Intro Offer
WORKBOOK
Privates



STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

Intro Offer WORKBOOK
Classes

TABLE OF CONTENTS

2 **Introduction**

3 **Flowchart for Privates**

3 Example

4 **Overview of Touchpoints**

4 Example

5 **Scripts**

13 Bonus Scripts

Introduction

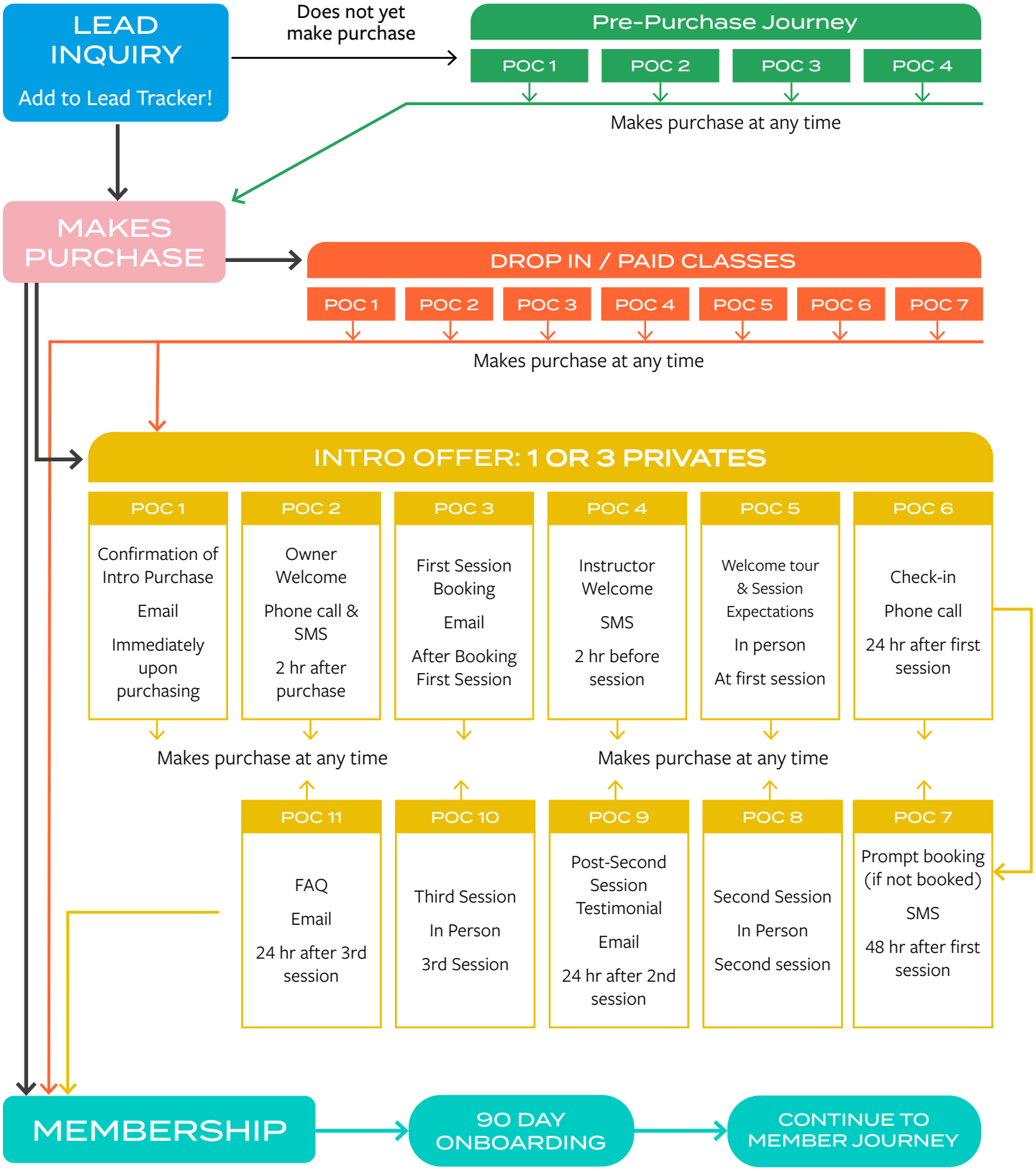
There are lots of different ways to make the first sale of your Introductory Package. It may happen on your website, your app, over the phone or social media, over email, or be a referral you follow up with. Don't wait to do that follow up, and don't be afraid to lean on scripts to get it done. It's important to use the communication channel your client has already started with. If they called, call them back. If they wrote in on your website, email first. This conversation can help you get a sense for how your client would like to proceed, and whether the sale of an annual membership is possible at the onset. Don't make any assumptions, this diagnosis includes questions, conversation, and listening to determine where someone is and how they can use your studio. Be sure to give your client an idea of what to expect during their sessions, schedule the intentional intake, and pre-book their first week of sessions and beyond!





