Rate Increase Template

1. Start with "bright spots": a positive emotional touchpoint.

Dear friends,

Over the last several months, I've been proud to introduce changes that will benefit everyone. The Intramural Open was a riot, and our new Coaches' Education course will mean a better experience for everyone!

2. Focus on fairness and consistency.

In our gym, we teach consistency. Every wall ball is done to below parallel; every class starts on time; we can say your fitness is improving because we test using consistent metrics.
Until this point, we've had only one glaring inconsistency, but now we're remedying that. Now I can proudly say there's no chance anyone in your group will receive the same excellent service for less money than you pay. This has been a point of embarrassment for me in the past: that two highly-valued members of our community can derive the same fitness--and joy--from a class and pay two different fees.

3. Give a clear date (about 10 days out, or just outside your cancellation deadline.)

Effective April 1, all members will be brought to our 2016 rate of $X per month. Since we love you all, we'll also cease "special case" discounts on that date.

4. Offer a way to ease the change...but just a little, and nothing permanent.

If you believe this places a surprise burden on your budget, you may prepay for up to 2 months in advance at your current rate. This payment is due before April 1.

5. Use a comparison strategy to eliminate most dissent. Shoehorn any other complaints away from public discussion.

If you believe that your case warrants a different arrangement from everyone else in the gym, you can email me directly at chris@xgym.com.

6. Finish on a very positive note.

I'm really pumped for our Open Party next weekend! Following that, we'll be kicking off our brand new CrossFit Kids program in May, and then our Big Deal Event in June!

7. "Thank Up."

Thank you for allowing me to be your full-time coach!

Chris