



BETTER SOFTWARE FOR YOUR FITNESS PASSION

# FITNESS BUSINESS MANAGEMENT

## TIME TRAPS TO AVOID



# OVERVIEW.

**While important, daily administrative tasks can keep fitness business owners behind a desk instead of in front of clients.**

Are you falling into common time traps that are preventing you from building relationships with students and growing your business?

## **THIS E-BOOK WILL HELP YOU:**

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- 1. Identify common administrative time traps**

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- 2. Learn how to avoid common time traps**

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- 3. Find opportunities to build relationships with clients**



# COMMON TIME TRAP #1

## TOO MUCH PAPERWORK.



**With so many moving pieces, it can be easy to get bogged down by paperwork.**

From new memberships to class sign-ups, drowning in paperwork is a common problem for fitness business owners.

Besides the clutter that your paper trail can create, it also takes away from time you should be spending with your clients. We know you'd rather be interacting face-to-face with members, not behind a desk and mounds of paperwork.

### **CLIENT MANAGEMENT TIP:**

We are drawn to people who are interested in us and make us feel important. Are you spending time on interactions that create life-long clients? Think of ways to exceed expectations, and you'll create an army of loyal fans.

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# COMMON TIME TRAP #2

## MEMBER SIGN-UP/CLASS REGISTRATION TAKES TOO LONG.



Signing members up for services or classes can be a time consuming process that often ends up happening before classes start (a critical time for engaging with clients and making people feel welcome). Between waivers, signatures, and contracts, there are a lot of pieces to keep together and organized.

### CLIENT MANAGEMENT TIP:

When businesses grow, it's not uncommon for processes to become complex and inefficient. Do occasional audits of your clients' experience to help uncover pain points.

For example, is it easy to pay you?  
How about checking in for a class?

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# COMMON TIME TRAP #3

## RETAIL PURCHASES ARE A HASSLE.



While offering retail items to your members is a perk to them and can become an additional revenue source for your business, it can be a hassle to manage and process the traditional “honor board” often used in gyms for retail items.

### **CLIENT MANAGEMENT TIP:**

Consider first and last impressions. It’s long been recognized that these are the things that will be remembered most. Can you challenge your entire team to deliver an amazing first and last impression?

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# TAKE BACK YOUR TIME!

**If you've experienced these common time traps, it is time to take back your time and focus your energy on growing your business.**

Trade in the paper, the tricky retail purchases, the long member sign-up process, and the time behind the front desk for a solution designed to help both you and your clients. Fitness business management software can help you streamline typical administrative processes.

Zen Planner's Staff App for fitness business management is built to help end common time traps for fitness business owners. It is designed for core front office processes - removing paperwork and manual documentation.

**The app provides the ability to register for a membership and check-in to a class through a simple user interface.**

When signing up, new members can take their photo and digitally sign waivers and contracts and even pay for their membership in just a few steps - it's super simple.

With the Staff App business owners are free to focus on building relationships and engaging with their members and students, rather than managing an inefficient paper processes.