®2024 Studio Grow All Rights Reserved

Flowchart for Privates



®2024 Studio Grow All Rights Reserved

Overview of Touch Points

Touchpoint	WHAT: Reason	HOW: Contact Type	WHEN: Timing	WHO: Manual or Automated
POC 1	Confirmation of Intro Purchase	Email	Immediately upon purchasing	
POC 2	Owner Welcome	Phone call & SMS	2 hr after purchase	Owner
POC 3	First Session Booking	Email	After Booking First Session	
POC 4	Instructor Welcome	SMS	2 hr before first session	
POC 5	Welcome tour & Session Expectations	In Person	At first session (before, during, after)	
POC 6	Check-in	Phone Call	24 hr after first session	
POC 7	Prompt booking (if not booked)	SMS	48 hr after first session	
POC 8	Second Session	In Person	2nd Session	
POC 9	Post-Second Session Testimonial	Email	24 hr after 2nd session	
POC 10	Third Session	In person	3rd Session	
POC 11	FAQ	Email	24 hr after third session	

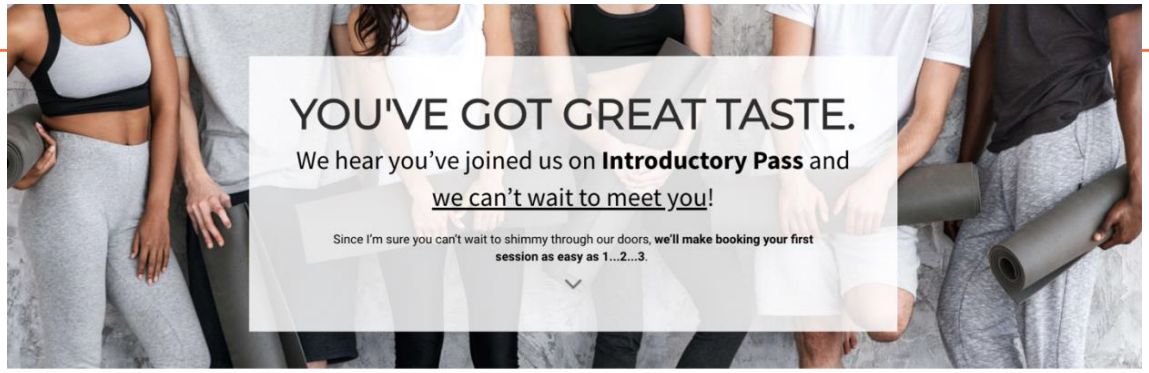
®2024 Studio Grow All Rights Reserved

Intro Offer *Privates*
SCRIPTS

POP UP AFTER PURCHASE:
Introductory Package Thank You Page

After purchase, your software will likely send purchasers to a custom Thank You Page. Your Thank You Page should direct them to book their first session & Intake and include an embedded booking section and FAQ on the studio for that session including: Location, Attire Needed, and What to Expect.

Think of this as the simplest way for you to have them book their very first session



1

CHOOSE A SESSION BELOW.

Insert code below. Then delete this text.

2

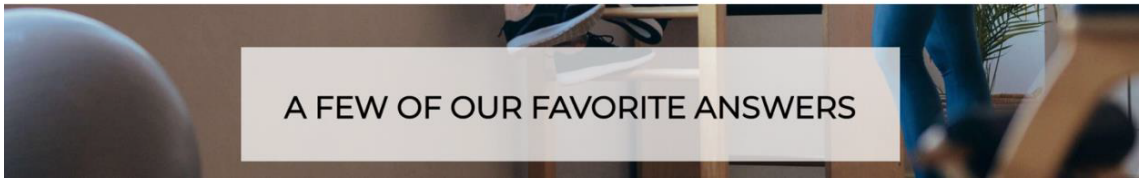
ADD IT TO YOUR CALENDAR.

