



FRANCHISEE TRAINING

Pre-Work Packet

Your complete training preparation: tech, systems, sales, and pitch.

INSIDE THIS PACKET

- 01 Technology Platforms**
Meet the systems that run your business.
- 02 ClubReady Pre-Work**
Log in, set up your dashboard, and run your first reports.
- 03 Marketing & Sales**
USP, lead flow, and the conversation that books the trial.
- 04 Elevator Pitch Worksheet**
100 reps to pitch mastery. Your hands-on homework.

WHY PRE-WORK?

Walk Into Training Already Ahead.

Training time is precious, and the franchisees who get the most out of it are the ones who show up with a baseline. This packet is your complete on-ramp: a quick orientation to the technology that runs your business, hands-on setup of your ClubReady portal, the marketing and sales foundation, and a pitch worksheet to lock it all in. Each part pairs short videos with practice you can do on your own.

HOW TO USE THIS PACKET**01 Work in order.**

Each part builds on the last. Tech first, then ClubReady, then sales, then pitch practice.

02 Take notes.

Keep a notebook handy. Capture phrases, questions, and anything that doesn't click yet.

03 Practice the pitch.

The Elevator Pitch Worksheet (Part 4) is your homework. Aim for 100 reps.

04 Bring your questions.

What we cover live builds on what you've already absorbed. Bring your sticking points.

TIME COMMITMENT**Plan ~2.5 hours total, videos plus pitch practice.**

Spread it across the week leading up to training. Don't cram the night before.

TABLE OF CONTENTS

Your Roadmap.

Four parts, in order. Estimated times below help you plan your week.

01	Technology Platforms A quick tour of the systems that power your business.	~10 MIN
02	ClubReady Pre-Work Five hands-on tasks to get your portal set up before training.	~30 MIN
03	Marketing & Sales Pre-Work USP, lead flow, initial communication, training-day checklist.	~90 MIN
04	Elevator Pitch Worksheet Hands-on practice. Write 10, say 90, master your pitch.	SELF-PACED

A NOTE ON ORDER

Tech → ClubReady → Marketing & Sales → Pitch is intentional. The tech overview gives you context for everything else. ClubReady is hands-on, so it's best done while your login is fresh. Marketing and sales build the conversation arc. The pitch worksheet is where you lock it all in. Keep coming back to it.

1

PART 1

Technology Platforms

A short, foundational tour of every system that powers your business. Watch this first; it gives you the language and context for everything else in this packet.

01

PART ONE

Technology Platforms

Before you log in to anything, get the lay of the land. This short video walks through the primary technology platforms our organization uses day-to-day, what each system does, how they connect, and why they matter. Watch this first; everything else in this packet (and in training) will reference these tools by name.

WATCH FIRST



OVERVIEW

Primary Technology Platforms

<https://www.loom.com/share/690a712addb941349ad381c322d582db>

WHAT TO LOOK FOR

- Which platforms run which functions: sales, billing, scheduling, reporting, marketing.
- How the systems talk to each other, and where data flows from one platform to the next.
- Where you, as the owner, live day-to-day: which system you'll spend the most time in.
- Names and acronyms you'll hear in training. Write them down so they're familiar by Day 1.

OUTCOME

Walk into training with a working mental map of every system that runs your studio.

2

PART 2

ClubReady Pre-Work

Five hands-on tasks in the system you'll live in every day. Get your login working, set up your dashboard, run your first two reports, and complete CRUniversity Module 1, all before training day.

ESTIMATED TIME

~30 min

WHAT'S INSIDE

5 hands-on tasks

02

PART TWO

ClubReady Pre-Work

FXB & Max Fitness & Wellness · Franchise Training

May 18–22, 2026 · Complete before arriving May 18 · Estimated time: 30 minutes

TIP

WHY THIS MATTERS

Training works best when it builds on something familiar. These five tasks take about 30 minutes and ensure you arrive on May 18 with your login working, your bearings set, and your first look at the system already behind you. If anything does not work, especially Task 1, contact me before training day.

TASK 1

Log in to Your ClubReady Portal

NAVIGATE TO : Open a browser → fxb.clubready.com (FXB) or themaxchallenge.clubready.com (Max Fitness & Wellness)

- Open a web browser and navigate to your brand's ClubReady portal.
- Enter your username and password. (First-time login? Your credentials were emailed when your account was created.)
- Confirm you can see the main Dashboard with your club listed in the location rows. The layout is the same for both brands.
- If you cannot log in, contact **Michael Slomczewski** (michael@fitfranchisebrands.com) before May 18, not on the day of training.

TIP

FXB users: fxb.clubready.com, **NOT** app.clubready.com. **Max Fitness & Wellness users:** themaxchallenge.clubready.com. Both portals are for owners and managers only; do not use the generic app.clubready.com login.

