

5-Ways to build relationships with your clients to Increase Your Membership Retention and Sign-ups.

This strategy is designed to build trust and loyalty with your members through value-driven email sequences that cost nothing to implement.

Many studios face seasonal drop-offs, where members lose motivation or turn to other fitness options.

A lot of studios struggle with member retention during certain times of the year, like summer, when schedules are busier.

Helping clients stay motivated and engaged through those months can be challenging but can have a huge impact on loyalty.

My email sequence is tailored to re-engage these clients during low periods and encourage consistency, ultimately boosting retention and client loyalty.

Let's dive in:

1. WELCOME SEQUENCE: Build Connection from Day 1

Objective: Start a strong relationship with new members when they're most motivated.

How: Send 3-4 emails over the first week of membership. Begin with a warm welcome, followed by a quick intro to the benefits of Pilates.

Share how your studio focuses on personalized progress and community support, which will help them feel that they're in the right place.

When new members sign up for your studio, it's the perfect time to build relationships.

Right at the beginning, when they're excited about starting their Pilates journey, you can provide value through a **welcome sequence**.

This is where you start reshaping their mindset about fitness and positioning Pilates as the key to unlocking their goals.

Example: "Start your Pilates journey with a stronger, healthier body in mind; our focus is to help you safely build flexibility and core strength without the high-impact stresses of traditional workouts."

2. HSO EMAIL (Hook, Story, Offer): Introduce Your Brand's Unique Story

Objective: Create a deeper connection by sharing your studio's story and values.

Pilates clients who connect with the story behind their studio and feel invested are 30% more likely to stay long-term. Here's how to build that connection effortlessly.

How: Share a meaningful story about why you founded the studio or a transformative experience of a client. Wrap up with a call-to-action to join a community or event.

The next email after the welcome sequence introduces your studio's **brand story**. Let members know about your journey and how Pilates can impact their lives.

This builds rapport and trust, helping shift their beliefs towards your methods.

Example: *"After witnessing how Pilates helped my recovery from back pain, I was inspired to help others discover its benefits."*

3. DIC EMAIL (Disrupt, Intrigue, Click): Overcome Common Obstacles

Objective: Educate and engage by addressing a typical fitness barrier, like flexibility or stress.

How: Provide actionable advice on overcoming these challenges, with a link for more details or to book a relevant class.

Educate your members on **overcoming common fitness roadblocks**, such as flexibility issues or stress management, and explain how Pilates can help.

You can either provide the answer in the email or have them click a link for more info, keeping them engaged and excited.

Example: *"Struggling with stress or tight muscles? Here's why Pilates is perfect for managing both. Click here to see our class schedule or read more."*

4. **Another DIC EMAIL:** Drive Engagement with Signature Classes

Objective: Increase awareness of your unique offerings.

How: Highlight specific classes or services, like private sessions or a popular class, to showcase options they may not have considered.

Follow up by directing them to your **signature classes** or special offerings. This is a great opportunity to upsell or cross-sell additional services like private lessons or workshops.

Example: *“Ready to take your practice further? Check out our specialized core-strengthening classes or book a private session to focus on your goals.”*

5. **PAS EMAIL (Pain, Amplify, Solution):** Address Pain Points with Solutions

Objective: Deepen engagement by addressing real struggles members face (e.g., back pain, posture).

How: Use this email to relate to a common pain point, amplify the impact (how it affects daily life), and then position Pilates as a solution. Prompt them to book a session.

This email helps them connect emotionally with their challenges (e.g., back pain, posture problems), then highlights Pilates as the solution, pushing them to sign up for more classes.

Example: *“Struggling with back pain? Many clients find Pilates essential in managing desk-bound stress and posture issues.” Here’s how you can start improving your posture and core strength in just a few sessions.”*

ONGOING NEWSLETTER: (Keep Members Engaged)

Objective: Provide continuous value to nurture relationships and increase engagement.

How: Share valuable insights like Pilates tips, wellness advice, or exclusive promotions. Think of each newsletter as adding value to your relationship, creating loyalty over time.

After the welcome sequence, send consistent **value-driven emails** to keep your members engaged. Include tips on improving their practice, nutrition advice, and special promotions.

Think of each email as building a relationship bank account, providing value first before making any big asks.

I've included this strategy to help you build stronger relationships with your members and increase their lifetime value, ultimately growing your business.

Example: *"This month, we're focusing on building core strength. Here's a 5-minute exercise routine you can try at home between classes."*

Each sequence is crafted with member engagement in mind, designed to feel as personalized and motivating as a one-on-one session in your studio.

This tailored sequence builds relationships without pressuring members, keeping them engaged in a manner that aligns with your studio's values of consistency and mindful growth.