



5 TIPS

FOR SUCCESSFUL
HEALTH CLUB OWNERS



Perfect**Mind**



Being an entrepreneur can be one of the most rewarding things, and at the same time be one of the most daunting – especially in the highly competitive health club industry. Between taking care of your members and staff you also have to concentrate on growing your business. It can get overwhelming at times. Try these 5 tips to save you time and increase revenue in your club.



1 **AUTOMATE**

Accepting cash and check for membership dues has gone the way of dodo bird. It's a dinosaur mentality that eats up time and ultimately costs you money. Any health club in today's world **MUST** have their billing automated.

Imagine no more wasting time chasing down members for cash.

Imagine accurate financial forecasting so you can budget and plan for the following month.

Imagine not worrying if you can pay your bills and know that the money will be there.

Automated billing does all of this for you.

2 COMMUNICATE

Communication in a health club is imperative. Holiday closures, special promotions and offers. All of this needs to be communicated to your members and potential members. An email and SMS application is essential for this. One that can send email blasts to all or just a specific group. This will allow your promotion to reach thousands with the click of a button. A good email and SMS application will also have automated blasts based on when a set criteria is met.

Here is a good example: when a member's payment doesn't go through the member will automatically be notified via email or text message. You'll no longer waste time with collection calls. The application should do the work for you.





3 DIVERSIFY

Why limit your revenue stream to just membership dues and pro-shop sales. It's time to get online. Online sales for health clubs are literally exploding in North America. Missing out on this opportunity means you're simply losing money. Why let your competitors get the leg up on you? Online membership sales are all the rage right now. Online clothing sales can boost revenue and help you brand your business. People are literally paying you to advertise your club! You just need a system that makes it easy to get it out there.

4 MAXIMIZE

To maximize your growth potential you need a way to collect potential member information. Then you need a way to get these potential members to come through the door. Landing pages are funnels to collect this. You can embed them on your club's website and potential members can enter their name, email address and phone number. Once they do, you or your sales staff should be notified immediately so the sales process can begin. A proper system will do this for you as well as nurture them to try the club via automated emails and SMS.

The key is to act quickly. They are interested in your club but may also be interested in your competitors.





5 MONITOR

You can't manage what you don't measure. Accurate reporting is a fundamental need for any health club. You need to know how much revenue is coming in and from where. You need to know your inventory in order to determine what products need to be reordered. And most importantly, at the end of the day, you need to know if your business is succeeding. Is it up? Or worse, is it down? A proper reporting system will do this for you. When it comes to financials and the overall growth of your business you simply can't be left in the dark.

About **PerfectMind**:

PerfectMind helps businesses create deeper relationships with their members. PerfectMind software simplifies running your health club by automating your day-to-day tasks, like billing, administration and marketing. By streamlining your business operations, PerfectMind allows you to spend more time doing what you love – training your members.

To learn more about how PerfectMind can help you visit www.perfectmind.com or simply give us a call **1-877-737-8030**.



Connect with us:



www.facebook.com/PerfectMindFans



www.twitter.com/PerfectMind