Insert code below. Then delete this text.

3

FIND AN INTAKE APPOINTMENT BY CLICKING HERE.

AND, WE'LL SEE YOU SOON.



®2024 Studio Grow All Rights Reserved

Where is Studio ABC Located?

Studio ABC is located in the heart of downtown Charlottesville, VA.
Our studio is located at XYZ next to the Jefferson Theater.

The best parking places are in the Water Street Lot and **we validate parking**.

Our studio is located on the 2nd floor.
To get inside, you'll enter in the right hand door with our Studio's Name on it and use the keypad with code: XYZ.

What's the best way to ensure my experience is a success?

That's simple.

Show up.

Be ready to have fun and laugh through the hard and the easy.

But, since you asked, a few wonderful physicians have cracked the code on a near bullet-proof path to success for any studio.

Bring a friend.

It turns out ***95% of people who start a program like this with a friend*** *or family member* ***not only finish it, but a year later they've continued***.

We'd LOVE to make this an easy decision for you, so here is an extra special only-for-you link for a friend to join you on this **Introductory Package** for **$_____ OFF**

Yup, we've got your back and this is gonna be the best experience you've ever had.

I'm a beginner. Any suggestions on where to start?

And, what a fabulous beginning this is. Many of our students who are just starting out love to combine the XXX, YYY and ZZZ sessions, but our teachers will help you modify regardless of where you choose to start.

We're also more than happy to help you book all of your sessions, so we make sure this is the best experience for you. Just send us an email at _____ or call us at _____ and we'll set everything up for you.

I'm advanced. What's the best session for me?

We're simply delighted you've chosen to continue to grow your practice with us. We have more advanced students across all of our sessions, so the good news is wherever you land, you're going to find a teacher ready to challenge your practice.

That said, some of our favorites, if we're looking for an advanced level are XXX, YYY and ZZZ. We're also more than happy to help you book all of your sessions, so we make sure this is the best experience for you. Just send us an email at _____ or call us at _____ and we'll set everything up for you.

Are there any instructors who specialize in:

Injuries



Pre-Natal/Post-Natal



Seniors



Health Conditions



What should I bring with me?

For mat classes, just you, but if you're taking part in reformer or barre, bring along a pair of sticky socks (or buy a fun pair at the studio...we have plenty). We have bottles of water at the ready. We'll see you soon!

© 2021 YOUR LEGAL COMPANY NAME. ALL RIGHTS RESERVED. PRIVACY POLICY. TERMS OF SERVICE.

FREQUENTLY ASKED QUESTIONS

1. Where is Studio ABC Located?

Studio ABC is located in the heart of downtown Charlottesville, VA. Our studio is located at XYZ next to the Jefferson Theater. The best parking places are in the Water Street Lot and we validate parking. Our studio is located on the 2nd floor. To get inside, you'll enter in the right hand door with our Studio's Name on it and use the keypad with code: XYZ.

2. What's the best way to ensure my experience is a success?

That's simple. Show up. Be ready to have fun and laugh through the hard and the easy. But since you asked, a few wonderful physicians have cracked the code on a near bullet-proof path to success for any studio:

Bring a friend. It turns out 95% of people who start a program like this with a friend or family member not only finish it, but a year later they've continued. We'd LOVE to make this an easy decision for you, so here is an extra special only-for-you link for a friend to join you on this Introductory Package for $_____ off. Yup, we've got your back and this is gonna be the best experience you've ever had.

3. I'm a beginner. Any suggestions on where to start?

What a fabulous beginning this is. Many of our students who are just starting out love to combine the XXX, YYY and ZZZ sessions, but our teachers will help you modify regardless of where you choose to start. We're also more than happy to help you book all of your sessions, so we make sure this is the best experience for you. Just send us an email at _____ or call us at _____ and we'll set everything up for you.

*Use your Client Journey to consider which classes, instructors or specialties clients may want more information about and be sure to highlight them here.

