
THE CrossFit JOURNAL

Great Intro. Now What?

Following up after a free intro session is critical to building a relationship with potential clients. Monique Ames explains how to do it.

By Monique Ames CrossFit Evolution

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During a great intro, you have shown the prospective member exactly what you've got and also where they stand in the grand scheme of CrossFit in your gym. Whether they join or not, there are things you should do to continue building the relationship you just started.

Nothing is easier than a simple log. It will keep you on track when you are too busy to remember the details. Everyone that comes to [CrossFit Evolution](#) for the first time gets entered onto the Free Intro Log, a.k.a. the Intro Tracking form found [here](#). This handy little log keeps track of prospective new members and the various little things that need to be done with each person to ensure that you stay connected with him or her and follow up after the WOD.



Courtesy of Monique Ames/CrossFit Evolution

Intro Log Layout

The form from the link above is the most current Free Intro Log in use at CrossFit Evolution today. Once the actual intro is completed, that document and its corresponding waiver get placed in the “Recent Intro” file. Filed away, it is easy to locate when the athlete decides to join or when I decide to start making some calls. However, it is also out of place (not on my desk) and out of mind. This is why a checklist or log is crucial for follow-ups.

**Remember: just because
they didn't join today
doesn't mean they will
never join.**

In the first block, record the date of the intro and the prospective member's name. Note: when switching to a new month, leave a space after the last entry or keep one page per month. This will make it easier to see how many intros led to new members. You can also see your batting average this way from month to month.

Following are the check boxes. The first check box is for signing the waiver. Everyone who comes into your gym to work out or try out anything must sign a waiver. This check box reminds you of this important and necessary step. Did it? Good. Check the box. Thinking of skipping this step? Before taking that gamble, read [Protecting Your Business: The Waiver](#) and re-think your reasoning.



Courtesy of Monique Ames/CrossFit Evolution

The second check box is for adding the person to Constant Contact or whatever e-mail marketing system you are currently using. Whether it's Constant Contact, iContact, or any other system—I personally highly recommend Constant Contact—an e-mail marketing system will keep you in contact with members, previous members and prospective members. Once you have added them to the database, check the box.

Welcome to Constant Contact, Monique!

Constant Contact

Home | Email Marketing | Online Survey | Event Marketing | **Contacts** | Images

Manage Contacts | Reports | Export | Manage Bounces | Activity | Join My Mailing List

Contacts : Add & Import Contacts (Step 3 of 3) ?

Exit

► **Enter Contact Details**

To add contacts and contact details, first select the details that you wish to add from the drop down box. You do the selected details for all contacts. To save your data, select the **Submit Data** button. We strongly suggest that

Note: If you have more than four detail fields to enter, we suggest using the file import option.

* Required fields

	Email Address*	First Name	Last Name	Home Phone	Cel
1.	anna@gmail.com	Anna	Banana	321-222-3333	321
2.					
3.					

Not using an e-mail marketing system? Start now. This enables you to send **newsletters**, special-event notices, birthday wishes (along with maybe a special deal to join during the person's birthday month), happy-holidays messages (no specials, more of a "just thinking of you"), missing-in-action notes (for current members), etc. As long as the quality and content are good and you are not spamming them, you will get high marks with this system in place.

Remember: just because they didn't join today doesn't mean they will never join. Even if they go to another local CrossFit gym instead, they still may show up at your door sometime down the road. Disclaimer: I am not saying you should target other CrossFit gyms' members. That is wrong.

Sample situation: a person comes in and says she will be checking out a couple of gyms and gives you her e-mail address because she is interested in your newsletter. She decides to join the other CrossFit gym. Just ask her if she would like to be removed from the newsletter and special-event list. Most of the time, she will say she still wants your newsletter. So keep her there. I've had a fair share stay connected via reading our newsletters and then decide to join at a later date. Again, I am not targeting them, just staying in touch at their request. I think that is fair. What goes around comes around, so keep your business and actions clean!

As an aside, don't ever be rude to people who choose another gym. All CrossFit gyms are different and all clients are different. Each gym attracts and keeps a certain flavor, period. I'll be honest: when you are new, this is very hard to keep in mind. But there really are enough people to go around to all the CrossFit gyms. Remember, though: higher expectations from the consumer come with more CrossFit gyms, which is awesome. You'd better be ready to provide what the client is looking for or your competition will.

Checking Your Boxes

The next check box is to remind you to send prospective members the most recent newsletter. Once it's sent, check the box. Once it's received and opened, check the next box. This is one of the cool applications that comes with e-mail marketing systems. You can actually see when someone opened your e-mail.



Caution: don't tell people (especially new ones), that you can do this. For some people it may be too "big brother." It really isn't. You can only "see" that they opened your e-mail and which links they clicked on in the e-mail. This feature is important because you want to be sure they are getting your e-mail, and you also want to know which links gain interest and which ones fall flat. This helps you to become better at conveying your message to your target audience. It will also tell you if your newsletter sucks so bad that almost no one is opening it.

