THE TRAINIAC TRIBUNE

Shaping the Gympass User Experience

NEWSLETTER HIGHLIGHTS

A MESSAGE FROM THE LEADS

Max Oldani

Hey team! This year is flying by, isn't it? I hope everyone is making the most of their summer and having some great experiences wherever you are in the world right now!

As we progress through the third quarter, we've uncovered some great insights into trends with our Gympass clients. The Trainer Success and Enablement teams are working to produce even more valuable content and resources for you as a Partner with Trainiac by Gympass. The purpose of such initiatives is to provide consistent, high-quality content to help you become more efficient and effective in your workflow.

Here are some of the opportunities you can expect:

1. Continued updates to the Newsletter
2. Weekly Lessonly Mini-Modules that target specific areas for growth
3. Multimedia content to expand upon the Lessonly modules
4. And many more to come!

Furthermore, we'd like to hear more about your satisfaction with the Partnership, our tools, and our initiatives. Please follow this survey so we can get a better understanding of what would help you to become an even more successful online trainer. We'll release and assess these quarterly to ensure that we're consistently modifying our approach to better support you.

We can't express enough how grateful we are for having you be a part of such an incredible team and are ecstatic to continue to grow in 2022 and beyond.

CURRENT STATE OF AFFAIRS

From the Trainer Success Team

To learn more about client habits and trainer best practices, the Trainer Success Team does regular audits of clients who have become inactive, also known as "churning." Looking at these "churned" clients can help us identify patterns and provide better information to the trainer team.

In June, we focused on clients who churned during their second month. We all know that the first month of working with a client can be challenging, and it is usual to see a higher drop-off rate during Month 1. However, we have been noticing more client drop-offs in Month 2 lately than we have seen in the past. After auditing a group of clients who churned in Month 2, some patterns started to jump out.
Here are some of the main trends we saw and suggestions for how to work with your Month 2 clients:

Trend #1: Skipping the Onboarding Steps

Many of the clients who churned in Month 2 had not gone through the recommended onboarding process. The onboarding process is designed to help you gain information about your new clients, but it is also an important way to set expectations and start building rapport. When these steps are skipped, it seems to have consequences beyond the first month.

To help set yourself and your new client up for success, make sure to check off the following onboarding steps:

- Send a Welcome Video message as soon as possible to start building rapport.
- Utilize the Assessment Workouts, even with experienced clients, to better understand their fitness level and familiarize them with Trainiac's workout formats.

Trend #2: Lack of Guidance or Proactive Communication

Another common trend was trainer communication style. While all the trainers working with these clients were responsive, they didn't always use an assertive communication style when a client needed guidance. Here are some questions to ask yourself when communicating with a newer client:

- Am I proactively guiding my client to progress in their program, or am I waiting for them to make the first move?
- When I ask my client to do something, am I just telling them what to do, or am I explaining how and why to do it?

CURRENT STATE OF AFFAIRS (CONT.)

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Trend #3: Busy Work and Travel Schedules

Many Trainiac by Gympass clients work demanding jobs and often have to travel for work. This can make it hard to stick to a consistent workout routine. While we as trainers can't control our client's workload, there are some ways we can proactively address their schedule and work together to build a plan that works!

- **Address the client's work schedule during the consultation call**. Find out what a typical day looks like, how often their work schedule changes, and if traveling for work is a part of their job.
- **Guide your client in creating realistic goals**. Stress the importance of finding a routine that works with their lifestyle, rather than conflicting with it.
- **Be quick to adjust the Plan if needed**. Is your client starting to fall off the program you designed? Don't wait to make adjustments. Ask plenty of questions to learn more about what is going on with your client, and don't be afraid to scale back their program to something more manageable for them.
- Finally, **make a travel game plan**! When your client travels for work or pleasure, how will you two address that? Will the client continue with their current program? Will you switch to bodyweight-only workouts? Or maybe they will just track their daily steps. Whatever the plan, make sure you have discussed it ahead of time.