DONE ? ■
Yes

Your ClubReady username: _____

TASK 2

Explore & Customize Your Dashboard

NAVIGATE TO : Main tab → Dashboard (default landing page after login)

- After logging in, click the Main tab if the Dashboard does not load automatically.
- Review what widgets are currently displayed. Each widget shows a key metric for your club: active members, revenue, leads, etc.
- Find the option to add or customize widgets. (Click the unlock button on the right side of the dashboard.)

- Add at least 3 widgets that you will want to check every day or week. Suggested starting point: **Active Members, Gross Sales, Past Dues, and Lead Count.**
- Rearrange or remove any widgets that are not relevant to your daily workflow.
- Take note of what your dashboard shows for your club after customizing it.

TIP *A well-configured dashboard is your daily morning check. Spend a few extra minutes here. Getting this right before training means you arrive with a working setup, not a blank screen.*

DONE? ■
Yes

The 3 widgets I added or kept on my dashboard: _____

TASK 3 Run the Gross Sales Report

NAVIGATE TO: *Reports tab → Sales → Gross Sales*

- Click the Reports tab in the top navigation bar.
- Hover over “**Sales**” in the dropdown, then select “**Gross Sales**” from the sub-menu.
- Set the Start Date to the 1st of the current month. Set the End Date to today's date.
- Click **Run Report** (or Apply). Wait for results to load.
- Note the Total at the bottom of the report.
- Optional: Click **Export to Excel** to save a copy, or take a screenshot.

TIP *Gross Sales is the #1 report owners and managers should check weekly. It shows all revenue collected by your club: agreements, packages, and recurring EFT payments.*

DONE? ■
Yes

This month's gross sales total shown: \$ _____

TASK 4 Run the Invoices Coming Due Report

This report is essentially a snapshot of your current monthly paying members and what they owe through the rest of the month.

NAVIGATE TO: *Reports tab → Member Reports → Invoices Coming Due*

- Click the Reports tab in the top navigation bar.
- Hover over “**Member Reports**” in the dropdown, then select “**Invoices Coming Due**” from the sub-menu.
- Set the date range to cover the remainder of the current month: today's date through the last day of the month.
- On the report filter screen, check boxes **1, 2, 3, 5, 6, and 7**. Leave box 4 unchecked. These selections pull the active monthly member data you need and exclude the categories that would distort your projection.

- Click **Run Report** (or Apply). Wait for results to load.
- Click **Export to Excel**. Once the file opens, sort by Column E (Paid Date) and delete any rows that already have a paid date. Those invoices have been collected and should not be counted toward what is still expected.
- Note the **Total amount due** at the bottom of the cleaned-up report. This figure represents the recurring revenue still expected from your active monthly members through the end of the month.

TIP *Running your Invoices Coming Due report alongside your Gross Sales report gives you an accurate revenue projection for the month. Gross Sales shows what you've already collected, and Invoices Coming Due shows what's still expected from your active monthly members. Together, they tell you where the month is going to land.*

DONE? ■
Yes

Total invoices coming due this month: \$ _____

TASK 5 Watch CRUniversity (Module 1)

NAVIGATE TO: *Help tab → CRUniversity OR clubready.club/foundations-training*

- Click the Help tab in the top navigation bar.
- Find “**CRUniversity**” in the menu and click it, or open a new tab and go to **clubready.club/foundations-training**.
- Find the **Foundations Training** course. Click into **Module 1** (the first module in the series).
- Watch the full module. It covers the ClubReady overview and core navigation (approximately 10–15 minutes).
- Write one thing you learned or that surprised you in the notes field below.

TIP *CRUniversity modules are free, self-paced, and available 24/7. Completing the Foundations series is one of the fastest ways to become fluent in ClubReady on your own schedule.*

DONE? ■
Yes

One thing I learned from Module 1: _____

QUESTIONS BEFORE TRAINING?

Contact Michael Slomczewski · michael@fitfranchisebrands.com

ClubReady Knowledgebase: clubready.zendesk.com/hc/en-us | CRUniversity: clubready.club/foundations-training

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PART 3

Marketing & Sales

Four modules that build the foundation of every member-facing conversation: your USP, the lead flow that brings prospects in, the seven-step initial communication, and a checklist to make sure you're ready for Day 1.

01

MODULE ONE

Master Your USP

Your unique selling proposition is the difference between sounding like every other studio and giving someone a reason to walk through your door. Before any sales script, before any lead flow, your team needs a pitch that's clear, confident, and repeatable. This module trains the muscle.

