



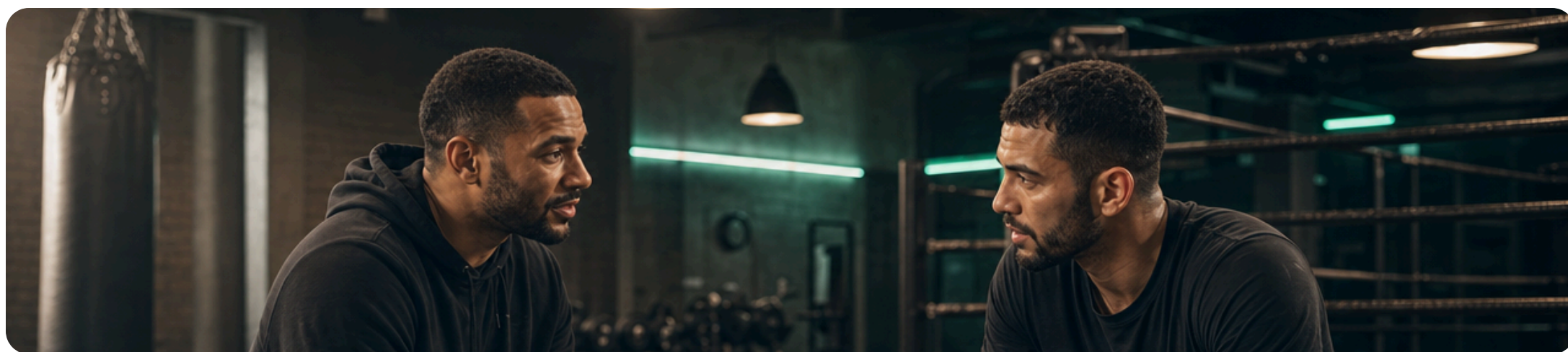
Boxing Lead-to-Member Conversion Playbook

Turn intro rounds into long-term members with a follow-up system designed for boxing studios.

WELCOME

Built for the way boxing actually grows

Most boxing studios do not lose members because the workout is wrong. They lose members because the trial round was a great experience, and then nothing happened next.



This playbook, in one line

This playbook is the system we have seen working across class-based boxing fitness studios, ring-boxing clubs, and hybrid boxing and MMA gyms running on ABC Glofox. It walks you through every step from the moment a lead taps your booking link to the day they upgrade to autopay, with the SMS scripts, email sequences, and reporting checkpoints you can put to work this week.

Who this is for

If you run a boxing studio and want to grow, whether that means running a tighter operation today or opening your next location, this guide is for you.

HOW TO USE IT

Every script, checkpoint, and template inside is editable. Pull what fits, drop what does not.

WHAT IS INSIDE

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Ten short chapters that take a boxing lead from the first tap on your booking link to a member on autopay. Read it in order, or jump to the stage you are losing people at.



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Chapter 1

Why conversion gaps cost boxing studios more than you think

Boxing demand is loud right now. The hard part is what happens between the click and the autopay setup. When follow-up depends on staff memory and a sticky note on the front desk, even a strong intro round does not convert.



A studio with 60 to 90 active members and roughly \$4,500 in monthly recurring revenue cannot afford a leaky funnel. If five trials per week walk in and only one converts, the studio is not under-marketing. It is under-converting.

THE REAL ISSUE

The issue is rarely a lack of demand. It is a lack of structure around what happens after the lead comes in.

Three patterns repeat in the boxing studios we work with: leads sit too long without action, trial-to-member follow-up is inconsistent across coaches and front-desk staff, and reactivation depends on whoever happens to be at the kiosk that afternoon. Every gap in this playbook is solvable with the system you already use to book classes and run payments.

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Chapter 2

The boxing lead funnel, end to end

A boxing funnel has four stages, and each one has a specific job. When any stage is fuzzy, the next one suffers.



- 1 Stage 1 • Lead capture.** A prospect submits an intro form, taps "Book a free first round" in your branded app, or messages you on social. The job: capture the right contact details, consent, and intro slot in under two minutes.
- 2 Stage 2 • Intro round (the trial).** They show up for one bag-round class, open-gym session, or private mitt-work intro. The job: deliver a great first session, walk them through gear and etiquette, and close on a next visit before they leave.
- 3 Stage 3 • Trial window.** Whether it is a single intro, a 6-week starter, or a 30-day pass, the job is to stack their next three visits inside two weeks. Early attendance frequency is the strongest predictor of conversion.
- 4 Stage 4 • Member conversion.** They sign up for a recurring membership with autopay. The job: make the upgrade feel like the natural next step, not a sales pitch.

REMEMBER

Every stage has one job. Most studios skip stage three, treating the trial window as an extension of the intro round instead of its own stage with its own cadence.

