What we're changing Monday

Kestrel Strength Club · the coach playbook. For Casey Whitlock (sample name) and the coaches: Mara, Theo, Renee, Luis. Starts Monday 2 November 2026.

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IF NOTHING CHANGES, NOVEMBER TO APRIL

85 in. 86 out.

85

NEW MEMBERS WE BUY IN SIX MONTHS

86

MEMBERS WE LOSE

213

MEMBERS IN APRIL, ONE FEWER THAN TODAY'S 214

We spend $13,200 on marketing to stand still.

THE THREE-MONTH CLIFF

Half of every new class is gone by day 91

52 of 100

WHO JOIN ARE GONE BY DAY 91

45%

OF THOSE WHO REACH DAY 90 CANCEL AT DAY 90

$4,500

IN FUTURE DUES WALKS OUT WITH EVERY CLIFF CANCEL

They quit in week 3. They cancel at day 90.

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WHO CANCELS AT DAY 90

Twice a week by week 3, or gone at day 90

Fade-outs: 72% cancel

Under 1.5 visits a week in weeks 3 to 8. 37 of 58 booked mostly off-peak classes in their first month, because prime was full. Nobody noticed they stopped coming.

Regulars: 24% cancel

1.5 visits a week or more in weeks 3 to 8. If someone is still in the building twice a week at week 8, they stay.

The job: get every new member to twice a week by week 3, and notice by week 4 when they're not.

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ALL THREE START MONDAY 2 NOVEMBER 2026

Three moves

Move	One-time cost	Pays back	Six-month P&L delta
1. The First 90	$750	Feb 2027 (month 4)	+$2,590
2. Fill the Right Rooms	$4,800	Feb 2027 (month 4)	+$5,389
3. Partners, Not Ads	$600	Dec 2026 (month 2)	+$8,760
All three together	**$6,150**	**Jan 2027 (month 3)**	**+$16,389**

Run one at a time the three add to $16,739. Together they deliver $16,389: a member can only be kept once. $16,389 is the plan's number.

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MOVE 1 · THE FIRST 90

Every new member gets a coach and a plan

What changes Monday

- Foundations: a 2-week on-ramp, 4 small-group sessions, max 6, twice a month
- First-90 seats held in every prime class
- Week-4 and week-8 check-in for anyone under 1.5 visits a week
- Day-75 Strength Retest and a pick of the next 6-week block

Your part

- Run Foundations in rotation: $40 a session
- One coach is First-90 lead: $200 a month
- Text or talk to everyone on the Monday Fade-out list that week
- Run Retests in class

$750 one time · $520 a month · pays back Feb 2027 · +$2,590 over six months. The Monday Fade-out list is the thing that cannot be skipped.

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MOVE 2 · FILL THE RIGHT ROOMS · FROM 1 DECEMBER

Fewer empty classes. Room for 20.

What changes

- 10 off-peak classes a week cut: 9:30 am Mon to Fri; 7:30 pm Mon, Wed, Fri; Sat 7:00 am; Sun 10:00 am
- 2 more racks: every class holds 20 lifters, not 16
- 52 classes a week becomes 42

Your part

- Talk to every regular in a cut class before the schedule posts
- Help them move up an hour or to a kept slot
- 5:30 and 6:30 pm get room for four more, so First-90 seats stop costing a regular their spot

$4,800 one time · saves $1,514 a month from December · pays back Feb 2027 · +$5,389 over six months.

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COACH PAY, SAID PLAINLY

Your pay changes. Here's exactly how.

-$1,376

43 FEWER CLASSES A MONTH

+$520

8 FOUNDATIONS SESSIONS ($320) AND THE FIRST-90 STIPEND ($200)

-$856

A MONTH, FOUR COACHES TOGETHER: ABOUT $214 EACH

Casey tells each of you in person on Monday, before the new schedule posts, and you get first pick of the Foundations slots.

MOVE 3 · PARTNERS, NOT ADS · FROM DECEMBER

Members bring partners

What changes

- Paid social stops: marketing goes from $2,200 to $1,200 a month
- A $75 account credit for every member whose partner joins
- Partner Saturday: once a month the Sat 9:00 am class is bring-a-partner, coffee after

Your part

- Referral cards at the desk, a sign by the PR board
- Partners who join go straight into Foundations
- The count we need: 5 referral joins a month

$600 one time · net saves $475 a month · pays back Dec 2026 · +$8,760 over six months.

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ALL THREE TOGETHER, AGAINST DOING NOTHING

Paid back by January

Operating profit	Nov	Dec	Jan	Feb	Mar	Apr
Members, plan	213	214	228	235	240	241
Members, if nothing changes	211	207	215	217	218	213
Change in the month	−$6,321	+$2,691	+$3,739	+$4,612	+$5,310	+$6,358
Running total	**−$6,321**	**−$3,630**	**+$109**	**+$4,721**	**+$10,031**	**+$16,389**

November is a loss month on purpose: the $6,150 lands first. January turns the running total positive at +$109.

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ON THE WHITEBOARD BY THE PR BOARD

The Friday scoreboard

- New members under 1.5 visits a week: the Fade-out list, and whether each got a check-in
- Day-90 decisions this month, and how many stayed. Target cancel rate: 38%, 33%, 33%, 28%, 28%, 28%
- Referral joins this month. Target: 5
- Total joins against the plan: 13, 13, 25, 18, 16, 15
- Members at month-end against the plan: 213, 214, 228, 235, 240, 241

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THE ONE NUMBER TO WATCH

5 referral joins a month

5

REFERRAL JOINS A MONTH FROM DECEMBER

+$8,760

MOVE 3, THE BIGGEST SINGLE CONTRIBUTOR, RESTS ON IT

Roughly one referred join a week, five by month-end. Count it every Friday.

“Voltline sells the first two weeks. KeyRack sells a key. We sell the coach who knows your numbers.”

THE LINE FOR COACHES: MAKE SURE EVERY NEW MEMBER MEETS THAT COACH IN THEIR FIRST 90 DAYS.
COMPETITOR NAMES, PRICES AND OFFERS ARE INVENTED FOR THIS SAMPLE.

241 by April.

+$16,389 more operating profit over six months

Paid back by January 2027

$6,150 one time, all in November

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