



# PRE- OPENING GUIDE

Earn Revenue at Your Fitness Business From Day 1



# Greetings, future fitness leader

So, you've decided to start a fitness business, huh?

Congrats! This is a huge accomplishment already — not many people dare to dream big enough to build a small business from the ground up.

Whether you're doing this for the first time or you're a seasoned owner in need of a launch plan for your next location, we believe in giving you the tools you need to have a successful opening. You can have a truly glorious launch if you use this guide to lay the groundwork.

Like every athlete knows, fitness doesn't start in the gym.

It starts long before.

With good nutrition. Commitment to a schedule. A review of form and technique. Stretches and warmups to get your body loose.

Then — and only then — can you have a truly impactful, safe workout.

You need to prep for your business launch the exact same way.

In order to take off right at the jump, you need to:

- **BRAND YOUR BUSINESS**
- **CRUNCH THE NUMBERS**
- **GENERATE HYPE**
- **TRAIN YOUR CREW**
- **HOST OPENING WEEK**
- **FOLLOW UP STRONG**
- **BROWSE MORE RESOURCES**

# Founding Members Come First

Our biggest tip as you do this prep work? Focus your efforts on getting founding members.

Everything you do should be geared toward getting this group signed up with an amazing founding member discount by launch day. You want to incentivize these members to stay loyal to your business and become your fiercest advocates.

From them, your membership will only grow.

**Ready? Let's dive in...**



A person is shown from the back, holding a barbell across their shoulders. They are wearing a grey t-shirt with a large, textured 'V' logo on the back. The person's left hand is on the barbell, wearing a ring and a smartwatch. The background is blurred, showing other people in a gym setting. The entire image has a blue color overlay.

# STEP 1

## Build Your Brand

# KNOW YOURSELF TO DISCOVER YOUR BRAND

To attract founding members, you need to know 2 things about yourself and your business:

1. Why you're launching this fitness business
2. What unique role your business fills in the local community

If you know these 2 things, everything else starts to fall into place.

Your branding. Your marketing. Your sales. Your measures of success.

So dig deep and define:

1. Your purpose
2. The needs of your future members

If you're making yourself happy, and the local community happy, your business will thrive.

For help creating your broader business plan, check out [Zen Planner's free business plan template](#).



# EXPRESS PURPOSE THROUGH BRANDING

You've defined yourself and your ideal athletes.

Now, use that information to define and brand your business:

- What your business will offer
- What vibe your business will have
- What your business stands for

That's really what branding is all about – taking those characteristics and values and transforming them into words, logos, designs, audio files, videos, etc., so potential members understand what they'll get by signing up.

You want to convey what your business is to your potential leads as simply and succinctly as possible. Get them to feel something or decide to join without having to overthink it.



# EXERCISE: FIND YOUR PURPOSE

Investigate your purpose in becoming a fitness business owner. If you ever lose your way while planning your opening, return to your core mission and your target audience. They will guide the way to success.

## My Purpose...

This is what fitness brings to my life:

I am starting my fitness business because:

I will be happy if my business reaches this milestone:

I will consider myself successful when:

## How I Want To Help Members...

This is what my business offers that no other local business does:

I am passionate about helping athletes who are:

When a new member joins, I want them to experience:

This is the thing that will keep new members coming back:

# Tips for Finding Your Fitness Brand

## 1. Seek Inspiration

To save yourself time on branding, learn from the greats.

We don't suggest directly copying an existing brand. But it helps to look at some of the most successful brands and what they're doing. Try examining:

- 1 successful corporation
- 1 of your personal favorite brands
- 1 local business that really stands out

So, for example: Under Armour, your favorite shoe brand, the most popular restaurant in town.

Study what they do well (and not so well). Pay attention to how their brands make you feel.

Start diving into the creative assets they've put out there that have an impact on you and other customers: slogans, ads, photography, signage, in-person experiences, etc.

Note anything they're doing that you'd like to modify and repurpose for your own business.



## 2. Brand Your Biz for Real People

Your brand has to speak to real humans, because real humans will be attending your launch events.

To do that, you need a deep understanding of how humans operate.

People generally rally around:

- Ideals
- Hopes (and fears)
- Other people

Some of the strongest, most long-lasting brands encourage their customers to rally around all 3. You can always start with 1 and work from there.

What ideals do you want your business to stand for?

What hopes and fears do your athletes have?

What figure or community can your athletes rally around?



# 3. Humanize Your Business

You don't need a literal mascot, but if it helps, think of your business as if they were a person.

- How would that person come across?
- What would they say, think, and do?

Think of this "human" as falling somewhere along characteristic continuums.

Serious ..... Fun  
Rigid ..... Relaxed  
Wise ..... Youthful  
Tranquil ..... Energetic

Now, throw out a few adjectives of your own:

You can use this brand persona to make decisions about writing style, colors, design, and more.

# 4. Outsource Your Branding

What if you're too busy thinking about your launch and don't have the time or expertise to worry about branding?

If that's the case, there are plenty of consultants and professionals out there that you can work with.

You could focus on your overall brand strategy with them, but it's probably easier to tackle individual projects at this stage until you find your footing.



# Build a Website

Your website is one of the best places to feature your business's brand. You have full control over the layout, copy, and imagery. It's also one of the first places people think to look when they check you out online.

Use this space strategically to tell your story and explain to site visitors how you can help them.

The Zen Planner Websites team can help you brand your new business in a way that also captures leads in 1-2 clicks.

We specialize in making websites for fitness businesses, so we have a deep understanding of the challenges you're up against as a new business owner.



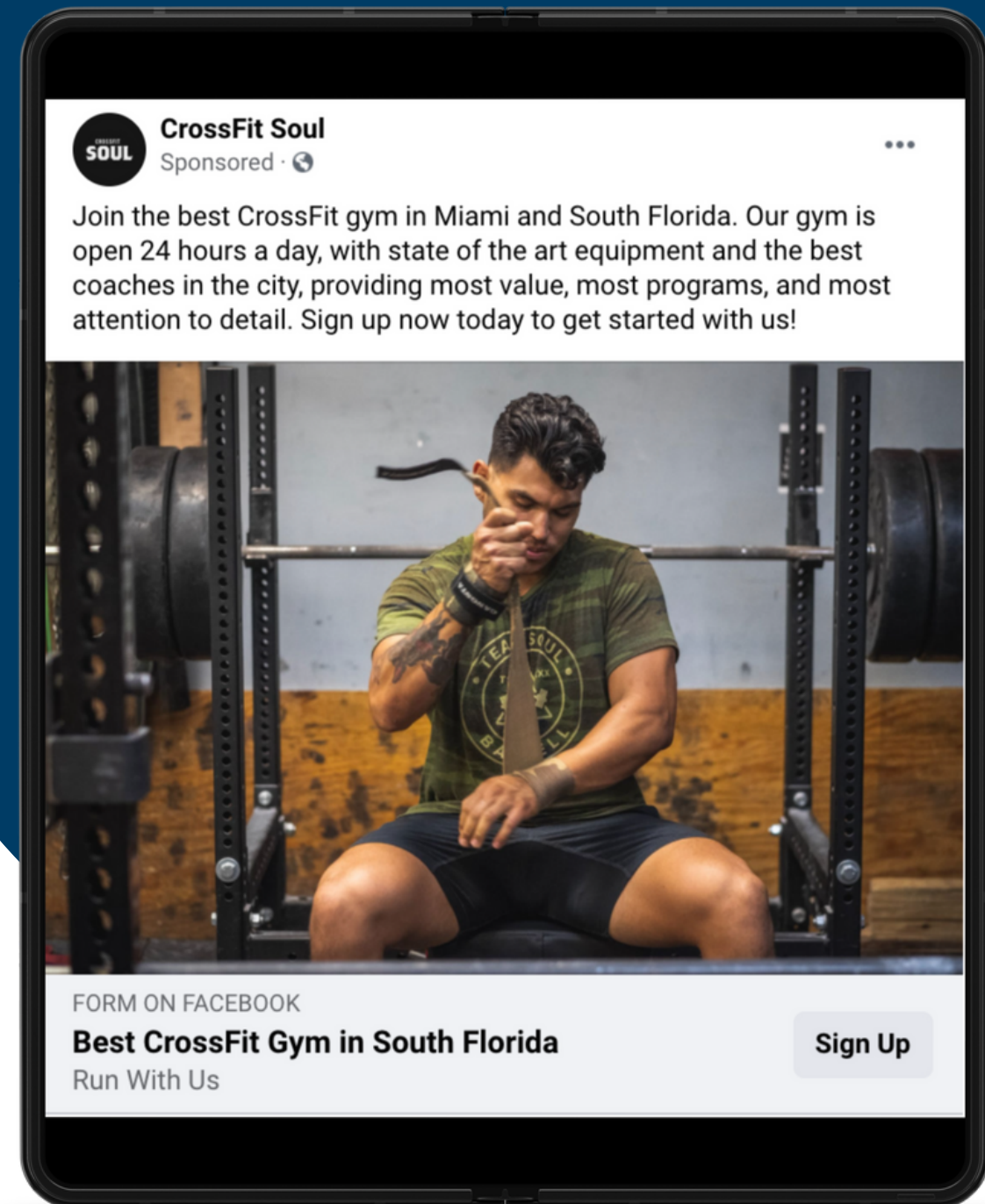
# Launch Digital Ads

Paid ads on Facebook, Instagram, and Google will allow you to introduce your brand for the first time to a wide array of potential leads. You want to make sure your voice and design are interesting, eye-catching, and effective. You'll need to distill a lot of information about your business into a very small space.

