



The Member Onboarding **Playbook**

A 90-day engagement system built for class-based, ring, and hybrid boxing studios.

ABOUT THIS PLAYBOOK

Boxing studios live and die by the first 90 days.

A new member who lands their first three sessions inside two weeks is far more likely to renew than one who drifts in once a month. This playbook gives you a 90-day operating system you can run with the team you already have, using the tools inside ABC Glofox.

Built for three boxing sub-segments

- Class-based boxing fitness with fixed-time bag rounds.
- Ring boxing and clubs that blend open-gym with coach-led sessions.
- Hybrid boxing and mixed martial arts (MMA) clubs that mix classes, open gym, and personal training.

Inside this playbook

- 1 Why the first 90 days decide retention
- 2 Before day 1 and the day-1 welcome round
- 3 Week 1 cadence, scripts, and small wins
- 4 Days 8 to 90: milestones and re-engagement
- 5 The 12-touchpoint timeline and key performance indicators (KPIs)
- 6 Templates and what ABC Glofox automates

HOW TO USE IT

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

WHY THE FIRST 90 DAYS DECIDE RETENTION

Build belonging fast enough for the **second round.**



Boxing is a high-skill, high-intimidation modality. New members are nervous about gear, footwork, and being the only beginner in the room. The job of onboarding is not to teach a perfect jab. It is to make people feel like they belong before week one ends.

73%

of fitness consumers say community is crucial to staying consistent.

57%

rank social interaction as the leading reason they join a fitness community.

Source: ABC Fitness, Wellness Watch Fall 2025. The Power of Belonging in Fitness.

02

Before Day 1

Prep the studio before the new member arrives.

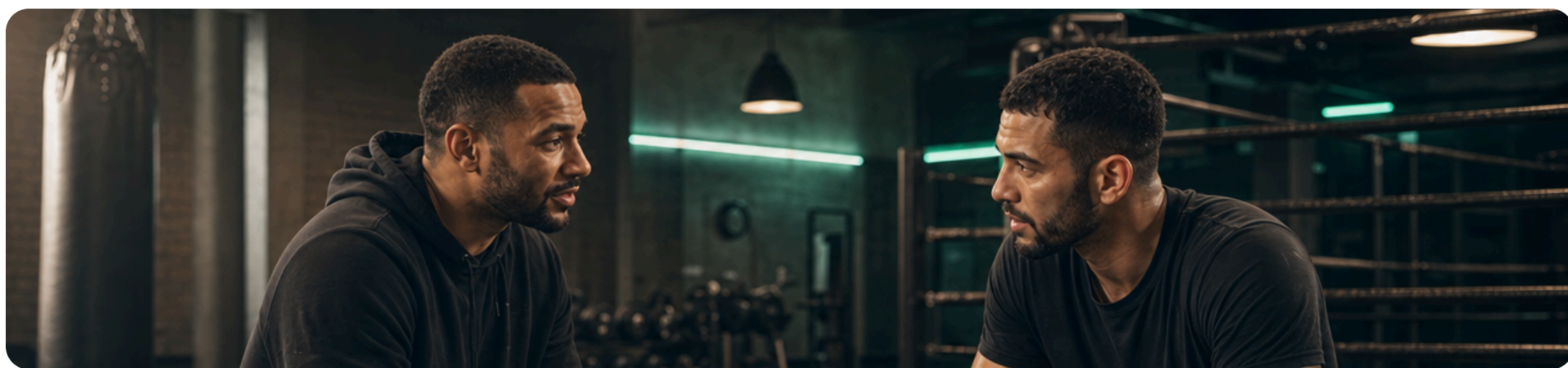
A boxing first session has more friction than a yoga or HIIT first session. Wraps, gloves, footwork, bag etiquette. Most studios under-prepare this and rely on the coach to absorb it in the moment. That works once. It does not scale.

Pre-session checklist

- Confirm the booking the night before with an automated SMS, 18 to 20 hours out.
- Gear sizing captured at signup. Glove size and wrap length stored on the profile.
- Loaner gloves sanitized and racked. Spare 14oz and 16oz pairs available.
- A first-round coach assigned by name, not whoever is on the floor.
- Studio at working temperature, 65 to 68°F. Water stocked, towels visible.
- Music tested so the coach can call rounds without raising their voice.

Intro round protocol

- Assigned coach greets the member by name within 60 seconds of arrival.
- Two-minute walkthrough: bag area, water, towels, locker, where to wrap.
- Hand-wrap demo, watched once, attempted once.
- Glove fit checked.
- Member paired with a shadow partner, tagged inside ABC Glofox.
- Round one is shadowboxing only. No bag, no combinations longer than two punches.



