

RETENTION **DESK**

BY SOUSA AESTHETICS

WHAT YOUR GYM OR STUDIO GETS

KEEP THE MEMBERS YOU WORKED **HARD** TO GET.

Retention Desk keeps your members, clients or students coming back and brings back the ones who drifted off. Every piece is written for your business, ready to send from the tools you already use, and nothing reaches your members until you approve it.

SEE THE WORK BEFORE YOU PAY ANYTHING

01

FREE

Retention Snapshot

A one page look at your business from public info: what is working, where members may be slipping, three fixes, and a sample win back email in your voice.

PAGE 2

02

FREE

Pilot campaign

One complete win back campaign for past members and trial leads who never joined, ready to send from your own email or member app.

PAGE 3

03

\$397 A MONTH

Retention Desk, every month

A welcome journey, a monthly win back campaign, four member emails and a results report with your at risk list.

PAGES 4 TO 6

START FREE Call or text Thomas at 727 490 9963 for your free snapshot. The first 5 businesses pay \$297 a month for 6 months, then \$397.

EVERY MEMBER WHO STAYS IS ONE YOU DO NOT HAVE TO WIN AGAIN

1 in 3

members leave the average gym every year.

About half

of new members quit within six months.

6 members

kept each month cover Retention Desk at the average \$69 gym membership. At a \$150 studio membership, it takes 3.

Source: HFA data via Gymdesk, September 2026.

Thomas Sousa

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sousaaesthetics.com/gyms · St. Petersburg, Florida, working with gyms and studios anywhere in the US

RETENTION **DESK**

BY SOUSA AESTHETICS

STEP 01 · FREE

YOUR RETENTION SNAPSHOT

A one page look at your gym or studio, built from your website, reviews and social media, with three fixes you can use this month. It costs nothing and comes with no contract.

WHAT IS INSIDE

- **What is working**, in your own details: your classes, coaches and reviews.
- **Where members may be slipping**, like a free class with no next step or a feed that went quiet.
- **Three fixes you can use this month**, specific to your business.
- **A sample win back email in your voice**, with [brackets] for anything only you can decide.

HOW IT WORKS

- 1 You send your business name** and your website or Instagram, on the website, by email or by text.
- 2 It is built from public information only.** No login, no member list, no questionnaire.
- 3 It arrives by email**, usually within a day of asking, from Thomas Sousa.

If it looks useful, the next step is your free pilot campaign: a full win back campaign built for your business.

WHAT IT LOOKS LIKE

SAMPLE GYM

RETENTION SNAPSHOT

BAYSIDE STRENGTH CLUB

Prepared by Thomas Sousa from public information · October 2026

WHAT IS WORKING

Your 6am strength classes fill up, and your reviews mention Coach Marcus by name. The Saturday team workout gives members an easy reason to bring a friend.

WHERE MEMBERS MAY BE SLIPPING

- There is no next step after the free first class, so trial visitors leave without an offer.
- Your Instagram went quiet five weeks ago, so past members have nothing pulling them back.

THREE FIXES FOR THIS MONTH

- 1** Email members who have not booked in [30 days] with [a free week back].
- 2** Offer a two week intro after the free class.
- 3** Share one member story a week on Instagram and in your Monday email.

For context: the average gym keeps 66.4 percent of members a year, and about half of new members quit within six months (HFA via Gymdesk, Sept 2026).

SAMPLE WIN BACK EMAIL

Subject: **A free week back at Bayside**

Hi [first name],

It has been a while since we saw you at Bayside Strength Club, and the 6am crew is still going strong.

We would love to have you back, so your next week is on us.

Reply to this email or book a class at [booking link], and I will save you a spot.

Coach Marcus, Bayside Strength Club

Words in [brackets] are yours to choose before you send it.

STEP 02 · FREE

YOUR PILOT CAMPAIGN

One complete win back campaign for people who already know your business: past members who cancelled or froze in the last six months, and trial or intro leads who never joined. Built around one offer you choose, ready to send from your own email or member app.

