One Big Media Company

🏋 GOHIGHLEVEL SNAPSHOT · GYMS & FITNESS STUDIOS

Fitness Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

© One Big Media Company, LLC · onebigmediacompany.com · Licensed for use in your own agency's client accounts. Not affiliated with HighLevel Inc.

THE OPPORTUNITY

Selling to fitness

Your buyer: An independent gym, CrossFit box, boutique studio (HIIT, yoga, Pilates, cycling) or personal training studio with a few hundred members. They run trial or intro offers to get people in the door, and their revenue depends on converting trials to memberships and keeping members showing up.

Why they buy:

- Ad leads claim a free trial and never book an intro session
- Trial members come once or twice and vanish before anyone asks them to join
- Intro sessions get booked, then the prospect no-shows with no follow-up
- Members quietly stop showing up and cancel before staff notice
- Hundreds of cancelled and former members sit in the system with no win-back plan

Suggested resale pricing

Setup fee	Monthly
$497-$1,497	$297-$797

Charge more when you also run the trial-offer ads and manage trial tagging. Pricing a retainer partly on trials started or members won keeps you tied to the result the owner cares about.

Most gym agencies get fired because leads don't turn into members. This snapshot fixes the backend: instant follow-up, intro session reminders and a trial-to-member sequence that makes your ad leads convert. Launch a former-member win-back in week one for quick revenue, then keep the account on retainer by reporting trials started, trial-to-member conversions and win-backs each month.

CLOSE

Pitch script

Quick question: out of everyone who claimed a free trial last month, how many actually became members? Most owners I talk to aren't sure, and that's where the money leaks. We install a system that texts every new lead their trial offer within seconds, books them into an intro session and reminds them so they show up. Once the trial starts, it follows up on its own: encourages them to book their next workouts, answers membership questions and asks for the join before the trial ends. It also checks in with members every 90 days so they don't drift away, and it reaches out to cancelled members with a comeback offer. Your staff keep coaching; the follow-up just happens. We can have it running in about a week. Would it be worth 20 minutes to see it set up with your gym's name and offers?

Cold email

Subject: Your free-trial leads

Hi [Name],

I work with gyms and studios in [City] on one problem: free-trial leads that never turn into members.

We install a system that texts every lead their trial offer within seconds, books and reminds them for an intro session, then follows up through the trial and asks for the join before it ends. It also checks in with members every 90 days and wins back cancelled members.

Your staff don't have to remember any of it.

Open to a 15-minute call next week to see it built with your gym's offers?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help gyms in [City] turn more free-trial leads into paying members with automated follow-up. Worth a quick 15-min look this week?

Social DM

Hey [Name], love the energy at [Gym]! We build automated trial-to-member follow-up for gyms and studios. Happy to send a quick 2-minute demo if you're curious.

DELIVER

Offers & onboarding

Offer ideas for the client

- Free 7-day trial pass with a booked intro session
- Paid 14-day or 21-day intro challenge that rolls into membership
- Bring-a-friend week where members invite guests for free
- Former-member comeback month at a reduced rate with no enrollment fee
- New Year or back-to-routine enrollment with the joining fee waived

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Reply to every new trial lead within 5 minutes during staffed hours
- **Intro session show rate**: Aim for 75% or more of booked intro sessions showing up
- **Trial-to-member conversion**: Track the share of Trial Active cards that reach Won and improve it every month
- **New members per month**: Hit the gym's monthly new-member goal set at kickoff
- **Former-member win-backs**: Bring back a steady number of former members from every reactivation send
- **New Google reviews**: Earn several new 5-star reviews every month

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.