



CrossFit®

The 3% Shift

How a small move in monthly retention compounds
into 42% more revenue by Year 3

CONFIDENTIAL



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How a small move in monthly retention
compounds into 42% more revenue by Year 3

You Don't Have a Lead Problem



Avg. CrossFit affiliate in our data:

129
active members.

The top 10%:

324
active members.

Same industry. Same Methodology.

I've sat where you're sitting.



- **Former CrossFit gym owner:**
CrossFit Double Barrel, NCFIT San Marcos
- **10 years USMC** - CH-53E crew chief, 6 combat deployments
- **VP Revenue & Customer Experience at Wodify**, working with 5,000+ gym owners globally

What you're walking out with



- ✓ **The exact math behind 3% to 42%** - using real CrossFit affiliate data
- ✓ **The 3 real drivers of retention** (and why most owners optimize for the wrong one)
- ✓ **A same-week action plan:**
3 things before next Thursday's class





The Math

Here's what the data actually says



Monthly retention rate gap

Full Sample	Top 10%
94.5% Monthly Retention	97.3% Monthly Retention



Top gyms retain 3% more members every month.

What 5.5% Monthly Churn Actually Costs



Losing 5.5% of your gym every month feels manageable. It isn't.

- 5.5% monthly churn: you turn over your **entire membership** every 18 months
- Average affiliate needs **~7 new members/month just to stay flat** at 129
- **Top 10% lose 2.7% per month** - half the churn, same market
- **LTV gap: \$2,288 vs. \$7,229**



The Drivers

The 3 C's



- ✓ Each is a system, not a personality trait.
- ✓ You can build all three regardless of **gym size, programming style, or budget.**
- ✓ The top 10% don't have a secret. They have **consistency in the fundamentals.**



The Playbook

Consistency is Key

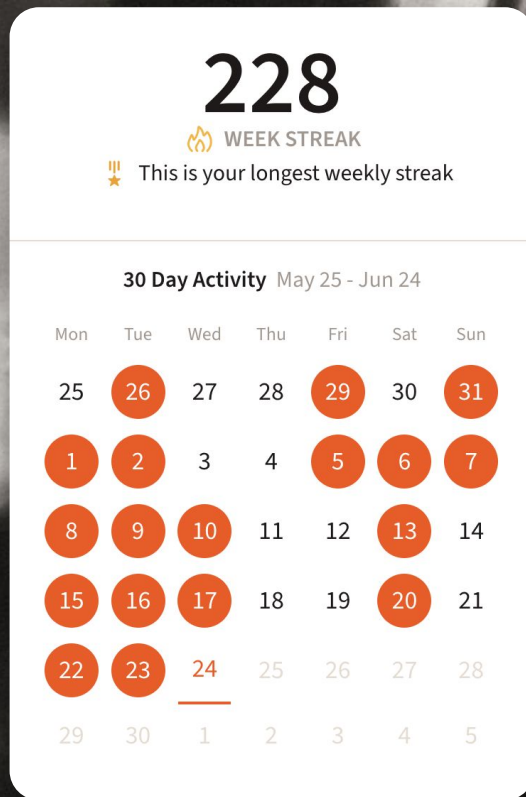


Full sample:

20 consecutive weeks

The top 10%:

39 consecutive weeks



Community isn't a vibe. It's a system.



Committed Club (most cited tactic):

Set a monthly attendance threshold
(12-16 classes/month)

Track it in your gym software -- no spreadsheets

Reward with branded gear, gym perks, or social
spotlight

Post winners in-gym AND on social media

*"Start simple. The prize isn't the point -- the
recognition is."*

Run This Monday:

Pick 3 members who attended 12+ times last month.

Text them: "You crushed last month. You're the first
members of our Committed Club. We're building
something."

Ship the recognition before you build the system.