FIVE MESSAGES OVER TEN DAYS

Day 1 EMAIL A warm note on what makes your place worth coming back to, with your offer.	Day 3 TEXT A short reminder of the offer.	Day 5 EMAIL What is new since they left: classes, coaches or events.	Day 8 TEXT A quick, personal check in.	Day 10 EMAIL Last call for the offer.
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WHAT YOU GET

- Three emails and two texts, with your coaches, classes and offer in every message.
- Sending steps for your own software, from Mindbody or PushPress to plain Gmail.
- A code word in every message, like COMEBACK, for people to mention at your front desk or reply with, so you can see who came back.
- Nothing goes out until you send it. Change anything you like first.

THE RULES EVERY MESSAGE FOLLOWS

The copy never uses guilt or pressure. Every email keeps your unsubscribe link, and texts go only to people who agreed to get texts from your business.

One free pilot per business, however many locations it has. Already sure? Tell Thomas you are ready to start and skip both free steps.

WHAT WE NEED FROM YOU

- **Your offer for past members**, for example a free week back or your old rate for 30 days.
- **Roughly how many** past members and trial leads you have.
- **What you email or text members from.**
- **If you like**, your active members and most common monthly price, so we can show what the pilot is worth in dues.

Skip anything you are not sure of, and the campaign leaves a blank for you to fill in.

AFTER YOU SEND IT

- 1 Your front desk jots down anyone who mentions COMEBACK or replies with it.
- 2 Two weeks after you send it, we ask for **three rough numbers**: how many it went to, how many replied and how many came back.
- 3 We look at them together, and **only then do you decide**. Your results stay private unless you say we can share them.

STEP 03 · \$397 A MONTH PER LOCATION

RETENTION DESK, EVERY MONTH

Once you are a client, every month your business gets four things, each built around your own classes, coaches and voice.

WHAT YOU GET	WHAT IT IS	WHEN IT ARRIVES
90 day welcome journey	Ten messages that walk each new member from their first day to their 90 day mark	Built in your first two weeks, then runs on its own and gets tuned every month
Win back campaign	Three emails and two texts to past members and trial leads who never joined, built around one offer you choose	First week of each month
Four member emails	One email a week to your current members, in your brand, that gives them a reason to show up	Every Monday
Results report and at risk list	Last month's numbers, plus members who stopped coming or are coming less: a personal check in for as many as your coaches can send, and one shared check in email for the rest	First business day of each month

Everything arrives ready to paste into your own tools, and nothing goes out until you approve it.

01 · THE 90 DAY WELCOME JOURNEY

TEN MESSAGES FROM DAY ONE TO DAY 90

About half of new members quit within their first six months, and members who do not engage in their first 30 days are much more likely to be among them (Gymdesk). So six of the ten land in the first month. Each names your real coaches, classes and schedule, and every month the messages with the fewest replies and return visits get rewritten.

FIRST WEEK

- Day 0** **Welcome**
What to expect, how to book, who to ask
- Day 2** **First class follow up**
How it went and what to try next
- Day 7** **Week one check in**
Book the next three visits

REST OF MONTH ONE

- Day 14** **Meet the crew**
A coach to know and a class to try
- Day 21** **Three week check in**
One quick question on how it is going
- Day 30** **One month mark**
Celebrate and ask for feedback

MONTHS TWO AND THREE

- Day 45** **Try something new**
Another class or program to explore
- Day 60** **Goal reset**
Pick what to aim for next
- Day 75** **Bring a friend**
An easy invite to share with someone
- Day 90** **90 day mark**
Celebrate and set the next goal

02 · MONTHLY WIN BACK CAMPAIGN

A NEW CAMPAIGN EVERY MONTH

Each month a new campaign goes to past members who cancelled or froze in the last six months and to trial or intro leads who never joined: the same five messages over ten days as your pilot (page 3).

- **You pick the offer each month**, for example a free week back or your old rate for 30 days.
- **A code word in every message**, like COMEBACK, so you can count who came back. Who replied and who came back shows up in your next report.
- **Reads as a plain note from your coach**, which feels more personal. Ask and we will put it in your brand too.
- **No guilt or pressure**, your unsubscribe link on every email, and texts only to people who agreed to them.

03 · FOUR MEMBER EMAILS

A REASON TO SHOW UP, EVERY MONDAY

One email to your current members every Monday, so they always have a reason to come in. The themes rotate.

