RETENTION DESK
BY SOUSA AESTHETICS

WHAT YOUR GYM OR STUDIO GETS

GET BACK THE DUES YOU ALREADY EARNED ONCE.

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 schedule or send 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

Free 10 Day COMEBACK Campaign

Three emails and two texts for past members and trial leads, ready to send.

PAGE 3

03 $397 A MONTH

The 90 Day Member Keeper System

Four things every month, plus named bonuses.

PAGES 4 TO 6

START FREE Call or text us at 727 490 9963 for your free snapshot. Then one Free 10 Day COMEBACK Campaign, with no card and no contract.

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

1 in 3

members leave within a year, in the industry's 2025 benchmark.

Nearly 1 in 5

new members quit within their first 90 days.

6 members

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

Sources: HFA 2025 benchmark; Gymdesk 2026 report, 4,594 gyms, mostly martial arts schools; $69 average, HFA 2025 US Consumer Report via Athletech News.

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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** from us, usually within a day of asking.

If it looks useful, the next step is your Free 10 Day COMEBACK Campaign: a full win back campaign built for your business.

WHAT IT LOOKS LIKE

SAMPLE GYM

RETENTION SNAPSHOT

BAYSIDE STRENGTH CLUB

Prepared by Retention Desk from public information · October 2026

WHAT IS WORKING

Your site lists Coach Marcus on the 6am strength classes, and your reviews mention him 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. Invite past members and trial visitors back to the 6am strength class 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: operators in the Health and Fitness Association's 2025 benchmark kept 66.4 percent of members in 2024, and across 4,594 gyms in Gymdesk's 2026 report, most of them martial arts schools, nearly one in five new members quit within 90 days.

SAMPLE WIN BACK EMAIL

Subject: **A spot for you at the Saturday team workout**

Hi [first name],

Coach Marcus leads the 6am strength class every weekday at Bayside Strength Club, and the Saturday team workout at 9am is an easy one to bring a friend to.

[Your next week] is on us, any class on the schedule. Reply to this email or book 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 FREE 10 DAY COMEBACK 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.

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 10 Day COMEBACK Campaign per business, however many locations it has. Already sure? Tell us 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 campaign is worth in your 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

THE 90 DAY MEMBER KEEPER SYSTEM

Once you are a client, every month your business gets four things, each built around your own classes, coaches and voice. Plus named bonuses, each built for one reason members slip away (page 5).

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	Arrives in week 1 with a load sheet for your software, then runs on its own, tuned every month
Monthly COMEBACK campaign	Three emails and two texts to past members and trial leads who never joined, built around one offer you choose	In your monthly pack, on the first business day
At risk list with check ins	Members going quiet: a personal check in for as many as your coaches can send, and one shared check in for the rest	In your monthly report, on the first business day
Results report	Your numbers, who came back, and whether their dues covered your fee, with how each was counted	In your monthly pack, on the first business day

Everything arrives ready to paste into your own tools, and each month's pieces arrive together, so you can schedule the whole month in one sitting. Scheduling a piece is your approval.

01 · THE 90 DAY WELCOME JOURNEY

TEN MESSAGES FROM DAY ONE TO DAY 90

Nearly one in five new members quit within their first 90 days, in Gymdesk's 2026 report on 4,594 gyms, mostly martial arts schools. So six of the ten land in the first month. Each names your real coaches, classes and schedule, and every month we rewrite the one or two where the fewest new members still visit, or any you say is not landing.

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 COMEBACK 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 free campaign (page 3).

- **You pick the offer each month,** like a free week back or your old rate for 30 days.
- **A code word,** like COMEBACK, counts who came back, in your next report.
- **A plain note from your coach,** or in your brand if you ask.
- **No guilt or pressure,** your unsubscribe link on every email, and texts only by consent.

BONUS · MONDAY 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. Monday 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.

BONUSES SET UP ONCE IN YOUR FIRST MONTH

TWO MORE BONUSES, PLUS OPTIONS

Moment Messages and your Front Desk Save Script arrive in your first week, next to your welcome journey, and keep working after that. The Weekly Pulse is yours to choose.

SET UP ONCE
Moment Messages
An email and a short text for each moment your business has: an intro offer ending, a class pack running low, a member back from a freeze. They run on their own in your software, or your report lists who hits one next month, with the message ready.

SET UP ONCE
Front Desk Save Script
What your front desk says when someone asks to cancel: one question on why, one option that fits the reason, picked only from what you already offer, and if they still want to go, a gracious goodbye the same day. With an email reply and a goodbye note.

OPTIONAL
Weekly Pulse
Send a quick member export each Monday and we send back the members who started slipping that week, with check ins ready, plus anyone whose payment failed. Your coaches send the same number of check ins, just sooner.

One offer, then honor the request. The Front Desk Save Script never makes cancelling harder than joining, and follows your own terms. **Your Weekly Pulse** comes back the same day when your export reaches us by 11am Eastern on a weekday. Skipping a Monday costs nothing. **More bonuses:** a New Faces List, Early Slip Alerts with your attendance report, and Holiday Hold and New Year Start in December and January; optional, Review and Friend Asks and Ready for More Picks.

03 AND 04 · AT RISK LIST AND RESULTS REPORT

YOUR MONTHLY REPORT

On the first business day of each month, a one page report built from your member export shows what happened and how each number was counted.

1. **Your numbers.** Active members, new joins, cancellations and retention.
2. **COMEBACK results.** Who got it, who replied and who came back.
3. **Against your fee.** Whether dues from members who came back covered your fee, and from report two, Since you started.
4. **Welcome journey results.** New members still visiting at 30, 60 and 90 days.
5. **At risk list.** Members going quiet, with check ins ready on a coach's phone.
6. **Failed Payment Recovery Notes.** Failed card payments, each with a friendly note.
7. **Milestone Notes.** 1 year marks and visit milestones, each with a coach's note.
8. **New Faces List.** New members to greet by name.
9. **Next month's plan.** What changes, the offer we suggest and your ready send list.

