

YOUR 6-WEEK SUMMER GROWTH PLAN

A STEP-BY-STEP ACTION GUIDE TO BUILD MOMENTUM BEFORE SEPTEMBER

The clubs that have the strongest September usually don't suddenly "*get busy*" when September arrives. They prepare for it early.

Summer is one of the most important windows of the year for:

- Improving retention
- Re-engaging students
- Building lead flow
- Strengthening communication
- Creating momentum

This guide gives you a practical 6-week plan to help you stay proactive instead of reactive. Small, consistent actions now can make a huge difference later.

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WEEK 1: AUDIT AND IDENTIFY RISKS

FOCUS: Understand where your club currently stands. Before you can improve retention or lead flow, you need visibility.

This week's actions:

Review attendance

Identify:

- Students who haven't attended recently
- Reduced attendance patterns
- Students becoming inconsistent

Review current lead flow

Ask yourself:

- Where are leads currently coming from?
- How quickly are enquiries being followed up?
- Are leads going cold?

Review communication

Look at:

- How often members hear from you
- Whether communication feels consistent
- If students are still engaged outside of classes

GOAL: Spot potential issues before they become cancellations.

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WEEK 2: RECONNECT YOUR EXISTING MEMBERS

FOCUS: Strengthen retention and engagement. This week is about rebuilding connection.

This week's actions:

Send re-engagement messages

Reach out to:

- Students who've missed sessions
- Inconsistent attendees
- Members who've gone quiet

Keep it friendly and supportive.

Example: "Hey! We haven't seen you for a little while - hope everything's okay. Looking forward to seeing you back soon 🙌"

Increase visibility

Post consistently on Facebook, Instagram, Member groups and Email/SMS.

Share:

- Student achievements
- Club atmosphere
- Instructor videos
- Motivation posts
- Introduce a Summer Challenge

Examples could include: Attendance challenge, bring-a-friend challenge, technique challenge and skill tracker.

GOAL: Make students feel connected, motivated, and part of the club.

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WEEK 3: REFRESH YOUR OFFERS

FOCUS: Make joining easy. Summer is a great time for new enquiries - but only if your offer is simple and clear.

This week's actions:

Create a beginner-friendly offer

Examples:

- Free trial class
- 2-week beginner course
- Summer confidence programme
- Family trial sessions

Simplify your messaging

Make sure people instantly understand:

- Who it's for
- What they get
- How to start
- Avoid overcomplicated wording.

Update your website and social media

Check:

- Is your offer visible?
- Is it easy to contact you?
- Is trial booking simple?

GOAL: Reduce friction and increase enquiries.

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WEEK 4: BUILD YOUR LEAD PIPELINE

FOCUS: Consistent lead generation. This week is about visibility and lead flow.

This week's actions:

Stay active online

Simple weekly structure:

- Monday → Motivation
- Wednesday → Club culture/community
- Friday → Trial CTA
- Weekend → Testimonials or engagement post

Run a small paid campaign

Focus on:

- Parents
- Confidence building
- Fitness
- Beginner-friendly messaging

You do not need huge budgets. Consistency matters more.

Improve lead follow-up

Set a rule:

- Every enquiry gets a response quickly
- Follow-up happens multiple times

GOAL: Create a steady stream of warm enquiries before September.

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WEEK 5: STRENGTHEN SYSTEMS AND PROCESSES

FOCUS: Reduce gaps and improve consistency. Growth becomes difficult when systems are inconsistent.

This week's actions:

Review:

- Attendance tracking
- Follow-up processes
- Communication systems
- Event management
- Lead organisation
- Identify bottlenecks

Ask:

- Where are leads being lost?
- Where does admin become difficult?
- What tasks are inconsistent?

Introduce more automation

Examples:

- Lead follow-ups
- Attendance alerts
- Reminder emails/texts
- Event confirmations

GOAL: Create smoother systems that support long-term growth.

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WEEK 6: BUILD MOMENTUM INTO SEPTEMBER

FOCUS: Create excitement and urgency. This is where you prepare for the September rush.

This week's actions:

Launch a "Back to Training" push

Promote:

- Beginner programmes
- New term sign-ups
- Family offers
- Trial sessions
- Increase social proof

Share testimonials, success stories, club atmosphere and student progress.

People want reassurance before joining.

Reconnect all existing leads

Follow up with:

- Old enquiries
- Trial students
- Past members

A lot of clubs miss opportunities simply because nobody checked back in.

GOAL: Enter September with active members, warm leads, strong visibility and better momentum.

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BONUS TIP:

Focus on consistency, not perfection. One of the biggest mistakes clubs make is trying to do everything at once.

The clubs that grow best usually do simple things consistently:

- Communicate regularly
- Follow up properly
- Stay visible
- Keep students engaged
- Build systems that support growth

Small actions repeated weekly create massive long-term results.

FINAL THOUGHTS

Summer doesn't need to be survival mode. Handled properly, it can become one of the most valuable growth periods of the year.

The key is staying proactive before:

- Students disconnect
- Lead flow slows
- Momentum drops

The actions you take over the next 6 weeks can shape what your club looks like for the rest of the year.

With NEST, we can help you stay consistent through summer and build stronger momentum heading into September. Because the clubs that prepare early are usually the clubs that grow strongest later.