WEEK 1

Coach tip

A training idea from one of your coaches, with no medical, injury or diet claims

WEEK 2

Member spotlight

A member's story, shared only with their permission

WEEK 3

What's on

New classes, events and schedule changes

WEEK 4

Monthly challenge

A simple challenge or community event that gets people in the door

In your brand. Member emails come with your logo, your colors and a booking button, ready to copy into your email tool's editor. If we do not have your colors yet, they arrive on a clean neutral design, and we match your brand as soon as you send them.

WHEN YOU BECOME A CLIENT

YOUR FIRST MONTH

DAY 1	You fill out a 10 minute intake about your business, offers, coaches and voice, and send a member export. You also get a setup guide for your software and, if you want, a 30 minute screen share to walk through it.
WEEK 1	Your welcome journey arrives for review.
WEEK 2	You approve it and paste it into your own email or text tool, where it runs on its own.
WEEKS 2 TO 3	Your first win back campaign arrives.
EVERY MONDAY	Member emails start once you approve them.
NEXT MONTH	On the first business day, your first results report and at risk list arrive.

04 · RESULTS REPORT AND AT RISK LIST

YOUR MONTHLY REPORT

On the first business day of each month you get a one page report built from your member export. It shows what happened and how each number was counted, including whether the members who came back covered your fee.

- 1 Your numbers.** Active members, new joins, cancellations and retention for the month.
- 2 Win back results.** Who got the campaign, who replied and who came back.
- 3 Against your fee.** Whether the dues from members who came back covered your monthly Retention Desk fee, with a plain note on how that number was counted.
- 4 Welcome journey results.** How many new members are still visiting at 30, 60 and 90 days.
- 5 At risk list.** Members who stopped coming or are coming less, all counted, with check ins ready to send.
- 6 Next month's plan.** What stays, what changes, and the offer we suggest.

WHO LANDS ON THE AT RISK LIST

- No visit in 14 to 60 days.
- Visits fell by half or more from the month before.
- New, and went quiet after their first week.

The ones your coaches have time for get a **personal check in** a coach can send: 20 a month to start and up to 40, set in your intake. New members going quiet come first, then members whose visits dropped, then those who stopped coming, most recent first. Everyone else gets **one shared check in email**, plus a text for members who agreed to texts. Active members away longer than 60 days are counted in your report, so you can decide how to reach them.

WHAT IT LOOKS LIKE

MADE UP NUMBERS

RESULTS REPORT

BAYSIDE STRENGTH CLUB

November 2026 · prepared by Thomas Sousa from your member export

7 past members came back this month, about \$623 a month in dues.

YOUR NUMBERS

418

Active members
Up 6 from October

31

New joins
Up 3 from October

25

Cancellations
Up 4 from October

93.9%

Retention
Down 0.9 points from October

WIN BACK RESULTS

Got the campaign		140
Replied		12 · 9%
Came back		7 · 5%

7 members back at your \$89 membership is about \$623 a month in dues.

AGAINST YOUR FEE

About \$623 a month in dues came back against your \$397 Retention Desk fee, so the win back covered it.

How this is counted: past, frozen and trial members your export or front desk shows as back this month, at your main membership price. It can include people who came back on their own, and it leaves out members the welcome journey and check ins helped keep.

CHECK IN, READY TO SEND

Taylor S. NO VISIT IN 14 DAYS OR MORE

Hi Taylor, Coach Marcus here. We have missed you at 6am. Want me to save you a spot this week?

WORKING TOGETHER

WHAT IT TAKES FROM YOU

WHAT WE NEED FROM YOU

- A member export once a month with name, email, phone, join date, last visit and membership status. Your setup guide shows where to find it in your software.
- A quick approval on each piece before it goes out.
- A few minutes to paste each approved piece into your own email or text tool, plus loading your welcome journey into your software once in your first two weeks.
- The offer you want to make lapsed members each month.
- How many personal check ins your coaches can send each week, so the at risk list fits their time.
- Your logo and brand colors for your member emails, or a link to your website so we can match it.

YOUR TIME

ONCE	About 10 minutes for the intake, and loading your welcome journey into your software in your first two weeks.
MONTHLY	An export, a quick look at each piece, and sending your win back campaign: five messages over ten days.
WEEKLY	Sending one member email each Monday, and your coaches sending their check ins.

We ask every pilot how long sending took and will share the real number once three pilots have told us.

YOUR DATA

Your member data is used only for your campaigns and reports. It is never sold or used for another business, and it is deleted within 30 days after you leave. If we ever learn it was seen by someone it should not have been, we tell you within 72 hours.

