CHARGE CROSSFIT
NORTHCOTE | RESERVOIR

MORE MEMBERS, BETTER MEMBERS

A Marketing System for CrossFit Affiliates

Alice | Owner, Charge CrossFit Melbourne | CF-L3 | Oceania Community Support, CrossFit HQ

Think back to the moment you found CrossFit.

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91%

of people check a business online before they visit in person.

Digital.com (2023)

CHARGE CROSSFIT

ALICE

- Co-Owner, Charge CrossFit Melbourne
- CF-L3
- Oceania Community Support — CrossFit HQ
- Opened second affiliate in 2025
- Gymnastics coach for 17 years
- Executive Manager for a Not For Profit



2020-2021

















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The product was not the problem.

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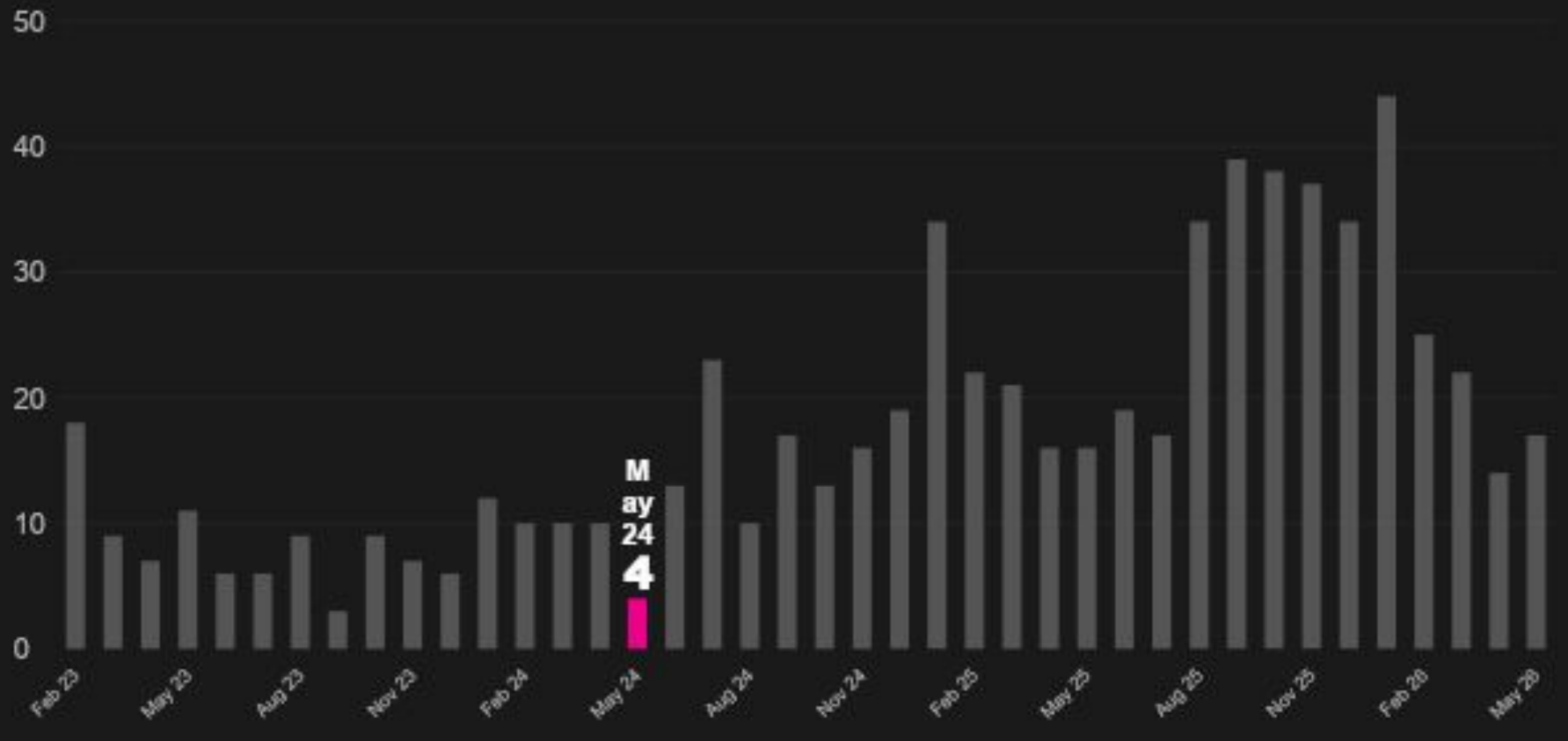
Monthly New Clients at Charge CrossFit



Australian financial year runs July to June.

