

Prep Your Business for Clients' New Year's Resolutions

Empower your clients and boost your business. Follow this checklist for a strong start to 2020.

Dec. 2-8 | Shape up Your Fitness Site & App

- **Update Your Class Schedule**
Add new classes and descriptions. Refresh your schedule for the year ahead.
- **Accept Payments**
Choose a [payment provider](#) for online and offline payments. Manage all transactions from your Wix dashboard.
- **Set up Paid Plans**
Let clients purchase a class package or membership with [Paid Plans](#).
- **Turn on Waitlists**
Offer [waitlists](#) to fill every class. Clients will get notified right when a spot opens up.
- **Add Workshops**
Empower clients to strengthen their workouts. Run [workshops](#) that focus on specific skills or meditation.
- **Sell Your Workout Videos**
[Upload instructional videos](#) to your site. Stream, rent or offer video subscriptions to clients.
- **Sell Your Own Gear**
Add an online store with fitness products. To promote your business, [create and sell branded apparel](#).
- **Invite Clients to Your Custom Mobile App**
Let clients book and pay for classes, chat with community members, and get updates—all on the go.

Dec 9-16 | Manage Your Workflow

- **Add Your Hours**
Choose [default work hours](#) or [list separate hours](#) for each staff member.
- **Sync Your Calendars**
[Connect your schedule](#) with your staff's Google calendars and keep everyone updated.
- **Set Roles and Permissions**
[Give your staff roles](#) on your site so they can help manage your business.
- **Manage Your Business on Mobile**
[Use the Wix Mobile App](#) to track session attendance, chat with clients and review member profiles.

- **Create Automated Emails**
Check in with new clients and members you haven't seen in a while. [Remind members before their plans expire](#).
- **Track Your Success**
[Keep an eye on analytics](#) for your site traffic, client attendance and finances.

Dec. 17-24 | Prep Your Marketing Plan

- **Get Found on Google**
[Use a step-by-step SEO plan](#) to drive traffic to your fitness site.
- **Create Promo Videos**
[Showcase your business](#) with instant promo videos. Share them on your site and social channels.
- **Grow Your Mailing List**
To collect email addresses from your site visitors, [add a subscription form](#). Follow up with offers and promos.
- **Add Wix Chat**
[Use live chat](#) to help clients choose the right class. Send them direct links to the classes you recommend.
- **Get in the Holiday Spirit**
[Design your site](#) for the holidays and [feature holiday workout playlists](#).

Jan 1-10 | Connect with Your Clients

- **Offer a Coupon**
[Create a deal](#) to bring in first-time clients and reward loyal members.
- **Send Marketing Emails**
Promote your fitness sessions and [give expert health tips](#) for the new year.
- **Post on Social**
[Schedule posts](#) linking to your fitness site. Include motivational quotes, videos and testimonials.
- **Motivate Your Members**
Check in with clients through chat or email. Help them stick to their fitness goals in January and beyond.
- **Create a Community**
Encourage members to connect with each other on the [Wix Mobile App](#) with forum, chat and more.

Get the Wix
Mobile App



MANAGE YOUR FITNESS BUSINESS ON THE GO