

Member Onboarding Cheat Sheet for Fitness Studios

A seamless member onboarding experience is crucial for ensuring that new members feel welcomed, valued, and excited to start their journey with your fitness studio.

A smooth process not only sets the tone for their entire with you, but it also helps to build a lasting relationship. Here's a quick overview of the steps you can take to ensure your studio's onboarding process leaves a positive impression – and helps retain members for longer.

CUSTOMIZE YOUR WELCOME EMAIL

Creating a warm and personalized welcome email is the first step in making new members feel at home.

- **Create a template:** Develop a standard welcome email template to send to all new members.
- **Personalize it:** Customize each email with the member's name and specific details about their membership. Mention their fitness goals or the classes they've signed up for to show that you're paying attention.

ADD CONSENT FORMS AND INQUIRY FORMS

Forms are essential for both legal protection and understanding your members' needs.

- **Consent forms** protect your studio and trainers by ensuring members acknowledge the risks associated with physical activity.
- **Inquiry forms** allow you to learn about members' previous injuries, and their fitness goals. Ask questions such as:
 - What days of the week can you commit to workouts?
 - Are there any exercises you particularly like or dislike?
 - What muscle group or skill would you like to focus on right now?

Questions like these allow you to tailor workout plans for each client, without having to rewrite them entirely. The more personalized a program is, the quicker the member sees results. This goes a long way to keep them returning back for more!

SET UP AUTO MESSAGES AND EVENTS

Consistent communication helps members feel valued and engaged.

- **Schedule messages** for birthdays, check-ins, and reminders about upcoming events. Automated check-ins are especially important if a member is training for a specific event or needs encouragement to stay on target.

CHECK OUT: [5 EASY WAYS TO INCORPORATE MOBILE FITNESS TECHNOLOGY IN YOUR FITNESS CLUB](#)

SET UP PAYMENT AUTOMATION

Streamlining payment processes helps avoid awkwardness and ensures timely payments. Use platforms like Stripe to automate payment collection.

- **Set up auto payments:** First, make sure you have a Stripe account and have the Integrated Payments add-on enabled within ABC Trainerize. Then start adding your products, choose between recurring, one-time, and free product types, and get ready to start making sales while you sleep!

ADDING CLIENTS INTO YOUR APP

Some new members may not love tech, and some may resist change. So, it's vital you efficiently add members to your fitness app, so they don't have to worry about it!

- **Using CSV:** For bulk additions, use a CSV file to import member details.
- **Manual addition:** For individual entries, add members manually to ensure all details are correct.

Adding members with ABC Trainerize is easy! Check out how to bulk import client lists [here](#).

CREATE A TEST MEMBER ACCOUNT

You're an expert when it comes to running a studio, but it always helps to put yourself in your members' shoes from time to time.

Now that your onboarding process is in place, why not experience it from a member's perspective?

- **Set up a test member account** to explore your app and onboarding process. This helps you identify any potential issues and understand the member experience better.

By loading in clients promptly and streamlining the onboarding process, you can ensure that your members feel supported and valued, leading to longer memberships and a thriving fitness community.

With [ABC Trainerize](#), fitness studios can craft a member experience that makes them feel connected, inspired, and eager to come back for more.

Your gym can be more than just a place to train. With fitness, nutrition, and habit-coaching features, plus in-app messaging, progress tracking, and more – it's everything you need to motivate and inspire.

Hit the ground running and get set up for success with our personalized onboarding experience

Start your **30-day free trial** today!