

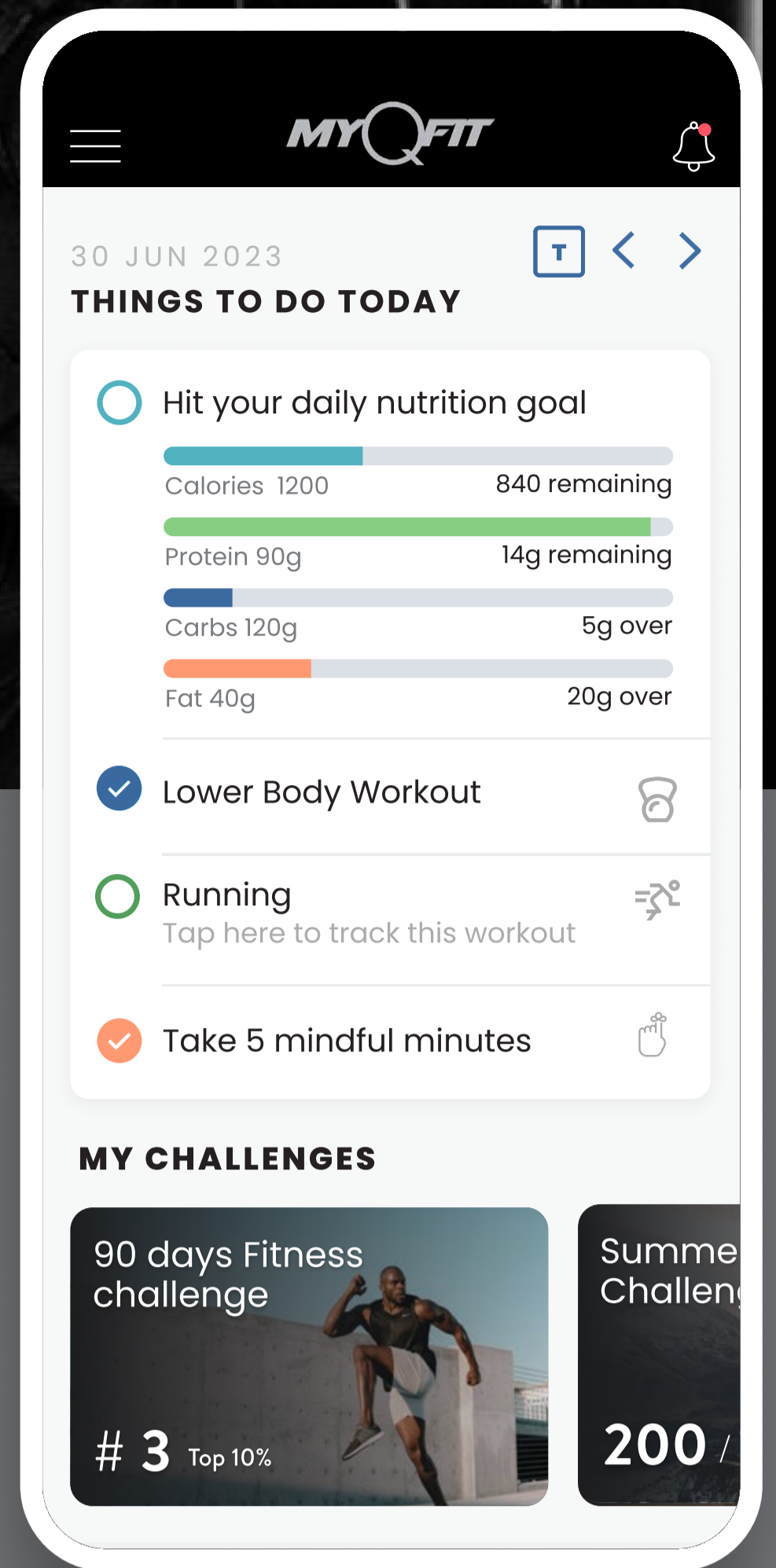
How MyQFit Delivers Strong Member Engagement for a Massive Community

Since 2020, MyQFit has been using ABC Trainerize to deliver coaching services to thousands of members—currently over 21,000 of them. Their triple threat offering of fitness, nutrition, and community wins over new members—and their powerful community keeps folks motivated and engaged.

Ease of entry is a key strategy for the MyQFit team. Their strategic membership options (and instant 10-day free trial) make it easy for members to join when inspiration strikes.

“We offer a month-to-month subscription and a yearly subscription. When asked the question, “How do I get started with you?”, we want...the process to be as easy for the client as possible. Our number of clients has increased substantially since adopting this approach,” says owners Kimble and Stacey Jensen.

We chatted to the Jensens to learn more about how they’re scaling their business while maintaining their community feel. Get ready to get inspired on how to use both human relationships and tech automation to achieve strong engagement for a massive group of members.



