

• CREATIVELY •  
*Disruptive*

**SUPERCHARGE YOUR  
GYM GROWTH  
WORKBOOK**

Tools to get you on track towards  
achieving your membership goals



**SCAN**  
FOR CONTENT  
AND PROMOTIONS



**Andy Seeley**

*CEO, Creatively Disruptive*

Hello Everyone!

My name is Andy Seeley and I am a former Gymnastics Club owner (12 years), CEO to Creatively Disruptive, husband to a gymnastics coach and Dad to an amazing two-year-old boy named River.

The online marketing agency I started, Creatively Disruptive, is focused and dedicated to growing the sport of Gymnastics across the United States. In the early days, we started as an eCommerce focused agency cutting our teeth on the most complex and difficult online marketing campaigns eCommerce had to offer.

Three years ago, as a company, we decided we wanted to make a difference and pursue a path that we were passionate about; Gymnastics. We wanted to help the grassroots succeed on all fronts with our biggest focus on getting more boys and girls to fall in love with Gymnastics across the country.

With this commitment to the success of Gymnastics clubs, we have grown to work with 60+ clubs throughout the USA directly developing their marketing strategies to what we call "Super Charging their Gym Membership." Creatively Disruptive currently manages over \$62,000 of gymnastics focused ad spend per month, have developed over 36,000 gymnastics lead inquiries in 2019 alone, helping our clients add a combined 9,600 new gymnasts to their gyms. With an average monthly membership fee of \$75, we have helped add over \$720,000 in monthly revenue for gymnastics clubs throughout the country in 2019. But... we are not done yet.

Our goal is to support as many Gymnastics Gyms as we can and because of this, we have developed a variety of ways for Gym owners to supercharge their gym growth. For starters, this workbook will provide you with a few key resources to get you headed in the right direction towards your membership goals.

Once you have finished completing your workbook, we encourage you to visit our website to learn more about the FREE Gymnastics Marketing Group where you can get weekly tips and tricks to optimize your digital presence, the Gymnastics Marketing Academy where you can sign up and get structured training videos from A-Z on how to set up and run ads through Facebook using our "secret sauce" plus other courses from 'how to audit your website' to 'how to convert leads into members' and of course, if you really want to dive all in we would love to chat about bringing you onto our team as a client. Visit [creativelydisruptive.com/bonus](https://creativelydisruptive.com/bonus) to learn more!

Sincerely,

Andy Seeley



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# MINDSET AND GOALS

Let's set some clear and realistic membership goals by using our membership goals calculator!

Sometimes as gym owners we pull a goal number out of a hat, or we may not even have a membership goal number. But as the saying goes, if you write your goal down you are much more likely to actually achieve it.

Follow the step by step guide below and input your numbers to help you determine a strong membership goal number while also seeing what is possible financially for your gym.

We challenge you to be brave and bold when setting your goals. We have worked with a number of gyms who have reached membership goals they thought were only fairy tales. Yes, you can go from 400 to 1000 members. You just have to set clear and realistic goals and have a clear marketing strategy to get you there (don't worry, we have lots of tips on the marketing piece but first lets get our mindset and goals put down).

	CURRENT ENROLLMENT	GOAL ENROLLMENT	SQ.FT OF GYM	AVE MONTHLY MEMBER FEE	AREA POPULATION	CHILD POPULATION	POTENTIAL REVENUE
EXAMPLE	500	600	15,000	\$86	20,000	4,000	\$64,000
YOUR DATA							

## OKAY, LET'S GET STARTED...

**STEP 1:** Fill in your **CURRENT ENROLLMENT** number.  
This is the average number of members you have on a monthly basis.

