

FREE-TRIAL OFFER AUDIT

How many ways can somebody try your studio for free right now? If the answer is more than one, you've got a leak you've been calling a funnel. List every free way in, keep one, and take the rest down.

STEP 1 · INVENTORY EVERY FREE WAY IN

Include the ones you forgot about. Old ad campaigns and partner pages count.

#	OFFER (AS THE CUSTOMER SEES IT)	WHERE IT LIVES	LENGTH	WHO GREETES THE NEWCOMER	KEEP / KILL
1		☐ Website ☐ Google Business ☐ Paid ad ☐ Front desk ☐ Partner / other			☐ Keep ☐ Kill
2		☐ Website ☐ Google Business ☐ Paid ad ☐ Front desk ☐ Partner / other			☐ Keep ☐ Kill
3		☐ Website ☐ Google Business ☐ Paid ad ☐ Front desk ☐ Partner / other			☐ Keep ☐ Kill
4		☐ Website ☐ Google Business ☐ Paid ad ☐ Front desk ☐ Partner / other			☐ Keep ☐ Kill
5		☐ Website ☐ Google Business ☐ Paid ad ☐ Front desk ☐ Partner / other			☐ Keep ☐ Kill

Only one row gets "Keep." If two offers both feel essential, you're describing the same offer twice, or you're negotiable and your website says so.

STEP 2 · TEST THE ONE YOU KEEP

- ☐ **It's free.** No deposit, no "first class \$10." A price on the intro is a second offer wearing a disguise.
- ☐ **It's short.** One session. Thirty minutes is enough to walk somebody through the equipment.
- ☐ **A named person is next to the newcomer the whole time.** Write their name here: _____
- ☐ **It has one booking link,** and it works from a phone in under a minute.
- ☐ **It shows up in three places on the homepage:** the nav, the hero, and the mobile bar.
- ☐ **The button says the same thing everywhere.** Pick the words once: _____

THE MODEL: ONE OFFER, THIRTY MINUTES, ONE PERSON ALONGSIDE

Club Pilates offers exactly one way to try a studio for free. It's a **30-minute introductory class**, somebody walks the new person through the reformer, and the same button sits in the nav, the hero, and the mobile bar. Copy the shape.

STEP 3 · TAKE THE OTHERS DOWN

Every place a dead offer can still be found. Check it off with the date you removed it.

- ☐ Website nav and hero · removed ____/____
- ☐ Pricing or memberships page · removed ____/____
- ☐ Pop-ups and banners · removed ____/____
- ☐ Google Business Profile posts and offers · removed ____/____
- ☐ Meta ads (including paused campaigns) · removed ____/____
- ☐ Google ads and extensions · removed ____/____
- ☐ Instagram bio link and pinned posts · removed ____/____
- ☐ Front-desk flyers and window signage · removed ____/____
- ☐ Partner and directory listings · removed ____/____
- ☐ Front-desk script (what staff say when asked) · updated ____/____

STEP 4 · WATCH IT FOR NINETY DAYS

MONTH	FREE INTROS BOOKED	ATTENDED	JOINED	ATTENDED ÷ BOOKED	JOINED ÷ ATTENDED
Month 1					
Month 2					
Month 3					