A HUMAN TOUCH KEEPS MEMBERSHIP STRONG

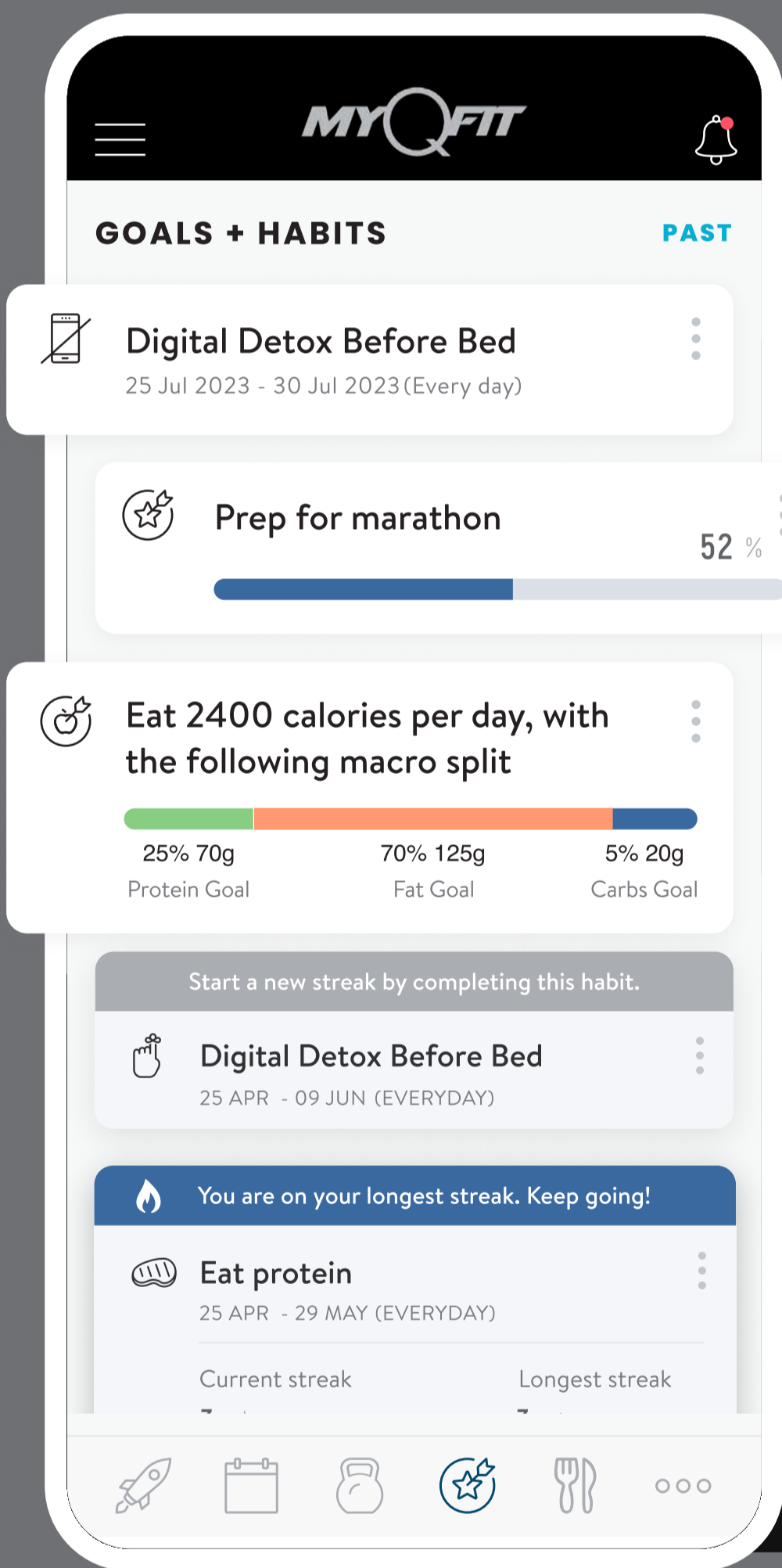
With a membership so broad, how exactly does MyQFit keep the community strong? The power of human relationships plays a significant role.



We have been able to achieve high client engagement by employing multiple trainers, each overseeing a manageable number of clients. No client goes over 1 week without receiving a direct message from their trainer, checking in with and encouraging them. We pride ourselves on the human-to-human interaction

say the Jensens.

USING THE RIGHT TOOLS FOR THE JOB



Why do things the hard way when you can do them the smart way? MyQFit has identified a streamlining hack for their business operations—in-app messaging.

Here are three ways they’re using ABC Trainerize to build community and member engagement:

IN-APP MESSAGING

Members have access to their trainer 24/7. Their fitness coach is at their fingertips through the in-app messaging, empowering them to ask questions, raise issues, or request modifications when they need support.



[Our members] feel connected to a person, not just software. Similarly, the ability our trainers have to directly message their assigned clients with a personal question or specific advice or encouragement sets us apart from many other online fitness options.

AUTOMATED MESSAGING

Trainers save time on typical questions by programming relevant auto-messages right into the app—and increase the frequency of the outreach, which encourages members to stay involved.



We’ve tried to make these messages engaging, asking a question and looking for feedback. The majority of clients respond to these messages which notify their trainer who can then continue the conversation.

DIGITAL COMMUNITIES

Never underestimate the power of group support. Groups have helped MyQFit increase their overall engagement because clients are able to engage with each other, not just with their trainer. This has cultivated an invaluable community culture for the team and the members.



It’s worth the time to make introductions. Many friendships have been forged within the chat groups. Clients hold each other accountable, encourage each other, reach out for support when struggling, and offer support to others that are struggling. Seeing the engagement and positivity within the chat groups is extremely rewarding as a coach.

THE POWER OF A STRONG EMOTIONAL CONNECTION

MyQFit advises other fitness studios to prioritize building connections between trainers and members—and within the community, too.

“Clients will engage with you and what you provide if they feel you care about them. If they can feel that you care about them and their success, they will stick around longer and engage with you more.”

MyQFit says thoughtful, efficient replies to messages are essential to building this connection—and that connection is the differentiator that will make or break your business’s success.

“Yes, it’s important to have solid programs that get results and are enjoyable, but if a client doesn’t feel seen and heard by you, they likely won’t stay as long as you’d like them to,” say the Jensens.

On their website, MyQFit promises prospects can “get amazing results from the comfort of your own home,” and boasts a huge variety of programs to choose from, all designed with minimal (or zero!) equipment. This simple adoption process is followed by a high-touch, highly personal coaching relationship—a one-two punch of accountability and flexibility.

For MyQFit, a strong community is key to business success—and they’ll continue to follow this model as they scale.