**STEP 2:** For now, skip the goal number, we will come back to that...  
Fill in the **SQ. FT. OF GYM** number.

**STEP 3** Fill in your **AVG. MONTHLY MEMBER FEE** number.

**STEP 4:** Fill in your **AREA POPULATION** number.  
*This is the number of total people living in your city/town. Note that if you are in a rural area, your radius may be larger where you draw children from currently so we suggest expanding your radius to include those populations as well.*

**STEP 5** Calculate and fill in the **CHILD POPULATION** number. *In the United States, about 17% of the population is between the ages of 0 and 17. Based on that percentage, we typically go with about 15% to hit the sweet spot range and account for any variance between cities. To calculate the child population number, multiply your community population number by 15%.*

**STEP 6** Go back and fill in your **GOAL ENROLLMENT** number.  
*We would suggest your membership goal number be between about 8-12% of the child population number in your area (assuming your sq. ft. can handle that number of kids). It is OK if this number is a big reach for you, it's time to start thinking bigger!*

**STEP 7:** Calculate and fill in your **POTENTIAL REVENUE**.  
To do this, simply multiply your GOAL ENROLLMENT number by the AVG. MONTHLY MEMBER FEE which will give you your average monthly revenue if you reach your enrollment goal number.

**STEP 8:** Now, just for fun, let's see what your annual revenue would look like.... multiply the **POTENTIAL REVENUE** number by 12....

INPUT YOUR ANNUAL POTENTIAL REVENUE GOAL HERE:

Okay, now that we have our clear and realistic membership goals we can see just a little bit of what is possible financially for our business. Now... the next step is.... how to get there? Keep going through this workbook to get some helpful tips to get you started!





## TOP 5 THINGS TO CONSIDER WHEN CRAFTING YOUR MESSAGE



Whether you are writing a blog, creating a flier or building a Facebook ad the message you put out into the world matters and could be the difference between a parent deciding to sign up their child for your program.

### 1. WHAT ABOUT YOUR GYM IS SPECIAL?



What makes you unique? For example, your gym could have won an award or you could be the only gym that offers a Ninja program. Think about what sets you apart from the other options parents have for their children.

### 2. DOES MY MESSAGE REALLY MATTER TO A PARENT?



We talk a lot about the WHY. When it comes to crafting our message for clients, this can oftentimes be challenging. However, by thinking critically about what parents REALLY want for their kids, we can craft the perfect message. Parents want to provide their child experiences that they will love and enjoy and if your gym can full-fill that, use that in your messaging!

### 3. WHAT AM I OFFERING?



Do you offer a free trial? Free tour? Sibling discount? Make sure you utilize those offers in your messaging! Offers can oftentimes help parents to be pushed over the line to get their kid signed up.

### 4. DOES THE MESSAGE MATCH OUR BRAND?



A really good exercise you can do is look at your business slogan and ask yourself, "is every piece of content we create inline with this?" For example, let's say your slogan is "helping children fall in love with gymnastics" yet, ALL of the pictures, verbiage, copy, etc. used is majority focused on your competitive programs, there may be a slight disconnect which could be confusing or misleading to a new parent.

### 5. A STORY IS MORE POWERFUL THAN A SALE.



As gym owners, we know the positive impact that gymnastics can have on a young person's life. Parents want their children to be happy and healthy so by sharing those stories, potential new parents can draw a connection and a desire for their child to have that same experience. Something as simple as posting a photo of a little girl who learned how to do her first handstand in preschool class can be really powerful. We advise our clients to post more stories than sales, you don't want your newsfeed to be filled with "50% off, sign up now!!!" every day. It is really important to have a healthy balance and when in doubt, the story wins out!





# IS YOUR WEBSITE UP TO PAR?

Let's set some clear and realistic membership goals by using our membership goals calculator!

## WEBSITE AUDIT REPORT

### How does your website stand up?

When going through each of the sections below, have a look at your site and give yourself a rating of 0-2.

0 = not present at all

1 = somewhat present but needs some work

2 = 100% present and the best it could be

Circle the number that best represents your site's current state and at the end, calculate your score and find out how your site stands up!

### BRANDING:

#### Do the site colors match and accentuate the gym logo and color palette?

It is really important that our brand colors are consistent throughout everything we produce both digitally and in print. Do you know your brand colors? Are they the core colors used throughout?

SCORE CARD:      0      1      2

#### Are the font styles, sizes, and colors, accurately representing the gym?

Do you have standard fonts? In most website builders you can preset header, subheader and paragraph text options which makes it easier to always select the right one. We suggest creating a one-page brand guide that includes your fonts, colors, hashtags, etc. that can be shared with anyone who will end up working on your site or creating content for your organization.

