

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 & CLEAN

- Mask on brand (no logo) with fabrics and appropriate design
- Implement safety & cleaning procedures
- Get all staff educated and trained

COMMUNICATE

- Educate Members on staff training protocols
- Perception: clean, fresh, uncluttered
- Be transparent about products used
- Show clean when doing virtual content - gloves, clean towels
- Use visual cues to associate trust with your Club brand
- Use power of smell: lemons, oranges, grapefruits, lavender
- Tell Members what is changing
- Reintroduce your staff
- Share attendance numbers (social proof)
- Use calming and reassuring words
- Eliminate scary and negative words

- Speak in story - how Members are using the Club which infers a safe place
- Stay positive with your messaging
- Show clean in all imagery
- Keep Members involved on social media

UPDATE MARKETING

- Control digital first impressions
- 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!