



THE GYM  
OWNER'S GUIDE

# TO BUYER PERSONAS



# Understanding Your Gym Members

**So, you want to market your gym more effectively, hm? Maybe understand your potential members a little better?**



We can help you with that. Just two questions to start with:

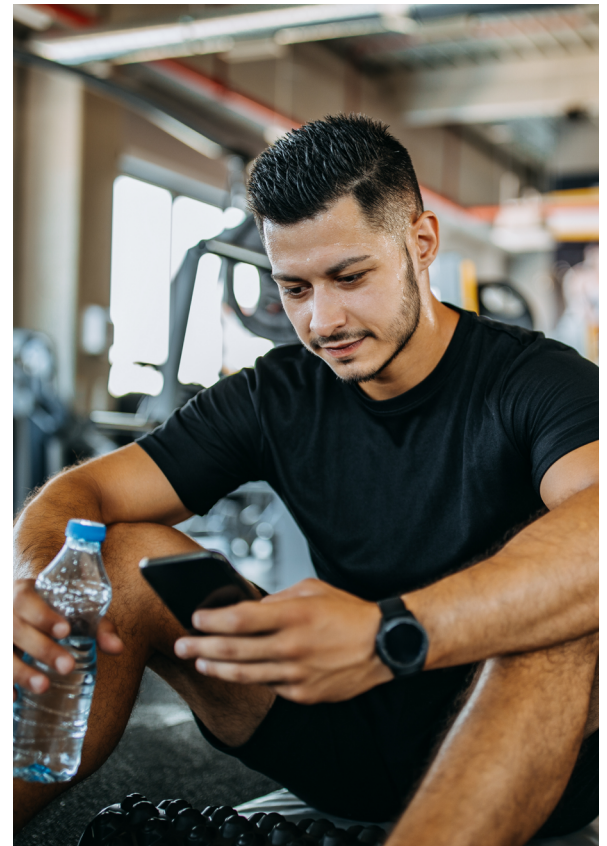
- 1. Do you understand the problems your new leads are facing?**
- 2. Do you know how your gym can help them overcome these problems?**

You'll need to answer "yes" to both questions if you want to maximize your marketing and get more members into your gym. But don't worry if your answer is "no" right now ... that's what we're here for.

## Common Problems for Leads

Here are some of the objections leads might use when explaining why they aren't ready to join your gym:

- **"I don't think I have time to work out."**
- **"I'm too nervous/embarrassed to go to the gym."**
- **"I haven't focused on fitness in a while and don't know where to start."**







# WHY YOU NEED TO KNOW THIS INFO

---

**When communicating with leads, it's essential you understand their fears, their motivations, and their challenges.**

One of the best ways to do this is by creating personas for the most common types of leads you encounter. When you figure out how to overcome their objections, your sales process becomes much, much easier.

Understanding your leads will improve every aspect of your communication and marketing. And the more you practice talking to leads by using your personas, the better you'll get at it.

## 3 Starter Personas for You

---

Creating customer personas is time-consuming at first but worthwhile in the long run. To save you time, we've done some of the initial work for you.

We've created three personas that are common in the boutique gym world. These personas will help you:

- **Identify the problems that prevent certain leads from signing up**
- **Communicate with leads and address their objections**
- **Follow up with leads after the initial conversation**



### Swamped Sara

---

*"I'm too busy to go to the gym."*



### Stranded Sam

---

*"I'm stuck in the past."*



### Venturing Victor

---

*"I'm looking for a new gym."*





## Swamped Sara

*"I'm too busy to go to the gym."*

Sara is tight on time due to other priorities, such as work and family. Finding time to work out is her biggest problem.

## CONVERSATION STARTERS

- **"Why should health and fitness be priorities in your life?"**
- **"Would regular exercise help you feel or function better in day-to-day life?"**
- **"How would it feel to accomplish your goals?"**

Swamped Sara gets easily overwhelmed by her all-or-nothing mindset.

To overcome this problem, try focusing on multiple class times and the ability to attend any class. Reassure her that fitness doesn't require more than two or three one-hour classes a week. She will quickly see a return on her investment at the gym with increased productivity, energy, and measurable health markers (e.g., fat loss, muscle gain, and bloodwork).

## EXAMPLE CONVERSATIONS

- **"I hear your goal is to find time to work out. Let's figure out how to squeeze exercise into your busy schedule!"**
- **"We can help you focus on your goals and make fitness part of your life. We just need an hour from you a few days a week to improve your mood, energy, and health."**
- **"What days would work best for you?"**

Offer encouragement by letting her know you will help her establish realistic goals:

- **"I hear your goal is to settle into a regular fitness routine. It usually takes members about six weeks to adjust. We can set a small, realistic goal to measure your success for your first few months."**
- **"How do you feel about starting with 15 classes in the first six weeks? By that time, you'll be in a routine and feeling the results!"**
- **"What three days each week work best for you?"**

# FOLLOW-UP

---



Send Swamped Sara a simple goal-setting form. Set her up for success with one achievable goal related to her time, like attending a certain number of classes in the first few weeks.

If you're not already an UpLaunch customer, you can pay a third-party software like Typeform and configure your form questions before sending them to your lead.

## **Already an UpLaunch client?**

---

Goal-setting forms are included with your account! Send one of these forms to Swamped Sara to get her rolling.

