

THE 30-MINUTE NIGHTLY ROUTINE

Three jobs, every night, in this order. Danny Gutman runs ITC New York around a full-time job and a baby, and this is the hour after his son goes to sleep. Nothing on this page needs you in the room.

Week of ____/____/____

Gym _____

THE THREE JOBS in this order, because the first one is the easiest to skip

1

~10 MIN

Unconverted leads

People who signed up for something and never became members. *"I'm going to take a look at the last hundred people that's done that and basically reach out to them with an email or with a text."*

- ☐ Open the leads list, sorted newest first
- ☐ Anyone older with no touch in 14 days: one email
- ☐ Anyone from the last 7 days with no reply: one text, from you
- ☐ Count sent tonight: _____

2

~10 MIN

The lapsed-member check

Membership count by program, then who you haven't seen in a while. The message isn't a sales pitch: *"hey, we're thinking about you and hope everything's okay."*

- ☐ Pull attendance by program for the last 14 days
- ☐ Anyone under 30 days old who missed one: message them
- ☐ Anyone who trains weekly and missed two: message them
- ☐ Names tonight: _____

3

~10 MIN

The money

Last month against next month. *"You know, projections."* Ten minutes with the billing report, so a soft month shows up while you can still do something about it.

- ☐ Revenue this month so far vs. same day last month
- ☐ Expiring memberships in the next 30 days
- ☐ Scheduled payments next 30 days, and how many cards are failing
- ☐ One number to write down: \$_____

THIS WEEK'S LOG tick the night, note the one thing you found

NIGHT	LEADS	LAPSED	MONEY	THE ONE THING WORTH ACTING ON TOMORROW
Monday	☐	☐	☐	
Tuesday	☐	☐	☐	
Wednesday	☐	☐	☐	
Thursday	☐	☐	☐	
Friday	☐	☐	☐	
Saturday	☐	☐	☐	
Sunday	☐	☐	☐	

WHAT TO HAND TO THE SOFTWARE so the routine gets shorter

- ☐ **Trial welcome sequence.** Somebody signs up and the welcome email or text fires on its own, so the first impression doesn't depend on whether you're awake. This is Danny's current project.
- ☐ **The "haven't seen you" message.** An absence trigger that fires at your threshold and opens a task for a coach. Job 2 becomes reading a list.
- ☐ **The referral program.** A code that runs itself. *"Just, you know, with the code."*
- ☐ **Failed-payment retries and reminders.** Job 3 stops being a list of cards to chase.

THE RULE

RETAIN BEFORE YOU RECRUIT

"You have to make sure that you're able to retain your current members and not just look for new members... Otherwise, you're kind of coasting." That's why the leads come first and the lapsed check comes second, and why neither one is allowed to compete with coaching for your attention.

Where do your admin hours actually go? Audit them before you plan the week: gymdesk.com/tools/gym-admin-time-calculator