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Chapter 3

Pre-trial nurture: keep the intro booked

Roughly one in three intro bookings no-shows when there is no reminder system. A simple two-touch nurture before the session drops that sharply. Run all three touches from automation.



- 1 Booking confirmation (immediate).** Email and SMS. Confirm the time, address, what to bring, and one line on what to expect.
- 2 24-hour reminder (T-24).** SMS only. Short. Confirms the slot and offers a one-tap reschedule link.
- 3 Day-of nudge (T-2 hours).** Push notification through the branded app, or SMS if they are not yet on the app. Friendly and energetic.

Ready-to-load templates

Four templates cover the entire pre-trial nurture. Load them into automation once, edit the bracketed fields per studio, and every intro booking gets the same reliable reminder cadence.



SMS • BOOKING CONFIRMATION

You are booked for your first round at [Studio Name] on [Day, Date] at [Time]. Wear comfortable workout clothes and bring a water bottle. We will provide gloves and wraps. Reply STOP to opt out.

SMS • T-24 REMINDER

Quick reminder: your intro at [Studio Name] is tomorrow at [Time]. We are looking forward to meeting you. Need to reschedule? Tap here: [link].

SMS • T-2 HOURS NUDGE

See you in two hours at [Studio Name]. Park in the back lot, and ask for [Coach Name] at the front desk.

EMAIL • BOOKING CONFIRMATION

Subject: You are booked for your first round at [Studio Name]

Your intro is locked in for [Day, Date] at [Time]. The session runs about 45 minutes: a five-minute warm-up, hand-wrap and glove basics, then a real bag round so you get a true feel for the studio. No experience needed. Bring a water bottle and clothes you can move in, we provide gloves and wraps for first-time visitors. Reply to this email with any questions and a coach will get back to you the same day.

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Chapter 4

The intro class: the first seven minutes

The first seven minutes of a prospect's first round set the conversion ceiling. This is the script.



- 1 Min 1-2 • Welcome and gear walkthrough.** Greet the prospect by name (the booking system provides it). Walk them to the gear bench, show them which gloves to grab, where wraps live, and how to wrap their hands in three quick steps.
- 2 Min 3-4 • Etiquette walkthrough.** The moment most studios skip. Three calm rules remove the "I do not belong here" feeling: share the floor and step around the bag, tap gloves with your partner before and after every drill, and there are no dumb questions.
- 3 Min 5-6 • Bag setup and partner intro.** Walk them to their assigned bag and introduce one nearby regular member. Social proof from a peer is worth more than any pitch.
- 4 Min 7 • The session starts.** The coach takes over. The intro is now a class. Your job is done.

THE CLOSE

The coach is the closer. The first seven minutes are your warm-up to the close.

Book the next visit, not the membership

Before the prospect leaves the building, the front desk has one job: book the next visit. Not pitch the membership. Book the next visit.



FRONT DESK • NEXT-VISIT SCRIPT

How did the round feel? Glad to hear it. Most folks come back two or three times before they decide. I have a [Day Class Type] open at [Time], or [Day] at [Time]. Which one fits your week better?

On pricing questions

Give the answer plainly and offer to walk them through membership options on their next visit, not now. Pricing decisions made tired, sweaty, and hungry are decisions they regret.

MAKE THE UPGRADE EFFORTLESS

When they are ready to upgrade, ABC Glofox lets you set up autopay at the kiosk or in the branded app in under a minute, with a member-facing receipt and an automatic confirmation message.

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The 14-day follow-up cadence.

Most conversions happen between days 5 and 12 of the trial window. Run this cadence during that window, and fire every message from automation, not staff memory.

Day 0**DAY 0**

Same-day thank-you; confirm next visit or drop booking link

Email + Push

Day 10**DAY 10**

Membership preview: preview upgrade options, no hard ask

Email

Day 2**DAY 2**

Form-tip touch: 30-second form tip or clip of the week, no sales ask

Push + SMS

Day 12**DAY 12**

Coach 1:1: personal reach-out from the coach who took their first round

Coach

Day 5**DAY 5**

Member story: social proof from a peer

Email

Day 14**DAY 14**

Trial expiring: one clear ask, two upgrade paths, a "not yet" option

Email + Push

Day 7**DAY 7**

Halfway check-in: confirm visits booked through the trial

SMS

The moments that convert

These are the messages that move a trial to a membership. Keep them short, human, and fired from automation so nothing slips.

EMAIL • DAY 0 • SAME-DAY THANK-YOU

Subject: Your first round at [Studio Name]

Great work today. The first round is the hardest one. From here, it gets fun. Tap below to lock in your next two visits. The members who show up three times in their first two weeks are the ones who stick. [Book my next two visits]

SMS • DAY 7 • HALFWAY CHECK-IN

One week in. How are you feeling? You have [X] visits booked through the rest of your trial. Want to add one more? Tap here: [link].

