GYMDESK · GYM DECORATION CHECKLIST

CURB-TO-MAT WALK-THROUGH

Walk your gym the way a trial visitor does, from the parked car to the mat. Take your phone and photograph every stop. Tick a box only when the answer is yes.

Gym: _____

Walked by: _____

Date: ____/____/_____

1 · From the car

park where a visitor would park

- [ ] **Can you read the sign from the road?** Gym name plus what you teach, in letters big enough to read at driving speed.
- [ ] **Is the sign lit?** Evening classes run in the dark for half the year.
- [ ] **Do the windows sell the class?** Schedule, the styles you teach, and a big photo of a real class. Keep the lower glass clear so people can look in.
- [ ] **Is there a lit path from the parking lot to the door?** For a nervous first-timer, that does more than any mural inside.

2 · The door and the lobby

- [ ] **Can a visitor see training from the door?** A window in the mat-room door, a doorway left open during warm-ups, or a couch with a clear view of the mat.
- [ ] **If you teach kids, does the view land on their class?**
- [ ] **Is the front desk counter clear?** One tablet for check-in. The clipboard, cash box, and waivers go out of sight.
- [ ] **Is the merch on the wall behind or beside the desk?** It decorates the lobby and sells at the same time.
- [ ] **Do parents have a seat with a view of the mat?** Hang the kids' class photos where they wait, at eye level for a parent.

3 · The training floor

- [ ] **Do the walls say who you are?** Logo, mural, or one accent wall in your brand color behind the mat where class photos get taken.
- [ ] **Is the belt or achievement wall current?** Promotion photos from 2019 say the last good year was 2019.
- [ ] **Are the mirrors where technique needs them?** The striking area, the lifting platform. Keep a corner where a beginner isn't watching themselves all hour.
- [ ] **Do the mats look good in a photo?** Color, seams, and condition all show up. Two colors can mark zones without a sign.
- [ ] **Does the room look dim in photos?** If it does, it probably is.
- [ ] **Can you talk to someone three feet away without raising your voice?** If not, the music is probably over 85 decibels. Turn it down a notch.

4 · Locker rooms and bathrooms

- [ ] **Is it clean?** Clean comes first. Everything else on this list comes after.
- [ ] **Are the small upgrades done?** Hooks, a shelf for phones and keys, a decent mirror, brighter bulbs, and fresh paint.

5 · Before they ever park

first impressions are plural

- [ ] **Do your website photos show the room as it looks now?** The room people see online should match the one they walk into.

> **Start here:** the photos show you what your eyes stopped noticing months ago. Anything you'd rather a first-timer didn't see goes on the fix list on page 2.

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YOUR FIX LIST

Everything that made you wince, sorted by how big a job it is. Start with the weekend tier: it's the cheapest, and it shows up in every class photo.

Next walk-through: ____/____/_____

Fix list

STOP	WHAT MADE YOU WINCE	THE FIX	TIER	DONE
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

Tier: write W (a weekend), M (a month), or B (a buildout).

Three sizes of project

TIER	WHAT IT USUALLY COVERS
A weekend	Paint, decluttering, window schedule, music turned down
A month	Mural, belt wall, parent seating, brighter lighting
A buildout	Glass walls, new flooring, exterior signage

Room check numbers

Light: a lighting supplier puts fitness centers at 30 to 40 foot-candles. If the room looks dim in photos, it probably is.
Sound: OSHA's rule of thumb: if you have to raise your voice to talk to someone three feet away, it's probably over 85 decibels. In a University of Maryland study, spin classes that ran two to three decibels quieter showed no drop in workout intensity.
Sources checked October 31, 2026.