4. I'm advanced. What's the best session for me?

We're simply delighted you've chosen to continue to grow your practice with us. We have more advanced students across all of our sessions, so the good news is wherever you land, you're going to find a teacher ready to challenge your practice. That said, some of our favorites on an advanced level are XXX, YYY and ZZZ. We're also more than happy to help you book all of your sessions, so we make sure this is the best experience for you. Just send us an email at _____ or call us at _____ and we'll set everything up for you.

5. Are there any instructors who specialize in:

a. Injuries b. Pre-Natal/Post-Natal c. Seniors d. Health Condition #1

6. What do I need to bring with me?

For mat classes, just you, but if you're taking part in reformer or barre, bring along a pair of sticky socks (or buy a fun pair at the studio— we have plenty). We have bottles of water at the ready. We'll see you soon!

®2024 Studio Grow All Rights Reserved

POC 1: Introductory Package Confirmation Email

EMAIL

Subject: **You've got great taste**
Option 2: **Ready to Sweat?**

You've got great taste.

We hear you've joined us on Introductory Pass and we can't wait to meet you! Since I'm sure you can't wait to shimmy through our doors, we'll make booking your first session as easy as 1...2...3.

1. Choose a session time below.
2. Add it to your calendar.
3. Find an Intake Appointment by clicking HERE...

And we'll see you soon!

INSERT EMBED BOX FOR Scheduler.

POC 2: Owner Welcome Text/Phone Call
(Send within 2 hours of purchase)

SMS

Hi [NAME]! I'm [YOUR NAME], the owner of [YOUR STUDIO] and I just wanted to welcome you. Can I get you booked into any sessions?

Automation Note: Be sure to set up text messages to arrive between 9 a.m. and 8 p.m.. If someone signs up at 2 a.m., they'll get your owner text at 9 a.m. the next morning, which is better timing for you and within most countries' text guidelines.

CALL

OWNER: Hi [NAME]! [YOUR NAME] here. I saw you signed up for our Introductory Package and wanted to check in to see if you had any questions about our private sessions, instructors or the facility.

COMMON QUESTIONS FROM NEW CLIENTS:

- I haven't worked out in a while (or new to working out), where should I start?
  - → Be prepared to recommend certain instructors that are suitable for beginners, or conversely, instructors that offer advanced or challenging private sessions.
- Do I need a mat and/or sneakers?
- Do you have a water fountain, showers, changerooms?
- How early do I arrive before a session?
- Parking situation? Paid or free?
- Can I change between memberships or packages depending on how often I come?

®2024 Studio Grow All Rights Reserved

POC 3: First Session Booking Email

EMAIL

Note: After someone books a first session, he or she will get a confirmation email. This email is different from a welcome, since it's a true reference email. This email needs to be specific and to-the-point. It should include: Location, Address (and Entry Details), Instructor Name, Attire and Workout Prop Details, Water and Food Details (hydration is key), and how to contact you with questions (we like to have at least 2 means of contact). Consider asking new clients to arrive early so you can show them the studio, introduce them to the instructor and chat over their Mini-Intake. **Recommended** **Mini-Intake Survey**: A mini-intake survey is a short questionnaire designed to jumpstart the intake process.

[Subject] You're in!

Fab news: You've just booked your very first Session!

We'll see you on _____[DAY] at _____[TIME].

In case you were wondering... [LOCATION] is located at [ADDRESS and PERTINENT LOCATION DETAILS]. We've got [INSERT DETAILS LIKE MATS, SHOES, ETC...], but feel free to bring your own.

Your instructor, [INSTRUCTOR NAME], will be ready to [FILL IN THE BLANK like: downward dog your way to your best day ever / plie, arabesque and shake all those little muscles / hop on a reformer, circle, pulse and plie your way to your best workout ever].

When you arrive, we'll be happy to book any sessions and your Experience session (did we mention just how good this is?!?) or you can click [HERE - Link to Mini Survey] to book it now.