EMAIL • DAY 14 • TRIAL EXPIRING

Subject: Your trial wraps tomorrow

A two-button layout: Set up my membership and I need another week. The second option creates a service record for the team to follow up on, not a dead end.

BUILT IN TO ABC GLOFOX

ABC Glofox supports automated messaging across email, SMS, and push for leads, trials, onboarding, reminders, expiring members, and win-backs, plus audience segments for each stage.

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Chapter 6

Objection handling

Three objections cover roughly 90% of every trial that did not convert. Train your front desk and coaches on these and the conversion rate moves before any new system goes live.



PRICE

"It is a bit more than I was expecting."

They have not yet connected the price to the value of consistency. Respond: "Our members come two to three times a week, which works out to about [X] dollars a session. We are built for the people who actually show up." Offer a 6-week intro pass, not a discount.

INTIMIDATION

"I am worried I will be the slowest one in the room."

The number one reason new prospects do not return. Respond: "Every person on the floor started exactly where you are. Our coaches scale every combination to whoever is in the room. I can put you in a quieter session and run you through fundamentals first."

SCHEDULING

"I am not sure I can get here three times a week."

They are pre-justifying before they have tried two visits. Respond: "Most members come twice a week. The eight-pack might fit better than unlimited. You can book in the app the morning of, and waitlists open ten minutes before class."

REFRAME

Every objection is an information request, not a refusal. Treat it as one.

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Chapter 7

Tie offers to commitment

Promotions are part of how studios grow, and also the fastest way to train members that your prices are negotiable. The rule: offers should reduce friction to start, not the price of the product.

Frames that work

- ✓ **6-week intro** at a flat starter price that graduates into a full-price membership. "Commit to growth for six weeks, and we will coach you the whole way."
- ✓ **Bring a partner first month**, two new members starting together at a small joint discount. Training with a partner is the strongest predictor of 12-month retention.
- ✓ **Fight-night bundle**, an event ticket with a 30-day pass. The event is the experience, the pass is the commitment.

Frames to avoid

- ✗ **"50% off your first three months."** Trains members to expect a 50% price every time.
- ✗ **"Sign up before Friday or pay 30% more."** Fear-based, off-brand, and against ABC Glofox tone guardrails.

THE PRINCIPLE

Sell the commitment to growth, not the discount. Terms and conditions may apply.

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Chapter 8

Conversion KPIs and reporting

You cannot improve what you do not measure. These four numbers belong on every boxing studio owner's weekly review.



35–55%

Trial-to-member rate. Trials that convert within 30 days. Healthy boxing studios land in this range.

\$150

Customer Acquisition Cost. \$1,500 monthly spend divided by 10 new members converted.

\$1,595

Lifetime Value. 11-month average tenure at \$145 per month.

< 5 min

Lead response time. Responses inside five minutes convert dramatically better than inside an hour.

THE ONE RATIO TO WATCH: LTV TO CAC

A healthy LTV to CAC ratio sits at 5:1 or better. This example (CAC \$150, LTV \$1,595) runs above 10:1.

See the gaps, close the gaps

ABC Glofox includes Lead Conversion reporting, Conversion Performance reporting, and multi-location lead conversion visibility through Fitness BI for studios with more than one site.



Lead source reporting

Tracks which channels (Meta, Google, walk-in, referral) produce converters versus tire-kickers.

Conversion Performance reporting

Shows where trials stall between stages.

Fitness BI

Unifies lead conversion across every location in one view.

MAKE IT VISIBLE

**One number on the wall, every Monday: trial-to-member rate, last seven days.
Whoever owns the front desk owns the number.**

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Chapter 9

Templates appendix

Every template from this playbook, collected as a quick-find index. Load them into your automation once, and let the system run. Do not paste them into emails by hand.

1 • PRE-TRIAL REMINDERS

- Booking confirmation email
- Booking confirmation SMS
- T-24 SMS
- T-2 hours SMS

2 • DAY-OF INTRO SCRIPTS

- Front-desk welcome
- Etiquette walkthrough
- Member intro line
- Next-visit booking script

3 • 14-DAY POST-TRIAL CADENCE

- Day 0 thank-you email
- Day 2 form-tip SMS
- Day 5 member-story email
- Day 7 halfway SMS
- Day 10 membership preview
- Day 12 coach reach-out
- Day 14 trial-expiring email

4 • OBJECTION HANDLERS

- Price response
- Intimidation response
- Scheduling response

5 • OFFER FRAMES

- 6-week intro frame
- Bring-a-partner frame
- Fight-night bundle frame



NEXT STEPS

Run this playbook on a system built for boxing

Bag-round scheduling, automated trial follow-up, a branded app, integrated payments, and the reporting you need to see exactly where your conversion gaps are.

- Bag-round scheduling and waitlists
- Automated trial follow-up across email, SMS, and push
- A branded member app and integrated payments
- Lead conversion and conversion-performance reporting

Visit glofox.com to learn more.