Swamped Sara is more likely to feel positive about her fitness if her goals are small and realistic. Sending a long form with multiple questions could overwhelm her and make her shut down immediately. Or, if she does fill out the form, she may end up quitting if she isn't reaching all her goals. She may start to think, "I don't have enough time to achieve my goals."

Once Swamped Sara becomes a member, continuously deliver value so she feels her membership is worth it. Strive to create a meaningful relationship by checking in with her on days 30, 60, and 90. Once she is consistently reaching her goals, consider setting new goals after day 100. Be sure to offer words of encouragement along the way.





## Stranded Sam

*"I'm stuck in the past."*

Sam keeps reliving his past and spending way too much time talking about his former athletic years.

## CONVERSATION STARTERS

- **"What do you want to change about your current health and fitness routine?"**
- **"Imagine taking one step each day toward your goal. How would you feel three months from now?"**

Stranded Sam will fall easily into the comparison trap, so you want to quickly squash the comparison questions like "How much does so-and-so have on the bar over there?" or "How long will it take for me to look like that?"

Try focusing on having a beginner's mindset instead of comparing what they used to do to what they're doing now. Share how you can teach him new things, motivate him to reach new goals, and help him improve during this season of his life.

## EXAMPLE CONVERSATIONS

- **"I hear your goal is to lose 15 pounds and gain some muscle mass. We can do that effectively and safely by monitoring your nutrition while motivating you with our small-group class programming. How would you feel if you started to see these changes in your body?"**
- **"I hear your goal is to find your motivation again. Our coach-led classes and constantly varied programming will keep your training successful and interesting! What is something new you'd like to learn or something you'd like to improve?"**



# FOLLOW-UP

Once Stranded Sam becomes a client, send him weekly text messages for the first six weeks to keep him engaged and to make sure he's seeing the value of his workouts. Set a reminder in your phone to check in with him in person as well.

Here are some questions you can use to start the conversation:

- **"What was your favorite workout this week?"**
- **"What was a moment inside the gym that made you feel alive this week?"**
- **"You're six weeks in now, Sam! How do you feel now versus when you started?"**

## **Already an UpLaunch client?**

Text Stranded Sam from our native SMS app weekly to check in. Also, set a task reminder for yourself or a staff member to have a quick conversation with him before or after his next class. Don't forget to record the key points of the conversation on his client record!



## Venturing Victor

*"I'm looking for a new gym."*



Victor already sees the value of your monthly gym membership. It's in his budget and he has time, but he needs more context about your gym.

## CONVERSATION STARTERS

- **"What's been holding you back from reaching your fitness goals?"**
- **"What do you need from your new gym to help you reach those goals?"**

Venturing Victor is looking for something specific, and it's your job to find out what that is.

Prompt Venturing Victor for more information as to why he's leaving his current gym. After hearing about his goals, address the specific ways his experience at your gym can deliver more value versus his previous experience.

## EXAMPLE CONVERSATIONS

- **"I hear you need a gym that offers more evening class times. We offer three class times between 5 and 8 p.m. What is a good day for you to stop by and try a class so you can get a firsthand feel for our gym?"**
- **"I hear you have group class experience but weren't making progress toward your goals at your previous gym. What do you feel was blocking your progress?"**

# FOLLOW-UP

---



Venturing Victor will be looking for what is different about your gym compared to other gyms in the area. When he reaches out, send back an initial email that includes your gym's core values.

Does it sound like too much work to send emails to every lead? You can do it with spreadsheets, Zaps, and calendar reminders, but it's so much easier with UpLaunch. Simply customize one of our pre-written campaign emails, and you're ready to go.

## Already an UpLaunch client?

---

We suggest customizing an active lead campaign email to include your core values and anything else that'll make your gym stand out from the rest.

As a seasoned athlete, Venturing Victor will be looking for a gym that wows him. Generic fitness and nutrition content is still valuable, but he'll also be looking for more unique pieces of content.



# WHY YOU NEED CRM + CSM

---

If you're like most boutique gym owners, you're probably wearing all the hats in your business.

A customer relationship management (CRM) software will help you bring in new members by collecting, automating, and organizing all your customer communications in one central location. By streamlining your communications, you'll ensure that all your leads receive consistent, timely responses when they show interest in your gym.

Once you have a CRM software in place, it's time to hire someone to manage it.

If you haven't considered hiring a customer success manager (CSM), you may want to prioritize this as the next hire for your business. When you delegate your CRM tasks to a CSM, you free up valuable time that you can then focus on other areas of your business.



# HOW UPLAUNCH CAN HELP

---

Knowing about CRM is one thing, but finding the time and resources to implement it is another. It's here that many business owners falter.

We've found that very few gym owners have the time to maximize the value of their leads while also building loyal relationships with current members and winning back former members.

## That's where UpLaunch comes in!

UpLaunch can help you save time and build your business with bulletproof marketing strategies backed by world-class software, training, and support. Our marketing automation and CRM platform includes:

- Unlimited users and contacts
- Customizable emails
- An SMS app with two-way texting
- A Broadcast Center to manage all your communications
- Integration with UpLaunch websites and landing pages

To learn more about how UpLaunch can help you grow your gym, **book a free 30-minute demo on our website.**

## Need additional gym management help?

Check out our sister solution, Zen Planner. You can handle all your gym billing needs, dive deep into member and financial data, schedule classes and programs, and much more!