If you need help making branded ads, chat with the Zen Planner Digital Marketing team. Our agency assigns you a digital marketing pro who will get to know you and your vision for your business.

We make the creative assets for you, track and report on ad performance, and build landing pages for each ad that are designed to convert.

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# STEP 2

**Crunch the Numbers**

# Numbers: The Backbone of Your Business

Branding is its own art form, but the hard numbers matter too.

In order to have a successful launch, you'll need to know:

- How much to charge members
- What discounts you'd like to offer
- What revenue you need to break even
- How many members to anticipate

If you need numbers help beyond what's in this guide, check out [Zen Planner's A-Z Guide to Financial Management](#).

Now, let's do some math!



# Your Pricing Strategy

You should have at least 2 pricing tiers:

1. Regular member pricing
2. Founding member pricing

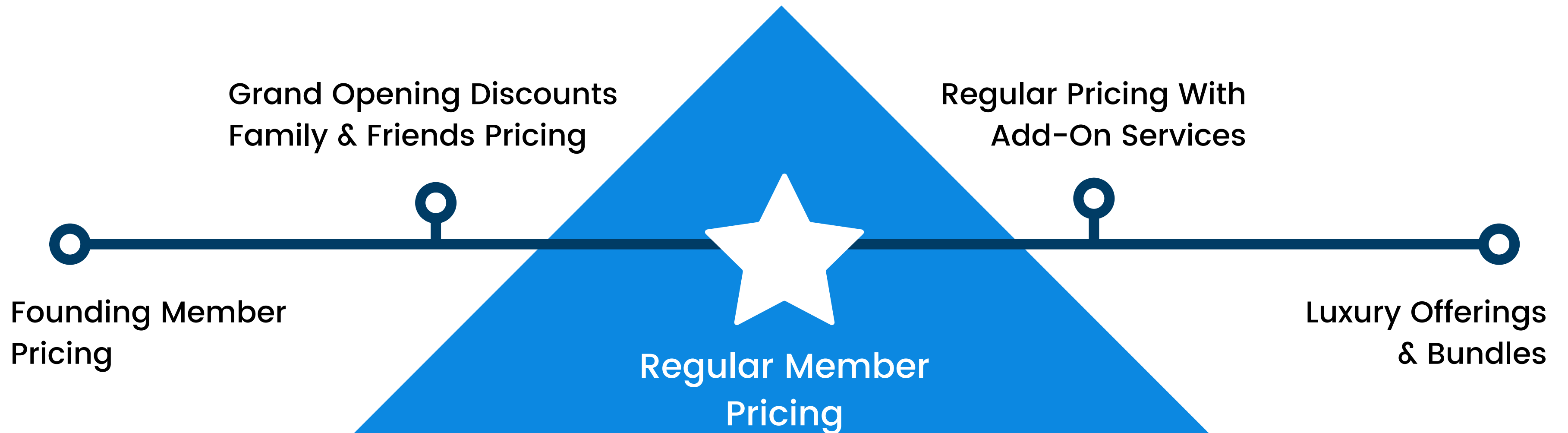
You may decide to add more tiers if you don't have enough founding members by opening week.

You may also add more pricing options as your business offerings expand.



# Pricing Around the Median

Think of all the different prices and discounts you can offer around your median price point — aka, your regular member pricing. The idea is that, when you average all these pricing tiers out, you'll still be hitting or exceeding that regular price point overall. And your revenue goals!





# Regular Pricing

Your member pricing is going to depend on the local competition. Make a list of all the fitness businesses in your area and the pricing they use to find your sweet spot.

You'll want to focus on businesses most similar to yours.

If you're the only fitness business of your kind in the area — e.g., the only Pilates studio in town — look to adjacent business types, like yoga studios or Zumba classes. Also look at similar studios in the next town over.

COMPETITOR NAME	FITNESS AREA	PRICING



# Founding Member Pricing

Your founding member pricing should be a steal compared to what your regular pricing will be.

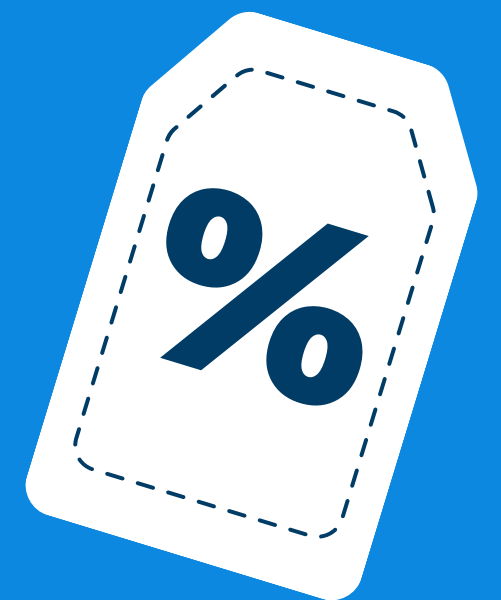
This is limited-time pricing within a very short window of time. It's meant to be an exclusive incentive someone wouldn't want to pass up on so they sign up right away.

Ideally, this deal should be at least 20%-25% lower than the regular price. Lock them into this price for a long period of time — anywhere from 1 year to forever — if you really want to boost lead conversions.

Here are some examples of founding member discounts:

- \$95/month for first 6 months
- First month free
- 50% off first 3 months

Sweeten the deal by giving your founding members additional discounts on retail items, workshops, and specialty programs.



# Other Pricing

You should also determine how you are going to scale your founding member pricing to regular member pricing to continue to grow your business after launch.

You don't want everyone on the founding member pricing – otherwise, you're losing out on too much revenue.

Add other pricing tiers between the founding member and regular pricing if you're having trouble hitting your numbers.

MEMBER TYPE	PRICE	OTHER PERKS	DATES AVAILABLE
Founding Member			
Grand Opening Member			
Family & Friends			
Regular			

# Set Your Revenue Goals

In the early days, focus on breaking even. Your exact timeline for this will depend on how significant your startup costs are.

At the turning point, your profit needs to be at least 0. Which means your revenue must equal or exceed your costs.

## Revenue - Costs = Profit

Break down a list of costs, both one-time costs for your launch as well as ongoing operational costs.

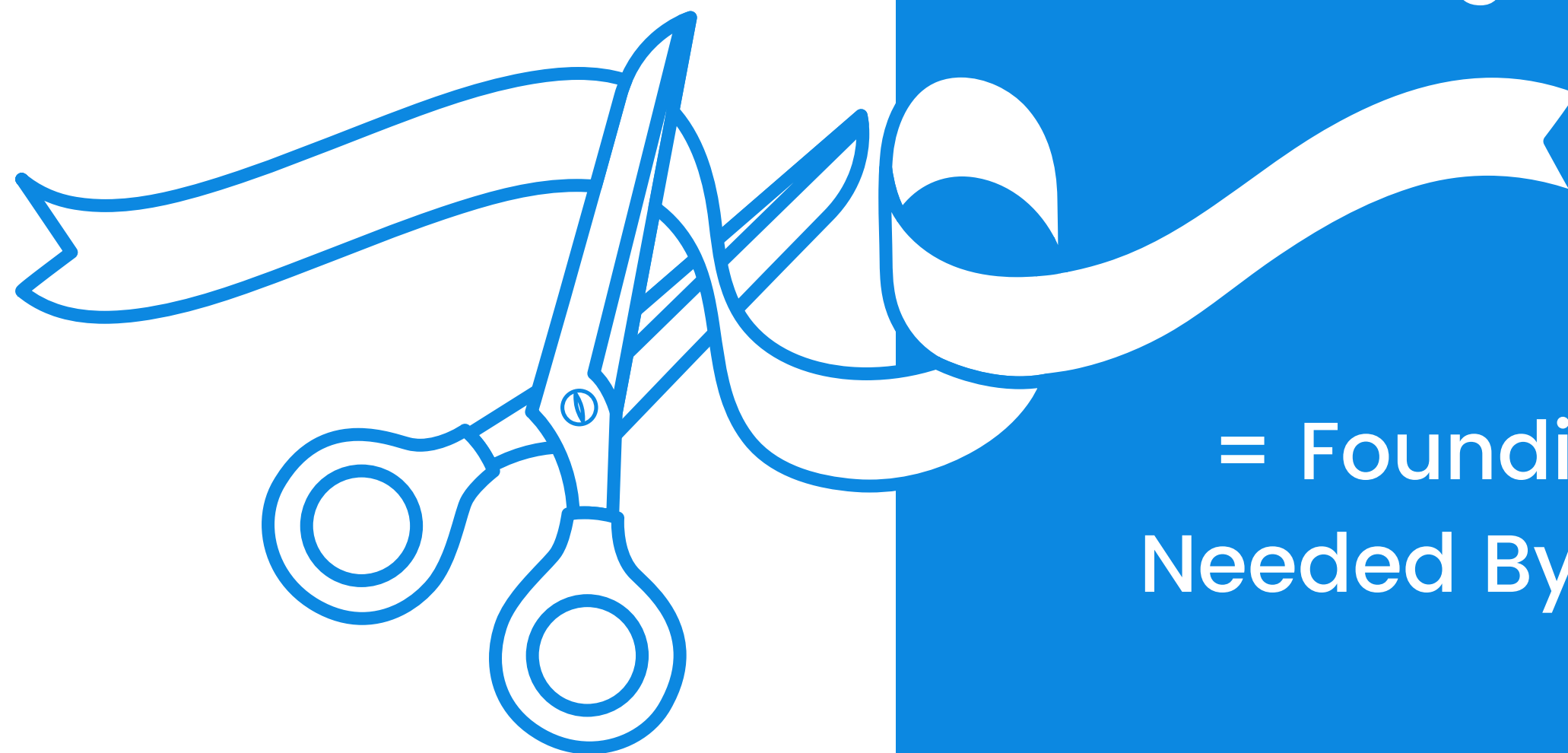
Calculate these costs month by month for the entire pre-sales period (or first 3-12 months).

