

GIFT CARD PLAYS

A simple, controlled rollout framework to improve conversion, referrals and follow-up



1. WHY THIS WORKS



Reinforces process, not replaces it



Creates second opportunities to convert



Drives more referrals from members and prospects



Easy for club teams to implement and track



2. HOW IT FITS

1

Join / Enquire



2

Follow the normal sales process



3

Use gift card in the right scenario



4

Create a second touchpoint or referral opportunity



5

Track and review results



3. KEEP IT SIMPLE



Start with a small pilot



Use only in defined situations



Train staff with a simple playbook



Track usage with notes and follow-up



The goal is not to add complexity. The goal is to make good process easier to execute.

1. POS REFERRALS (SECOND BITE)

Use 14-Day Access Passes to turn new joiners into referral sources immediately.



1. WHEN TO USE

- ✓ When a new member joins
- ✓ If they don't give referral contacts on the spot
- ✓ As a structured part of the join process



2. HOW IT WORKS

1



Member joins



2



Team asks for referrals



3



If none provided, give up to 3 x 14-Day Access Passes



4



Member passes them on to friends



3. OPTIONAL ENHANCEMENT

- ✓ If they do provide names and numbers, reward them with 1 pass per referral
- ✓ Track usage in notes / follow-up



4. WHY IT WORKS

- ✓ New joiners are most excited in the first moment
- ✓ Makes referrals feel like gift giving, not asking
- ✓ Easy for staff to remember and explain
- ✓ Creates more quality referrals


**STAFF SCRIPT
(SAY THIS)**

"If anyone comes to mind later, here are a few 14-Day Passes you can give to friends or family."



Simple at point of sale. Easy for staff. Stronger referrals.

2. CLUB SHOPPERS

Turn non-joiners into second-chance prospects with a clear reason to come back.

1. WHEN TO USE

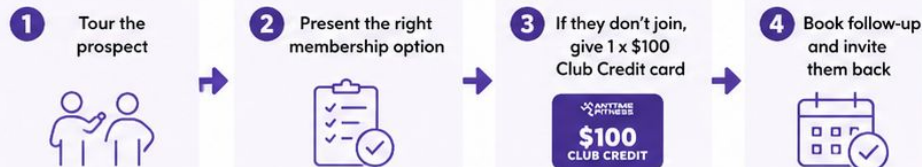
- ✓ After a club tour
- ✓ When the prospect does not join today
- ✓ When follow-up is needed



STAFF SCRIPT

"No pressure today — I'll send you away with a \$100 Club Credit card so you've got something to use if you come back in."

2. HOW IT WORKS



3. WHY IT WORKS

- ✓ Creates a second opportunity to convert
- ✓ Adds value without discounting on the spot
- ✓ Gives staff an easy follow-up reason
- ✓ Makes the return visit feel worthwhile

4. MANAGER CHECKLIST

- ✓ Capture contact details
- ✓ Add notes in system
- ✓ Set follow-up task
- ✓ Mention the card can be used when joining



A clean second touchpoint that protects price and improves follow-up.

3. ACTIVE MEMBER REFERRALS

Use 14-Day Access Passes to activate referrals from the members who already love the club.



1. BEST TIMES TO USE

- ✓ Birthdays
- ✓ Member of the Month
- ✓ Mother's Day / Father's Day
- ✓ Christmas or seasonal pushes
- ✓ Top active members



STAFF SCRIPT

"You've been a great member — here are a few 14-Day Passes if you know someone who'd enjoy the club too."



2. HOW IT WORKS

1



Pick the trigger



2



Give 1 to 3 x 14-Day Access Passes



3



Ask the member to share them with friends



4



Track and follow up when redeemed

3. WHY IT WORKS

- ✓ Best members tend to bring in best prospects
- ✓ Feels generous and community-driven
- ✓ Easy to layer on top of current campaigns
- ✓ Builds referral momentum all year

4. KEEP IT SIMPLE

- ✓ Use a small staff reminder script
- ✓ Keep cards visible at reception
- ✓ Log usage in notes



**CELEBRATE. REWARD.
INSPIRE REFERRALS.**



Reward your best members. Unlock better referrals.

4. B2B: HAIRDRESSERS & BARBERS

A simple local partnership play that puts \$100 Club Credit gift cards into the hands of nearby customers.



1. HOW IT WORKS

- ✓ Partner with a local salon or barber
- ✓ Place a mini display box of \$100 Club Credit cards
- ✓ Staff hand a card to customers
- ✓ Prospects redeem it when joining the club



2. WHY THIS CHANNEL WORKS

- ✓ High local foot traffic
- ✓ Strong trust between stylist and customer
- ✓ Great for reaching people who live nearby
- ✓ Easy for the business to participate



3. WHAT MAKES IT EASY

- ✓ Gift cards come pre-packed in mini display boxes of 50
- ✓ Minimal setup on the counter
- ✓ Simple explanation for partner staff
- ✓ Easy to refresh and restock



4. PARTNER SCRIPT

“

Here's a \$100 Club Credit card for Anytime Fitness — you can use it if you decide to join.

”



Simple local outreach. Easy for partners. Qualified new prospects.

5. EASY IN-CLUB SETUP & ROLLOUT

Designed to be simple for club teams and easy for area managers to oversee.



1. WHAT SITS AT THE DESK

- ✓ 1 row of \$100 Club Credit cards
- ✓ 1 row of 14-Day Access Pass cards
- ✓ Cards are visible and easy to grab
- ✓ Simple stand keeps usage organised



2. DELIVERY FORMAT

- ✓ All gift cards are pre-packed in mini display boxes
- ✓ Boxes come in sets of 50
- ✓ Quick to restock and distribute



3. CONTROLLED ROLLOUT

- ✓ Start with 1 to 2 pilot clubs
- ✓ Use only in defined scenarios
- ✓ Support with a simple playbook
- ✓ Review usage and outcomes weekly



4. WHAT MANAGERS NEED

- ✓ Clear process rules
- ✓ Simple staff training
- ✓ Notes / follow-up tracking
- ✓ Confidence it won't disrupt existing systems



THE PRINCIPLE

The goal is not to add complexity.
The goal is to make good process easier to execute.



Easy for club managers. Easy for area managers. Easy to scale when proven.