SCORE CARD:      0      1      2

#### Do the images and videos match the brand and style of the site?

What is your slogan? "Turning Gymnasts into Champions" yet all the images you post are of your preschool class? Make sure your imagery on your website matches who you are and what you stand for. Some pro-tips: showing happy, smiling faces are always a good go-to when it comes to photo selection!

SCORE CARD:      0      1      2

### DESIGN:

#### Is the most relevant content at the top of the page?

Remember, a mom who has never been to your website before needs to be able to access the information she needs right away without having to search too hard for it. Want to know what people search for the most? Contact info! Make sure your contact information is easy to find and clickable on mobile.

SCORE CARD:      0      1      2

#### Is the structure clear and consistent?

Don't make things too busy and overwhelming, keep the structure simple, clean and focused on what you want the viewer to do. Having so much going on can be distracting and cause friction.

SCORE CARD:      0      1      2

#### What actions are visitors encouraged to take?

Buttons should be used thoughtfully. At the top of your page, think about adding two buttons max and one should always be a contact button.

SCORE CARD:      0      1      2

#### Are social media links and icons easily identifiable?

Make sure you have social links easy to find on your site. Pro-tip: make sure that when someone clicks it opens the link in a new window.

SCORE CARD:      0      1      2



## CONTENT:

### Is the content high-quality and clear to understand?

Pixelated photos are a thing of the past! Be sure to have high-quality visuals on your site that are engaging and captivating. Be sure to check out our '10 tips for photography' sheet for some tips on how to take beautiful photos!

SCORE CARD:      0      1      2

### Does the site include an About Us page, Contact page, and FAQ?

If you don't have all three, it is time to get those added! Make a list of the top questions asked by members or potential members and use those to build out your FAQ page.

SCORE CARD:      0      1      2

### Does the site have a Facebook Pixel?

What's a Facebook pixel you ask? The pixel acts as a two-way communication tool between Facebook and your website that not only helps you track actions on your site but also helps Facebook learn more about who you are and the type of people that should be sent to your site. Not sure how to install your pixel? Not to worry! We have a 'how-to training' in the Gymnastics Marketing Academy.

SCORE CARD:      0      1      2

## MOBILE FRIENDLY:

### Is the web design responsive so that it will work on any screen or device?

If your website is not mobile-friendly, this is a MUST do! Not only is over 80% of the traffic going to your site on mobile but Google will actually rank you based on your mobile-friendliness. Most modern website building platforms automatically are mobile-friendly so if yours is not, it may be time to upgrade to a new platform.

SCORE CARD:      0      1      2

### Is content simple to navigate?

Make sure your home screen has clickable contact buttons and we highly suggest adding a chat feature to your website as well. You can install the Facebook Messenger chat feature on your website which is a simple way to connect the two platforms!

SCORE CARD:      0      1      2

### Are the forms easily accessible?

Make sure your contact forms are accessible and work properly on mobile or you may miss out on getting contacted by people interested in joining your gym.

SCORE CARD:      0      1      2

TOTAL SCORE \_\_\_\_\_/26

### What letter grade did you get?

A website if score is between 21-26

B website if score is between 16-21

C website if score is between 11-16

D website if score is between 6-11

F website if score is between 0-6

### Did you get the grade you expected?

Hopefully, you got a B or higher which means you are doing a stellar job and making sure your website is up to par. But, if you didn't that is okay, as long as you have a plan to get that grade up!

### Need some help?

Creatively Disruptive offers website redesigns and has a special package just for Gymnastics Gyms. Visit [creativelydisruptive.com/bonus](https://creativelydisruptive.com/bonus) to learn more!



# AUDIENCE PERSONA

## - IT'S TIME TO DEFINE YOUR AUDIENCE!

Why is it important to sit down and map out your audience persona? Because no matter how great your brand, advertising or message is, if you are showing it to the WRONG people it won't work!

Using Sarah Johnson's persona as an example, go ahead and fill out the persona for someone from your target audience.