First session is not a workout. It is a [welcome](#). Coach the team to optimize for return, not for sweat.

03

Day 1

The welcome round.



What the member walks out with

- **An app login.** The branded ABC Glofox member app is on their phone before they leave.
- **A booked second session.** A specific class on a specific day, ideally inside 72 hours.
- **One person they spoke to by name** beyond the coach.
- **A short text message (SMS)** hitting their phone within 15 minutes of leaving the studio.

DAY-1 SMS SCRIPT

Hey [first name], coach [coach first name] here from [studio]. Strong first round today. Your wraps live in your locker until next time. See you Thursday at 6, I have a 12oz pair set aside. Reply STOP to opt out.

DAY-1 WELCOME EMAIL

Subject: Welcome to [studio]. Here is what is next.
Round one is in the books. Download the app, bring your own wraps if you have them, and hydrate. One ask: reply with one thing you want from the next 90 days. We use it to coach you.

HOW IT SENDS

Both messages fire automatically inside ABC Glofox, tied to a "first session completed" tag. Plain text, no links, so the note reads like the coach typed it. Pre-write the body, then let the coach approve send so the timing feels personal.

04

Week 1

Cadence, scripts, and small wins.

The first seven days are the highest-yield window in the entire member lifecycle. Touch the member at four specific points and the second-week retention curve bends.



The four touches

- 1 **Day 1.** Post-class SMS within 15 minutes.
- 2 **Day 2.** Welcome email with app link and the one-thing-you-want ask.
- 3 **Day 3.** Technique-cue email. Help, not a sales pitch.
- 4 **Day 6 or 7.** Community-signal SMS for the weekend open mat.

DAY-3 TECHNIQUE CUE EMAIL

Subject: Three rounds in. The one cue worth keeping.

The number-one feedback our coaches give in week 1 is "you are dropping your hand on the way back." One fix: when your jab returns, the glove returns to the cheekbone. Not the chin, not the ear. The cheekbone.

DAY-6 OR 7 COMMUNITY SMS

[Studio] is open Saturday 10 to 11 for open mat. Bring a friend, no charge for them. See you tomorrow at 6. Reply STOP to opt out.

SMALL WINS TO CELEBRATE IN WEEK 1

Booked second session: an automatic congratulations push. Brought a friend: front-desk recognition plus a free guest pass. First round on the bag: a coach call-out by name in front of class.

05

Days 8 to 30

Technique, community, and the first milestone.

The 30-day check-in (90 seconds, in person)

- "How are the first few weeks feeling?"
- "What is sticking?" This is the open question. Listen.
- "What feels harder than you expected?"
- "Here is one thing to focus on for two weeks." One cue, not three.
- "We have an open mat Saturday. Want me to save you a spot?"

Gear and etiquette by day 14

- How to wrap their own hands without watching a video.
- Bag etiquette: never cross a working bag, never interrupt a coached round.
- Open-gym rules, if your studio runs open gym.
- How the booking app handles waitlists at peak hours.



Community rituals for days 8 to 30

- **Sparring intro.** A day-15 invitation to controlled, headgear-on, coach-supervised slow sparring for members who opt in.
- **Charity rounds.** A pay-what-you-can community workout where a portion goes to a local cause. An easy first event.
- **Open mat.** A weekend low-pressure session where members can bring a friend.

THE 30-DAY MILESTONE

When a member hits 6 sessions or 30 days, whichever comes first, trigger the milestone email and a coach high-five.

06

Days 30 to 60

Re-engagement plays.

This is where attrition starts. Members who looked engaged in week one slip to one session a week, or skip entirely. The plays here catch the slip before it becomes churn.



The 7-day silence rule

- **Day 7 of silence.** Automated "we miss you" SMS, soft tone, no offer.
- **Day 10.** Coach reaches out by name, in person if possible.
- **Day 14.** A one-time "come back" booking link. No heavy discount.

Re-engagement plays

- **Buddy challenge.** A 14-day "bring one friend, do six rounds together" challenge tracked in the app.
- **Skill ladder.** Move members up a tier at day 45. The visible progression is the engagement.
- **Coach 1:1.** A free 15-minute mitts session with the head coach for any member who books their 10th session in the window.

WHY NO DISCOUNT

Discounting early teaches members that lapsing is the route to a deal. Lead with attention, not money.

SAMPLE SILENCE-RULE SMS • DAY 7

Hey [first name], it has been a week. Bag is here when you are. Want me to hold a spot Thursday? Reply STOP to opt out.

07

Days 60 to 90

The retention checkpoint.

