

Referral Generation Systems Checklist For Your Fitness Business

- ✓ Bring A Friend Events/Days
- ✓ Referral Competition - Leaderboard prize for each person and ultimate prize for winner
- ✓ Referral Stamp Card (Loyalty Card)
- ✓ Referral Form On Membership Site
- ✓ Wall Of Fame And Referral Box/Book Underneath It
- ✓ Bring A Friend Coupons Given On Sign Up And Monthly Anniversaries
- ✓ Weekly Newsletter With Referral Call To Action In EVERY One
- ✓ Gift Cards Upon Sign Up And Upon Monthly Anniversaries
- ✓ Incentivising Employees To Refer - Get a referrals name, number, email after a session - 10% Bonus - Leaderboard put into play for employees
- ✓ Birthday, Holiday And Anniversary Gift Certificates
- ✓ Client Feedback Forms, Surveys And Call To Actions At The End
- ✓ Formal Client Progress Reports With Refer A Friend Call To Action Underneath
- ✓ Leveraging Success Stories In Private Group
- ✓ Charity Fun Days And Events Where Clients Can Bring A +1
- ✓ Blog Articles About Training With Friends With CTA Underneath
- ✓ Direct Mail Campaign To All Residents In Clients Street, Offering Them A Free Session Gift