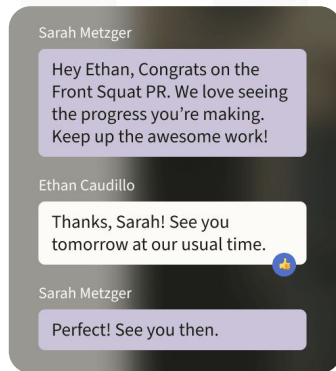
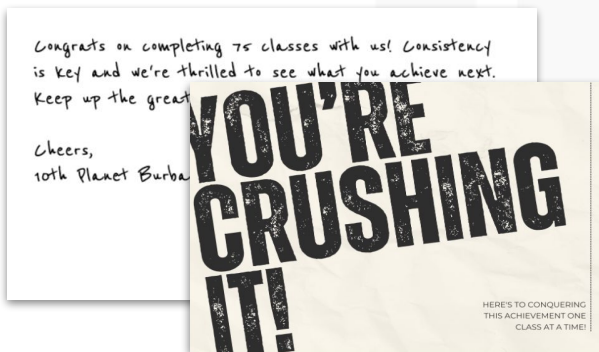


Your coaches are your moat.



The 90-day window is everything. If a new member isn't connected by day 90, they're a risk.

Key behaviors: *call by name, track goals, notice absence.*



The Tuesday Dropout Scan:

Every Tuesday morning, open your attendance data. Find everyone who hasn't been in for 7+ days.

Call one of them. Not text. Not email. Call.
-- "We missed you. Is everything okay?"

This habit, done consistently, moves the churn needle more than any marketing campaign.

Attendance is the canary in the coal mine.



The drop from 10 visits/month to 4 visits/month is a 30-60 day warning.

20%

chance of canceling next month — a member who attends once in 30 days

~2%

cancel rate — a member attending 3x/week



Attendance Milestone Program:

Set visible milestones: 50, 100, 200 classes.
Celebrate publicly -- in class, on the whiteboard, on social.

"We feature a 100/200/500 class club. It drives attendance more than any marketing we've run."

– Wodify top 10% affiliate (survey)

The First 90 Days



New Member 90 day Retention

Full sample: **59.2%**

The top 10%: **71.9%**

90-Day Onboarding Checklist:

Day 1: Goal-setting session (non-negotiable)

Day 14: Introduce to at least one "ambassador" member

Day 30: Check-in call. What's hard?

Day 60: Flag anyone under 6 visits/last 30 days. Call them.

Day 90: Celebrate. They made it. Make it feel like a thing.

Stop obsessing over leads. Start obsessing over retention.



1.

Monthly churn rate
(by membership
type)

2.

90-day retention
rate (your leading
indicator of LTV)

3.

Average visit
frequency per
active member (flag
anyone under
4x/month)

4.

Active streak
distribution (what
% of members
have weekly
streaks over 8
visits?)



The Tactics

The Same-Week Action Plan



Three things you can do before next Thursday's class.

ACTION 1:

90-Day Retention Audit

Pull every member who joined 60–90 days ago.

Check their visit frequency for the last 30 days.

Flag anyone under 4 visits/month — call them (not text, not email).

ACTION 2:

Launch/Optimize your Committed Club

Pick a threshold. Track it.

Name one winner publicly this week.

Ship the recognition before the system is fully built.

ACTION 3:

Tuesday Dropout Scan

Every Tuesday morning, flag anyone absent for 7+ days.

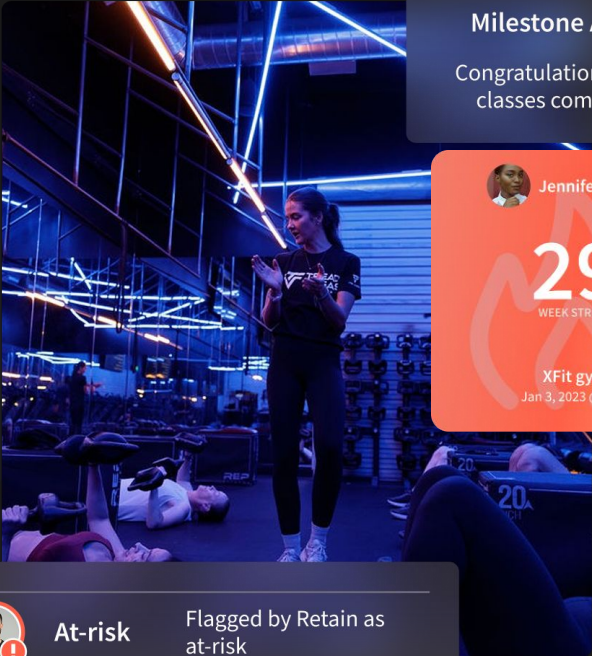
Call one of them. Today.

