

For gyms and fitness studios

The Trial-to-Member Playbook

The second visit makes the member.

Sam's first two weeks



First class



Second visit



Member

The Trial-to-Member Playbook

People who try a class are deciding whether they belong. A great first class helps, but what happens over the next two weeks decides it: a quick follow-up, a second visit on the calendar, and a coach who remembers their name.

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	Follow up within an hour of every trial class	1 text
2	Book the second visit before they leave	
3	Make the ask on visit 2 or 3	
4	Rescue the trial who didn't come back	1 text
5	Check in on day 3, 10 and 14	1 text
6	Make the first month feel like a win	1 text
7	Bring-a-friend week	

Play 1

Follow up within an hour of every trial class

A trial is most likely to join right after a good first class. A day later, the feeling has faded.

Do this

1. Text or call every trial within an hour.
2. Ask how it felt, not whether they want to buy.
3. Book their second visit on the spot.

Text to send

After the first class

Hi {first}, it's {coach} from {gym}. How are you feeling after class? Want me to save you a spot on {day} at {time}?

Track: Trials who come back for a second visit within 7 days.

Play 2

Book the second visit before they leave

Two visits start a habit. One visit is just an experiment.

Do this

1. Have the coach invite them to a specific next class.
2. Make booking take 10 seconds at the front desk.

What to say

Say this · In person

You did great today. {Class} on {day} is a good next one for you. Want me to put you in?

Track: Trials with a second visit booked before they leave.

Play 3

Make the ask on visit 2 or 3

People join when they feel it working, not on day one. Ask too early and it feels like a sale. Wait too long and the feeling fades.

Do this

1. After visit 2 or 3, ask how it's going.
2. Recommend one membership, not a menu.
3. Make starting easy, today.

What to say

Say this · The ask

You've been in twice and you're getting the hang of it. Most people start with {plan}. Want me to set it up today?

Track: Trials who join by the end of the intro offer.

Play 4

Rescue the trial who didn't come back

Some trials come once and go quiet. A short personal note often brings them back.

Do this

1. Each day, look for trials with no second visit after 7 days.
2. Send a personal note, not a promo.
3. Offer a specific class at an easy time.

Text to send

Quiet trial

Hi {first}, it's {coach} from {gym}. We'd love to see you back. {Class} on {day} at {time} is a great next one. Want me to save you a spot?

Track: Quiet trials who come back.

Play 5

Check in on day 3, 10 and 14

New members quit when they feel lost. A short personal check-in fixes most of it.

Do this

1. Day 3: ask how it's going.
2. Day 10: suggest a class or a goal.
3. Day 14: celebrate their visits so far.

Text to send

Day 10

Hi {first}! You've been in {visits} times already. Want help setting a goal for the next month?

Track: New members still active at day 60.

Play 6

Make the first month feel like a win

New members stay when they can see progress and feel known.

Do this

1. Give each new member one goal for the month.
2. Learn their name and use it.
3. Celebrate visit 10.

Text to send

Visit 10

{first}, that's 10 visits! Proud of you. Want to set your next goal together?

Track: New members who reach 10 visits in their first month.

Play 7

Bring-a-friend week

Members' friends trust the gym before they walk in, and they come with a workout buddy built in.

Do this

1. Pick one week a quarter.
2. Give members a link to invite a friend for free.
3. Run play 1 on every friend who comes.

No script needed for this one: it's a change to how you run things.

Track: Friends who visit, and friends who join.

Your first week

Four things to do this week.

- ☐ Follow up every trial this week within an hour.
- ☐ Book the second visit before they leave.
- ☐ Pick the one membership you recommend.
- ☐ Pull trials with no second visit.

The plays at a glance, and what to track

#	Play	Track
1	Follow up within an hour of every trial class	Trials who come back for a second visit within 7 days.
2	Book the second visit before they leave	Trials with a second visit booked before they leave.
3	Make the ask on visit 2 or 3	Trials who join by the end of the intro offer.
4	Rescue the trial who didn't come back	Quiet trials who come back.
5	Check in on day 3, 10 and 14	New members still active at day 60.
6	Make the first month feel like a win	New members who reach 10 visits in their first month.
7	Bring-a-friend week	Friends who visit, and friends who join.

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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.