Next up, the ZenPlanner check box. This is the database I use for automated payments, contract renewals, card-on-file expiration dates, etc. It's basically your customer database: everything you need to know about your members or prospective members in one place. This is where you would record their injuries or limitations and how they did in the intro. You would also record your recommendation for their next step. You can use other systems as well, like MindBody, or any of the others out there. Many will link the e-mail marketing with the customer database too. This is the one step you could skip if you are new. Others will disagree, but this is my opinion. When you are ready, add this in.

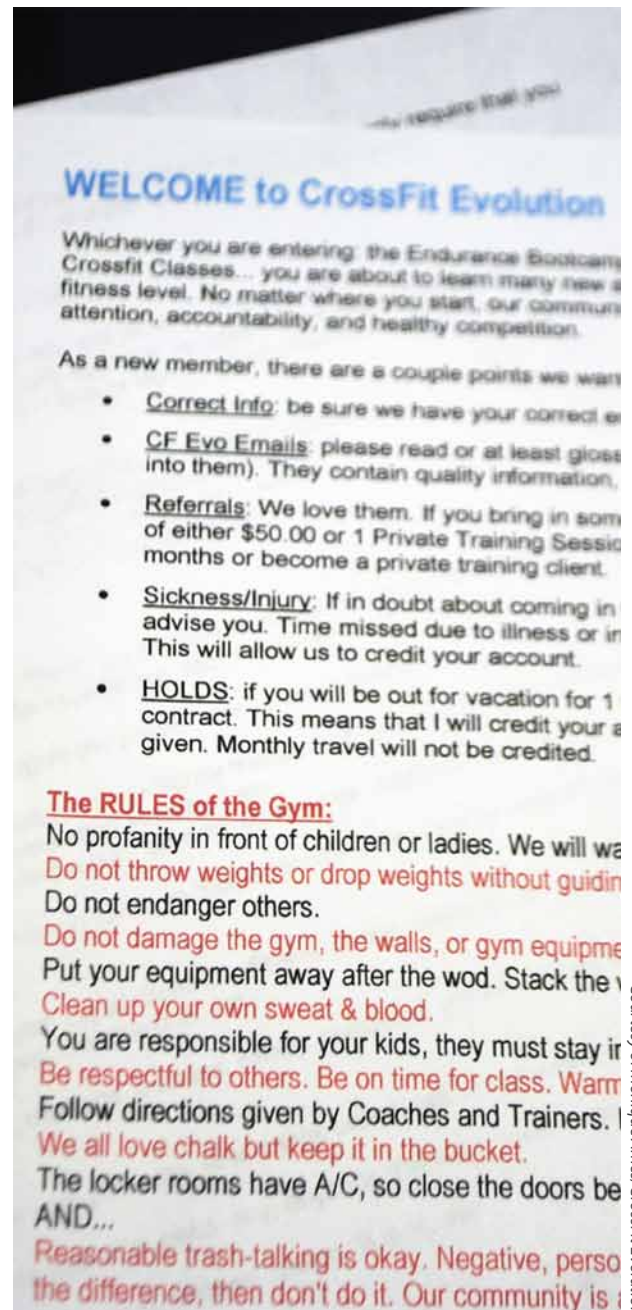
In the meantime, track your members on a simple Excel chart and record their payment pull dates on a separate calendar. Keep it simple and easy in the beginning stages.

The follow-up block has room for dates and times. You should always check in on intro participants after a couple of days to see how they are feeling from the WOD and ask about their experience. This is followed by the "join" check box. When they join, check the box. Again, this allows you to see your batting average per individual intro, as well as over the course of the month or a couple of months.

Note: the follow-up block is only to record the initial follow-up immediately after the Intro, which should be done within one week. After that, your follow-up efforts should be recorded on the Out-Going Call Log, found [here](#).

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The last check box is for the welcome letter. I send out a special welcome-aboard e-mail to all new members. A good letter should include info on referral bonuses, spouse or family discounts, contract freezes, sickness and injury incidents, the rules and etiquette of the gym, member directory, basic website navigation, and lastly nutrition basics. Once you send it, check the box.





Courtesy of Monique Ames/CrossFit Evolution



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Staying Top of Mind

You've already put so much effort and hard work into the intro, so don't forget to follow up with prospective members and keep in touch. Remember: just because they didn't join on the spot does not mean that they will never join. Keep in touch at appropriate intervals and always provide good content of high quality. This will help you avoid appearing pushy and sales-y, being accused of spamming, and looking like you're bordering on sad, pathetic and desperate.

Get your systems in place! Systems, like relationships, should be easy and relaxed. Nobody likes difficult. Keep it simple. Whatever you do in your business, be sure to do the same thing each and every time, and just record it as a checklist, chart or log.

Follow [this link](#) to download other free documents from CrossFit Evolution.



About the Author

Monique Ames is the owner of Crossfit Evolution, founded and operated by her and her husband, Leo Soubbotine, in Longwood, Fla. She is a coach and business manager. She holds certifications in CrossFit training, Olympic weightlifting and nutrition. Her expertise includes general sports conditioning, law-enforcement training, corporate and management training, and business management. Monique is a former U.S. Marine, law-enforcement officer and operations manager. She loves CrossFit training and the business of running a CrossFit gym. She was a speaker at FilFest 2010, held Feb. 19-20 in Miami, Fla.