



LAUNCH STRATEGY, CULTURE, SYSTEMS AND COMMUNITY

LAUNCH A GYM PEOPLE WANT TO BELONG TO.

A practical game plan for opening, repositioning or relaunching a fitness facility with stronger culture, clearer systems and real community momentum.

3-WEEK RUNWAY

GRAND OPENING

CONTENT CAPTURE

RETENTION



BEFORE YOU READ THIS

Use this as the master launch plan. It pulls from the THG growth, coaching, event, community and live launch work, then turns the lessons into a clear launch sequence.



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EXECUTIVE SUMMARY

A strong launch is not just a busy opening day. It is the first proof that the gym has a clear identity, a strong member journey, a team that can lead the room, and a community people want to join.

DO NOT JUST LAUNCH A FACILITY. LAUNCH BELONGING.

01

STEP 1: DEFINE THE MISSION

Before logos, timetables and equipment, decide what the gym is here to become. The strongest facilities are not just places to train. They become community hubs with a clear point of view.

RULE: If the mission is vague, the launch will feel generic.

MISSION CLARITY

FOCUS	WHAT TO DO
Who it is for	Define the exact people you want to attract: everyday members, HYROX athletes, beginners, busy professionals, parents, performance-driven locals or teams.
What it gives them	Name the transformation beyond fitness: confidence, connection, identity, accountability, performance, belonging or routine.
Why it is different	Avoid claiming better workouts only. Build the difference around community, coaching, events, systems, standards and member experience.
How it should feel	Choose the emotional tone of the gym: high-energy, welcoming, disciplined, social, premium, inclusive, competitive or lifestyle-led.



People join faster when the gym has a mission they can understand, repeat and feel proud to belong to.

02


STEP 2: POSITION THE OFFER

Your launch offer should make the next step obvious without cheapening the brand. Founding members should feel like they are joining early, not buying a discount.

RULE: Sell identity and momentum, not a cheap membership.

OFFER DESIGN

FOCUS	WHAT TO DO
Founding member story	Create a limited group with status, early access, launch event invites and a clear reason to join before doors open.
Membership pathway	Map trial, foundation membership, ongoing membership and any performance or HYROX add-ons before enquiries begin.
Scarcity	Use real capacity limits: founding spots, first intake, opening week sessions, testing days or launch event places.
Promise	Make the promise concrete: coaching, community, accountability, structured training and a better place to belong.

 The offer should make people feel they are becoming part of something from the start.

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STEP 3: MAP THE MEMBER JOURNEY

Launch momentum disappears quickly if new people do not know what happens next. Build the journey from first enquiry to first month before the first lead arrives.

RULE: Every new person needs a next step.

JOURNEY MAP

FOCUS	WHAT TO DO
First enquiry	Respond quickly with a human message, clear next step and reason to visit or book.
First visit	Make arrival easy: where to go, who greets them, what they do and how they feel seen.
First session	Give confidence, explain the room, scale well and create one small win.
First 30 days	Use check-ins, milestone moments and coach connection so they do not become anonymous.



Retention starts before the member signs. The launch experience teaches people how your gym looks after them.

04

STEP 4: BUILD THE FACILITY EXPERIENCE

The facility is not just equipment. It is the environment where community forms. Design the room, reception, recovery, coffee, waiting areas and signage around how people move, meet and stay.

RULE: A gym should create connection, not just traffic flow.

EXPERIENCE CHECKS

FOCUS	WHAT TO DO
Arrival	Can a new person immediately understand where to go and who to speak to?
Training floor	Is the layout easy to brief, coach, film, reset and use safely at capacity?
Community zones	Create places where people naturally pause: coffee, recovery, seating, whiteboard, event board or retail.
Proof points	Make standards visible: timetable, events, member wins, HYROX focus, coaches, community board and next challenge.



If the space encourages people to stay longer, the business has more chances to build relationships.

05

STEP 5: SET THE COACHING STANDARD

The coach is the launch experience. New members will remember how the room felt, how clearly they were guided and whether the coach made them feel capable. During launch, coaches also become the trusted messengers.

RULE: Train the room before you fill the room.

LAUNCH COACH STANDARD

FOCUS	WHAT TO DO
Presence	Coaches are visible, prepared and welcoming before class starts.
Brief	Every session has a clear goal, flow, scaling and safety standard.
Message	Every coach knows the simple launch message, who the gym is for and what to say in class.
Connection	Coaches use names, check on new members and create small confidence wins.
Consistency	Use shared language so the experience does not depend on who is rostered.



Strong coaching makes the facility feel organised, premium, human and easy to talk about from day one.

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STEP 6: BUILD THE CONTENT CAPTURE PLAN

Launch marketing should show proof, not noise. Capture real build-up, team standards, facility progress, community moments and the feeling of what people are joining. Document everything.

RULE: Market the journey, not just the opening date.

