

WOD & Wine Tips & Tricks

(Courtesy of CF Apogee)

Thanks again to 321GO for all the support... I thought it was a great success and Facebook/Instagram has been lighting up about the event... Had multiple signups just last night and still sifting through the emails.. J

What I would do again:

- Use 321GO template images and docs (for sure!).. These saved a lot of design work and time for me..
- Use WOD & Wine landing page/signup on my website... Not only did it drive a ton of traffic to our site but when participants filled out the form for interest or to attend, we instantly captured their information so we can keep them apprised of our upcoming events and specials
- Use the heck out of Hatchbuck... Using the email templates and actions set up by 321 was huge.. I simply tweaked a few emails and then they were auto delivered to the participants when they signed up for the event, then 10 days out and then 1 day out and then the next day after the event.. HUGE help.
- Get local sponsors... These were great in helping to spread the word through their own channels about the event. We had a florist, wine store, meal company, local Starbucks and the organizers from a run we're sponsoring all either show up with their goods (wine and food, yum) and/or donate door prizes. Great way to establish relationships with other community businesses and extend your reach. Start this process of getting sponsors at least 6 weeks out if not more.
- Have a one-time discount program on the OnRamp/Fundamentals Course... We usually charge \$125 for our two week/6 session OnRamp and we discounted it to \$99 if they were in the W&W and sign up by next Friday. I'll remind them of this using Hatchbuck emails. We also discounted our 1-on-1 OnRamp Program from \$175 for the 3 sessions to \$125. They can purchase these discounted options and use them anytime through 31 December of this year.
- Have a good, scalable WOD plan. Last year, we did Fight Gone Bad style which was one minute at each station for 5 stations and then 1 minute rest, 3 times through. This year, we simply did modified Tabata (4 rounds of :20/:10 each station instead of 8) for 5 different stations (air squats, pushups, situps, KB swings and Wallballs). This worked great and, because we had different sized KB and Medballs at the last two stations, allowed everyone to scale to their capacity and still get a great workout. Remember, one of your goals is to make everyone realize that ANYONE can do CrossFit, in any class. Definitely go over the plan in detail with your coaching crew beforehand and plan for demos and warmup.
- Pair up a newbie with a current member. I split the room into who was a member on one side and who was showing up for the first time on the other side. Then I had them face each other and yelled "ThunderDome!!"... What a spectacle! Actually, I just had a vet pair up with a newcomer and introduce themselves and help guide them through. Was a

GREAT way to really show off the community/tribe aspect instead of just having groups of folks who already knew each other working out.. The new folks loved it...

What I would not do again or change:

- I would have another coach there for an extra set of eyes... we had 4 coaches total which was great but a fifth (one at each station) would have been ideal
- Decorated/put out flair a little more. We ran out of time to really jazz the place up and I think the Ladies would have enjoyed that. I would set aside an hour or two in future events to go total Kesha and throw some glitter in the air.
- Hired a local photographer or had one of our members dedicated to taking pictures. We tried to take some before, during and after but wanted to focus on coaching and relationship building/making friends. A dedicated photog would have been great.

I'm sure there are other things I would do different for our next W&W but those are the ones that come to mind right now. Was a great time for sure and something we'll do again.

Short Takeaways: Use the templates and tutorials from 321 and the Hub. They're huge. Channel the magic of Hatchbuck.. it is a force multiplier of the highest order. Have fun. Lay out a gameplan ahead of time for your coaches. Involve other local businesses. And when in doubt, have fun!