## Revenue needed to break even:

TYPE OF COST	AMOUNT
Rent	
Facility upkeep	
Utilities	
My wage	
Employee wages	
Equipment	
Decor	
Software	
Payment processing	
Marketing & advertising	
Catering	
Retail products	

# Break Even Opening Day

Once you know what you'd like your founding member pricing to be, and the revenue you need to hit for your opening, you can figure out the number of founding members you need.



**Revenue Needed ÷  
Founding Member Pricing**

**= Founding Members  
Needed By Opening Day**

# Identify Potential Members

## Do a Quick Headcount

A final thought before you start creating your marketing plan for opening day:

**You'll want to identify the maximum number of people who could feasibly work out at your fitness business.**

Depending on population density in your area, this will be everyone in a 1-to-5-mile radius.

Exclude anyone who doesn't fall into your target audience (the one you discovered during the "Find Your Purpose" exercise).

You can look up population data or use your best guess to figure out what percentage of the population belongs to your target market.

**Nearby Population - Exclusions = Max Potential Members**



# STEP 3

## Generate Hype

# Build Up to Opening Week



While construction occurs, you have 2 main goals:

- Gain founding members
- Build awareness of your business in the local community

There are 3 ways to get members and generate hype for your launch, and we recommend a blend of all of them:

1. Invite athletes to a temporary space
2. Partner with local businesses
3. Establish your business online



# Don't Forget Member Management Software...

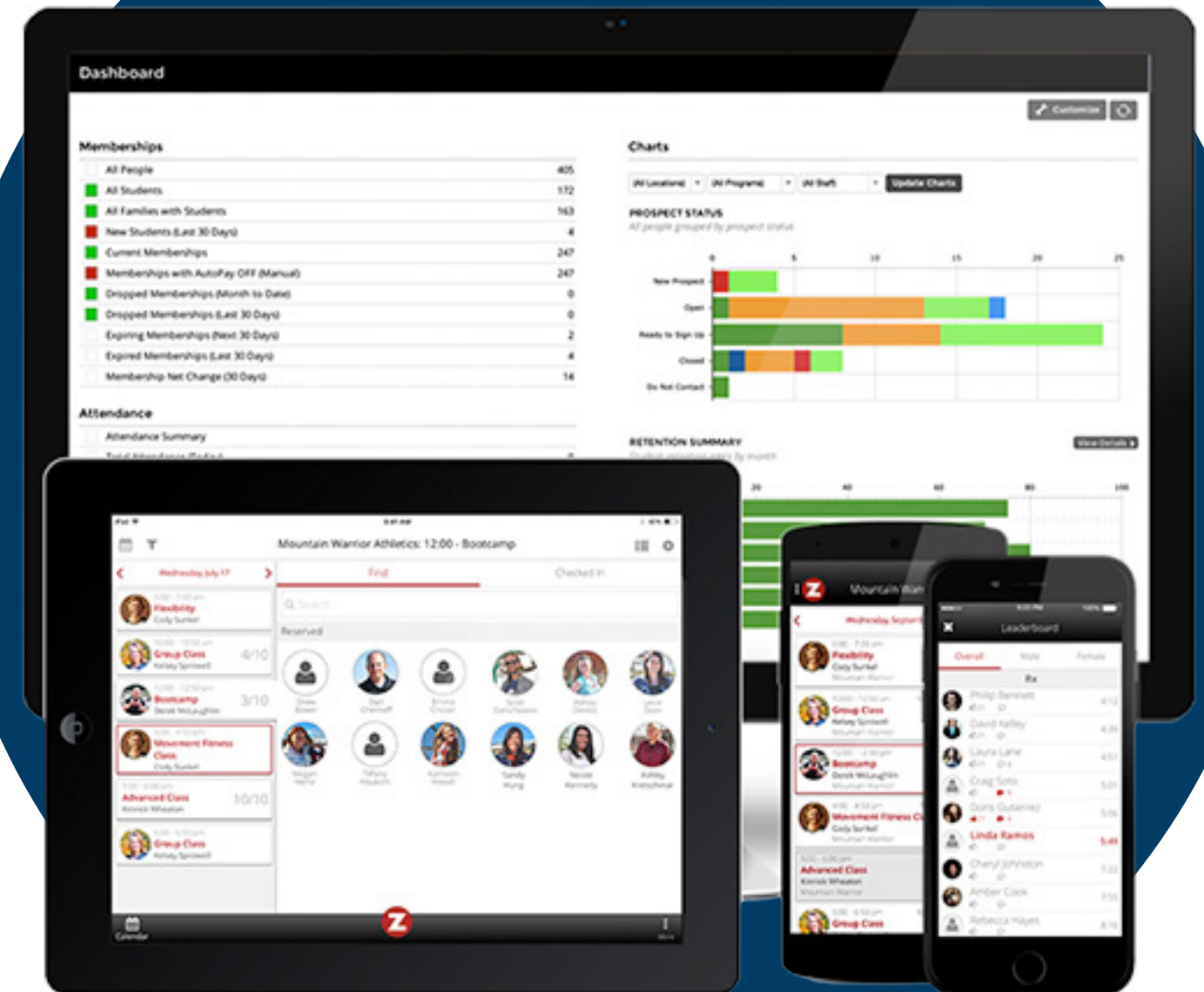
Before we get into those strategies, we need to make a quick note on software. Remember: The goal of pre-sales is to gain founding members and leads.

To make the most of the time leading up to opening week, you need a member management software. Somewhere to:

- House lead and member information
- Set up memberships
- Track attendance history
- Store billing information
- Send automated communications

Zen Planner is a robust member management option for small business owners. But no matter what software you choose, it's critical to find a software now so you don't lose out on contact information and valuable business data.

zenplanner



# ...And Marketing Automation Software

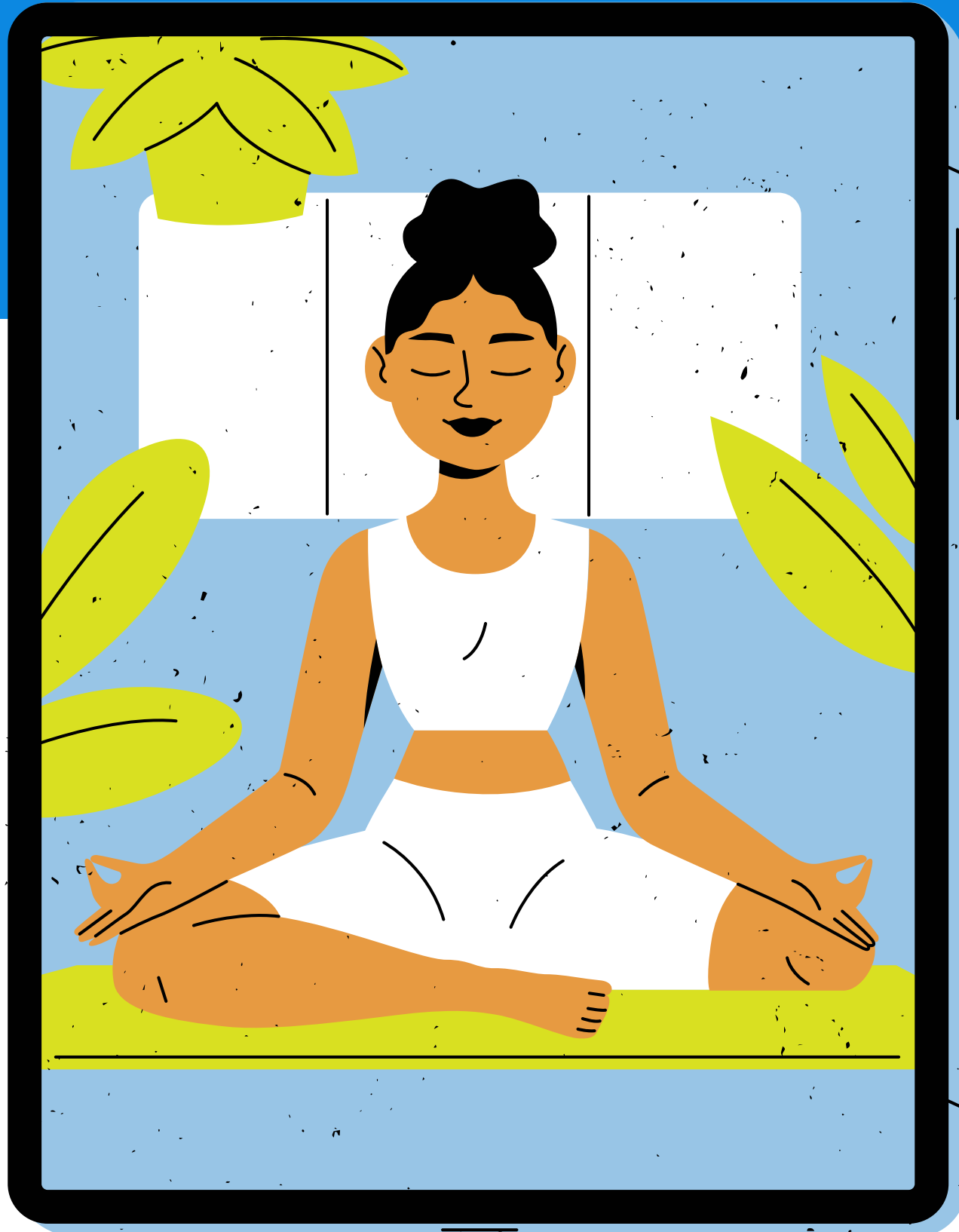
If you want even more personalized follow-up, add in a marketing automation software like Zen Planner that lets you send email journeys and texts.