**SARAH JOHNSON**



**(PERSONA NAME)**

**AGE**

35

**EDUCATION**

BACHELORS IN COMMUNICATION

**AGE**

**EDUCATION**

**OCCUPATION**

STAY AT HOME MOM

**HOUSEHOLD INCOME**

\$70,000

**OCCUPATION**

**HOUSEHOLD INCOME**

**HOBBIES**

COOKING, CAMPING, PINTEREST

**PERSONALITY**

CARING AND MOTIVATED  
TO TAKE CARE OF HER KIDS

**HOBBIES**

**PERSONALITY**

**MOTIVATION**

PROVIDE FOR HER FAMILY

**PAIN POINTS**

CAN'T FIND A PROGRAM THAT SHE  
THINKS IS A GOOD FIT FOR HER KIDS

**MOTIVATION**

**PAIN POINTS**

**ONLINE / SOCIAL MEDIA HABITS**

SPENDS A LOT OF TIME  
ON INSTAGRAM

**CONTENT FORMATS**

LOVES WATCHING VIDEOS  
ON INSTAGRAM

**ONLINE / SOCIAL MEDIA HABITS**

**CONTENT FORMATS**



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# FOR USING YOUR CELL PHONE TO TAKE GREAT PHOTOGRAPHY

## 1: ALWAYS LOOK FOR GOOD LIGHTING



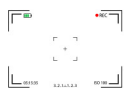
This is very important as the lighting can make or break an image. Look for the source of where the natural light is coming from. When the light is primarily coming from the top down, you can get dark circles around the eyes. This can be hard to avoid, but can often be fixed by having the subject take a couple of steps backwards to put the light more in front of them, or even ask them to angle their face up a bit. Also, avoid backlighting, where the subject is being lit from behind, like standing in front of a window.

## 2: AVOID USING THE FLASH



Unless there is no other light source, do not use the flash.

## 3: GET SOME FOCUS



Tap and set the focus to ensure the subject is sharp and in focus and try calling out to your kids so they look at you and give you a big smile.

## 4: TO ZOOM OR NOT TO ZOOM



Don't Zoom! Zooming on a most cell phones is not like the zooming you may think it is. You can do it later

## 5: CONTROL YOUR EXPOSURE



Adjust the exposure manually. On the iPhone, once you tap and focus, you can slide up and down the image to adjust the exposure.

## 6: KEEP A STEADY HAND



Snap photos with the volume button to help keep your hand steady for a shake-free shot!

## 7: USE THE RULE OF THIRDS



Use the Rule of thirds for proportioned photos. This rule involves mentally dividing your image using 2 horizontal lines and 2 vertical lines. You then position the important elements in your scene along those lines, or at the point where they meet. You can use the grid function on your phone to assist.

## 8: TRY A NEW PERSPECTIVE



Don't be afraid to take shots from different angles to get creative perspectives. Try shooting your photos from a lower angle, squat down or lie down.

## 9: TAKE ACTION SHOTS



Be sure to activate "Burst" mode for great action shots or simply take 3 each time if you don't have burst mode available on your phone.

## 10: EDIT YOUR IMAGES



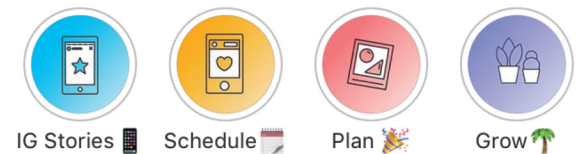
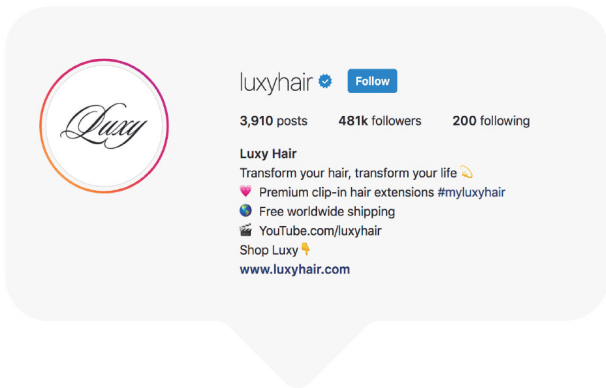
You can use Adobe Lightroom Mobile, Snapseed, VSCO, etc, or you can simply download to your computer and edit for full control in photoshop or other editing programs



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# TOP 10 TIPS For Instagram



## 1 **Complete your Bio**

I cannot stress how important bio's are on your Instagram. If it is not filled out entirely or properly then you are losing business. If people don't know who you are, what you do, or where you are located they will lose interest.



