

Sketch Diagram of Process: I took my flow map and re-wrote it in a Google Doc

Increase Gym Memberships for my client.

SOLUTIONS:

1) Corporate Rates: People that work at certain companies who may not even know about gym find out about it and use the membership since it's free through their work.

2) Band Rates: Lots of people through their native band find out about the gym and have their membership covered. This will give consistent monthly income and increase membership.

a) Problem: Transportation. Many of the native bands live outside of town - some even quite a distance away.

- Hopefully with this being a 24/7 gym they will find more opportunities for transportation since they're not restricted to regular gym hours.

3) Coupon Book: Put a coupon for the gym in the coupon book that goes in the mail to everyone in the area

4) Posters around highschool: Large number of highschool students are current gym members. Post highschool age gym membership rates on posters on route to the highschool so students see them as they're walking to school (Also at bus stops = both school and city bus stops).

5) QR Code Video Tutorials on equipment: This unique feature will make the gym stand out from other facilities.

a) Solves problem of people signing up for gym but not knowing what to do or not signing up at all because they don't know what to do.

b) Connects seamlessly into next solution

6) Get the third month free promo: Start March? (Clients idea)

7) Beginner Workout Guide: A free guide that's customized to my clients gym to help new beginners or people who are hesitant about joining the gym feel comfortable by bridging the gap on what to do in a gym and reduce their fears and insecurities. Closes the gap because they have less reasons to say no to signing up for a membership.

Guide will include: (print copies and make pdf version) - maybe diff languages (down road)?

- Beginner Strength Workout for Men

- Beginner Strength Workout for Women

- Guide: What to pack in your gym bag.

- Habit Tracker with gyms logo and contact details (This can also be handed out at events or to the general public).

- Map of gym - show bathrooms, where equipment is located, water station, cubbies, etc.

- Gym etiquette (come up with better title): Filled with the “rules” and etiquette that new gym goers don’t know about (ex. Wiping your equipment after workout, no paper towel in toilet, how to ask someone when they will be done using equipment, etc).
- Gym Fears: Demystifying the gym? List new members basic fears (everyone will look at me, not knowing how to use equipment, etc) and list honest answers and solutions.
- Par-Q Form.
- List of local personal trainers and their contact info to help new gym goers find a workout program.

Disney Process:

- After back and forth with my client the following idea has been rejected ‘Giving welcome packs to the next 25 people who sign up’. Unless the welcome packs have high value items they will not be enough to entice people to pay and sign up for a gym membership.
 - a) This did lead to analyzing target markets reasons for saying no to a gym membership which lead to ‘So I Joined The Gym, Now What?’ Guide.
- Someone approached client about the coupon books and I was originally hesitant, however, it’s only \$60 to add a coupon and it goes to every mailbox in town so it’s a small investment. If I design the coupon and the deal is enticing we can really make the coupon stand out and dramatically increase gym membership.
 - a) Reply to guy who runs coupons and find out more info: The coupon books go in EVERY mailbox in area? When is a good expiration date for the coupon? What type of deals sell the best? Black and white or colour? Success rate?
 - b) After analyzing info I’ve changed my mind and think that \$60 is a small price to test if having a coupon in a book will work.
 - c) Must have terms of conditions such as not valid with any other offer, expiration date, for adult memberships or both student and adult?