

Getting Bigger Classes.

One of the best sources of new attendees to our fitness classes are via referrals from our current attendees. The question is, how do we effectively encourage these referrals?

Using vouchers, that offer free classes, can work a treat if given to current attendees for the purpose of them handing to others. To really get a good response however we can add value to these vouchers by using them to 1) offer a service that we do not already make freely available 2) being specific as to who the voucher is to be given to and 3) specifying date/s that is valid for.

For example, if you already allow everyone to attend their first class for free then create a voucher which is, for instance, for 2 free classes. Also, specify who it can be given to, for example, the husband or wife of a current attendee (don't worry that this excludes others – it's meant to, and you can always create another one in the future for example, for men over 120Kg, daughters, workmates etc). Finally be specific with dates, for instance, make it valid only for the month of November, thereby creating a sense of urgency.

You can create your own great looking vouchers (see example below) using the Easy Promotion Tool at <http://www.activecanterbury.org.nz> (see link on right hand side).

