



100 Days of Email

The Member Journey Online and How to
Ensure A Smooth Start...



Member Journey: Email Series

The Member Journey

Member Onboarding Electronic Direct Mail (eDM) schedule for a new member to your business.

The below document outlines exactly what it is that you need to do to ensure that your clients, members or students are digitally 'taken care' of along their member journey in your brand.

Remember all of this equally needs to be done physically and in line with this below 100 day plan.

In the first 100 days we want to 'talk' to our members heavily online and ensure that we can catch and fix any issues before they become problems, reduce pain points, increase motivation and ensure that they feel like they are part of a tribe. We want them to feel like they belong to this group. Their group.

In the first 100 days will have at least 7 touch points digitally and these should all be replicated in a physical format and thus we have 14 touch points by the time a member has been with us for 100 days. This is 'on top of' all of the daily interactions that occur in session, in the gym or in a club.

We try to space the messages out far enough so that the client does not become 'fed up' of our message but also does not forget about our message and it is this thinline we constantly walk. This line with prospects as you can imagine is even thinner.

The eDM schedule below will encourage our members to have their best possible start. Ensure that this is created prior to their commencement and ongoing.



Encourage two way communication

At all times, please do remember that we do not simply want to talk at the members but to talk to them. The goal here is to ensure engagement from early on.

Track readership - click & open rates

Watch your members behaviours online and see what they are engaging with most and least. Also look for trends, if say a member was reading all your digital communication but then suddenly stops well this could be a precursor for retention risks down the track or may tell us that they have changed email addresses etc and can encourage us to take action and ask why.

What do your members deserve from moment one?

No pain points in the process, so aim to remove any which are now prevalent. Mentally walk through the process as a user. Or actually walk through the process as a user yourself or with someone else's support. A great way to do this is to outsource and use a mystery shop process from start to finish. Even up to and through the formal sign up stages.

Watch for SPAM

It is the very first email that needs to be opened because if this does not land at the right address or hits a SPAM/Junk mail it may not be opened and thus the following messages will also be misdirected. Ensure that the member is awaiting and aware of message one and if sign up is face to face, help them see where the email where be and how to use moving forward etc.



MEMBER JOURNEY - THE FIRST 100 DAYS

User Type	Email No.	Title	Trigger	Purpose	USP	Value Add (Member)	Value Add (Club)
Member Journey	1	Welcome to the family!	Day 0	Informative	We want you to succeed.	Gives the member all relevant info so we can reduce the likelihood of issues.	Reduced FAQs in session as members are aware.
	2	Check Yo'Self	Day 7	Create Engagement	We have internal support tools	Support tools of internal member groups and Kudos to them for week 1.	Members recognise how caring we are.
	3	What is your Motivational Mantra?	Day 21	Reinforce a habit	We don't just train you, we teach you	Educational which gives them an understanding of how they are feeling.	Members associate us with their positive emotions.
	4	You made it!	Day 30	To celebrate a milestone	We offer the best gift ever, happiness to others!	Give the gift of fitness to a friend	Referral ask ensures a smooth lead flow.
	5	That's Two Months, you legend!	Day 60	To clarify that they are loving the brand.	WE CARE!	Showing honest and true support of their member journey.	Receiving a good google review or testimonial.
	6	90 Days Deep - One quarter of the year down.	Day 90	Create a raving fan	Sometimes we like to give little presents, just because.	Surprise and delight gift	Positive brand reposting through social media and word of mouth marketing.
	7	We listen - Please Talk	Day 100	Find out some honest and true feedback	We know that it is you that matter most, not us.	Listening is at times the most important thing we can do and the members simply feel valued from this alone	Clearly we get to hear what matters to the people that matter to us.