The most underused feature in your gym software.



Top affiliates use streaks to do two things: **celebrate the people showing up, and catch the people starting to drift.** Both matter equally.

Automated streak drop alerts changes the intervention window from "cancel received" to **"at-risk flagged."**





Milestone Alert!
Congratulations on 75 classes complete!



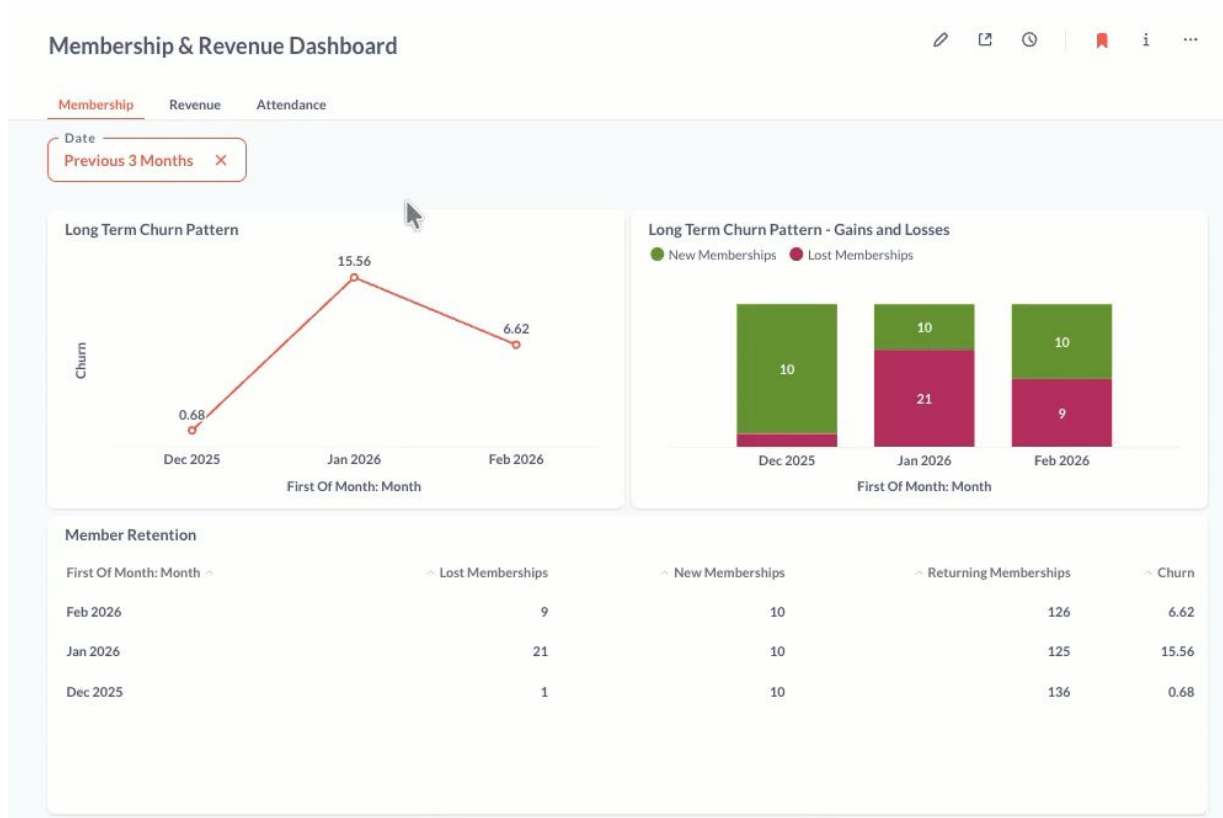
Jennifer Smith

29
WEEK STREAK

XFit gym
Jan 3, 2023 @ 5pm

⋮		At-risk	Flagged by Retain as at-risk
⋮		At-risk	Flagged by Retain as at-risk

Your software should be doing the heavy lifting.