WHO DOES THE WORK

A team of AI agents researches your business, drafts every piece and checks it against your details and our rules. Thomas Sousa reviews every piece and sends it to you himself, and he is the person you talk to. AI training on your data is switched off.

WHO SENDS TO YOUR MEMBERS

You do. Everything goes out from your own email or member app, under your business's name, and only after you approve it. Nobody else logs in to your accounts.

PRICING

ONE FLAT PRICE PER LOCATION

Retention Desk

\$397

a month per location

- Welcome journey, win back campaign, four member emails and a monthly report
- The same price at any size
- Month to month, cancel anytime
- Your member data is deleted within 30 days after you leave

Founding rate

FIRST 5 BUSINESSES

\$297

a month for your first 6 months, then \$397

- The same full service
- On every location you have when you start, counting as one of the first 5 businesses
- In exchange for a testimonial and your results data
- Month to month, cancel anytime. Ask how many of the 5 places are left.

OUR PRICE PROMISES

- One price at any size. A location's price never goes up because you gained members.
- Any price change comes with 30 days notice by email, and never during a founding rate's first six months.
- One founding rate and one free pilot per business, however many locations you have.
- No setup fee and no long term contract. Cancel by replying to any of our emails.

WILL IT PAY OFF AT YOUR SIZE?

Your dues decide it, not your headcount. Members it takes each month to cover the fee (one member paying one month of dues):

YOUR MONTHLY DUES	TO COVER \$397	TO COVER \$297
\$40	10	8
\$69 (average gym)	6	5
\$100	4	3
\$150	3	2
\$200	2	2

Members who came back or stayed. Average membership from HFA data via Gymdesk.

Paying. By card through a secure Stripe link, billed monthly for each location, under our one page service terms at sousaaesthetics.com/terms. **Results.** We do not guarantee results. Your report shows what happened every month and how each number was counted, including whether the members who came back covered your fee, and you can cancel any month.

STRAIGHT ANSWERS

QUESTIONS OWNERS ASK

Is this only for gyms?

No. It works for any business where people come back every week: yoga, Pilates, barre, dance, pole, martial arts, boxing, cycling, climbing, personal training and wellness studios. Everything is written in your words, whether you have members, clients or students.

What software does it work with?

Any tool you already use to email or text members, from Mindbody, PushPress, Wodify, Zen Planner, Glofox, Gymdesk or Jackrabbit to plain Gmail. Every piece arrives ready to paste in, with a setup guide for yours.

Do I have to give you a login?

No. Nobody else logs in to your accounts. You paste each piece into your own tools, and we can walk you through it on a 30 minute screen share.

Do you email my members directly?

No. Everything goes out from your own email or member app, under your business's name, and only after you approve it.

My software already sends automated emails. Why add this?

Keep them. Your welcome journey goes into those automations, or into your email tool if it has none. What most software does not do is pick the members most worth a personal message each month, write that message for a coach to send, and build a fresh win back around a new offer.

What if my members ignore email?

Each win back campaign includes two texts for members who agreed to get texts, and the at risk list gives your coaches a personal message to send from their own phones. The code word shows who actually came back, not just who opened an email.

How do you count who came back?

Every win back message asks people to mention a code word, like COMEBACK, at your front desk or reply with it. Your report counts the past, frozen and trial members your front desk or export shows as back, and when you give a range we use the lower number. Some may have come back on their own, so your report says how every number was counted.

Once my welcome journey is built, what am I paying for?

The journey is yours to keep. Each month you get a new win back campaign, four member emails, your results report with the at risk list and check ins ready to send, and a rewrite of the journey's weakest message.

Do you work with more than one location?

Yes. Each location is \$397 a month and gets its own journey, campaigns and report. A business with several locations counts once toward the first 5, gets the founding rate on every location it has when it starts, and gets one free pilot.

Can I cancel?

Yes, anytime. There is no long term contract, and your member data is deleted within 30 days after you leave.

HOW TO START

Retention Snapshot

A one page audit and a sample email in your voice. Free.

Pilot campaign

A complete win back campaign, ready to send. Free.

Both

The snapshot first, then the campaign. Free.

Ready to start

Tell Thomas, skip the free steps, and he emails you the payment link.

Call or text

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Email

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Online

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