Have you noticed any patterns or trends with your newer clients or have strategies that have helped them?
Message Katherine or Andi in Slack or send them an email titled "Newsletter Performance Tip" to benefit the whole team!
katherine@trainiac.fit; andi@trainiac.fit

FEATURED APP OF THE MONTH

Lifesum

What is Lifesum?

Lifesum aims to help people make conscious decisions toward a healthy and balanced lifestyle. The world of health is changing, and well-being is viewed in a broader sense than through weight management alone. The analysis of extensive behavioral user data helps design a personalized health plan accommodating body type, nutritional levels, exercise habits, dietary preferences, & overall goals.

Why should I recommend it to my clients?

Lifesum helps build healthy habits through understanding and tracking nutrition information. Those looking to start a diet, eat healthier, and track better macronutrients and calorie intake can benefit. It also provides thousands of healthy recipes and food scanning to better identify the most nutritious food options.

When should I recommend it to my clients?

We want to always be intentional about our recommendations to provide a personalized experience for each client. Here are some opportunities where it may make sense to recommend this app to clients:

- Client asks for meal ideas, recipes, or support on how to reach calorie, macro- and micronutrient goals
- Client wants to learn about different diet styles (ie: High protein, keto, paleo, etc)
- Use as a way to add service value along the client's journey

How to Implement with Your Gympass Clients:

Strategy #1: Reviewing Their Plan

- Review each of your client's respective Plans for their macros and make sure they're in a healthy range.
- Remind your client of their macronutrient goal and send the "Select a Diet Plan in Lifesum" Action to any clients looking to improve their nutrition.
- Create a "Log Food in Lifesum" Action every week, asking them to debrief you on their progress.

Strategy #2: Check-Ins

- Once you see a client has completed their 4-Week Check-In, send an Action entitled "Nutrition Check-In."
- Call to attention this Action by messaging your client in the Connect Feed.
- Once completed, duplicate the Action and place a draft for exactly four weeks in the future.

TRAINING TIP OF THE MONTH

"Keys to a Great Consult Call"

The consultation call is an excellent time to gain more detailed information, build rapport, and set expectations for the trainer-client relationship. Since we get minimal real-time communication with our clients, it is essential to go into your consultation call with a plan. The following tips from one of our recent Mini-Modules will give you some easy ways to maximize your call and get your client on the right track!

#1 - Set Expectations for the Call

To have the best call possible, take a moment to set expectations at the very beginning of the call. Let your client know how long they can expect to be on the phone and the purpose of the meeting.

- Example: *"The purpose of this consult call is for us to get to know each other and for me to get more information so I can build the best possible program for you! The call will take about 15-20 minutes. How does that sound to you?"*

#2 - Introduce Yourself and Let Your Client Do The Same

When your client answers the phone, don't forget to say your name and welcome them to Trainiac! Once you set expectations for the call, take a moment to share about yourself and your experience as a trainer briefly. This helps your client get to know you, as well as makes them feel more comfortable to then share about themselves.

#3 - Go Beyond the Intake Form

During the main portion of the call, try to avoid asking the client the same questions they already answered on the Intake Form. Instead, dig deeper. They said jumping hurts their knee? Do any other movements cause pain? Did they get a diagnosis from their doctor? Aim to learn more about your client and understand the motivations behind their goals.

- Example: *"So I see your main goal is to Bulk Up, and you mentioned that you already have a routine but want to be more athletic. Tell me more about that! When you picture a more athletic version of yourself, what does that look like? What is that more athletic version of you able to do that you can't do now?"*

#4 - Sign Off with Clear Next Steps

Before you end the call with your client, ensure they understand their next steps thoroughly. No client wants to get off a consult call and think, "Wait, what now?". Let them know the immediate next step and when that next step will occur. This is also a great time to set expectations about open communication in the client-trainer relationship.