You can send communications based on which contact list each person belongs to. For example, you could send founding members on their own exclusive email journey jampacked with exclusive information and special offers.

A specialized marketing automation software lets you add that extra oomph to your messages and gives you a professional edge.



# Approach 1: Invite Them to a Temporary Space



Just because your facility isn't quite ready yet doesn't mean you can't gather together in person.

Take a home-is-where-the-heart-is approach. Bring your business's energy wherever you go, and let the talent of you and your coaches speak for itself. Try running a weekly workout or event in the 2 months leading up to your official launch.

The ultimate goal of these pop-ups is to generate leads for your business and introduce yourself to the local community. They are equal parts marketing and sales. You're hoping to create brand awareness so your business can take off come opening day.

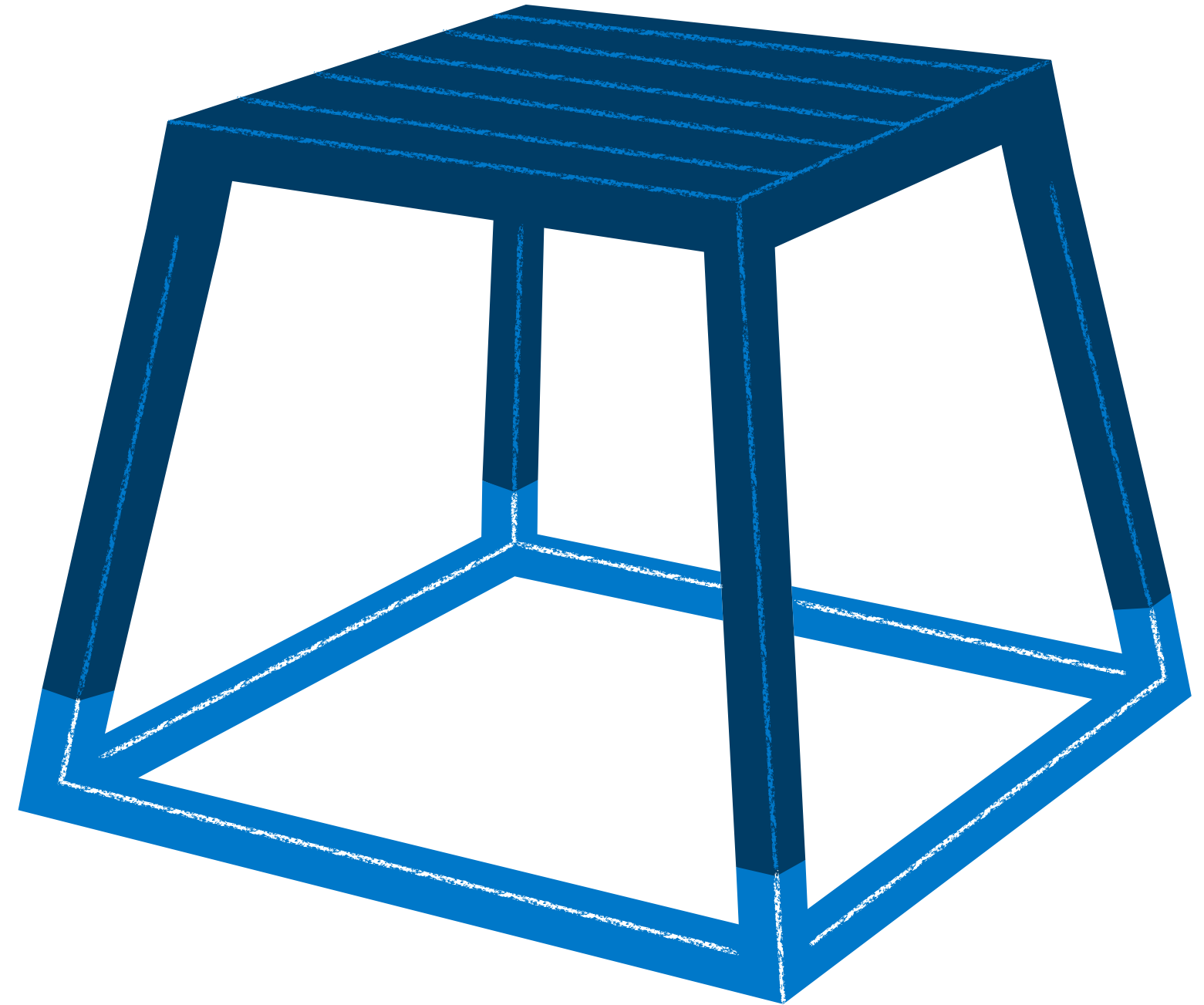
## Pop-Up Workouts & Events

Try running a weekly workout or event in the 2 months leading up to your official launch.

Here are some venues where you could hold your events:

- **Your unfinished facility (if zoning laws allow)**
- **Local parks**
- **School gyms**
- **Rooftop patios**
- **Office building lobbies**
- **Multi-family housing event spaces**
- **Lululemon or Athleta community classes**

As long as you have enough room to hold everyone and you have permission to use the space, you're good! Even if it's bare bones, that's ok — your expertise and passion will shine through and give attendees a taste of what they can expect from becoming a member.



# Offer a Workout App

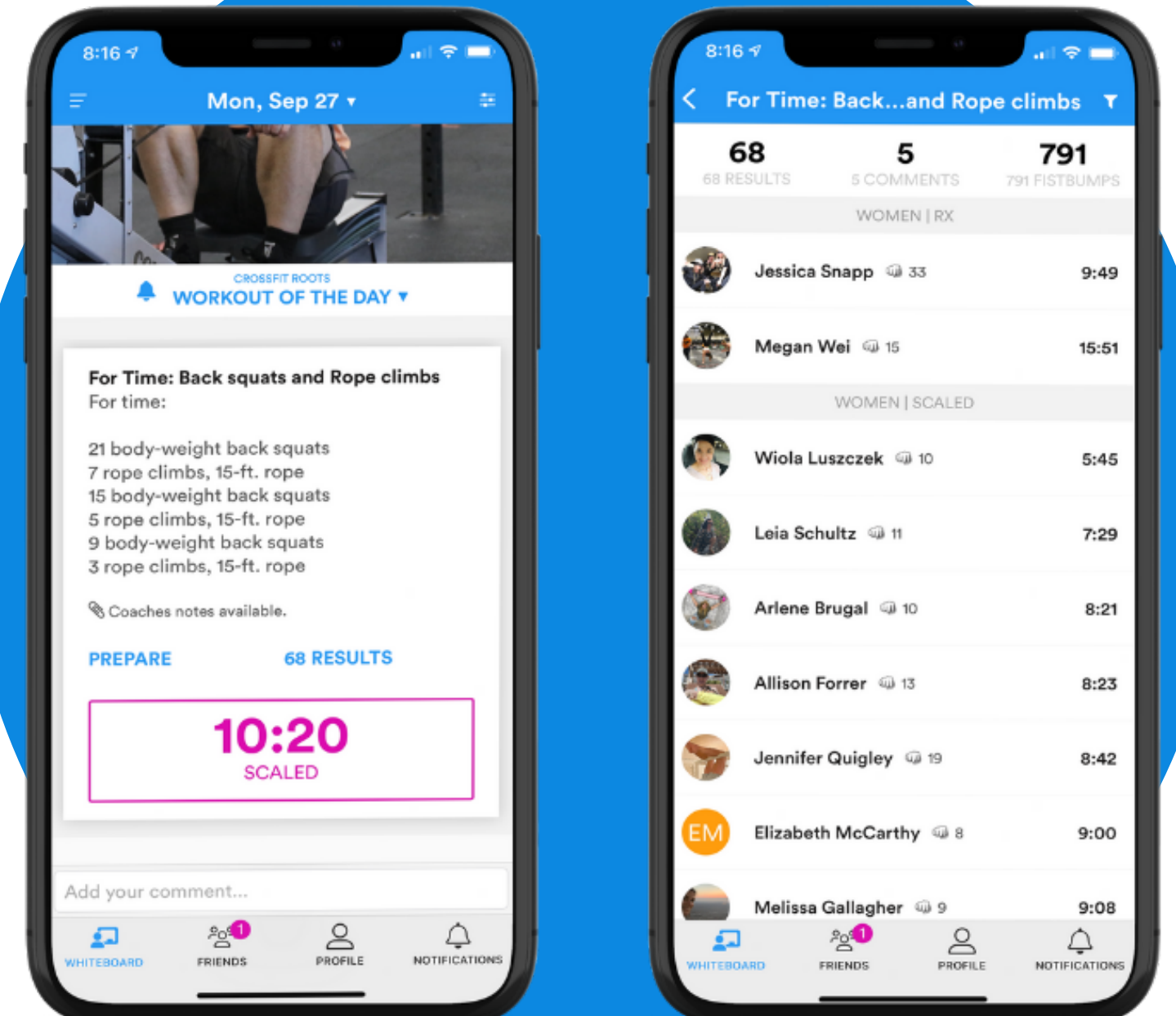
Want your pop-up workout to be an even bigger success? Consider having attendees sign up with a workout tracking app like SugarWOD.

