



60-DAY PRICE-INCREASE ROLLOUT CHECKLIST

Work from the day the notice goes out to the end of the first billing cycle at the new rate. Tick a box only when it's done.

Gym: _____

Notice goes out: ____/____/____

New rate starts: ____/____/____

1 · Before you announce do the math and decide everything up front

- ☐ **Find your break-even number.** Members now _____ × (dollar increase _____ ÷ new price _____) = _____ members you can lose and still bring in more than today. Example: $200 \times (15 \div 165)$ is about 18.
- ☐ **Put this year's rent and utility bills next to your revenue** and check that the raise covers the gap.
- ☐ **Read your member agreement.** Does it allow price changes, and how much notice does it require? Your agreement and local rules decide what you owe members.
- ☐ **Decide who pays.** Long-tenured or founding: hold, or a long window before any step. Established: small step (\$ _____) or hold six to 12 months. Recent sign-ups (last 90 days or so): hold until _____, then the new rate. New sign-ups: full rate from day one. Modest raise? A flat \$5 or \$10 on everyone is the cleanest option.
- ☐ **Pick one visible value-add only your gym would do:** _____. Name it in the announcement.
- ☐ **Decide your pushback limits now.** What can a stretched member get? Short hold until _____ / lighter plan _____. No inventing policy at the front desk.
- ☐ **Build one list per member group** (long-tenured, established, recent, at-risk), so each group gets its own message.
- ☐ **Set up the new rate as its own plan** so the old and new rates live side by side without a spreadsheet.
- ☐ **At-risk and low-attendance members:** have a conversation, ideally on the mat, before any notice goes out. No price talk yet.

2 · 60 days out: send the notice tell people directly, and tell them early

- ☐ **ANNUAL** Annual-agreement members get their notice now. One gym software vendor's convention is at least 60 days for annual agreements. Check your contract.
- ☐ **MONTHLY** Month-to-month members: the same vendor suggests at least 30 days. More notice is better, so send theirs now too if you can.
- ☐ **The announcement does four things:** what's new, who's affected, their options, and how the change works. Lead with what's improved, then the new price and the date.
- ☐ **Send it on its own,** by email and in person. Don't bury it in a newsletter.
- ☐ **Use each group's variant:** long-tenured hear their rate is protected (and thanks), established hear what the money pays for, recent sign-ups hear when their hold ends.

3 · Days 60 to 1: handle the conversations most members won't say a word

- ☐ **Listen first.** Say the new number plainly. Tell them what changed.
- ☐ **Offer only the limits you set in advance** (short hold, lighter plan).
- ☐ **Make the value-add visible** before the new rate starts.
- ☐ **Confirm each member's new rate** before their first payment at the new price.

4 · Day 0 and the first billing cycle the new rate starts

- ☐ **New sign-ups go on the new-rate plan** from day one.
- ☐ **Check every payment's status.** Did each member's rate land the way you planned?
- ☐ **Call any card that fails that week.** A failed card the week a price changes is a cancellation waiting to happen, and a quick call fixes most of them.

5 · After the first cycle: the cancellation check

- ☐ **Count cancellations since the notice:** _____. Your break-even number: _____. Under it, you're ahead.
- ☐ **Look at who left.** Expect mostly members who had already drifted, not your regulars.

Check your contract first. Notice periods here are one vendor's convention, not a legal standard. Your member agreement and local rules decide what you owe members.