## 2 **Utilize Insta Stories**

Take advantage of the fact that you can post short, fun videos! People love watching these!

## 3 **Saving Insta Stories on your page**

Save those fun stories onto your profile and categorize them! People can tune in later on and see what you have posted in the past about a certain category.

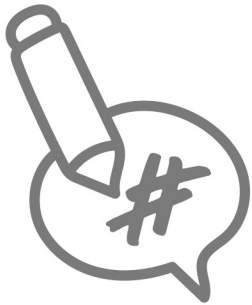
## 4 **Make sure your page looks like it flows**

Stick to a color scheme or a certain look that you want people to attach your brand to. Instagrams that are aesthetically pleasing are more successful.



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**5 Don't overdo hashtags**  
Hashtags are great for marketing purposes...but they can also be annoying. Nobody wants to see a million hashtags! Use them wisely.



**6 Keep a regular posting schedule**  
You can use a scheduling tool to make it easier on your self. A few tools that would help are; Hootsuite, Buffer, Schedugram and Later.

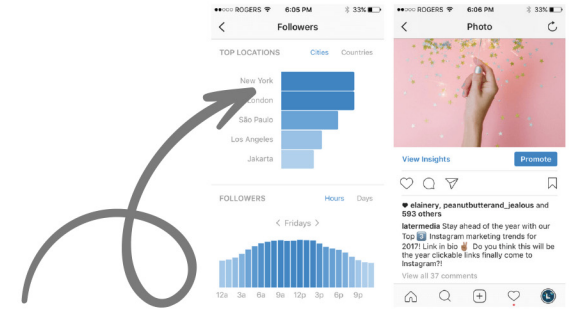


**7 Reply to comments and DM's!!**  
People want to see you are actively interacting in your instagram. But more importantly interacting with people by replying to their messages allows for relations hips and loyalty to be built.



**10 If you haven't already... Switch to a business account**  
If you are a business please switch to a business profile! You will thank yourself later. Under the business profile you can track analytics, utilize the shopping functions, etc.

**8 Track Analytics**  
This is so important! Find a tracking program you like and stick to it! You can see what times your posts get more likes, what kind of traffic your instagram is getting, etc. If you have an Instagram Business Account then you already have access to Instagram Insights, which shows how effective your posts are. A few tools that would help are; Social bakers, Sprout Social, Union Metrics and Squarelo vin.



**9 Use a personalized hashtag for you business/brand**  
This can be super helpful when trying to establish who you are and an easy way for people to look you up!



# TOP 10 TIPS for Facebook



If you've got a Facebook Page and maybe even an Instagram account to help promote your gym and you're either boosting a few posts or creating Facebook and Instagram Ad Campaigns, then these top ten tips to get the most out of your ads this year will be invaluable.



## 1 **Tell Facebook Who You Are**

Install A Facebook Pixel on your website now so that Facebook can learn about your business and find the right customers for you when you start running ads.

## 2 **Graduate From Boosting**

Go beyond "Boosting" page posts and events and use Facebook's Business Manager to create powerful ads that target the right audience.

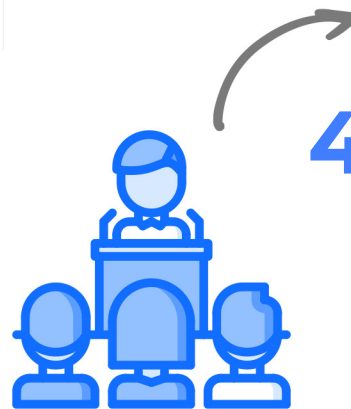


## 3 **Know Your Audience**

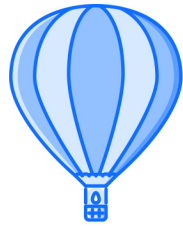
Find out what the Moms who currently have kids enrolled like that are related to being a Mom and then build an audience using those interests.

## 4 **Test Locations**

Test between using Zip Codes and a defined radius in your location to get super targeted on your local community.