Have a question, concern or just wanna give us a big hello? Email us at [EMAIL] or give us a ring at [PHONE]

[INSERT OWNER OR MANAGER NAME]

P.S. To make sure you have an epic experience, we need to grab answers to 4 questions. Click HERE to answer them in less than 2 minutes

Mini Intake Survey

1. Have you ever done [INSERT METHODOLOGY]? YES/NO

2. If Yes, Where did you do it and what did you love?

3. If No, Why not?

4. Are there any injuries, recent surgeries or parts of your body that just don't work as well as they used to?

5. Is there anything special you'd like to accomplish in the next 90 days?

®2024 Studio Grow All Rights Reserved

POC 4: Instructor Welcome Text

SMS (2 hours before first session)

The instructor working with the client for their private will send out a text. This serves not only to calm someone's nerves, but to catch any late-cancels and reschedules.

"Hi [NAME]! It's [INSTRUCTOR NAME] and I can't wait to meet you at our session today. Any questions before you get here?"

POC 5: Welcome Tour & Session Expectations

BEFORE FIRST SESSION

The single most important step, outside of the Intake, is what happens when a new client walks into your studio for the very first time. Your staff will pull daily lists of new clients arriving and be prepared to welcome them by name. During this welcome, we'll typically do a short studio tour, book their intake survey and their next sessions. If you have a quiet studio, now is an excellent time to ask follow up questions on their mini-intake survey.

DURING FIRST SESSION

Before the session begins, your client should be introduced to their teacher / instructor / trainer. During this private, lay out clear expectations on what will be expected during each session. The most important points are:

- **Session 1:** Intentional Intake in addition to standard session
- **Session 2:** Prescribe what is best for the client and how they can continue their journey at your studio
- **Session 3:** Make the final decisions on next steps

AFTER FIRST SESSION

Before the client leaves, be sure to book their next two sessions, ideally within 7 days for both AND remind them that you'll walk through the longer term plans at the next session.

POC 6: Post Session Phone Call

CALL – 24 hours after 1st session

One Day after someone has their first session, it's important to follow up with a short phone call. No, you won't have every new client answer when you call, but this is an important touchpoint to see how they're feeling, to hear their first impression of the studio and their time there and to ensure that they plan to come back soon.

®2024 Studio Grow All Rights Reserved

VOICEMAIL SCRIPT: Hey Liz! It's [NAME] from [STUDIO]. Just checking in to see how your first session was. We can't wait to see you on [DAY] at [TIME]. If you've got any questions or there's anything I can help with, don't hesitate to give me a ring!

POC 7: Next Session Text

SMS – 48 Hours After 1st Session

2 days after a client has his or her first session, you'll send a short text to check in and see how he or she is doing. It's really there for those people who are spreading out their sessions, so we can get them in the door.

"Hi [NAME]! It's [YOUR NAME] from [YOUR STUDIO]. Just wanted to check in and see how you felt after the last session."

POC 8: Second Session

SMS – 48 Hours After 1st Session

During your second session, you'll be presenting your plan for your client long-term and laying out two primary pricing options.

POC 9: Post-Second Session Testimonial Email

EMAIL – 24 Hours After Second Session

One day after the client's second session, we'll share a success story or testimonial to ensure they can see themself at your studio to transform their life. This type of touch point speaks to the humanistic buyer, meaning they buy based on story. This testimonial is powerful in video form, so don't shy away from asking clients for a short video testimonial!

[Subject] Meet your new best friend...

[INTRO PACKAGE HOLDER'S FIRST NAME] meet [TESTIMONIAL CLIENT]. We have a feeling you two would hit it off (and are likely to be best friends across the [MAT / BARRE / REFORMER / BIKE/]). So we figured she/he'd be the perfect person to let you inside of [STUDIO NAME], IRL.

INSERT VIDEO TESTIMONIAL

[STUDIO OWNER OR MANAGER]
PS. You're amazing. Thanks for making our studio an even brighter place.

®2024 Studio Grow All Rights Reserved

POC 10: Third Session

IN PERSON

If your client did not decide to purchase in your 2nd session, this is when you'll complete the sale.

POC 11: FAQ Email

EMAIL – 24 Hours After The 3rd Session

An important buyer type is the Methodical buyer, who purchases after having their questions answered. In order to satisfy these types of buyers, we do a detailed FAQ email. These aren't just any FAQs. We focus on the biggest objections clients have and turn those into detailed questions.

[Subject] Questions, Anyone?

[CLIENT FIRST NAME],

We figured at some point in the last few weeks you *might* have had a question or two, so we whipped up some extra special answers just for you...

