

Starting your gym can be a daunting task. We have created an action list of what steps to take and also tried to put them in a logical order.

- 1. Submit your application essay. Expect a turnaround time of about 6 weeks, and have 4-5 backup names chosen in case your first name is rejected. (This is a good time to do a domain search to see what names are available. Once approved, you can purchase the domain name.)
  - 2. Begin looking for properties. Find 2-3 of high interest. Calculate costs for buildout, city taxes, heat and rent above the cost per square footage. Plan to install at least one shower. Use the cash flow calculator on our **Free Templates** page.
  - 3. Start looking for websites you like. What do they have in common? Visit those same sites on your smart phone or iPad; are they optimized for mobile devices? You can view a portfolio of our websites **here**.
  - 4. Read our ebook that is provided in this package, 10 Steps to a Website that Attracts & Converts. This will give you informed knowledge on best questions to ask your website designer. Obviously, if it is 321Go, we already know this stuff:)
  - 5. Schedule a free mentoring consultation. Register **here**. No sales pitch, just some guidance from affiliate owners who have been in your shoes and had very successful outcomes.
  - 6. Begin seeking equipment quotes. Make sure you're including the cost of shipping. This is also a good time to think about financing options, depending on your cash flow projections. Consider which pieces of equipment you **NEED**, and which you'd **LIKE**. For example, will you really use 35lbs bumper plates, or is it better to have more 10lbs plates? Do you want equal quantities of every kettlebell, or are you more likely to use the main ones: 1 pood, 1.5 pood, and 2 pood? Many new gyms purchase more rowers than they need. A great article in CrossFit Journal comparing prices and use of equipment is **here**.
- When purchasing, consider your gym layout. We can help. We offer an equipment recommendation and gym layout service through **Again Faster Equipment**. Our **OnRamp package** includes this service.
- 7. Read **Two-Brain Business | Grow your Gym**. Chris Cooper's insights on starting an affiliate and strategies to make it successful are invaluable.
  - 8. Register for free demonstrations of **MindBodyOnline**, **Zen Planner**, and **FrontDeskHQ**. Try each. Choose one - client management software isn't a negotiable expense. Mention "321GoProject" for a discount.
  - 9. Get insurance quotes. We recommend **Affiliate Guard** or if you are in Canada, **Trainer Insurance**. They will also take a complimentary look at the insurance section of your lease agreement to make sure the landlord is not requiring a huge liability limit to keep the insurance costs down.
  - 10. If considering our Affiliate mentoring process, we recommend starting six weeks before opening. You can find more info **here**.
  - 11. Once your Affiliate name is approved, consider your logo and colors. Make sure your logo will work well on all types of media. (Tshirts, banners, business cards, website)
  - 12. Create a 'founders' club' - a short-term offer to potential clients that adds value to them but doesn't cost you anything (or a very minimal amount.) Do NOT discount your rates.

- 13. Write your story for your site. People want to know the “Why” behind your gym. Telling your story also makes you real and builds trust.
- 14. Set up free workouts in the park (or in your new space, if your lease is active.) Encourage members to bring friends. Record some coaching content.
- 15. Upon approval, solidify your domain name, Facebook page, Twitter account, and YouTube Channel. Begin final preparations for your site. This service is also part of our **OnRamp package**.
- 16. Consider WOD tracking software. It is a great retention tool for your members and they can track their progress. We recommend **CF Whiteboard**, **SocialWOD**, and **Wodify**.
- 17. Setup your Google Places account for your affiliate. Google gives this to you as a free service, but expects you to fill it out completely if you want to rank well. **Signup here**.
- 18. Solidify your lease. Pull the trigger on your equipment order. Order signage.
- 19. Post two pictures on your facebook page each day during buildout (about six hours apart.) Mention members who have already signed up. Link to your founders' club offer.
- 20. Put up a sandwich board at your free park workouts with your logo, website, and phone number. Make it easy to read from far away - many new members aren't brave enough to jump into a workout in a public space.
- 21. Make your initial shirt order for coaches and founders' club members.
- 22. Order paper takeaway handouts. On one side, print "What You Get With a CrossFit Membership" with at least 12 points distinguishing CrossFit memberships from GloboGyms and Personal Trainers. These should be services, not benefits (objectively measurable, not the 'feel-good' stuff) because you're trying to establish quantifiable value for money. Many new prospects confuse price and value, and this one-pager will be the first piece of information that many will see. THE GOAL: Get them to come back and try it. On the other side, print directions to book a free one-on-one consultation and/or free trial workout.
- 23 Buildout. Invite members to help, and do a 'fun wod' with new equipment in the imperfect space. This may sound counterintuitive, but creating a memory for your clients - "I was here when this place looked like a warehouse" - is a strong empathetic tie.
- 24. Post a 'grand opening' date. This will be the last day to sign up for your 'Founders Club' program. Host 2 - 3 workouts that are easy to coach but offer a glimpse into your gym's approach to novelty and mixed-modal interval training. "Helen" is a great example. Host a barbecue. Talk to people. Hand out your one-pager, above. Direct them to your website for your story.
- 25. Begin seeking members' stories from Day One. Tell the story of people at your gym. When a visitor comes to your site, the question they're unconsciously asking is, "Does someone like ME do something like THIS?" Show them it's true.
- 26. After two months, begin your OnRamp/Foundations program (for the first two months, every class will BE an OnRamp/Foundations program.) After two months, beginners should be kept separate from your 'experienced' movers.
- 27. LIVE THE DREAM.