



MAXIMISING YOUR FITNESS PASSPORT MEMBERSHIPS

Congratulations on becoming a Partner of Fitness Passport! We know it will enable you to connect with new audiences and fill your facility with new members, resulting in additional revenue for your club. Read on to find out how your facility can make the most out of Fitness Passport members. If a Fitness Passport member feels welcome and comfortable at your facility they are likely to be regular visitors and potentially maximise the additional services you offer.

WELCOMING A NEW FITNESS PASSPORT MEMBER

Having a strong first experience in your facility will help engage the member. Here are some key things to remember upon a Fitness Passport member's first visit:

1. **Treat Fitness Passport members like any other member** to make them feel welcome and encourage return visits.
2. **Verify the Fitness Passport membership** and have the member complete the required forms for your facility.
3. **Explain how the member should record their visits** and remind them to record each visit (this determines revenue for your facility!)
4. **Inform members of their Fitness Passport membership access** and what is included/not included.
 - How can you assist in achieving their goals?
 - Are they new to or experienced with gyms?
 - Would a personal trainer or program benefit their use of the main gym floor?
5. **Determine the member's goals and interests** to tailor their experience and help achieve their objectives. Consider offering Personal Training or program development. These efforts will return higher visits to your facility.
6. **Provide a tour of the facility and amenities.**

REMEMBER! If Fitness Passport members don't scan or sign-in when they arrive you won't receive payment for that visit. It's important that members receive an explanation of your visit recording process when they first visit.

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During a member introduction or facility tour, consider the following opportunities:

- Can they access classes under their Fitness Passport membership? If so, can you share a timetable with class information?
- Would purchasing PT sessions benefit them?
- Is there any available merchandise, such as towels, that they may need?
- Are lockers available, and is there an additional charge?
- Are meals or meal-plans available for purchase?
- Can they purchase BodyFit scans?
- Do they have a Fitness Passport Family membership? Would you be interested in signing up their family?
- Can they bring a friend to train with? Consider offering discounts or free trials for non-Fitness Passport friends to increase referrals.
- Keep members engaged and included in the community.
- Make use of our Facility Support team! Contact us should you need help marketing your services to our network.

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