What the Top 10% Actually Do

"We created an AMDAP program (as many days as possible), where we choose one member per month for the highest attendance and receives an AMDAP patch."

– ***Velite Performance***

"It's okay not to have the answers. As long as you know where to go and get the answers that is what matters. Each tuesday i go through and see who hasn't been in the last week and reach out to them. Also, celebrating attendance has been a game changer."

– ***CrossFit Alabaster***

"You can still help people and treat it as a business. In fact, treating it like a business is going to be better not only for you, but for everyone else."

– ***South Hall CrossFit***



Putting it all together

What is one member worth to you?



The difference between a \$2,288 member and a \$7,229 member is not what they pay. It's how long they stay.

\$2,288

Full sample CrossFit LTV

\$7,229

Top 10% CrossFit LTV

\$45,760

@20 members

\$144,580

\$114,400

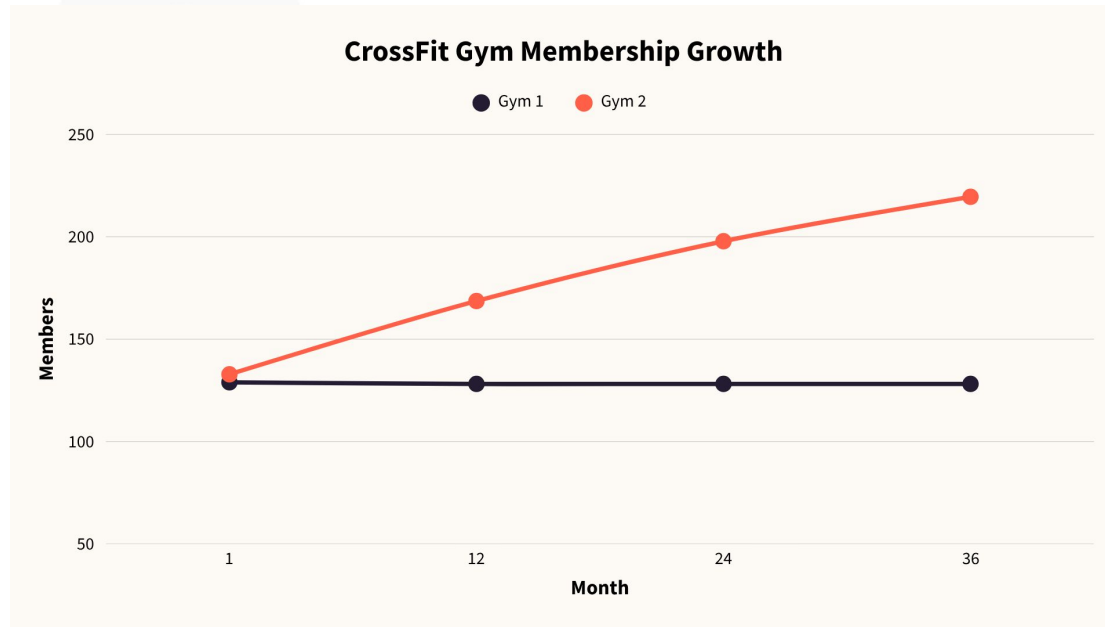
@50 members

\$361,450



3%. That's the gap.