By day 60, every active member should be on autopay with a clear next 90 days mapped. Day 75 to 90 is the formal checkpoint: a structured conversation that ends in renewal, upgrade, or a respectful pause.



The 90-day check-in script

- "What is different about you now versus 90 days ago?"
- "Where do you want to be at 180 days?"
- "Here is the package that fits that goal."
- "Anything we are not giving you that you need?"

Outcomes to track

- **Renewed** at the same plan, the default.
- **Upgraded** to more sessions, personal training, or 1:1 coaching.
- **Paused** for a life event. Mark the resume date. This is a hold, not churn.
- **Cancelled**. Record the reason verbatim on the profile.

Community rituals at the 90-day mark

Fight night: a controlled three-round in-house exhibition for opted-in members. Belt or wrap promotion for ring and hybrid clubs. The "90 in a row" wall, a public photo wall of members who hit 90 days.

Heritage Martial Arts publishes roughly 90%+ retention as their headline metric.

Source: glofox.com/blog/heritage-martial-arts-customer-story

08

The 12-touchpoint timeline.

Twelve contacts in 90 days, weighted heavily toward the first two weeks, with at least four in-person from a named coach. Automation handles the cadence. The human handles the conversation.

1

DAY 0

Post-class welcome SMS

SMS

2

DAY 1

Welcome email and app login

Email

3

DAY 3

Technique cue email

Email

4

DAY 3 TO 4

Booked second session

In-person / App

5

DAY 6 TO 7

Weekend community SMS

SMS

6

DAY 14

Gear and etiquette walkthrough

In-person

7

DAY 15

Slow-sparring or community invite

App push

8

DAY 30

Milestone email and coach high-five

Email / In-person

9

DAY 30

30-day check-in conversation

In-person

10

DAY 45

Skill-ladder move and buddy challenge

App push

11

DAY 60

Autopay confirmation

App / Payments

12

DAY 75 TO 90

Retention check-in

In-person

09

Metrics

KPIs to track from day 1.

Five numbers tell you whether the playbook is working. Pull them from one reporting view and review them every month.



70%+

First-week return rate.
New members attending a second session inside 7 days.

6+

30-day attendance.
Average sessions in a member's first 30 days.

85%+

Autopay by day 30.
New members set up on autopay within the first month.

90-day

Retention rate. Members still active at 90 days, measured against your baseline and the Heritage Martial Arts benchmark.

12/12

Touchpoint completion. Share of new members who received all twelve scheduled touchpoints.

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Toolkit

Templates appendix.

Copy, paste, and edit. Every template below drops straight into ABC Glofox automations.



1 • DAY-1 SMS

Hey [first name], coach [coach] here from [studio]. Strong first round today. Your wraps live in your locker until next time. See you Thursday at 6. Reply STOP to opt out.

2 • DAY-2 WELCOME EMAIL

Welcome to [studio]. Here is what is next. Download the app, bring your own wraps, hydrate. Reply with one thing you want from the next 90 days.

3 • DAY-7 COMMUNITY SMS

[Studio] is open Saturday 10 to 11 for open mat. Bring a friend, no charge for them. See you tomorrow at 6. Reply STOP to opt out.

4 • DAY-30 MILESTONE EMAIL

Six rounds done. Here is what is next. Thirty days, six sessions. That is where most people quit boxing, and you did not. Your skill ladder moves up next week.

5 • DAY-7 SILENCE-RULE SMS

Hey [first name], it has been a week. Bag is here when you are. Want me to hold a spot Thursday? Reply STOP to opt out.

6 • DAY-90 RETENTION CHECK-IN

What is different about you now versus 90 days ago? Where do you want to be at 180 days? Here is the package that fits that goal.

7 • CHARITY ROUND INVITE (PUSH)