SugarWOD allows owners and coaches to:

- Post workout notes the day before
- Communicate with members with comments and fist bumps
- Upload videos of proper form
- Supplement in-person workouts with online programming from top athletes

Once they're at the pop-up with you, athletes can log their workout, view the class leaderboard, and track their history.

This is an excellent way to get leads in the habit of personal accountability. And it bonds them with the new community you're creating and gives you more direct access to communicate with them.



**SugarWOD**

# Approach 2: Partner With Local Businesses



Take this opportunity to network with other owners in your area and advertise in their space.

Not only does this expand your professional network and open possibilities for future collaboration, but it also spreads word of your business by mouth. You never know whose owner's friend's kid is looking to join martial arts or whose owner's second cousin has been meaning to try CrossFit for the longest time.

For now, start with the places your future athletes already frequent. Think of all the goods and services a martial artist might need, for instance, and then hit up those businesses.

# Who Should You Collaborate With?

Try reaching out to:

- Massage therapists
- Physical therapists
- Chiropractors
- Acupuncturists
- Health-focused restaurants & grocery stores
- Workout apparel retailers
- Exercise equipment stores
- Supplement stores
- Other fitness businesses (especially for complementary modalities)

## Swap Flyers for Promotion

Sometimes the old-fashioned route is best. Ask permission to advertise in their business with a flyer, and offer something in return, such as:

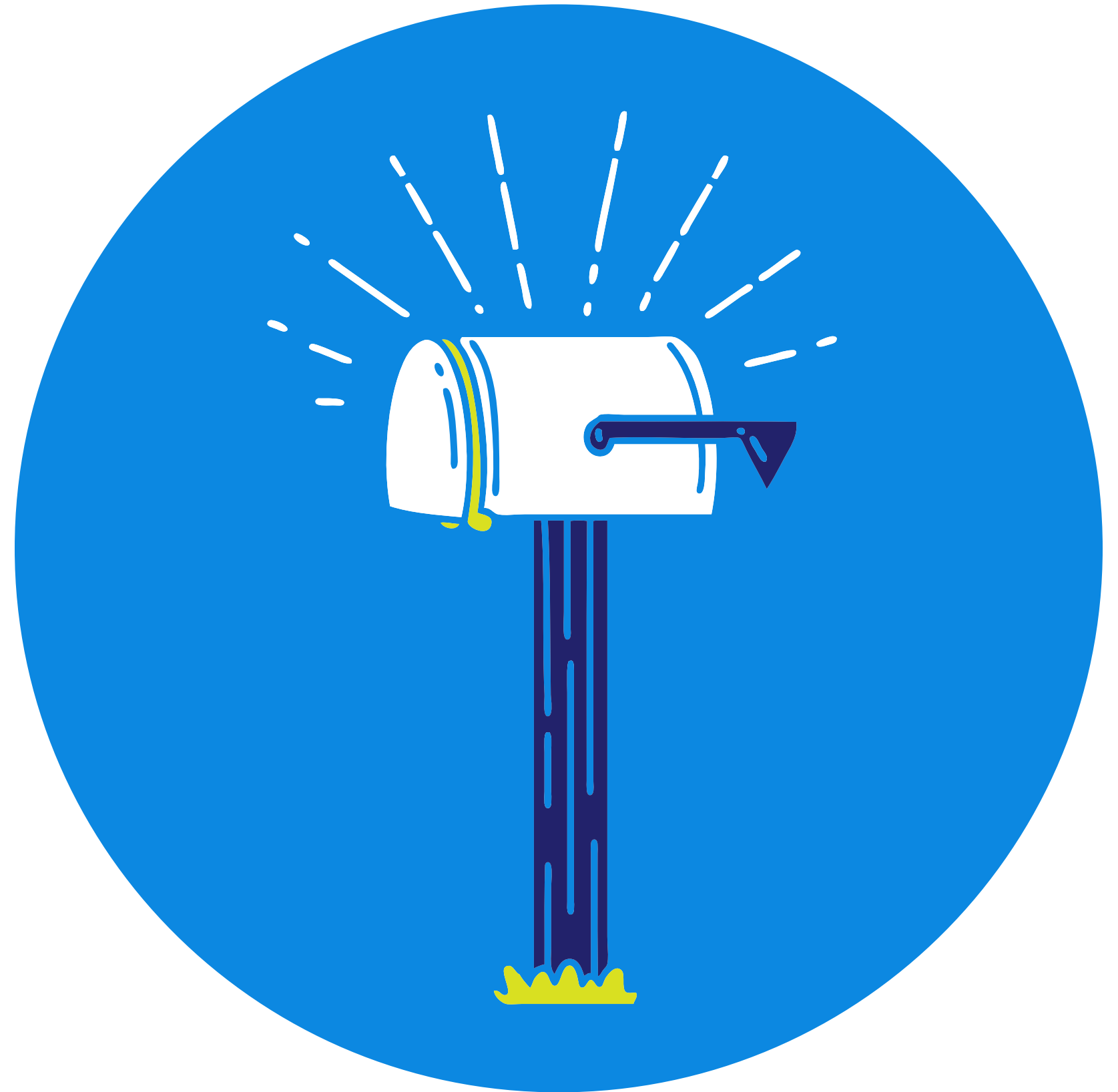
- A flyer in your window
- A social media shoutout
- Promotion of their product or service (e.g., catering, body work, recovery products)

You know where else your athletes may be besides these stores?

### **At their house!**

Send out a mailer to the immediate area around your business's physical location. Sometimes a piece of paper makes things feel just a little more real and grabs more attention.

Include a freebie or a coupon if you like. By giving something, you encourage people to give something back. (A membership, perhaps?)





# Approach 3: Establish Your Business Online

## Wow With Your Website

We're already discussed setting up your business's website with Zen Planner. But how can you use this website to generate hype?

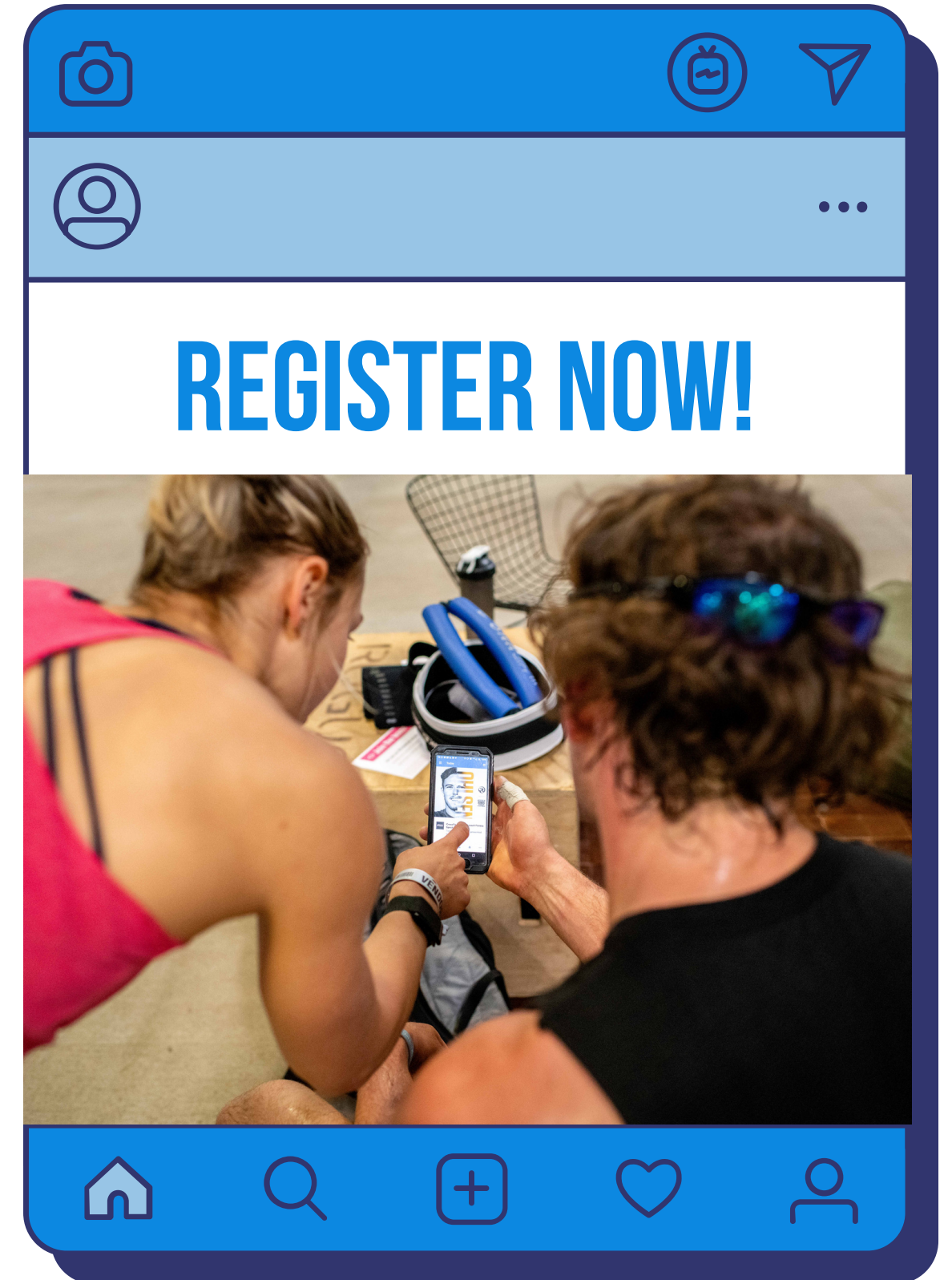
Here are a few ideas:

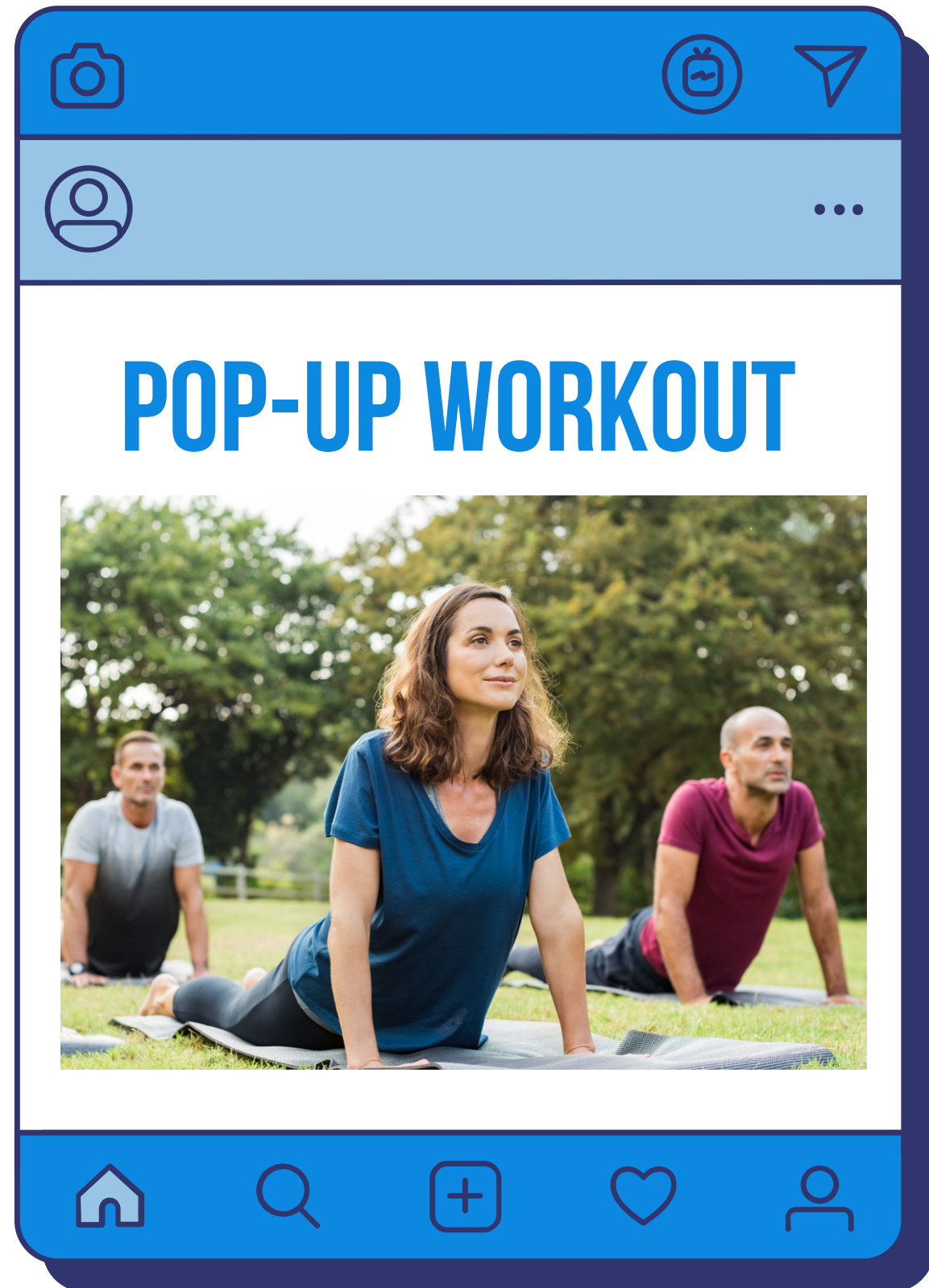
- Set up a countdown to launch on your homepage
- Include a big call-to-action button that goes to a lead capture form
- Create a landing page for each pop-up event and run social media posts to it
- Add a pricing page pushing the founding member discounts
- Introduce yourself, your coaches, and your fitness philosophy
- Write a blog about your grand opening and each of the events leading up to it
- Post photographs of your location, and if possible, the inside of your facility



# Ideas for Social Posts

- Announcements of pop-up events
- Collaboration with local businesses
- Updates on the construction process
- Timeline until launch day
- Introductions to you and new team members
- Videos of workouts and proper form
- Live videos where locals can ask questions
- Promotion of founding member discounts
- General fitness content and tips





## EXAMPLE SOCIAL POST

We're teaming up with \_\_\_\_\_ for a POP-UP WORKOUT this coming Saturday!

Join our crew from 12-2 p.m. for a free sweat sesh that'll knock you on your butt (in a good way!)

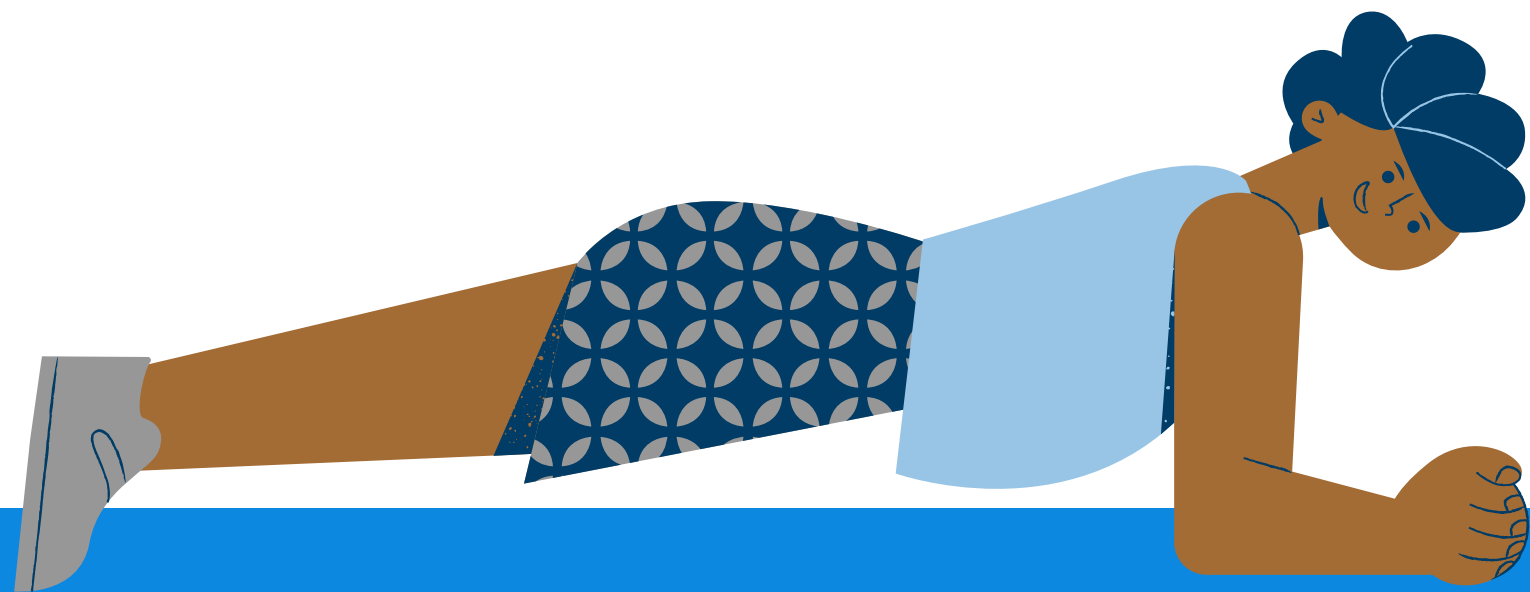
Hang around after for free snacks courtesy of \_\_\_\_\_.

Weather app says it's going to be a beautiful day out. Can't wait to see you all there! Click here to register!

# Run Paid Ads

Zen Planner Digital Marketing can help you run paid ads for Facebook, Instagram, and Google. But what exactly should those ads say?

People have limited attention spans, so don't overwhelm them with too much information. Start with the action you want them to take, and work backwards from there.



GOAL	STRATEGY	EXAMPLE COPY
Get people to pop-up event	Make event enticing	Free Pilates sunshine class – June 3
Educate on founding member discount	Highlight deal details and create sense of urgency	Get fit on a budget: 50% off your first 6 months
Build brand awareness	Target locals and inform them of upcoming business location	Kung fu near you – coming soon!
Drum up interest for fitness area you specialize in	Target people who've searched for related terms	Beef up those quads in CrossFit class



OF THE DAY

Lunges

5/3 KERRON

2x12

B) SQUAT

III MPAP 2x12  
2-4-6-8  
SQUAT  
RUSSIAN TWIST

A) STRENGTH  
5X5 front squat 207

B) MPAP 16  
6 box jump  
12 KB clean  
carry 10

# STEP 4

## Train Your Crew

# Select Your Dream Team

You're at a very exciting point in your business.

This is your chance to create a positive company culture from the ground up. The people you assemble now will lead the charge into your next phase of growth once you're a more established business.



# Step 1: List Job Roles

This may seem rudimentary, but it's an essential step to ensure you hire the right people for your team at this critical stage in your business.

