

90-Day Retention

Playbook for Your Pilates Studio

How to turn first-time visitors into lifelong members, one week at a time.

A GUIDE FROM ABC GLOFOX

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CHAPTER ONE

Why the First 90 Days Decide Everything

You worked hard to get that new member through the door. Whatever brought them in, the real challenge starts now.

Here is the reality most studio owners learn the hard way: many member cancellations happen within the first 90 days. In those first three months, your new members are quietly deciding whether your studio is "their place" or just another thing they tried.

The good news? You have more influence over that decision than you think.

Why Pilates Studios Have a Unique Advantage

Unlike a big-box gym where members swipe in and leave, Pilates is inherently personal. You see your clients face-to-face. You correct their form. You learn their names. That personal connection is your superpower for retention, but only if you build on it intentionally.



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CHAPTER TWO

Week 1: First Impressions (Days 1–7)

Your new member is excited but uncertain. They are paying attention to every detail: how you greet them, how easy it is to book, whether anyone remembers their name. Your goal this week: make them feel like they made the right choice.

Day 1: The Welcome

The moment someone signs up, they should hear from you. If you are using a platform like ABC Glofox, you can automate this so it fires instantly, even if you are mid-class.



The First Class Experience

Brief your instructors on new members before class. A quick note in your team chat: "[First Name] is brand new, first class today." When an instructor greets a new member by name, it transforms the experience.

After class, follow up with a short, personal check-in:

"Hey [First Name], great to have you in class today! How are you feeling after your first session? Let us know if you have any questions about booking your next class."

Days 3–5: The Booking Nudge

If your new member has not booked their second class by day three, reach out. The gap between the first and second visit is where most drop-off happens.

AUTOMATION TIP

Using automated workflows, you can build reminders for members who have not booked again after joining. No one slips through the cracks, even on your busiest weeks.

Days 5–7: The Congratulations Milestone

Celebrate their first week. This reinforces the positive behavior of showing up and keeps your studio top of mind heading into the weekend.



A branded app can make booking easier and help members stay engaged.

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CHAPTER THREE

Weeks 2-4: Building the Habit (Days 8-30)

The Magic Number

Aim to help new members attend two to three classes per week during this phase. Members who hit that rhythm in their first month are significantly more likely to still be with you at month six.

Week 2: Staff Introduction

Broaden their connection beyond the one instructor they have met. Trying different instructors is one of the best ways to find your favorites and keep your practice fresh.

Weeks 2-3: Feedback Request

Reaching out proactively gives you a chance to fix small issues before they become cancellation reasons.

- Have you found classes that fit your schedule?
- Anything about the experience we could improve?
- Any class types or times you wish we offered?



The 30-Day Milestone

A full month as a member. Celebrate it. At the 30-day mark, engaged members are enthusiastic enough to recommend your studio, but they will not think to do it unless you ask. A simple referral program (even just a class credit for both parties) turns your happiest members into your best marketing channel.

Automation During This Phase

No-show follow-up

If a member books a class and does not attend, send a friendly "We missed you!" message within 24 hours.

Attendance milestone

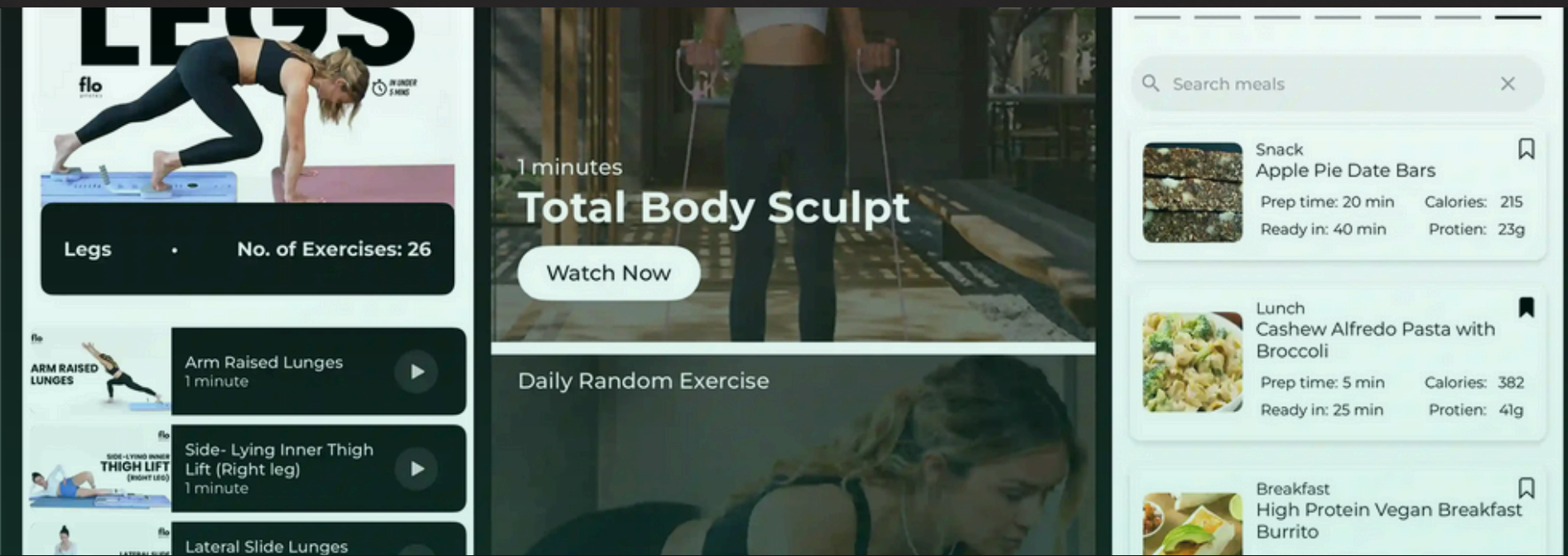
When a member completes their 5th class, send a congratulations message.

