

Step Up Your Texting Game

The definitive guide to maximizing revenue while building personal connections.

Messenger^[ai]



Introduction

The way you communicate with your clients has changed (a lot!) in this post-COVID world. What hasn't changed? People still want to feel **seen, heard, welcomed, and appreciated** at your fitness business.

If you're teaching in-studio, as much as you might want to, **you don't have time to talk to every client**. And with virtual offerings, students don't have an opportunity to talk to you or your front desk staff before or after class.

Texting fills in those gaps by having the front desk message with clients to develop a relationship with your studio.



In a hybrid fitness world,

it's more important than ever before to stay connected to your clients—especially your virtual clients and members. Texting enables you to make personal connections and keep your community strong.

**5 ways
to make
your clients
feel seen
and heard**



01



Text new clients after their first class.

Check in about their experience. It'll help nurture a relationship with them, and in turn, build your community.

02



Information is power.

Ask new clients via text what their goals are and what they're looking to get out of your studio. You're more likely to get a real answer about what's motivating them when they're in a conversation with you versus filling out a form.

03



Fitness is tough—people need (and want!) a push.

Text a few days after their first class asking when they're planning to come back for their next one! Having someone check in on you and keep driving you towards your goal makes a huge difference in getting clients fired up and into class.

Nothing motivates like a little FOMO.

If you have limited availability for a class, let your clients know!



Haven't seen you around lately Taylor—we have a new instructor we think you'll love! Want to check out her HIIT class tomorrow? She has 3 spots left!

04



A picture is worth a thousand words.

Promote special events, new classes, studio challenges, recipes, or instructor highlights by texting clients images, PDFs and docs.



Three Easy Recovery Smoothies for Athletes

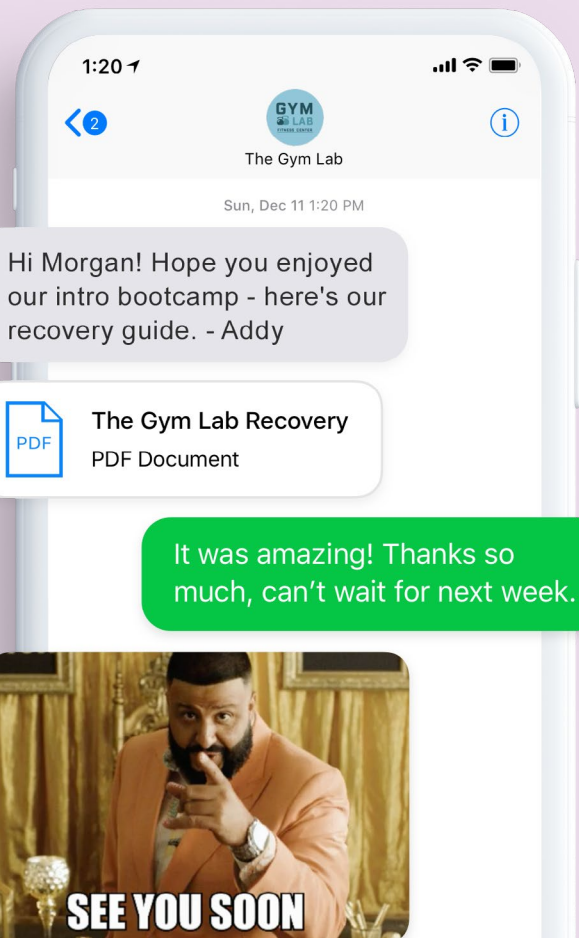
crowdedkitchen.com

05



Be your authentic self.

Introduce yourself when you text with someone. Use GIFs and emojis matching your brand voice (but make sure they're still in style—emoji trends change all the time!).





Stay connected to your clients no matter how busy you are.

An astounding **85% of people who call your business¹** and don't reach you **will never call back.**

Too busy teaching class to answer the phone? On the phone with another client when a call comes in? You're not alone.

Businesses miss 25% of all calls², half of which are during business hours. Don't let missed calls turn into missed opportunities.

Let Mindbody's Messenger^[ai] automatically follow-up with that client via text to help them out.

Pro tip:

Display your text-enabled number *clearly on your website* to encourage people to engage with your studio.

TEXT US!

1. Miruna Mitranescu, *Missed Calls: The Real Impact on Your Business* (aircall).

2. Data from Messenger^[ai] customers January 2019 through December 2019.

Messenger^[ai] is your 24/7 front desk employee and booking extraordinaire.

Phone tag is no fun for anyone, and customers view phone calls as an antiquated form of communication—texting is the way people prefer to communicate these days. Did you know that **89% of customers want to text**³ your fitness business? On top of that, clients spend more time conversing through messaging apps than they do on social media platforms when they're on their phone.

Give your clients what they want by integrating Messenger^[ai] into your business.

3. Sophie Asher, *How Consumers Use Messaging Today* (twilio).

Missed a call?

Messenger^[ai] automatically follows up with the caller over text to answer their questions, book them into a class or service, and much more.



Maggie

 Phone Call

Hi there, sorry we missed your call. How can we help you? [ai]


Hi! Can I book a hot yoga class with Adrian tomorrow?

Sure! Looks like Adrian is teaching at 4pm Tuesday November 13. Does that work?

Yep, that's perfect.


Great! You're out of sessions. Would you like to buy another 5 class pack?

That sounds great actually!




Client missing a class?

They can easily text Messenger^[ai] to reschedule.




Open spots in your classes?

Use Messenger^[ai] to reach out to clients to see if they want to come in.



Want your members to bring friends?

Make it easy for your clients to book a class for their friends and keep the referrals coming.



Have revised business hours, class offerings, or pricing?

Use Messenger^[ai] to send a broadcast to multiple clients in a single click. Let your clients know instantly.

Take the guesswork out of converting new leads.

You want to turn each client that steps foot in your business—or connects with you virtually—into a loyal member. Get ready to transform your new sales process with Messenger^[ai]. **How?**



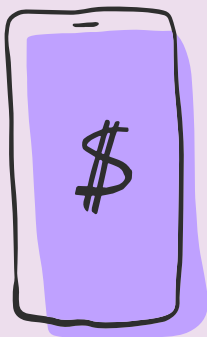
Followup

By sending automated personalized follow-up texts with Messenger^[ai], you'll **spark a conversation** with each new member that checks out your fitness business.



Profile

Chat with customers while viewing profiles at-a-glance. This enables you to see **which classes they have taken in the past and which ones they're scheduled to take next**. You can also keep tabs on whether they've purchased an intro offer or membership.



Sell

Providing a frictionless buying experience is a win for everyone. Instead of sending your clients to your website to submit payments, you can **request payments for memberships or packages directly through text** using Messenger^[ai]'s seamless checkout.



Never miss a customer again

You can't please everyone all the time, but please know, you're only human 😊.

Messenger^[ai] simplifies your day with:

Webchat

Respond to visitors 24/7 on your digital store front.

Sales Automation

Automatically sell packages and members over text.

Conversational Booking

Synced with your software for classes and appointments.

Missed Call Text

Whether you're busy or away, your AI will handle the phone.

FAQs

Get peace of mind knowing your AI always has the right answer.

Messenger^[ai]

Freedom and peace of mind let you focus on what matters. To see first-hand how Messenger^[ai] can support your business, [schedule a demo today.](#)