EDM Series and Strategy (Member)

1. Welcome To The Family *Trigger | Upon registration (Day 0)*

- i. This is the practical stuff – things like how to set up a profile or how to use your community, or even just how a member can access support if they need it.
- ii. Whilst not the sexiest of subjects, your housekeeping information is to some extent the most important feature of your onboarding.
- iii. Include all relevant information that client needs to know (*think about attaching an FAQ Document*)
- iv. Have a personal message from the owner with a personal welcome.
- v. Ideally include owners signature at bottom of email! Nice touch.
- vi. Thank them for committing to themselves and their journey, build in the emotional connotations here.
- vii. Outline the importance of them staying involved with these eDMs moving forward and ensure they are staying current with the information. It will help with their journey.
- viii. Touch on any internal group you may have either FB/Website (*if no internal group, we suggest creating one*)

2. Check Yo'Self! *Trigger | 7 days following previous (Day 7)*

- i. This should be a genuine congratulations on ensuring that your member has made it through one week! Sounds like an easy task but it is not. Ensuring that they are engaged in Week one will likely tell us about what is to come.
- ii. Include congrats on making it through week one
- iii. Explain the way they may be feeling and tell them that they are not alone in this and that this is normal. 'Most' people can feel this way!
- iv. Push them towards all of your socials and ensure if you do have any internal client group on say FB or website that they have accessed it once and know how to.
- v. Wish them good luck in the coming weeks



3. **What is Your Motivational Mantra?** *Trigger | 2 Weeks on from previous mail (Day 21)*

- i. Here we want to explain the power of motivation and habits in the process of a health journey.
- ii. Talk about habit creation and how it is so important to be true to your needs in order to get your wants/desires.
- iii. Ask them, what their motivational mantra is? What drives them when they need it most? What words of wisdom do they cling to when required?
- iv. Drive home the emotional piece here around their original goals vs where they are now. Take a motivational stance not a 'you've been bad!' tone.
- v. 21 days to create a habit is a common opinion whether or not that is true for everyone, by 21 days most people can become 'bought into' your brand and your philosophy.

4. **You made it - Month one is done!** *Trigger | After their first full month (Day 30)*

- i. Again, you are recognizing this milestone and thanking them for staying true to themselves.
- ii. Here we want to really recognize this (for many) difficult task
- iii. Ensure that you now also remind them of the referral opportunities that they have and have a solid REFERRAL ASK.
- iv. Eg. Did you know training with a friend promotes better results and more motivation - Well, click below to get your VIP Guest pass for a friend.
- v. Aim here is to capture lead detail and we wait until one month because now they know us more and they are generally feeling the changes most after the first 30 days.
- vi. Reminder we also should ALWAYS WITHOUT FAIL, Do a solid referral ask on sign up (face to face)



SAOR Resource Hub

5. **That's Two Months You Legend!** *Trigger | 2 months in (Day 60)*

- i. Show honest care and support in their member journey
- ii. At this stage the members are hopefully loving what you do and expressing themselves on your internal client group if not.
- iii. After 2 months, they should know like and trust us and it is a great time to ask for a review.
- iv. Attached an easy to use Google Review link here to get your public reviews occurring.
- v. Aim to establish a simple testimonial standard with questions you ask everyone as this further cements your branding.

6. **90 Days Deep, One Quarter of the year done** *Trigger | 3 Months in (Day 90)*

- i. By now they should be a true brand ambassador and feeling the love! So we want to acknowledge that and encourage that!
- ii. If you have any member benefits or gifts that you can transfer across digitally at this stage it is a great time to do so.
- iii. Give a gift to create a surprise & delight feeling amongst members
- iv. Here members may be loving what you do but also may be 'getting comfortable' so a quick little gym tips guide or free program or something along these lines can be a huge value add and impact them at a time when they need it most.
- v. A great time to also add in a Personal training (or similar) upsell. Bring them back to the goal that brought them in and ask them rhetorically how have they gone and could they benefit from more 1 on 1 support in your club, if available.



7. We Listen, Please Talk *Trigger | 10 days after previous mail (Day 100)*

- i. The plan here is to get the members to improve our services by listening to what they want and how they feel. Even if we cannot do anything, just listening is half the battle.
- ii. Ask for HONEST feedback, can even be anonymous to make people feel really comfortable.
- iii. An easy way to get good data here is to use a google form
- iv. Thank them in advance for their feedback, this has a good way of encouraging people to provide said feedback.
- v. Really acknowledge the value this will have on you and the brand