

Leisure and Spa New Member Plan

There are a lot of intelligent ideas written about building new habits. However a lot of them seem to focus on the later stages of the process, rather than those difficult early days where you seem to have more failures than successes. At this stage a lot of people become so disheartened when they give in to the temptation that they stop altogether. This early stage often requires a different approach. It's important we lay down the foundations of a new habit.

Below is a keyed outline of Touch Points to help new members build regular exercise and diet management into their life.

Touch Point:

Week 1	Welcome - email 1
Week 1	Welcome to QHotels Club manager call
Week 1	1 hour Health screening & Induction
Week 2	Benefits Of exercise & 'Just to confirm' – email 2
Week 3	'Change your shape' & Referral Offer – email 3
Week 3	15 Minute programme & dietary review
Week 4	Book 50% off on following spa treatments – email 4
Week 5	'Just to say... well done' Postcard sent
Week 5	A quick guide to nutrition – email 5
Week 6	1 hour programme & dietary review
Week 6	'Off track with your fitness' – email 6
Week 7	'Have you got a minute' – email 7
Week 8	'Balancing, eating & exercise' – email 8
Week 9	'Carbohydrate & protein' – email 9
Week 10	'Chewing the fat' – email 10
Week 11	'Breakaway Club' – email 11
Week 12	H2 Oh! – email 12

Email Touch Points

Face To Face

Club Personal Contact