CONTENT CAPTURE SYSTEM

FOCUS	WHAT TO DO
Build in public	Show fit-out, equipment, signage, team training and behind-the-scenes progress.
Human proof	Introduce coaches, founding members, partners and local faces.
Education	Explain the training style, HYROX pathway, class standards, member journey and event culture in simple language.
Capture crew	Book a photographer and videographer. Give them a shot list: arrivals, coaches, ribbon cut, workouts, reactions, partners and team moments.
Physical memory	Use a Polaroid table or photo wall so members and guests leave with a memory and the gym starts building launch history.



The launch should create enough proof that the local market can feel the gym before they ever train there.

07

STEP 7: RUN A FOUNDING MEMBER CAMPAIGN

The goal is to build a first wave of members who feel like part of the story. The campaign needs visibility, social proof, follow-up, member activation and a simple commitment path.

RULE: Founding members need a reason to act now.

CAMPAIGN SYSTEM

FOCUS	WHAT TO DO
Lead capture	Use one clear form or booking link with name, goal, training history, location and preferred start date.
Follow-up	Reply fast, personalise the message and invite them into a clear next step: call, tour, trial, testing day or founding member meet-up.
Referral prompt	Ask every guest who invited them. Track the coach, member or partner creating the most launch weekend visits.
Member incentive	Use a simple prize, merch pack or local partner reward for members who attend, bring a friend or help spread the launch.
Commitment	Use deposits, founding member agreements or limited spots so interest turns into action.

! Your existing members and coaches can be the strongest sales channel when they are given a clear reason to invite.

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STEP 8: CREATE THE LAUNCH WEEKEND

Events turn a launch into a community moment. They give people a reason to meet, train, invite, post and feel the brand in real life. Make the weekend easy to attend, not intimidating.

RULE: The event is not extra. It is culture infrastructure.

LAUNCH WEEKEND STRUCTURE

FOCUS	WHAT TO DO
Friday grand opening	Doors open, walkthroughs, coach intros, short message, ribbon cut, photos, partners and social time. No training required.
Saturday team workout	The first big training experience: team-based, inclusive, high-energy and built for guests as well as members.
Atmosphere	Use music, coffee, catering, recovery, local businesses, prizes or a DJ where it genuinely adds to the vibe.
Memory points	Create a Polaroid wall, branded photo area, member quotes, coach photos and moments people want to share.



The launch event should create memories, not just attendance.

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STEP 9: INSTALL THE SALES RHYTHM

Sales is not pressure. It is helping the right person take the right next step while their interest is high. Build the rhythm before launch week gets busy.

RULE: Slow follow-up kills launch momentum.

SALES RHYTHM

FOCUS	WHAT TO DO
Daily lead review	Check new leads, unanswered messages, booked visits, no-shows and follow-ups every day.
Conversation script	Ask about goals, barriers, previous gym experience, schedule and what support they need.
Next-step offer	Give one simple action: book a tour, join a foundation session, secure a founding spot or attend the launch event.
No-show recovery	Have a warm follow-up that makes rebooking easy without shame or pressure.



The sales system should feel like support, clarity and speed.

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STEP 10: PROTECT RETENTION FROM DAY ONE




A great launch can hide weak retention for a few weeks. Build the systems that keep people connected once the opening energy settles.

RULE: Quiet members are telling you something.

RETENTION RHYTHM

FOCUS	WHAT TO DO
New member check-in	Check in after week one, week three and the first milestone.
Attendance signals	Notice missed sessions early and reach out personally.
Member recognition	Celebrate first classes, PBs, consistency, event entries and community contributions.
Next goal	Give members a training target: event, benchmark, HYROX block, challenge or personal milestone.

 People stay when they feel known, supported and part of what is coming next.

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STEP 11: RUN THE 3-WEEK LAUNCH RUNWAY

Opening week should feel exciting for members and calm for the team. Work backwards with a simple runway so awareness, education, hype and attendance are already moving before the doors open.

RULE: The more organised you are, the more electric it feels.

LAUNCH RUNWAY MAP

FOCUS	WHAT TO DO
3 weeks out	Announce the space, clarify the message, start local awareness, brief coaches and begin in-class conversations.
2 weeks out	Build community hype: facility progress, coach videos, bring-a-friend prompts, partners and member invitations.
1 week out	Daily countdown, walkthroughs, reminders, final run sheet, launch weekend registration and coach reminders in every class.
Launch weekend	Friday grand opening and ribbon cut, Saturday team workout, photographer, videographer, Polaroids and live stories.
Post-launch week	Recap content, thank-you message, testimonials, next event, ongoing class pathway and retention follow-up.

! The launch works best when the local market has seen the story before opening weekend and sees the proof immediately after.

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STEP 12: REVIEW AND SCALE

After launch, do not rush into random changes. Review the data, listen to the members, protect what worked and fix the highest-leverage gaps.

RULE: Review before you reinvent.

30-DAY REVIEW

FOCUS	WHAT TO DO
Numbers	Leads, tours, trials, sign-ups, show rates, attendance, cancellations and referrals.
Experience	What confused people? Where did the team feel stretched? What moments created energy?
Community	Who is connecting? Who is quiet? What event or goal should come next?
Next move	Choose one priority for the next 30 days: retention, content, sales, coaching, events or facility experience.

 The launch is not the finish line. It is the start of the operating rhythm.