

Everywhere we go. We are making subconscious decisions based on what others do, show and say.

You can prime Members to think their Club is a safe, clean and trusted space again, one subconscious detail at a time. Subconscious success is subtle.

OVERALL

- ___ Mindset from the Members' perspective
- ___ Identify Member needs
- ___ Show empathy and sympathy
- ___ Be aware Members may want to ease back into club life

GET SAFE

- ___ Implement safety procedures
- ___ Get all staff educated and trained
- ___ Retrain basic hand washing
- ___ Mask on brand (no logo) with fabrics and appropriate design

GET CLEAN

- ___ Perception: clean, fresh, uncluttered
- ___ Control first impression areas: parking lot, host areas, entrances
- ___ Have products accessible and visible
- ___ Sanitize all equipment and Member contact areas
- ___ Clean uniforms
- ___ Install foot handles
- ___ Use power of smell: lemons, oranges, grapefruits, lavender
- ___ Show clean when doing virtual content - gloves, clean towels

COMMUNICATE

- ___ Tell Members what is changing
- ___ Use calming and reassuring words
- ___ Eliminate scary and negative words
- ___ Reintroduce your staff
- ___ Share attendance numbers (social proof)
- ___ Speak in story - how Members are using the Club which infers a safe place
- ___ Show clean in all imagery

UPDATE MARKETING

- ___ Offer "risk free" tours
- ___ Revise home page messaging
- ___ Add home page button linking to cleaning protocols
- ___ Highlight key staff and show how hard they are working and cleaning

UPDATE IMAGERY

- ___ Re-shoot home page with at least one image subconsciously showing trust
- ___ Have staff wear clean uniforms
- ___ Strategically placed props: folded white towels, wearing masks, cleaning products, towel dispensers
- ___ People 6 feet apart
- ___ Furniture grouping
- ___ Clear shields: pro shop, open kitchen areas
- ___ Smiling, happy Members!