90-DAY GYM ONBOARDING CHECKLIST

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One copy per new member, from the moment they sign up to the day they're a regular. Tick each step, write the date, and keep it where the coach who owns it will see it.

New member: _____

Joined: ___/___/_____

Owned by (coach): _____

1 Before Day One

	STEP	WHO	DATE
☐	**Send the confirmation within minutes of sign-up:** what to wear and bring, where to park and which door, when to arrive, who'll meet them by name, and what happens on the first visit.	Automation	
☐	**Collect the intake answers and the waiver online,** in the sign-up itself. Nobody's first visit starts with a clipboard.	Automation	
☐	**Send the day-before reminder:** the time, the address, the person's name, and "reply here if anything changes."	Automation	

2 The First Visit

	STEP	WHO	DATE
☐	**Run a 10- to 15-minute intake conversation.** Go over their answers and ask one follow-up about why. Write the real reason down.	Coach	
☐	**Fill in the engagement card** (below) right after the intake, where every coach will see it.	Coach	
☐	**Give the tour:** where their stuff goes, the water, where to stand when class starts, and who to ask when they're lost.	Front desk	
☐	**Make three friends:** the front desk, then a coach, then another member the coach introduces.	Front desk	
☐	**Same coach for the first session.** Class plus a two-minute check-in after: how it felt, what was confusing, anything that hurt in a way it shouldn't.	Coach	
☐	**Book the second visit before they leave,** with a date on it, and make sure a coach is free for it.	Coach	

3 Guided Sessions

	STEP	WHO	DATE
☐	**Plan on two or three heavily guided sessions,** booked ahead so a coach is free. Keep guiding until they say they're confident.	Coach	

THE ENGAGEMENT CARD · FILL IT IN RIGHT AFTER THE INTAKE

Preferred name _____

Experience level _____

Goal (and the reason under it) _____

Support wanted: a lot / a little / leave me alone _____

One note for staff (the coach brings the goal back up at day 30) _____

4 Days 2–30: Build the Habit

	STEP	WHO	DATE
☐	**Within 24–48 hours of the first visit,** a personal message from the coach who ran it. "How are the legs?" counts.	Coach	
☐	**Around day 7,** a short note that you've noticed them coming in, plus one thing most beginners wish they'd known in week one.	Automation	
☐	**Around day 14,** practical tips for their level.	Automation	
☐	**Watch the first five visits.** A gap after visit two or three gets a message. An absence automation catches the rest.	Coach	
☐	**Around day 30, a real conversation,** in person or on the phone, about the reason they gave at intake.	Coach	

5 Days 31–90: From New Member to Regular

	STEP	WHO	DATE
☐	**Days 31–60: introduce them** to members with similar goals or a similar schedule.	Coach	
☐	**Invite them in:** a beginner cohort, a partner class, the next social event (even a small one).	Coach	
☐	**Early in month three, check progress** against the goal on the engagement card. Keep it light.	Coach	
☐	**Around day 90, ask for feedback:** How welcome did you feel? What almost made you stop coming? What should we do differently for the next new member?	Coach	
☐	**Hand off at day 90** to the same newsletter and class rhythm as everyone else.	Automation	

SET UP ONCE, FOR EVERY NEW MEMBER

- ☐ **Name one person who owns each new member's first 90 days.**
- ☐ **Audit the week-one messages:** list every system email, automation, text and hand-sent message, cut the duplicates, and give each one left one job.
- ☐ **Set the guidance standard** and tell staff and new members both.
- ☐ **If you charge an onboarding fee,** say what it pays for.

THREE NUMBERS TO TRACK EACH MONTH

- ☐ **Visits in the first 30 days.** Most stall at two or three? Fix the first visit and the week-one messages.
- ☐ **Day-90 survival.** Of each month's sign-ups, how many are still active 90 days later?
- ☐ **Day-90 feedback.** The answers to "what almost made you stop coming?" tell you which step to fix first.

Let the routine parts run themselves

Gymdesk booking forms collect intake answers and waivers at sign-up, automations send the confirmation and the day-7 and day-14 messages, and an absence automation flags anyone who goes quiet.

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