

**Member
Solutions®**

COVID-19 Success Plan

The Challenge

How to navigate through these challenging times?

We are experiencing an unprecedented social shutdown unlike anything we have experienced in our lifetime. Local and state laws are prohibiting many businesses from operating under normal circumstances, and even have authorized the shutdown of many non-essential industries.

You may face many challenges in the next few weeks or months including:

- Shutdown
- Member freezes
- Member cancellations
- Lack of interest from members
- Uncertainty
- Panic or fear

We are here to help. We have a community of resources from industry experts to guide you through these challenging times.

We are available at clientsuccess@membersolutions.com or 888.277.4409.



The Facts

What history has shown us.

Throughout history there have been numerous public health epidemics from the Spanish Flu of 1918 (40-50 million deaths) to the Swine Flu in 2009 (200,000 deaths). There were social and economical hardships during each pandemic, but one constant outcome prevailed:

Businesses survived.

Some businesses in fact thrived. During the Great Depression, the businesses who succeeded were the ones who continued to advertise to their customers, educate them, and engage them. By doing so, they created a loyalty base of members who continued to support them once the Depression was over.

And you can do the same now.

The Plan

What steps can you take?

- ✓ Advertise to your members
- ✓ Educate your members
- ✓ Engage your members
- ✓ Be a leader
- ✓ Create customer loyalty
- ✓ Provide solutions
- ✓ Remain calm

Implementing Your Plan

How to continue to build member relationships.

- Provide value to your members. What can you give them without overextending your bottom line? Perhaps offer extended agreements, upgraded programs, whatever works best for your club. Members will appreciate it.
- Be a leader at your club and in your community. Your members chose YOU for their fitness goals and now they are counting on you for leadership. By guiding them through this, they will continue to support you afterward.
- Keep your members informed. Let them know if you are closed and for how long. Continue to provide updates if you think you may open sooner or later than expected. Communicate via email, text, social media, and your website.
- Ease their minds. Communicate your policies regarding make-up classes or refunds.
- Earn their trust. Be upfront about your freeze or cancellation policy and any fees they may incur if they decide to re-join at a later date. If you can, offer an incentive that won't cost you anything to continue their membership during this time, like a free class or bring a guest for free.

Implementing Your Plan

How to continue to build member relationships.

- Educate your members. Let them know what your sanitary procedures are and how you are protecting their health everyday. This will matter most when they can return, knowing you have their best interest in mind.
- Engage your members. They are looking for ways to navigate through this time as well. Fill their time with some workout tips, videos, healthy habits tips, recipes, etc. See the next few pages for some ideas.
- Create loyalty by being a leader in your community and taking these steps to engage your members and set their minds at ease during this time.
- Keep an open mind with endless possibilities. Allowing fear and doubt to creep into your mindset will have a negative ripple effect in your response right now. Instead of worrying why this is happening, think of what you can do to get through this and welcome your members back as soon as possible.

Video Ideas

Tips for creating fun and engaging videos.

Videos can be done through a few outlets:

- Facebook:
 - Create a private group for your members and invite them to participate in online workouts
 - Facebook Live allows live video recording and a playback feature for later viewing to those who missed the live version
 - Learn more about Facebook Live:
<https://www.facebook.com/help/publisher/167417030499767>
- Zoom
 - Allows live, interactive classes with members
 - Send the Zoom link to members to participate
 - Learn more at the Zoom help center: <https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials>

Video Tips

How to create great videos for your members.

Some important things to consider in planning your video:

- Where are you filming?
- How is the lighting?
- What exercises are you doing?
- What device are you recording on?
- What audio are you using?
- Can you include music?
- What channels are you planning to use or post it on?

Tips for creating a great video:

- Smile! Add personality and energy
- Engage members as applicable
- Wear plain-colored clothes; avoid patterns, stripes or dots
- Don't wear anything too light or too dark
- Try to record outdoors on a cloudy or overcast day and avoid direct sunlight
- Check audio to ensure you can be heard
- Promote to your members

Newsletter Ideas

Create interesting and fun reads to your email database.

- Research fun and interesting topics for your members. After all, you know them best!
- Create some trivia about your industry and members can respond for prizes (free class, T-shirt, points toward a free class, etc.).
- Give at-home workout tips members can do on their own, or with their kids who may be home with them, too.
- Share healthy eating habits and recipes. Anything you can make with what's left in the cupboard without a run to the store now is a bonus!
- Share a grocery list for healthy eating for when they must head to the grocery store.
- Any other value you can provide to your members at this time.

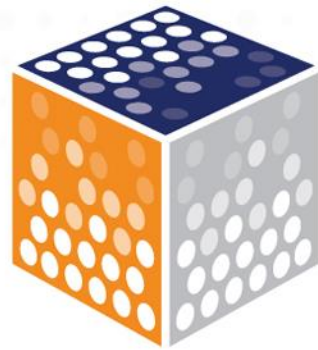
Additional Tips

Feel free to add your own tips or suggestions to our Page!

If you're not already part of our Member Solutions Private Facebook Group, join now by clicking [HERE](#).

- Join a community of like-minded business owners
- Share tips, ideas, and suggestions from other industry leaders
- Learn from other industry experts

As always, our Client Success Managers are here to help you, too! Feel free to contact your Client Success Manager at clientsuccess@membersolutions.com.



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