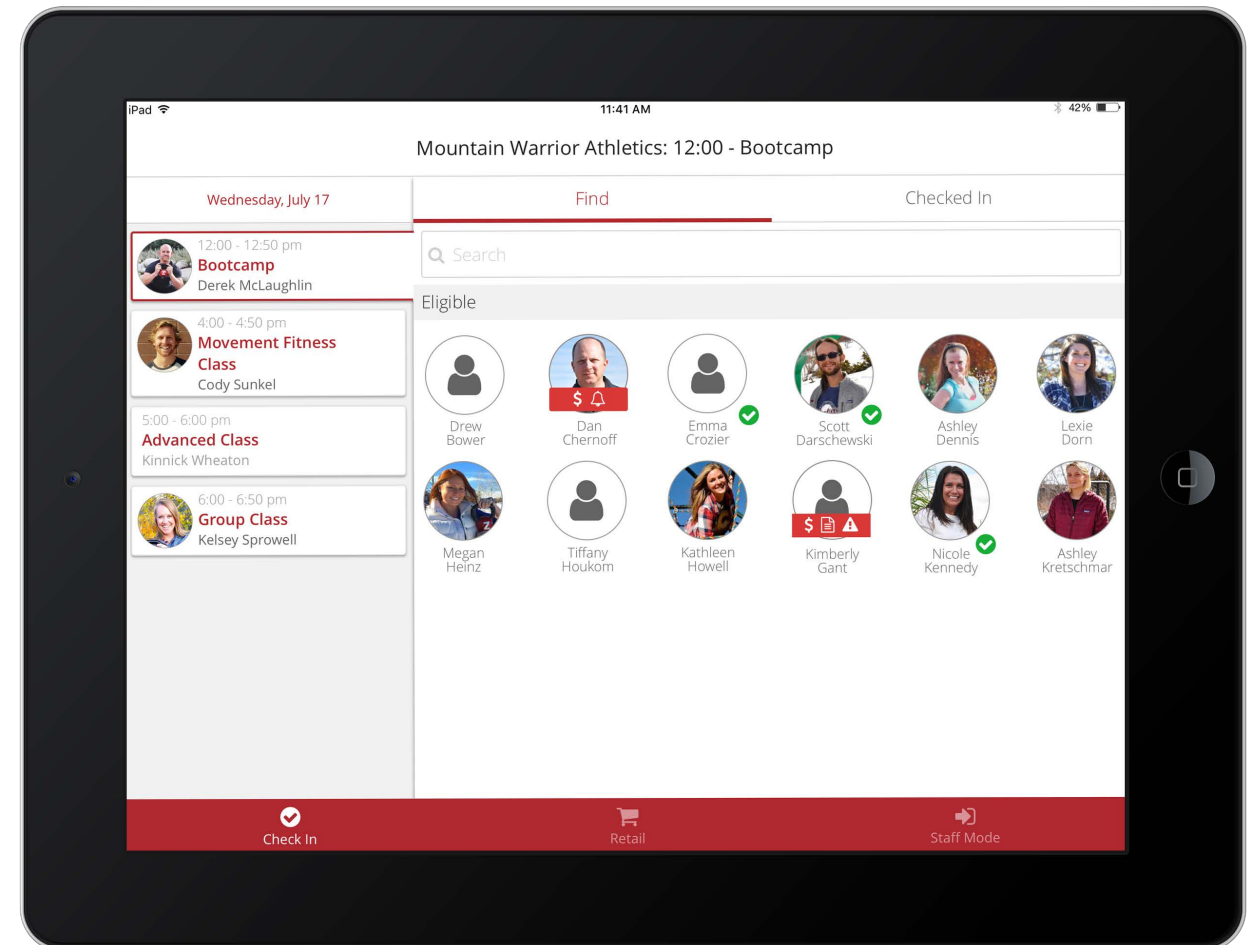
# SUMMARY.

Get digital and avoid these common time traps. Ditch the paper and offer a system that is intuitive for both your staff and your members. If you're ready to start saving time and improving membership management, request a free demo of our Staff App.

If you want additional advice or information, we invite you to reach out to one of our knowledgeable Software Specialists. Our team is made up of passionate fitness enthusiasts who understand what it takes for you to grow your business. We'll help you get back to doing what you are passionate about - changing lives through fitness and wellness.

## VIEW THE STAFF APP:

[HTTP://ZENPLANNER.COM/STAFF-APP](http://zenplanner.com/staff-app)



## ABOUT ZEN PLANNER

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# ZEN PLANNER'S ALL-IN-ONE SOFTWARE GIVES YOU EVERYTHING YOU NEED TO TURN YOUR PASSION INTO A SUCCESSFUL BUSINESS.

With the integrated payment processing, scheduling, membership management, email and website templates, you have everything required to develop and grow the fitness community you worked so hard to create. Not only does Zen Planner provide you with the tools that enable you to grow, nurture, and retain your students, it is also remarkably easy to use.

While some software providers require paid training over weeks and months, Zen Planner makes it easy to get up and running. Every customer gets free sessions with a personal coach, so you can take advantage of Zen Planner's rich features right from the start.

Zen Planner is backed by a team of like-minded fitness fanatics. Our team is made up of affiliate gym competitors, black belts, yoga instructors, dancers, and gym owners. When you do need help, we combine our software know-how with our expertise in your community to help you and your business thrive.

Our passion for fitness and your success is apparent in our consistently high customer satisfaction score of 99%. And one out of every two customers refers another happy customer to us.

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**For more information on how Zen Planner can help you better manage your business:**

Visit us on the web: [zenplanner.com](https://zenplanner.com) | Give us a call toll-free: 866-541-3570 | Sign up for a demo: [zenplanner.com/demo](https://zenplanner.com/demo).