TEN-MONTH CORNERSTONE RESULT

547 people put their hand up. 212 became members.

The number worth reading is the gap. What happened to the other 335 is the whole case study.

BUSINESS	PERIOD MEASURED	AD SPEND
Northern California gym	Ten months	$11,027

INSTALLED

All three parts

THE RESULT IN ONE LINE

547 opt-ins across ten months	212 of them became paying members	$52.01 average cost to sign one member	13 days to recover that cost, down from 38

The headline worth reading is not the total. It is that more than half the people who raised their hand never became members, and the gap between the best month and the worst was not the advertising.

The Cornerstone is one complete installation with three connected parts: a reason the right member chooses the business, a way to see how quickly the member investment is recovered, and written next steps the office can run.

READ THE TREND HONESTLY

Both endpoints are real. Both paths are rough.

Quoting the first month and the last month makes this look like a straight line. It is not one.

Conversion opened at 34.0% and closed at 74.3%, but it collapsed to 12.0% in April before recovering. Churn opened at 21.0% and closed at 7.3%, having first climbed to 30.4% in November, then bouncing between 5.6% and 19.4%. Any sentence published about this account has to survive somebody reading the middle of the table.

APRIL IS THE MONTH TO EXPLAIN

Fifty people put their hand up and six joined. Spend was the lowest of the ten months and cost per member the highest, at $101.33. A plumbing failure changed gym access hours with no warning, so tours and trials were canceled and rescheduled repeatedly. The advertising delivered the leads. The building could not take them in.

JULY'S CONVERSION CAME EXPENSIVE

74.3% is the best conversion in the set. July also had the fewest opt-ins, 35, and the highest cost per lead of the ten months at $33.40. A high conversion rate on a small, costly pool is a different result from a high one on a large pool. That month the gym deliberately narrowed its targeting radius, trading volume for readiness.

BEFORE ANY OF IT

The gym ran on word of mouth and generic boosts about "community and modern equipment." The website sounded like every other 24-hour gym in the area, so prospects chose on price or distance. Churn sat at an unsustainable 21.0%, and leads fell through whenever the front desk got busy.

PART 1 OF 3

Give the right member a reason to choose this business

We assumed the 30-day coaching track was the difference. Competitive analysis killed that idea inside a week, because every studio in the area offered one.

So we interviewed the longest-standing members and asked why they actually stayed. The answer was not the equipment or the programming. It was that veteran members took new arrivals on as a personal project. Not a community. A training family, with the loyalty of a tight-knit academy.

THE BRAND ANCHOR INSTALLED

"The only gym that drafts you into a training family, matching you with a veteran member on day one."

Live on every landing page and local search ad from December 1, 2024.

WHAT CHANGED AFTER THE MESSAGE WAS APPLIED

Committed members showed up almost immediately. Conversion from opt-in to sign-up reached 41.0% in January and 50.8% in February. Because new members were pulled into the social fabric on day one instead of training alone, churn compressed from 30.4% in November to 5.6% in February.

PART 2 OF 3

Show how quickly the member investment is recovered

The cost side was complete from the start: $11,027 spent, 212 members, $52.01 each, month by month, with churn sitting next to it.

THE DECISION SIGNAL

Each month's numbers produced one of three instructions. **Fix** meant the follow-up sequences needed work to lift conversion. **Triage**, which is what April got, meant pausing spend because the facility could not intake anybody. **Scale**, which came in June, meant raising the budget, because conversion was holding above 40% and churn was under 12%.

AD SPEND, TEN MONTHS	$11,027
MEMBERS SIGNED	212
COST TO ACQUIRE ONE	**$52.01**
MONTHLY DUES	$160, no joining fee
COST TO SERVE A MEMBER	$35 per month
NET IN THE FIRST 30 DAYS	**$125** per member
FIRST-MONTH PAYBACK	2.4x

The gym recovered what it spent to sign a member in 13 days, against 38 days before the installation. The monthly reading named structured day-one onboarding as the first thing to change.

PART 3 OF 3

Give every inquiry a next step

The largest number in this case study is the gap between 547 and 212. Three hundred and thirty-five people asked and did not join, and before this work, an opt-in who did not answer the phone was simply abandoned.

WHAT HAPPENED

Of those 335, the follow-up re-engaged **141 for a facility tour**, and **44 of them signed** across the ten months. Those are members the gym had already paid for and would otherwise never have seen again.

WHAT WAS INSTALLED

01
Five minutes, text then call

Every new opt-in gets an automated text within minutes saying the owner is about to ring, and then he rings. The owner has since pushed the window down to two minutes, because interest cools fast.

02
Seven-day lost-lead sequence

For anyone who never booked a tour, built on video from real members describing the family-like support rather than the facilities.

03
Thirty-day check-in

For prospects who said bad timing or no money, an invitation to community-only weekend events, building the relationship before the sale.

THE CONNECTED OUTCOME

Three parts, and each one carrying the next.

THE REASON

A tribal, specific reason to choose this gym over a cheaper one, which brought the blended cost to sign a member down to $52.01.

THE NUMBER

$160 dues against $35 to serve proved the business was getting its money back 13 days after a member joined.

THE NEXT STEP

Written follow-up pulled 44 members back out of the lost pile and drove the conversion rate through the back half of the year.

CLOSING

Most of the people who ask never join. That gap is the work.

A reason the right member chooses this business. A number showing how fast the money spent signing them is recovered. A next step for every person who raised their hand and did not join.

Those three connected parts are the Cornerstone. The advertising comes after them, when there is somewhere for every click, call, and visit to go.

Next step. Bring one period of advertising spend, your sign-up records, what a member pays, and the dates the money landed. We'll show you what can be measured and what is still missing.

Book the 15-minute call: neovora.com/schedule