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.
- Off their usual pace (attendance report).

The ones your coaches have time for get a **personal check in**, 20 a month to start and up to 40, set in your intake: new members going quiet first, then regulars off their usual pace, then members whose visits dropped, then those who stopped coming. Everyone else gets **one shared check in email**, plus a text for members who agreed to texts. Members away over 60 days are counted, so you decide how to reach them.

WHAT IT LOOKS LIKE — MADE UP NUMBERS

RESULTS REPORT

BAYSIDE STRENGTH CLUB

November 2026 · prepared by Retention Desk 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 around the 25th (name, email, phone, join date, last visit, status) and a one line reply: replies, code words and next month's offer.
- If your export has them, total visits, the end dates of intro offers, packs and freezes, and why each past member left, for more milestones, moment reminders and Reason Matched COMEBACK.
- Three short intake answers: how members cancel and what you can offer instead, which moments you have, and whether you want the Weekly Pulse.
- With the Weekly Pulse, a quick export each Monday.
- Scheduling each piece in your own tools. Scheduling it is your approval.
- Loading your journey and Moment Messages once.
- How many check ins your coaches can send each week, and your logo and colors.
- For optional extras, your review link and friend offer, or one upgrade and its price.

YOUR TIME

ONCE	About 1.5 to 2.5 hours in your first month, plus scheduling your first COMEBACK campaign: your intake and export, reading your pieces, walking your front desk through its script, and loading the load sheet in two sittings.
MONTHLY	About 60 to 85 minutes: your export and one line reply, scheduling your pack in one sitting, two texts and your Failed Payment Recovery Notes, plus about 5 minutes with Ready for More Picks.
MONDAYS	About 5 minutes for a quick export, only with the Weekly Pulse.
WEEKLY	5 to 10 minutes for your coaches: check ins and milestone notes, each opened ready to send, and greeting the New Faces List.

YOUR FIRST MONTH

DAY 1	Check the intake we prefilled, answer the rest and send a member export. Your welcome email has your setup guide.
WEEK 1	Your journey and Moment Messages arrive on one load sheet, with your Front Desk Save Script and your first COMEBACK campaign, its send list built from your export.
WEEKS 2 TO 4	You load them, four messages in week 2 and the rest by week 4. Loading is your approval.
MONDAYS	Monday Member Emails go out once scheduled. With the Weekly Pulse, you send a quick export.
NEXT MONTH	Your first monthly pack, on the first business day.

YOUR DATA AND WHO DOES THE WORK

Your member data is used only for your campaigns and reports, never sold, and 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.

AI agents research your business, draft every piece and check it against your details and our rules; AI training on your data is switched off. A person on our team reviews and sends every piece, and answers your emails and calls. You send everything from your own tools, and nobody else logs in to your accounts.

Our estimates. Setup help comes by email: your setup guide covers your software screen by screen, and if a screen does not match, reply with a screenshot and we send the exact step. We ask every client how long each part took and will share the real numbers once three have told us.

PRICING

ONE FLAT PRICE PER LOCATION

The 90 Day Member Keeper System

$397

a month per location

- The core four every month, plus the named bonuses, three of them optional
- The same price at any size
- Month to month, cancel anytime
- Your member data is deleted within 30 days after you leave

Start free

BEFORE YOU PAY

$0

your snapshot and one Free 10 Day COMEBACK Campaign

- A one page Retention Snapshot of your business
- Three emails and two texts over 10 days for past members and trial leads
- Two weeks later, we look at who came back together
- No card and no contract

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.
- One Free 10 Day COMEBACK Campaign per business, however many locations you have.
- No setup fee and no long term contract. Cancel by replying to any of our emails.
- Covered or Free: if your first two monthly reports do not show the members who came back covering your fee, your next month is free, 2 free months at most.

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
$40	10
$69 (average gym)	6
$100	4
$150	3
$200	2

Members who came back or stayed. Average membership from the HFA 2025 US Consumer Report, via Athletech News.

Paying. By card through a secure Stripe link, billed monthly for each location, under our one page service terms at theretentiondesk.com/terms. **Results.** We cannot promise results, but Covered or Free puts our fee behind them. If neither of your first two monthly reports shows the members who came back covering your fee, your next month is free, and the month after too if your third report still falls short: 2 free months at most. Your part: load your welcome journey, schedule each COMEBACK campaign within 7 days, send your export each month by the date we ask and send the check ins you set in your intake. Full wording at theretentiondesk.com/terms.

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, in your words.

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 schedule each piece in your own tools, with your setup guide showing each step. We do not connect to software yet; owners' answers decide which connections we build first.

Do you email my members directly?

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

My software already sends automated emails. Why add this?

Keep them. Your welcome journey goes into those automations, or into your email tool. Most software does not pick the members most worth a personal message, write it for a coach, and build a fresh win back each month.

What if my members ignore email?

Each COMEBACK 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.

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. 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, Moment Messages and Save Script are yours to keep. Each month brings a new COMEBACK campaign, Monday Member Emails, your report and notes, 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 gets one Free 10 Day COMEBACK Campaign.

Will the Front Desk Save Script make it harder to cancel?

No. One question, one offer from what you already offer, then you honor the request the same day, under your own terms.

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.

Free 10 Day COMEBACK Campaign
Three emails and two texts, ready to send. Free.

Both
The snapshot first, then the campaign. Free.

Ready to start
Tell us, skip the free steps, and we email you what comes next.

Call or text
727 490 9963

Email
ts@theretentiondesk.com

Online
theretentiondesk.com