Take a moment to clearly define what you expect of yourself and your new hires.

We recommend making lists of specific job duties.

While you want multi-talented people who can support each other and pick up the slack where need be, you also don't want job responsibilities to overlap too much and cause communication problems with no clear decision maker.

Ask yourself the following questions as you imagine your dream team:

- What responsibilities do I want to take on?
- What responsibilities do I absolutely not want?
- Do I need a manager? A head coach? A lead trainer?
- Do I need to outsource any work for pre-sales or the first 3 months?
- How many people can I afford to pay?
- How many staff members do I need to help me run pop-up workouts?

# Step 2: Start Hiring

Once you've identified how many staff members you need and what they'll be doing, it's time to spread the word that you're hiring.

It's best to start hiring before you host your first pop-up workouts and events since you want to be appropriately staffed. Keep in mind that you don't need your entire crew yet — just the key players.

Don't be afraid to ask around and bring up the fact that you are hiring in casual conversation. You never know who may be looking for a new job.

## Where To Look

The boutique fitness world is a small place. This means you may end up hiring a lot of people you already know or are aware of. Lean heavily on this network.

When looking at potential hires, consider:

- Promising athletes who attend your workouts or events
- Local fitness influencers
- Members or coaches from your current gym
- Acquaintances, mentors, and friends in your personal network
- Members of online groups for fitness professionals



# Make Sure It's a Match

Fitness knowledge is only 1 of the qualifications of a good team member. You also need to consider personality, professionalism, and team fit.

Look for the following qualities while hiring:

- Complementary skill sets with you and existing team members
- Passion for fitness and helping others
- Something that drives them, like a productive nature, enthusiasm, or self-discipline
- A valuable outlook or perspective, for example, positivity, empathy, or intelligence

Be selective. You'll be spending a significant amount of time with this person, and you need to be able to trust that they'll make good judgment calls and professional decisions.

You don't want drama for drama's sake (healthy disagreement is fine). And you want to make sure everyone can operate as a unified whole.



# Step 3: Set Expectations

Now is your ideal chance to create a healthy company culture. This is easier to do right at the beginning while you have a clean slate.

Remember: It all starts at the top (in other words, with you!).

Your expectations for staff should relate back to your purpose as a business owner and what you want your business to represent.

Make sure each and every one of your staff members is on board with your vision to ensure harmony in the hiring process and beyond.

**Cover these key topics with every new team member:**

- Business mission and vision
- Fitness methodology
- Coaching philosophy
- Programs and offerings
- Class structure
- Plans for business growth
- Standards for appropriate behavior
- Expectations of professionalism

**Use this space to jot down what you'd like new hires to know:**

# Step 4: Provide Training

You want to make sure your dream team stays with you as long as possible. So it's in your best interest to focus on training.

Not only to get everyone on board so your business runs like a well-oiled machine, but also to keep morale high. When the going gets tough, you want to make sure they have your back.

Keep your eyes and ears open to how your team members are feeling, especially considering the stress that comes with launching a new business.

You may need more training and conversation in the beginning as you're getting your business off the ground.

## Team member job satisfaction will depend on:

- Understanding what their job role is
- Getting positive feedback when they're succeeding
- Receiving constructive criticism when they need improvement
- Feeling heard when they raise a question or concern
- Having the right tools at their disposal to do their job
- Finding fulfillment in their work
- Being given opportunities to grow and expand their skill set

# Give Them Good Tools

A dream team is nothing without the proper tools to scale your business.

At the very least, you will need a member management and billing software like Zen Planner to track member information, process payments, view business reports, and more.

Make sure software training is part of every new hire's onboarding process.

Reach out to the software company for a demonstration, or show them the ropes yourself.

Repeat this process for every tech tool you use.





# STEP 5

Host Opening Week

# Drumroll, Please

You've finally made it — it's opening week!

During this home stretch, you'll want to ramp up the frequency of social media posts and emails and texts to leads. You want your business to be top of mind. And you don't want any interested parties to miss the official launch.

We recommend splitting opening week into at least 2 parts:

- The soft opening for staff and friends
- The official launch for everyone else



# Throw a Party for Close Friends

We all love a good housewarming party, so why not have a business-warming party?

This is your chance to invite anyone involved in the launch of your business to an exclusive sneak peek of your facility before the public. This could include:

- Your family and friends
- Staff and their family and friends
- Business owners who've partnered with you
- Contractors
- Anyone else crucial to your business's opening

Be sure to get plenty of photographs to commemorate this special time. Frame them on the wall or share them to social media to generate additional hype.



# Private Classes for VIPs

Hold special classes or programs for the people involved in your launch.

If it's before the official launch, these can be limited to staff friends and family. After the launch, offer founding member classes as an exclusive perk.

Remember — during opening week, you're celebrating a huge achievement, but you're still promoting your business and aiming for leads and members. Give those closest to you every reason to promote your business to their circle of acquaintances.





# Launch Day

This is the beginning of your new adventure! Kick it off with a little pizzazz and pull out all the stops.

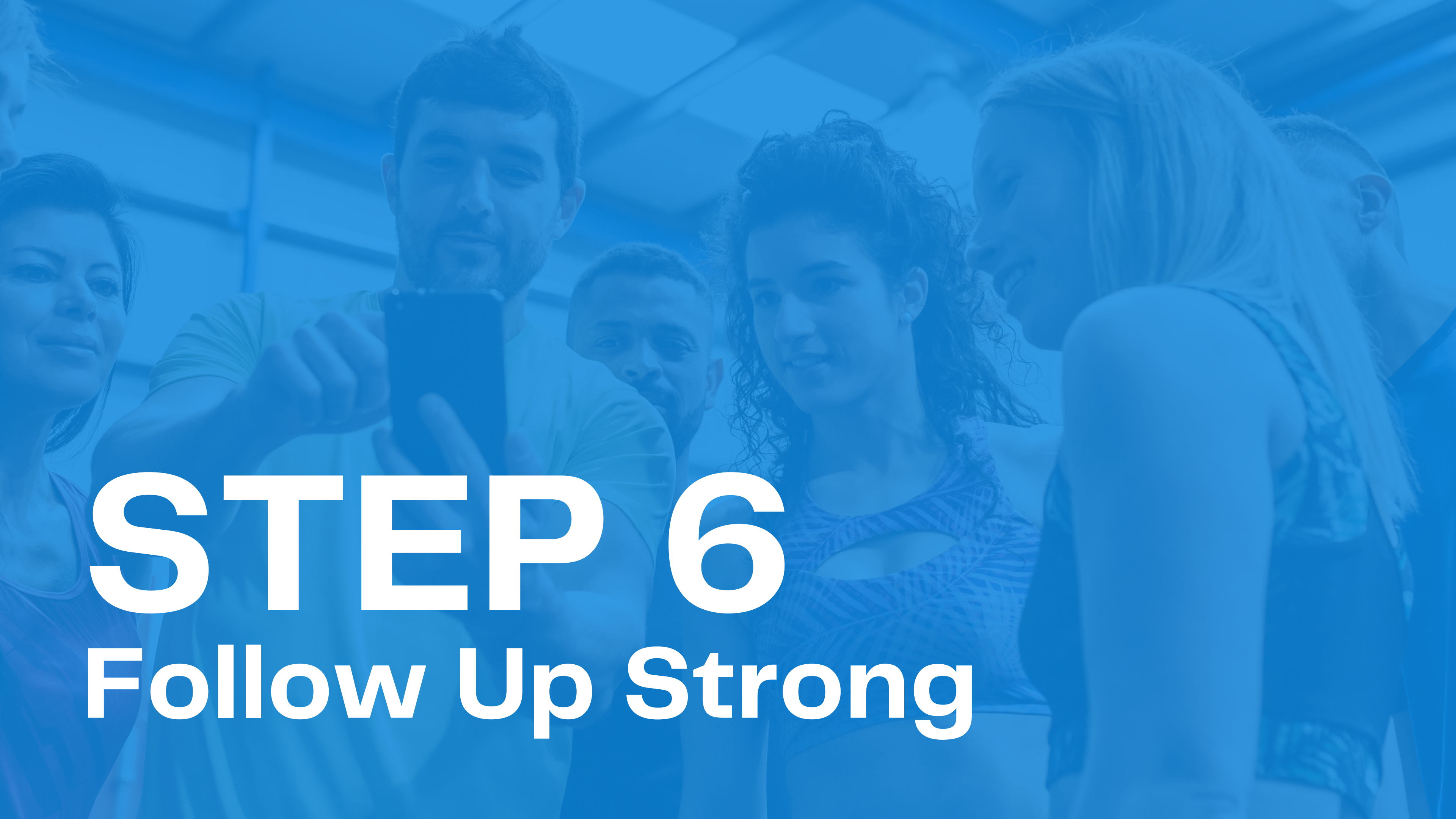
This day may be about you, but more importantly, it's about them. Your opening sets the tone for what they can expect from you and your coaches.

If you didn't quite hit your revenue numbers prior to opening day, this is also your last chance to offer a new discount tier — a grand opening discount — to get where you need to be.