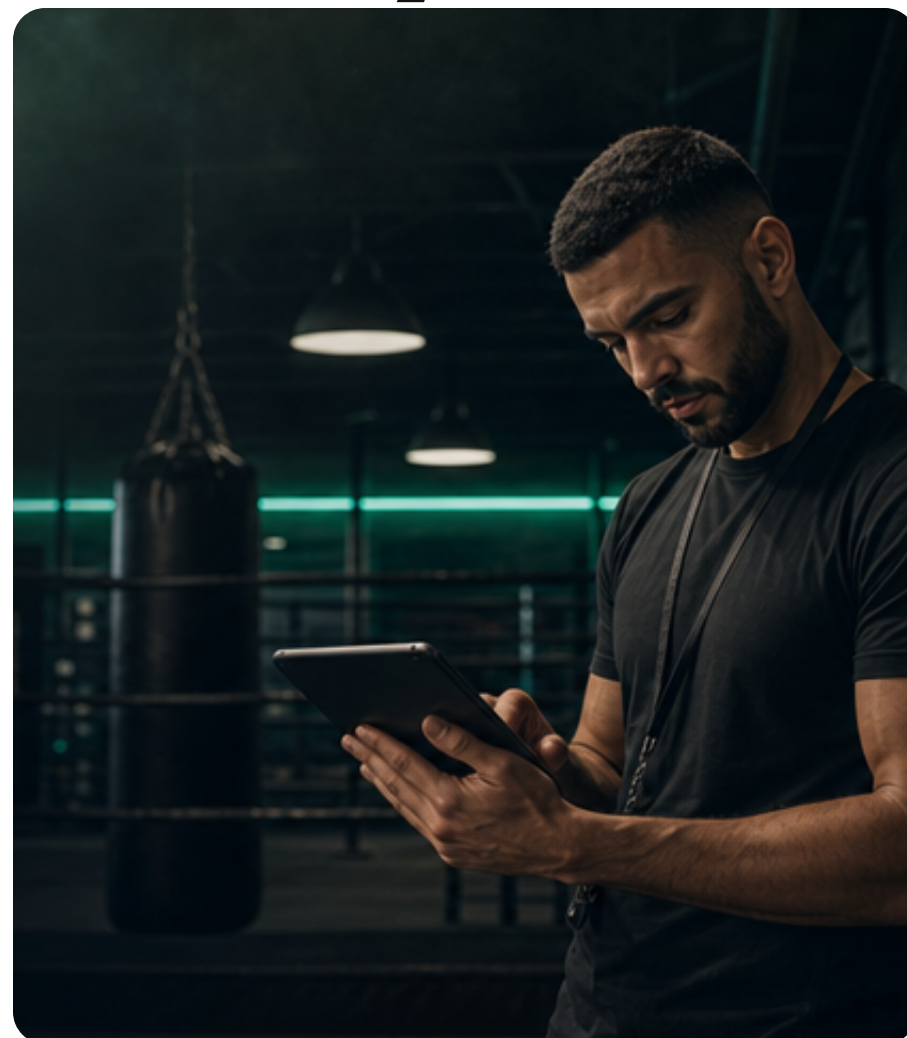
[Studio] charity round Saturday 11am. \$10 gets you a 45-minute community workout, all to [cause]. Coaches running mitts. Bring a friend.

11

The platform

What ABC Glofox does for you in onboarding.

- **Booking that fits bag rounds.** Fixed-time round formats, capacity per bag, and waitlists when classes fill.
- **Branded member app.** The app the member downloads on day 1 is your studio's brand, not a generic third-party app.
- **Automations.** Day-1 SMS, day-2 email, day-7 community signal, day-30 milestone, day-7 silence rule. Set once.
- **Member tags and segments.** First session, ready for slow sparring, shadow-partner volunteer, and any custom tag.
- **Reporting.** First-week return, 30-day attendance, autopay, and 90-day retention, all in one place.
- **Integrated payments.** Day-30 autopay is one click for the member, with transparent rates for the studio.
- **Migration support.** Rules, capacity, bag-slotting, and member data migrated by the ABC Glofox team.



The parent and the product: ABC Glofox is the studio product, founded 2014. It is part of ABC Fitness Solutions, the parent with more than 40 years in the fitness industry.

22%

increase in bookings

BeatBox Boxing Club

90%+

member retention

Heritage Martial Arts

52%

revenue growth

Spartans Boxing Club

"ABC Glofox is so systematic it makes my life much easier. Right now, I am focused on growth. With ABC Glofox, I will be able to double the income without doubling the work."

James Murphy, Founder, BeatBox Boxing Club · Bookings up 22% with ABC Glofox



Build the 90 days. Run it inside ABC Glofox.

Bag-round booking, a branded app, automations, integrated payments, and the reporting that tells you whether the playbook is working.

See this running on your studio →

Already a customer? **Talk to your Customer Success Manager** about turning on the day-1 SMS automation and the silence-rule trigger. Visit glofox.com.

SOURCES CITED IN THIS EBOOK

BeatBox Boxing Club customer story, James Murphy quote and 22% bookings stat: glofox.com/resources/customer-stories/beatbox-boxing-club | Heritage Martial Arts customer story, roughly 90%+ retention: glofox.com/blog/heritage-martial-arts-customer-story | ABC Fitness, Wellness Watch Fall 2025: The Power of Belonging in Fitness (73% / 57% community statistics).

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