

ESSENTIALS FOR A THRIVING GYM

BRANDING & POSITIONING

- ☐ Clear Gym Promise (what members can expect in 90 days)
- ☐ Professional, modern logo & signage
- ☐ High-quality photos & testimonials on your website/socials

FACILITY & SAFETY

- ☐ Clean, well-lit training space
- ☐ Fresh, safe mats & training equipment
- ☐ Clear posted safety guidelines & class etiquette
- ☐ First aid kit & injury protocol in place

MEMBER COMMUNICATION

- ☐ WhatsApp / email group for announcements
- ☐ Welcome pack or message for new members
- ☐ Easy-to-read class schedule online & in-gym
- ☐ Automated reminders for classes/events

MARKETING BASICS

- ☐ Active social media (min. 3 posts weekly)
- ☐ Referral program for members
- ☐ Partnerships with schools, local businesses, or events
- ☐ Google Business profile optimized with reviews

GROWTH & RETENTION

- ☐ Belt promotion / recognition system
- ☐ Member-of-the-Month spotlight on socials
- ☐ Trial-to-member conversion plan
- ☐ Fun events: open mats, seminars, bring-a-friend days