## Drum Up Excitement

- Add some drama — roll out that red carpet and cut that ribbon
- Reach out to local publications and let them know about your opening
- Invite local businesses to be present with their products and services
- Order catering or schedule food trucks with delicious options
- Blast the music to pump everyone up
- Treat every guest like a VIP





# STEP 6

Follow Up Strong

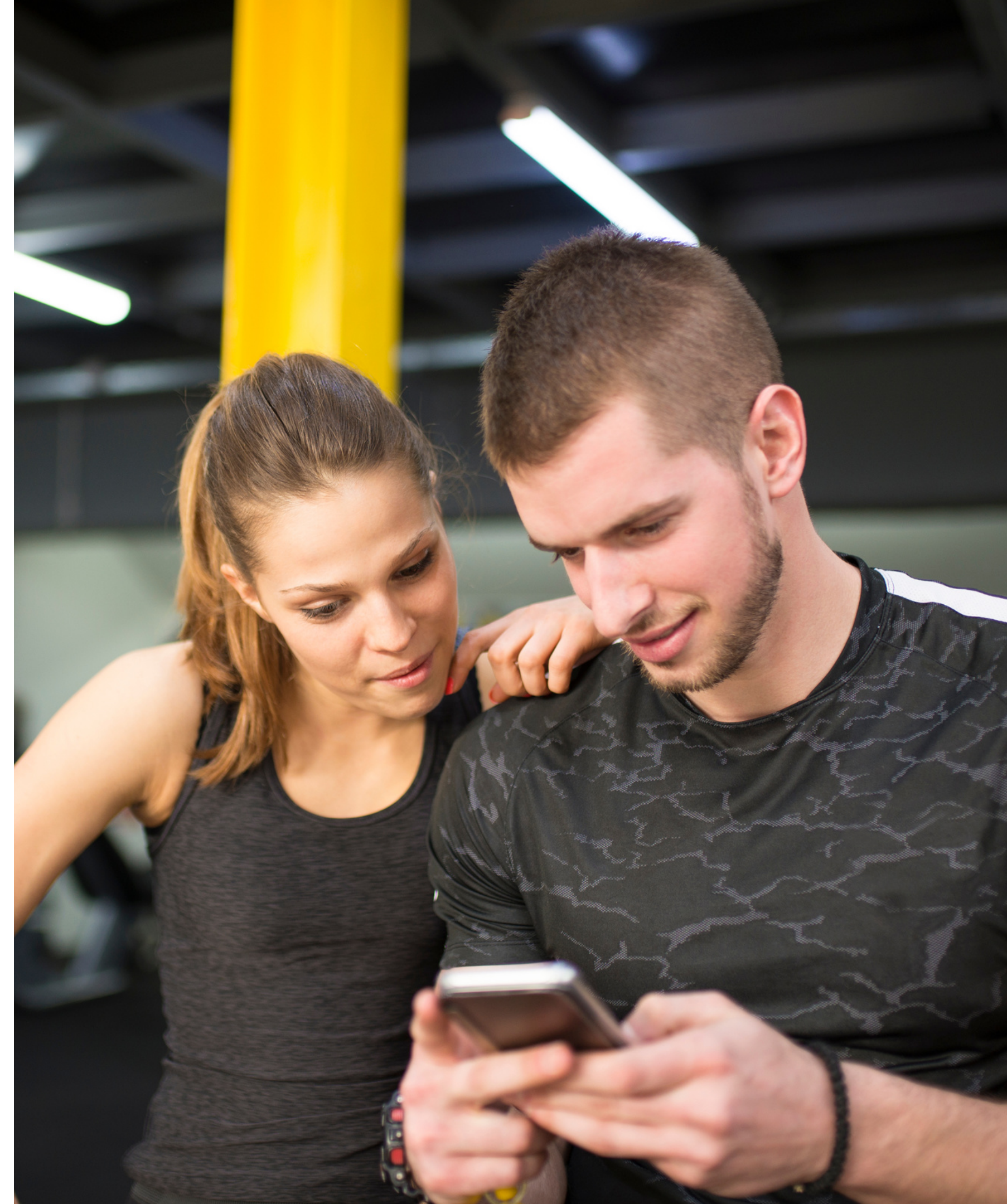
# Making It All Worth It

You may have crossed the pre-sales finish line, but there's a long journey ahead.

Follow-up is the most important step in the entire pre-sales process.

Sounds counterintuitive, right? But you need to keep the momentum going in order to establish your foothold in the local community and stay top of mind for your leads and members.

You've laid a strong foundation – and now it's time to build a profitable fitness business on top of it. Don't let the excitement fizzle out!



# Send Automated Communications

Regular communication will go a long way in sustaining your business.

Your leads and members don't know what specials you're running if you don't tell them. They don't know why you're better than the competition if you don't tell them.

What you need to do is be there in the right place at the right time with the right message.

And automated communications help you do that.



# Customer Relationship Management

A marketing automation platform like Zen Planner lets you easily manage all your communications from one Broadcast Center. This can be the hub for all the messages you send post-launch.

We've got a few example communications to get you started. Feel free to modify these as you see fit.



# Email Follow-Up for Leads

## Leads who did not attend the Launch

**Subject line:** [Business Name] is open for business!

**Preview Text:** Wanna see photos from launch day? Drop in any time to book your class. If you book within the week, you'll get a 10% discount on membership.

Uh oh, [First Name], you missed our launch!

We would've loved to see you there, but we get it — stuff comes up.

Check out the photos and videos below to see how it went. (We're super proud of our new space, and we want to show it off!)

Since you've been following us since the beginning, I'd like to offer you a special discount if you join sometime within the next week: 10% off your first 6 months of membership!

Here's our upcoming schedule for the month. Feel free to book any spot you're interested in.

Hope to see you in class sometime soon!

# Email Follow-Up for Founding Members

Founding members



**Subject line:** Founding member perks!

**Preview Text:** [First Name], thanks so much for your membership! Check out all the perks coming your way over the next few months.

[First Name], we are SO THRILLED to have you as a founding member. You're in good company!

For those of you who couldn't make opening week, here are some photos of what you missed out on:

Don't worry — you have plenty of time to join another founding member workout in the future. Check out the schedule to see upcoming spots. And don't forget all these sweet, sweet perks you'll be getting, besides your discount:

- 1 free nutrition consultation
- 15% discount on all retail products
- Early notice of workouts and events
- Membership in founding members Facebook group
- Founding member classes at prime times

Want a buddy to join you? We're allowing a 10% membership discount for up to 5 of your family members and friends! Email us back and let us know their name, phone number, and email, and we'll be sure to apply the discount for them.

See you soon!

# Texts to Leads

## Text 1

[Business Name] is officially open for business!

Check out our online schedule to book your next class: [link]

Spots are filling up fast!

## Text 2

Want 10% off your membership with [Business Name]?

Give me a text back, and I'll make it happen for you!

So appreciative you've been here since the beginning.



# Texts to Founding Members

## Text 1

So excited to see the terrific turnout for our first founding-members-only class!

Here's the schedule of upcoming [Business Name] classes: [link]

## Text 2

Psst ... wanna hook your family and friends up with a [Business Name] discount?

Text me their deets, and I'll get them 10% off their first 6 months!

# Great Job!

You've successfully made it through one of the toughest parts of starting a business.

If you need more resources, we have plenty for you. (No one said this owner thing was easy!)

## More Guides & Resources

- [A-Z Guide to Financial Management](#)
- [Metrics That Matter](#)
- [Fitness Business Plan Template](#)
- [The 5 Elements of a Successful Fitness Business Website](#)
- [A Year of Social Media Posts](#)
- [How To Get Your Leads to Walk Through the Door](#)
- [The Owner's Guide to Buyer Personas](#)



# Resources

## Business Tools

- Zen Planner: Member management & marketing solutions
- SugarWOD: Programming software & athlete app

## Fitness Blogs

- Zen Planner blog: Business management, marketing tips, and more
- SugarWOD blog: Programming, coaching, and community building

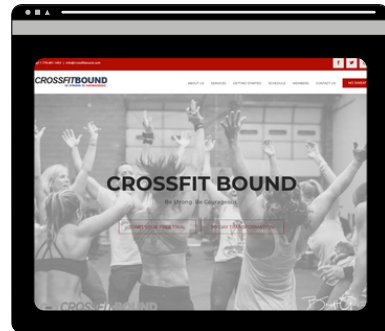
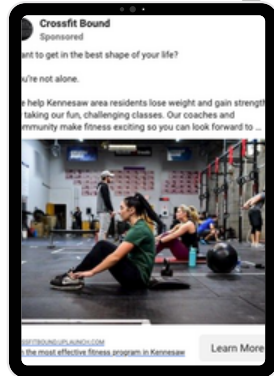


# An Ecosystem of Tools

Our solutions work together to support owners through the end-to-end member journey.

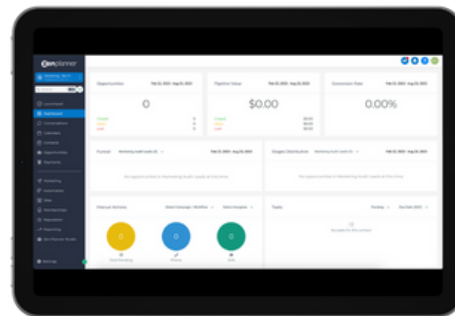
## ZEN PLANNER DIGITAL MARKETING

Reach local athletes through ads on Facebook, Instagram, and Google



## ZEN PLANNER WEBSITES

Gather contact info by giving athletes a clear and confidence-inspiring online experience



## ZEN PLANNER MARKETING AUTOMATION

Foster a great relationship with your members by sending well-timed automated communications



## SUGARWOD

Impress members with an interactive app and enjoy simple programming software behind the scenes



## ZEN PLANNER STUDIO

Earn back extra hours every week by letting our member management software do the heavy lifting



**Book your demo or  
start a trial today!**

**GOOD LUCK ON  
OPENING DAY!**

