text
2	Ask what changed	1 text
3	Offer a pause before a cancel	1 text
4	Have the save conversation, once	
5	Make leaving easy and kind	1 text
6	The 60-day check-in	1 text
7	Win back former members with something new	
+	Your pause policy	to copy

Play 1

Reach out when someone goes quiet

Cancels usually start with missed visits. A friendly note after 10 days away often brings people back before they decide to leave.

Do this

1. Each week, pull members with no visit in 10 days.
2. Send a personal note, not a promo.
3. Offer a specific class at a time they used to come.

Text to send

Missed you

Hey {first}, we missed you this week! {Class} on {day} at {time} still has room. Want me to save you a spot?

Track: Members who come back within 14 days of the note.

Play 2

Ask what changed

People drift for a reason: a new job, an injury, a schedule that stopped working. Asking helps you fix the real problem.

Do this

1. In the check-in, ask one open question.
2. Listen, then offer one change that helps, like a new class time or a coach check-in.
3. Note the reason on their profile.

Text to send

Check-in

Hey {first}, we haven't seen you in a bit and wanted to check in. Has anything changed with your schedule? Happy to help find a time that works.

Track: The reasons members give, counted each month.

Play 3

Offer a pause before a cancel

Many cancels are about a busy month, travel or money. A pause keeps the relationship, and often turns back into a membership.

Do this

1. Decide your pause rules: how long, what it costs, how often (the template at the end).
2. Offer it every time someone asks to cancel.
3. Text a week before the pause ends.

Text to send

Reply to a cancel

Totally understand. Before you go, would a {length} pause help? Your rate stays the same when you come back.

Track: Cancel requests that become pauses, and pauses that restart.

Play 4

Have the save conversation, once

When someone asks to cancel, one honest conversation can keep them, if it's about them and not about you.

Do this

1. Thank them, and ask why, once.
2. Offer the one option that fits their reason: a pause, a smaller plan or a different time.
3. If they still want to go, make it easy.

What to say

Say this · The conversation

Totally understand, and thanks for telling me. Can I ask what's behind it? ... Would a {length} pause help? Your rate stays the same when you come back.

Track: Cancel requests that turn into a pause or a plan change.

Play 5

Make leaving easy and kind

A smooth, friendly exit is the first step of a win-back. People come back to places that treated them well on the way out.

Do this

1. Process the cancel quickly and confirm it in writing.
2. Thank them by name.
3. Ask if you can check in down the road.

Text to send

Cancel confirmed

All set, {first}. Your membership ends on {date}.
Thank you for training with us. Mind if we check in down the road?

Track: Former members who say yes to a check-in.

Play 6

The 60-day check-in

A couple of months after leaving, many people miss the routine. A personal note with a reason to come back can be all it takes.

Do this

1. Two months after they leave, write to the ones who said yes.
2. Mention something new, or an easy way back in.
3. Offer one free class.

Text to send

60 days

Hi {first}, it's {coach} from {gym}! We've added {new thing} and thought of you. Want a free class to try it?

Track: Former members who rejoin within 90 days.

Play 7

Win back former members with something new

Former members already chose you once. A new program, coach or schedule is a real reason to come back.

Do this

1. Keep a list of former members.
2. Write to them when something actually changes.
3. Offer a free class to try it.

What to say

Email subject

Something new at {gym}, and a free class on us

Track: Former members who rejoin within 60 days of the note.

Copy this

Your pause policy

Offer this every time someone asks to cancel. Swap in your rules.

Pause your membership for {min} to {max} weeks, up to {times} times a year.

Your rate stays the same when you come back.

A pause costs {pause fee} a month.

Your membership starts again on {restart date}, and we'll text you a week before.

Four things to do this week.

☐ Pull your 10-day quiet list and send the notes.

☐ Write your pause policy.

☐ Practice the save conversation with your team.

☐ List everyone who left in the last 3 months.

The plays at a glance, and what to track

#	Play	Track
1	Reach out when someone goes quiet	Members who come back within 14 days of the note.
2	Ask what changed	The reasons members give, counted each month.
3	Offer a pause before a cancel	Cancel requests that become pauses, and pauses that restart.
4	Have the save conversation, once	Cancel requests that turn into a pause or a plan change.
5	Make leaving easy and kind	Former members who say yes to a check-in.
6	The 60-day check-in	Former members who rejoin within 90 days.
7	Win back former members with something new	Former members who rejoin within 60 days of the note.

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OPER8 does this work every day for owner-run businesses: one real person, your client success lead, with AI agents doing the routine work inside your rules. You approve the big stuff with one text.

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Free to use and share. The plays are advice on what to do and what to track, not a promise of results, and the templates aren't legal advice. Example names and times in the texts are fill-ins. OPER8, 2026.