

Gym Newsletter Scorecard

After each send, look at a small set of numbers and ignore the rest. Log every issue on one row, work out two rates, and read your notes before you write the next one.

Gym: _____

Year: _____ Sends: monthly / every two weeks

CLICK RATE · THE ONE TO CHECK FIRST

1.45% health and fitness median
Clicked ÷ sent to. Near it is normal. Well above it means members like what you send.

UNSUBSCRIBE RATE

0.3% health and fitness median
Unsubscribed ÷ sent to. About one person on a 300-member list. A spike means something in that issue missed.

SUBJECT LINE LENGTH

20-40 characters
The best-performing sends were 45% more likely to land in this range. A nudge, not a rule.

THE LOG one row per issue · rates to two decimals · tick the box when a rate beats the median

#	SEND DATE	SUBJECT LINE	CHARS 20-40?	SENT TO	CLICKED	CLICK RATE ≥ 1.45%?	UNSUBS	UNSUB RATE ≤ 0.3%?	REPLIES AND FRONT-DESK MENTIONS	ACTION TAKEN (BOOKINGS, REGISTRATIONS)	CHANGE NEXT TIME
		Benchmark: MailerLite 2026, health and fitness median	20-40			1.45%		0.3%			
1			☐			___% ☐		___% ☐			
2			☐			___% ☐		___% ☐			
3			☐			___% ☐		___% ☐			
4			☐			___% ☐		___% ☐			
5			☐			___% ☐		___% ☐			
6			☐			___% ☐		___% ☐			
7			☐			___% ☐		___% ☐			
8			☐			___% ☐		___% ☐			
9			☐			___% ☐		___% ☐			
10			☐			___% ☐		___% ☐			
11			☐			___% ☐		___% ☐			
12			☐			___% ☐		___% ☐			

Why there's no open-rate column. Apple's Mail Privacy Protection loads email content in the background for people who turn it on, whether they read the email or not. A lot of your opens are phones, not people. Treat open rate as a loose trend line and trust clicks.

Write down what members did. The rates tell you whether they engaged. Did the workshop fill? Did people book the new class? Read the whole row before you write the next issue.