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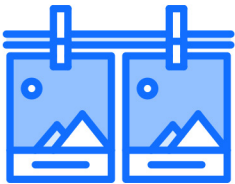


## 5 **Know Where You're Sending Your Audience**

Understand where you are sending someone who clicks on your ad and ensures it relates to your ad and gives people the opportunity to contact you easily.

## 6 **Use Images That Stand Out**

Use bright, colorful images of happy smiling kids having fun while participating in your various programs. These will be more likely to capture the attention of a Mom than a picture of your gym.



## 7 **Test Video**

Create a promotional video that tells Moms and Dads about your gym's story and retarget everyone who has watched 25% of the video but not but not submitted an inquiry.

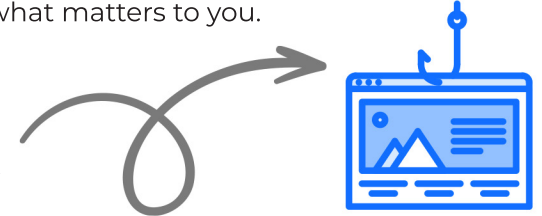
## 8 **Write For Your Audience**

In your Ad copy, talk about what the things that would matter to Moms not what matters to you.



## 9 **Have a Hook**

Understand what would attract someone to your gym, from a Free Trial to a low cost Trial Class. Whatever you do you must have a hook that will set you aside and encourage a Mom to try your gym out with her child.



## 10 **One Clear Call To Action**

Be clear about what you want them to do when they see your ad. If you confuse you'll lose them.



## Bonus



### **Retarget**

Retarget those people who have been to your website but have not enrolled in one of your programs yet. Try showing them an ad that uses a testimonial from a happy family.



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# CONVERTING INQUIRIES INTO MEMBERS

## YOUR CAMPAIGN IS LIVE, NOW WHAT?

You will begin to notice interest being generated for your business right away in the way of phone calls, walk-in traffic, Facebook activity (messenger and ad comments/sharing) and also email inquiries. When you receive an email inquiry, we recommend that you **follow-up everyday for 5 days** with a phone call, text, and an email. This will give you the best chance to start a conversation and to invite them into your business for a class. Every business that we work with that follows our **proven** process is having amazing results with growing their enrollments! Remember, these are busy parents who have reached out to you because they are interested in your service. Many of these parents are working, have multiple children pulling them in different directions, managing a household, etc. By reaching out everyday for 5 days, you are showing that you are dedicated to giving them the information that they have requested.

## WAYS TO FOLLOW UP:



CALLING



TEXTING



EMAILING

We have surveyed thousands of inquires and found that most people prefer texting as a communication preference.



When you call using their name crucial and it goes a long way with making them feel as though you really care about them. Be sure to remind them that you are following up on their inquiry and that you would be happy to schedule their child for a class.

Remember, once a family comes into your business, you need to give them a wonderful experience! Don't let them leave without trying to sign them up. Always assume they want to do business with you, for example instead of saying, "Would you like to come in on Thursday?" instead say, "Would you like to sign up for Thursday or Friday?"



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# PROCESS SUMMARY

The purpose of this process is to get people into your gym, not sell features and benefits.



When an inquiry is received, please follow our proven process:



Everyday for 5 Days

When emailing a parent, be sure to include the information about the classes they inquired about and keep it simple. The goal is to get them to come into your gym. Always remember that emailing is not enough. You must call, email and text for 5 days.

**ALWAYS** ask for the sale/enrollment before they leave the Center, "How did Monica like the class? Why don't we get her enrolled today and we can waive the enrollment fee for today only!"



1

3

5

2

4



Use friendly language and ask questions to open up the dialogue. An example text can be as easy as:

**Day 1 text:** "Hi Janet, this is Jessica from CD Gymnastics, thank you for your inquiry! I am reaching out regarding your free gymnastics class for your child and want to see when a good time to schedule that trial class would be, is Wednesday or Thursday better for you?"

**Day 2 text:** "Hi there! This is Jessica from CD Gymnastics following back up. I heard you're hoping to get some information about our Summer Camp Program. How can I help?"

When a student/family comes in to tour your facility, it is up to YOU to give them an amazing experience!



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