



Swipe: Reopening the Studio Email

This is a sample email you can send to your members or email list to share your action plan to reopening (woohoo!) and also inform them of the precautions that you'll be taking at your facility. You have my full permission to swipe this email and use it for your fitness / wellness business! Hope it helps save you some time!

Alicia Streger

Hello (Name)!

We are BEYOND EXCITED to finally be able to send you this email today!

As the government begins to reopen states around the country, I want to share our exact plans for reopening the studio. We can't wait to see you all again ... it feels like it's been forever!

The purpose of this email is for two reasons:

1. To share our plans for reopening the studio (woohoo!)
2. To share all of the extra preventative measures and precautions we are taking to keep our studio clean and our members healthy and safe!

Your health and safety are our #1 priority, and every decision we've made has been guided by that premise.

Your feedback from the survey has been invaluable, and we've combined that with the government and CDC guidelines to come up with our action plan.

NAME OF STUDIO REOPENING PLAN

Overview: We have a phased approach to reopening, similar to the [3-phased approach](#) laid out to the government. (**UPDATE the link based on your country / or remove it all together if you'd like.)

When Phase 1 is announced for YOUR STATE, our plan is to: [add your action plan here. Example:

Phase 1 of the federal government's reopening guidelines allow for gatherings of 10 or less people, and still recommend social distancing guidelines.

[IF 1-1, Semi-private / Small Group + OPENING] Since our sessions are all less than 10 people and our facility has enough space to safely hold classes, we will be reopening with a full/limited schedule!

Our class schedule will be: schedule

To reserve your sessions: process

[IF 1-1, Semi-private / Small Group + NOT OPENING] As I mentioned before, your health and safety is our #1 priority. Based on concerns voiced from our survey, combined with our belief that it's just too early for us to hold classes, we do not believe it's the best decision to reopen during Phase 1 [Add additional reasons (optional)], We will continue to hold sessions online until Phase 2 is rolled out.

[IF Large Group + OPENING] We are excited to be able to reopen the doors for classes! Because our class size is more than 10 people, we will be reopening with reduced classes sizes and a full/limited schedule. Explain specific details.

Our class schedule will be: schedule

To reserve your sessions: process

[IF Large Group + NOT OPENING]

In order to continue serving our clients at the highest level, we will be waiting until Phase 2 to open the doors for our group classes.

Your health and safety is our #1 priority, and based on concerns voiced from our survey, combined with our belief that it's just too early for us to hold classes, we do not believe it's the best decision to reopen during Phase 1 [Add additional reasons (optional)], We will continue to hold sessions online until Phase 2 is rolled out.

We appreciate your patience as we work through the reopening phases!

When Phase 2 is announced, our plan is to: **OUTLINE PLAN - USE ABOVE AS A GUIDE IF NEEDED**

When Phase 3 is announced, our plan is to: **OUTLINE PLAN - USE ABOVE AS A GUIDE IF NEEDED**

NAME OF STUDIO EXTRA SAFETY MEASURES:

Now that our plan is laid out, we want to make sure you know about all of the additional health and safety precautions we're taking at **STUDIO NAME!**

UPGRADED CLEANING SCHEDULE: We will be [add details here. Example: Equipment will be thoroughly disinfected throughout the day after each use. We've allowed for more time between sessions so we are able to clean equipment and our facility more effectively. This includes the regular cleaning of doorknobs, handrails, front desk area, and any other surfaces or objects (ex. pens) that are touched throughout the day. Our facility will also have a deep clean on a daily basis.]

UPDATED PROGRAMMING: We've updated our workout programming so you will be able to workout in your own dedicated space, and will not have to share equipment during your workout. [Add any other details here.]

TAPING THE FLOOR: We have taped the floor with 8 x 8 squares, so you'll have plenty of space to workout in!

INCREASED VENTILATION: We will keep the studio well ventilated by opening the windows open when appropriate and adjusting the air conditioning as needed.

HAND SANITIZER & DISINFECTING WIPES: These items will be readily available for your use throughout the studio.

MASKS: Our coaches and team will be wearing masks while they are at the studio as long as it's necessary. If you'd like to wear one, please do! We will have masks available at the studio if you need one.

TEAM HANDWASHING: Our coaches and team will be washing their hands when they arrive and leave for at LEAST 20 seconds, and also throughout the day after each class or coaching session.

NAME OF STUDIO CLIENT PREVENTION:

We are in this together, and we need YOUR help as we reopen to keep our studio as safe as possible.

1. **Workout Shoes Only:** We are asking that everyone use gym shoes only (no street shoes) in the studio. This will help avoid tracking in any germs or bacteria. Please bring a separate pair of sneakers that you only wear inside the studio.
2. **Air High-Fives!** As much as we LOVE high-fives in the studio, we'll be doing air-high-fives for the time being.
3. **Hand Washing:** Please wash your hands (up to your elbows) for at LEAST 20 seconds BEFORE and AFTER your workout.
4. **Keeping Equipment Clean:** Please wipe down every piece of equipment each use (with our provided disinfectant wipes).
5. **Please Stay Home If You're Not Well:** If you're not feeling 100%, please stay home and rest or participate in our virtual sessions until you are feeling better. (Our team will also be following this policy!)
6. **Please Avoid "Congregating" In Groups Before / After Class:** We also are asking clients to avoid gathering in groups before, during, or after their workouts. Again, this is because of social distancing guidelines. If you arrive early for your workout, consider staying in your car until it's time to come in.

7. LIST OTHER ACTIONS

Phew! That was a lot to cover! Please know the above may change slightly if government recommendations change. Thank you so much for your patience as we navigate through the reopening.

We can not WAIT to see you again back in the studio! As always, we're here for you. If you have any questions or need anything, reach out any time.

Committed to Your Success,

YOUR NAME

YOUR BUSINESS