Inactivity alert

If a member goes 7+ days without booking, trigger a re-engagement message.

To have a system that's reliable, to be able to take some of the work off your plate and have some automations that make technology a great thing for you is so key.

Joy Bitonio, Owner, Komo Studio



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CHAPTER FOUR

Weeks 5–8: Deepening Connection

Your member has a routine forming. Now the goal shifts from "keep them coming back" to "make them feel like they belong." Retention becomes less about reminders and more about community.

Personalized Progress Check-In

By now, you know this member's strengths, struggles, and favorite spot in the studio. Send a personalized progress note from an instructor who knows them. Personalized feedback says, "I see you. I know your journey."

Community Building

Invite them to something beyond class. A workshop, social event, or casual coffee after Saturday class. The goal: help your member form connections with other members, not just with you.

The 60-Day Check-In and Membership Expiry Strategy

If your new member is on an introductory package, this is where expiration notifications become critical. Do not wait until the last day to mention renewal.

"I've really enjoyed the members expiring workflow. We have set up a 7-day and 3-day notification system and our conversion rates on those expiring members has almost doubled."

Devon Miller, Switch Fitness

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CHAPTER FIVE

Weeks 9–12: Cementing Loyalty

Your member has made it to day 61, which means you have done a lot right. This final phase transforms a "regular attendee" into a true advocate: someone who identifies with your studio and would feel a real loss if they left.

The Loyalty Acknowledgment

Recognize their commitment. A small, unexpected gesture reinforces the emotional bond. It is not about the monetary value. People stay where they feel valued.

Goal Reflection and Forward Planning

Help them set goals for the next quarter. Consider: What has surprised you most about your Pilates practice? Is there a move or skill you would love to master?

The 90-Day Celebration

Mark the milestone with genuine appreciation. At 90 days, members are established enough to write a meaningful review but still remember what it was like to be new.



"ABC Glofox is more than a software platform. They're a partner for my future."

Victoria Thomas, JourneyFit

Automation Touchpoints Summary

Every touchpoint from the 90-day playbook in one view.

DAY	TOUCHPOINT	TYPE
1	Welcome message + app download	AUTO
1-2	Post-first-class check-in	MANUAL
3-5	Booking nudge	AUTO
5-7	First-week congratulations	AUTO
8-14	Staff/instructor introduction	AUTO
10-15	Feedback request	AUTO
28-30	30-day milestone + referral	AUTO
Ongoing	No-show follow-up	AUTO
Ongoing	5th class congratulations	AUTO
Ongoing	7-day inactivity alert	AUTO
35-42	Personalized progress note	MANUAL
42-50	Community event invitation	MANUAL
56-60	60-day milestone	AUTO
63-70	Loyalty acknowledgment + gift	MANUAL
88-90	90-day celebration + review ask	AUTO

Not everything should be automated. The most powerful moments work best from a real person. Use automation for consistent, time-sensitive messages so you have headspace to show up personally where it counts.

Measuring Retention Success

Primary Retention Metrics

90-Day Retention Rate

The percentage of new members still active 90 days after joining. This is your north star metric. Track this monthly.

Average Classes Per Week

Target 2+ classes per week. Members who average fewer than 1.5 classes per week in their first month are at high risk of cancelling.

Time to Second Visit

How many days between first and second class. If your average exceeds 7 days, your Week 1 nudge sequence needs work.

Early Warning Signs

No second class within 5 days	Personal outreach from instructor
No-show on booked class	"We missed you" message within 24 hours
Drop from 2+ to 1 class/week	Check in, offer alternatives
No bookings for 10+ days	Direct phone call or personal message





Ready to Build Your Retention Engine?

Start with the highest-impact touchpoints:

- 1 Automate your welcome message so every new member hears from you on day one
- 2 Set up your booking nudge for members who have not scheduled their second class
- 3 Create your 30-day milestone message with a referral prompt
- 4 Establish your membership expiry notifications at 7 days and 3 days

Your members chose your studio for a reason. The 90-day playbook helps you give them every reason to stay.

[Book a Demo](#)

Part of the ABC Glofox Pilates Studio Toolkit