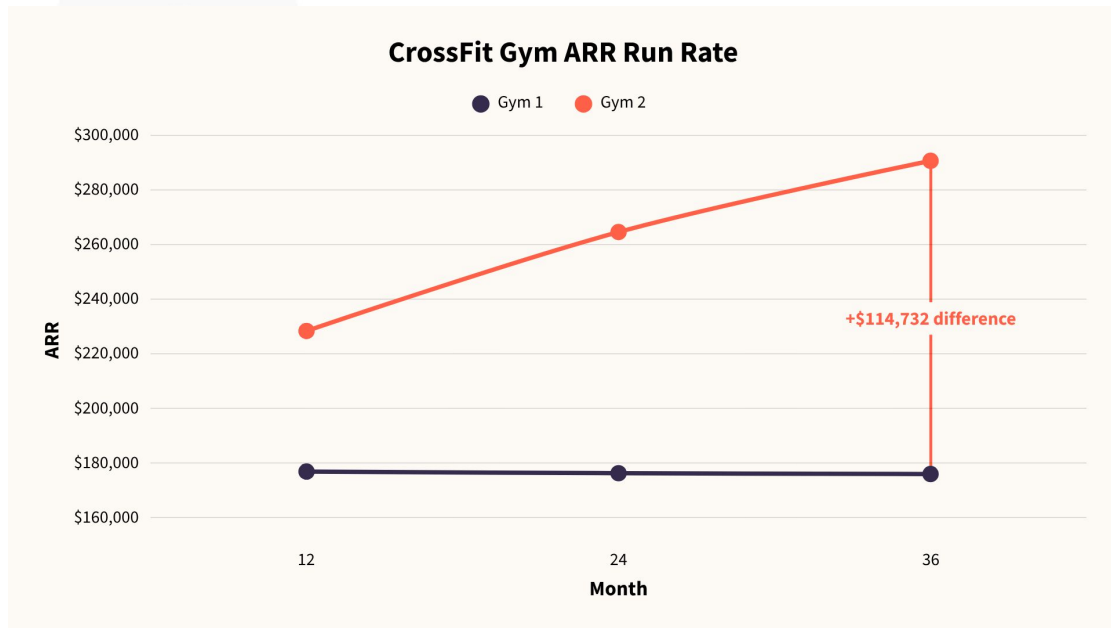
Every month you close it is a month the math works for you.





3%. That's the gap.

Every month you close it is a month the math works for you.



Get the strategies from the top 10%



Use the data, habits, and simple systems elite gyms use to boost retention, drive steady growth, and increase revenue with less guesswork.



Thank You Questions?



METADATA

Total Slides: 22

Run Time: ~35 min | Q&A: 10 min

Key Design Investments (in priority order):

1. Slide 7 -- Hero Slide: Two diverging lines, animated build if format allows
2. Slide 13 -- 3 C's: Brandable, quotable, ownable by Wodify
3. Slide 5 -- Benchmark Table: Make the data feel earned, not academic
4. Slide 19 -- Quote Cards: Real words from real owners. Don't over-design.
5. Slide 18 -- Product: One clean screenshot. Restraint wins.

Speaker Assets Needed:

- Photos from CrossFit Double Barrel / NCFIT San Marcos
- Headshot for Slide 3
- Confirm USMC photo availability



OPEN QUESTIONS FOR MARKETING

1. Data validation: Run the compound model against CrossFit cohort medians (94.5% to 97.3%) before design starts. Confirm +42% at Year 3 exactly.
2. Brendan Rice alignment: Brendan presented a version of this at CFOCC last year (deck is in Drive: CFOCC_Wodify_Inside the Top 10%_Brendan_Rice). Ben's version is more practitioner-level and operationally specific. Confirm positioning as additive, not duplicative. Coordinate before conference.
3. CTA resource: Does the Top 10% PDF guide (live at wodify.com/guides) serve as the CTA, or do we build a retention-specific download?
4. Product screenshot: Which Wodify view for Slide 18? Attendance dashboard, member lifecycle, streak report, or a custom composite view?
5. Event format: Slide animation available, or PDF-only?
Critical for the Slide 7 reveal design.
6. Qualitative quotes on Slide 19: Clear for public use or anonymize?
Source: CFOCC Brendan Rice deck + Wodify affiliate survey pool.