Make the Wait Great

Fitness On-Hold Message Ideas

Ready to get started? Use these ideas to keep members informed about classes, training, membership benefits and what is happening at your club. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

MEMBERSHIP & MEMBER SERVICES

- ☐ New member orientation, club hours and facility amenities
- ☐ Membership benefits, upgrades and renewal reminders
- ☐ Referral rewards and member-get-member programs
- ☐ Online account tools, apps and self-service resources
- ☐ Guest policies, childcare information and club conveniences
- ☐ Seasonal hours, holiday schedules and facility updates

EVENTS, PROMOTIONS & COMMUNITY

- ☐ Challenges, contests and member recognition
- ☐ Open houses, charity events and community programs
- ☐ Social media, club news and member communications
- ☐ Promotions that have clear start and stop dates
- ☐ New staff, trainer introductions and team milestones
- ☐ Reminders about upcoming events and registration deadlines

CLASSES, TRAINING & WELLNESS

- ☐ Group fitness classes and specialty programs
- ☐ Personal training, assessments and small-group coaching
- ☐ Seasonal fitness programs and registration deadlines
- ☐ Nutrition, wellness services and recovery options
- ☐ New equipment, club improvements and expanded services
- ☐ Ways to reserve classes or appointments online

MUSIC & LICENSING

- ☐ Use properly licensed music for callers on hold
- ☐ Use licensed background music in appropriate common areas
- ☐ Do not assume personal streaming accounts cover business use
- ☐ Instructor-led classes may require separate music licensing
- ☐ Choose music that fits your members and brand personality
- ☐ Keep licensing documentation and intended uses clear

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it energetic. Use friendly, active language that sounds like your club.

Give members a next step. Point them to scheduling, your app, website or front desk.

Keep it current. Use start and stop dates for programs, events, promotions and special hours.