TrainWithMe



FILL YOUR NEXT FITNESS CHALLENGE.

The in-house challenge pre-sell guide

10 practical ways to turn your existing member relationships into registrations, momentum and a stronger gym community.

Presented by TrainWithMe

Build the desire

Start with the people who already know and trust your team.

SELL THE OUTCOME

Lead with consistency, accountability, small wins and community - not just a six-week competition.

DO THIS: Describe the result members want to feel and achieve.

SAY: *We are doing six weeks of workouts, nutrition goals and small wins - together.*

LET COACHES LEAD

A personal invitation from a trusted coach beats another generic flyer or social post.

DO THIS: Give each coach a short list of members to invite personally.

SAY: *You have been wanting to get your routine back. This one would be great for you.*

SHOW EARLY MOMENTUM

Members are more likely to join when they can picture familiar faces participating.

DO THIS: Celebrate real sign-ups early and talk about teams as they form.

SAY: *The 6 a.m. crew is signing up - we already have 12 people in.*

LET MEMBERS INVITE FRIENDS

Get members excited first, then invite friends and family to participate or visit.

DO THIS: Try a bring-a-friend workout, referral offer or non-member teammate.

Make joining easy

Turn interest into a clear, tangible decision to participate.

USE TEAMS & BUDDIES

Joining familiar people can feel easier than signing up alone.

DO THIS: Offer partners, class-based teams or small-group formats.

SAY: *Who is your partner? We are putting together the 5:30 crew.*

MAKE THE VALUE OBVIOUS

Members need to understand what makes the experience worth paying extra for.

DO THIS: Spell out coaching, accountability, workouts, nutrition, recognition, events and prizes.

SAY: *You get weekly goals, coach check-ins, a team and encouragement all the way through.*

SHOW UP EVERYWHERE

Repeated reminders inside the facility beat relying on one announcement.

DO THIS: Use coach conversations, front desk, class mentions, email, text, posters, QR codes and lobby displays.

TELL MEMBER STORIES

Stories from recognizable members make the experience credible and relatable.

DO THIS: Collect five to ten willing participant stories for emails, social posts and conversations.

Create the moment

Give members something specific to join - and a reason to act.

SET A REAL DEADLINE

A genuine kickoff date and a limited early-bird rate give the challenge energy and a reason to sign up now.

DO THIS: Announce registration open, an early-bird rate for the first two weeks, a close date and a kickoff event.

SAY: *Early-bird pricing ends Sunday - lock in your spot before it goes up. Kickoff is Saturday the 14th.*

SELL HOW IT WILL FEEL

A strong challenge offers belonging, recognition and motivation, not just tasks and points.

DO THIS: Describe coaches noticing progress, members encouraging each other and small wins counting.

SAY: *You will have people cheering you on and a reason to show up on the hard days.*

THE IN-HOUSE PRE-SELL FORMULA

PERSONAL INVITE → SOCIAL PROOF → COMMUNITY → VALUE → EASY SIGN-UP → EARLY-BIRD OFFER → DEADLINE → KICKOFF

Do not market to strangers first. Activate the community you already have.

Your 3-week enrollment plan

A simple sequence your coaches and front desk can use immediately.

WEEK 1 **LAUNCH & INVITE**

Finalize the offer, early-bird and regular price, registration page and kickoff date. Open early-bird registration. Brief coaches. Start one-to-one invitations. Announce the challenge in classes and email.

WEEK 2 **BUILD THE BUZZ**

Share early sign-up counts and member stories. Remind members the early-bird rate ends this week, then close it. Form buddies or teams. Repeat reminders on posters, socials and at the front desk.

WEEK 3 **CONVERT & CONFIRM**

Remind interested members, reinforce the value, share the final registration deadline and provide the sign-up link or QR code. Confirm kickoff logistics.

KICKOFF **MAKE IT AN EVENT**

Host a team reveal, group workout, assessment, coffee meetup or other authentic community gathering.

STAFF QUICK CHECK

Is the promise clear? Have coaches personally invited members? Are people hearing about it repeatedly? Is the sign-up simple? Is the kickoff date real?

Ready to fill your next challenge?

TrainWithMe makes it easy to launch, track and celebrate challenges your members will want to join.

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