1. I love the studio. How do we make this official?

I'm so glad you asked. We've got a few different ways to make a match made in studio heaven. The majority of our clients join as a _____ member. It's a big savings over drop-in's and class packs (as in you'll save $____ and wind up with the equivalent of a few free months). The best part: This program is set up to have you reach your goals with all of our support and an incredible community, cause no one is meant to be on this journey alone.

2. I travel quite a bit. May I pause my membership when I'm gone?

We actually build in 4 weeks of travel time a year for every membership, but if you're gone more often, we've got a few options:

a. You can freeze your annual membership for up to 1 month per year. The minimum freeze is for 2 weeks.

b. We offer specialty freezes for clients who are snowbirds/have summer cottages/etc... We're happy to share how this works for you.

c. If you have a unique situation, we're also happy to explore other options that work best for you. Just let us know what questions you have!

3. What if I want to come more often on occasion or make a permanent switch to coming more?

Let us know! We have multiple options to either upgrade temporarily or make it a more permanent switch. We would love to see your face even more each week!

Got a question we didn't answer?

Easy. Just hit REPLY and we'll be happy to share!

[STUDIO OWNER OR MANAGER NAME]

 ®2024 Studio Grow All Rights Reserved

Bonus
SCRIPTS

No Sessions Booked Steps

If a client does not purchase during the Intake process, use these steps. Your automation software should make these steps fully automated.

NO SESSIONS BOOKED: Text

72 Hours After Purchase

More often than we think, someone purchases an Intro Package and never comes once. We want to make sure to capture these 25% of people (yes, 25% on average) and get them in for their first sessions. We start with a text message 3 days into their Intro Package if they still have not booked a single session

"Hey [NAME]! It's [YOUR NAME] from [YOUR STUDIO]. I have a few openings up today and tomorrow. Can I get you booked into one for your first session?"

Automation Note: If you're having problems figuring out your automation tags, try *Purchased Intro Package, No Sessions Booked in 72 Hours.*

NO SESSIONS BOOKED: Phone Call

4 Days After Purchase

If there's no response to the text message, you'll follow up one more time over the phone, with the same basic script! If you don't get an answer, it's always a good idea to hang up the phone without leaving a message and then call right back. If you still don't get an answer, leave a message and consider sending this email:

"Dear [NAME], Are you still interested in [YOUR METHODOLOGY]? [YOUR NAME]"

®2024 Studio Grow All Rights Reserved

Does Not Buy After Intro Package

If a client does not purchase during their Intro Package, use this followup sequence. Again, you'll rely on automations to assist.

TEXT - 3 Days after expiration

[CLIENT NAME], It was so great having you at the studio [insert duration of the intro offer]! Will we be seeing you back soon?

EMAIL - 7 Days after expiration

SUBJECT LINE: Checking in

This should be a personal email. Phrase this in your voice and use the rapport built to connect with them

[CLIENT NAME],

I was just thinking about you and wanted to see how the last week had been. I know you're working hard on some big goals and we're cheering you on from here!

[NAME]

TEXT - 14 Days after expiration

The 14-day text is a simple, sweet check-in. You're not selling here, but you can certainly share that you miss seeing their precious face.

"Hey [NAME], it's [YOUR NAME]. Was just thinking about you. Hoping we see you in the studio soon!"

OPTIONAL 14 DAY DISCOUNTED CLASS PACK EMAIL

(14 Days after expiration)

Some clients love to extend an early olive branch by offering a 10-pack of classes or private sessions that are discounted or have a value add like "Buy 10, Get 12" We always do this at the 6 month mark, but it can be VERY effective here. If you ever find that clients are waiting for this and not purchasing memberships, you'll want to remove this from your automations.

Automation Note: At this point, a client should be placed onto your full email list for longterm messages and promotions.

SUBJECT LINE: We don't normally do this...

We don't normally send emails like this, but when you've loved having someone in the studio (and you're really hoping to see them soon) sometimes you take a chance.

We've got an extra special 10 session private package with your name (and a $-- discount) on it. Sounds like just the thing? Be sure to grab it in the next 2 days before we have to put this package (and the yummy discount) back on our shelf.

Here's to seeing you soon!
[OWNER OR MANAGER NAME]

®2024 Studio Grow All Rights Reserved