WATCH

STEP 1

Mastering the Elevator Pitch / USP<https://www.loom.com/share/dc2de1feb6b04efa9af7b46b2d9da4ca>**PRACTICE****PRACTICE****Elevator Pitch Worksheet: 100 Reps to Mastery**

Find it in Part 4 of this packet. Write your pitch 10 times, then say it out loud 90 more.

OUTCOME

Deliver your pitch confidently in 30 seconds, without notes, without hesitation.

02

MODULE TWO

Understand Your Lead Flow

Before we dive into how to talk to a lead, you need to understand where they come from and how they move through your system. These two videos give you the map: every lead source funnels into ENE, your sales process turns those leads into members, and ClubReady manages everything once they sign. Watch both before training.

WATCH IN ORDER

STEP 1

Intro to Lead Flow<https://www.loom.com/share/2b4bdaa7065c44458ce499854d056412>

STEP 2

Sales System Overview<https://www.loom.com/share/72c40eff2d21407589eb8245b91c709f>**OUTCOME**

Trace any lead from first touch to booked trial, and know the system that gets them there.


03


MODULE THREE


Master Initial Communication


Initial communication is the most consequential conversation in your business. These seven short videos break it down step by step, from the first hello to the booked trial. Watch them in order; each one assumes you've absorbed the last.


WATCH IN SEQUENCE


- 


STEP 1
Greeting
<https://www.loom.com/share/9254af09543547b4a64d99fe33d68cea>
- 

STEP 2
Mastering the Redirect
<https://www.loom.com/share/1abd9e4910154b1c8fd53490ed9bc215>
- 

STEP 3
Mastering the Elevator Pitch / Wide Net Statement
<https://www.loom.com/share/dc2de1feb6b04efa9af7b46b2d9da4ca>
- 

STEP 4
The Wide Net Statement
<https://www.loom.com/share/e0d406d2e39949879bf3a24f13f5bb3b>
- 

STEP 5
Mastering Level 1 Questions
<https://www.loom.com/share/c2491dd1f4054be89f281c8091481b5e>
- 

STEP 6
Mastering Level 2 and Level 3 Questions
<https://www.loom.com/share/ec3d68b6bd87412993106dbe7faaa1c7>
- 

STEP 7
Agreeing on Goals, Connecting Product to Desires & Booking the Trial
<https://www.loom.com/share/062edb755ded44f7891636cb7f803295>

OUTCOME Walk into training already comfortable with the conversation arc, from greeting through booking.

04

MODULE FOUR

Coming Into Training

Training builds on the foundation you laid here. Use this checklist to confirm you're ready across all four parts of this packet, and bring your questions and notes to your first session.

PRE-TRAINING CHECKLIST · ALL PARTS

PART 1 · TECHNOLOGY PLATFORMS

- Watched the Primary Technology Platforms overview video

PART 2 · CLUBREADY

- Logged in to my ClubReady portal and confirmed dashboard loads
- Customized my dashboard with at least 3 widgets
- Ran the Gross Sales report for the current month
- Ran the Invoices Coming Due report and exported to Excel
- Watched CRUniversity Foundations Training (Module 1)

PART 3 · MARKETING & SALES

- Watched the USP / Elevator Pitch video
- Watched the Intro to Lead Flow video
- Watched the Sales System Overview video
- Watched all seven Initial Communication videos in order
- Drafted my own version of the Wide Net Statement

PART 4 · PITCH WORKSHEET

- Completed at least 30 reps on the Elevator Pitch Worksheet (100 is the goal)
- Wrote down questions for live training

WHAT TO BRING

Your written pitch (memorized), your ClubReady login confirmed, your questions, a notebook, and the openness to be coached. Training works best when you arrive ready to refine, not to learn from scratch.

WE'LL SEE YOU READY.

FIT FRANCHISE BRANDS

Questions? Reach out to your training coordinator before your start date.

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PART 4

Elevator Pitch Worksheet

100 reps to mastery. Write your pitch ten times, then say it aloud ninety more. Confidence comes from repetition. This worksheet is your homework, keep it close.

ELEVATOR PITCH WORKSHEET

Master Your Elevator Pitch

Confidence comes from repetition. Hit 100 reps to perfect your pitch.

STEP 1 / 2

Write It 10 Times

Writing commits ideas to memory. Word-for-word, write your pitch ten times below.

01

02

03

04

05

06

07

08

09

10

STEP 2 / 2

Practice Out Loud 90 Times

Now that it lives in your head, get it on your tongue. Each box is one out-loud rep. Practice with mirror time, with co-workers, with members, in your car. Anywhere counts.

TRACK YOUR REPS · WRITES (10) + OUT-LOUD (90) = 100 REPS

Reps 11–20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 21–30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 31–40	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 41–50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 51–60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 61–70	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 71–80	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 81–90	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reps 91–100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

100 REPS. PITCH PERFECTED.

Date completed: _____
Signature: _____