TRAINER RESOURCE ROUND-UP

ICYMI, here are this month's modules in Lessonly:

- “Be the Expert: Opportunities for Client Education”
- “How to get the most out of the Assessment Workouts”
- “Using the Plan to Set Your Client Up For Success”
- “How to Organize New Client Information to Set Yourself Up for Success!”

Modules in Summary

#1 "Be the Expert: Opportunities for Client Education - Add Value by Educating your Client!"

Being an expert trainer is about more than assigning sets and reps in a workout. It's also about educating your client on the "why" behind their program. This adds educational value for your client and helps empower them to make better decisions for their health! In this module are some examples of opportunities to have an "educational moment" with your client.

#2 "Assessment Workout Do's & Don'ts: How to get the most out of the Assessment Workouts"

The Assessment Workouts are a critical step in the onboarding process to help you create a safe and effective program for your new client. This mini-module covers how to get the most out of the Assessments and how to avoid some common mistakes.

#3 "Meet the Client Where They Are: Building the Plan: Using the Plan to Set Your Client Up For Success"

We have all had that client - the one who wants to do hours of exercise every day, multiple styles of group classes, get lean, build muscle - oh, and they want to do a diet overhaul as well. While it's great to have a new client with enthusiasm, this can be a challenging situation! How do you walk that fine line between slamming on the brakes and letting your client take on an unsustainable workout routine? This module will give you a few strategies to try to help you and your client work together to build a new workout routine.

#4 "Organization & New Client Onboarding: How to Organize New Client Information to Set Yourself Up for Success!"

When you get a new client, it can feel like information overload! How you store and use this information can directly impact whether your client stays with you beyond the first month or not. This mini-module will cover how to stay organized from day one to improve your new client retention! This module will give you some key steps in the New Client Onboarding Process and how to use the latest information you gain from your client.

TRAINER OF THE MONTH

Kevin Seaver, ACSM

Here are Kevin's Top Tips to Being More Successful With Your Gympass Clients:

Tip #1: Establish Both Short-Term and Long-Term Goals

None of our clients will lose 15 pounds in their first week of training, so it is important to be encouraging and realistic. As trainers, not only do we need to understand what our client's goals are, but also whether they are ready to make the changes needed to really reach their goals. I've found that breaking down a client's big goal into smaller, more digestible habit-building behaviors enables greater long-term success. We can celebrate a client's small victories along the way by making these simple changes. Every four weeks, I use the client check-in to reassess their results and highlight how far they have come.

Tip #2: Alter Programs Occasionally (and Appropriately)

There aren't many things that are tangible in personal training. That's why it is paramount to create a program where we can track our clients' progress, make necessary adjustments, and continually work toward their goals. If we change our programs too often, we can't ensure that our clients are making progress.

But it is important to note that things can become stale if we prescribe the same 15 exercises week in and week out. Subtle changes, like subbing in a deadlift variation or changing up the tempo (and highlighting these changes), can provide enough of a new challenge to keep a client from losing interest. Although the general outline of the program stays relatively constant, these small changes can make the difference between an engaged client and a bored one.

Tip #3: Genuine Communication

It sounds cheesy, but our job is personal (it's in our title!). The client connection aspect is arguably the most essential value piece that Trainiac brings to our users. Client engagement goes beyond nutrition or workouts. Something as simple as sharing details about what I've got planned for the weekend (like chasing around my hyperactive 3-year-old) goes a long way in fostering the client-trainer relationship.

When a client has a vested interest and genuine curiosity about you as a person, then they are more likely to get their workouts in and stay with you for the long haul. At the end of the day, we all crave connection. Showing that you have a genuine interest in a client's success can make all the difference. Our job isn't just to write programs and count reps. Celebrate the little things, relate to your clients, and help them achieve their goals.

Got a performance tip that's working well for you?
Message Katherine or Andi in Slack or send them an email
titled "Newsletter Performance Tip" to benefit the whole team!
katherine@trainiac.fit; andi@trainiac.fit