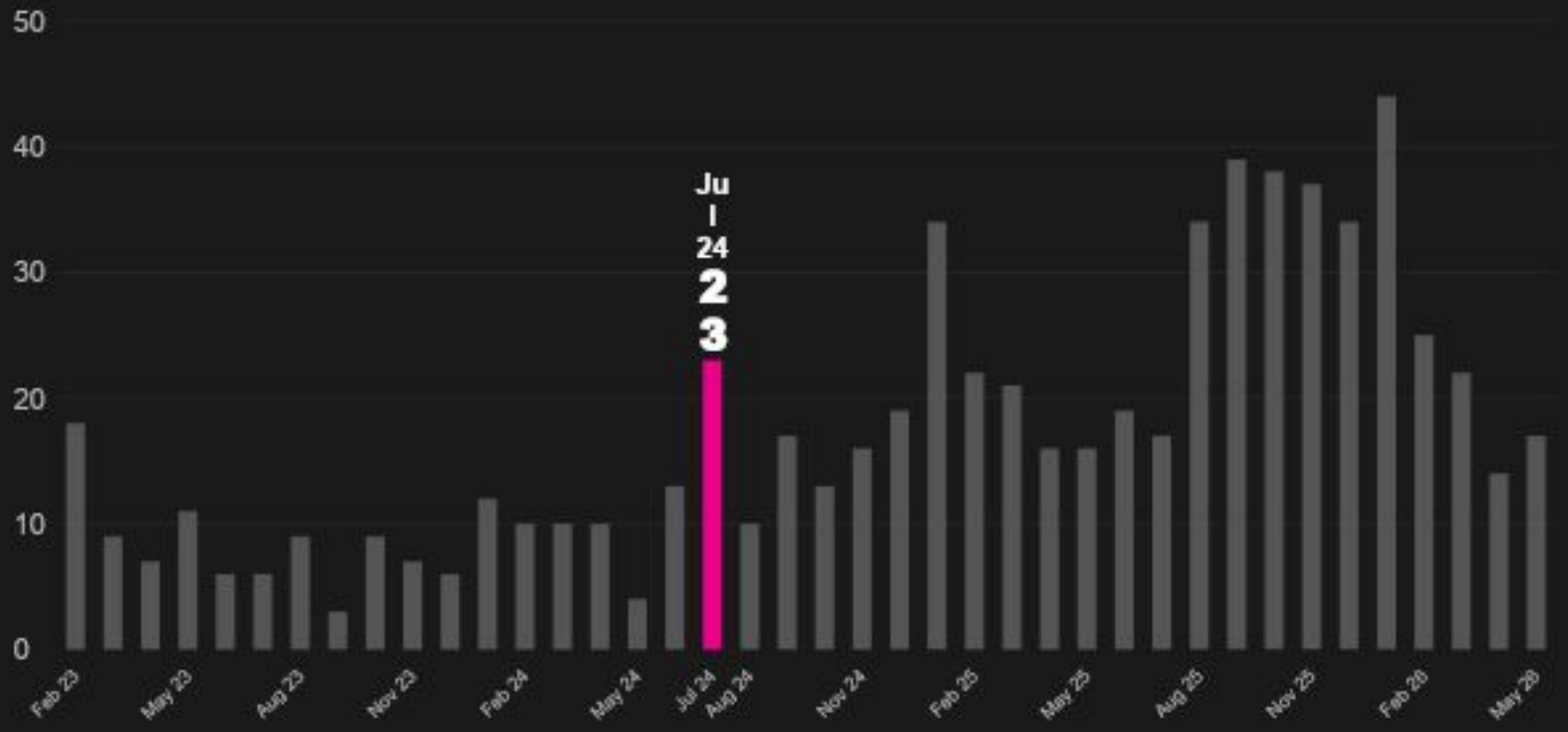
June 2024.



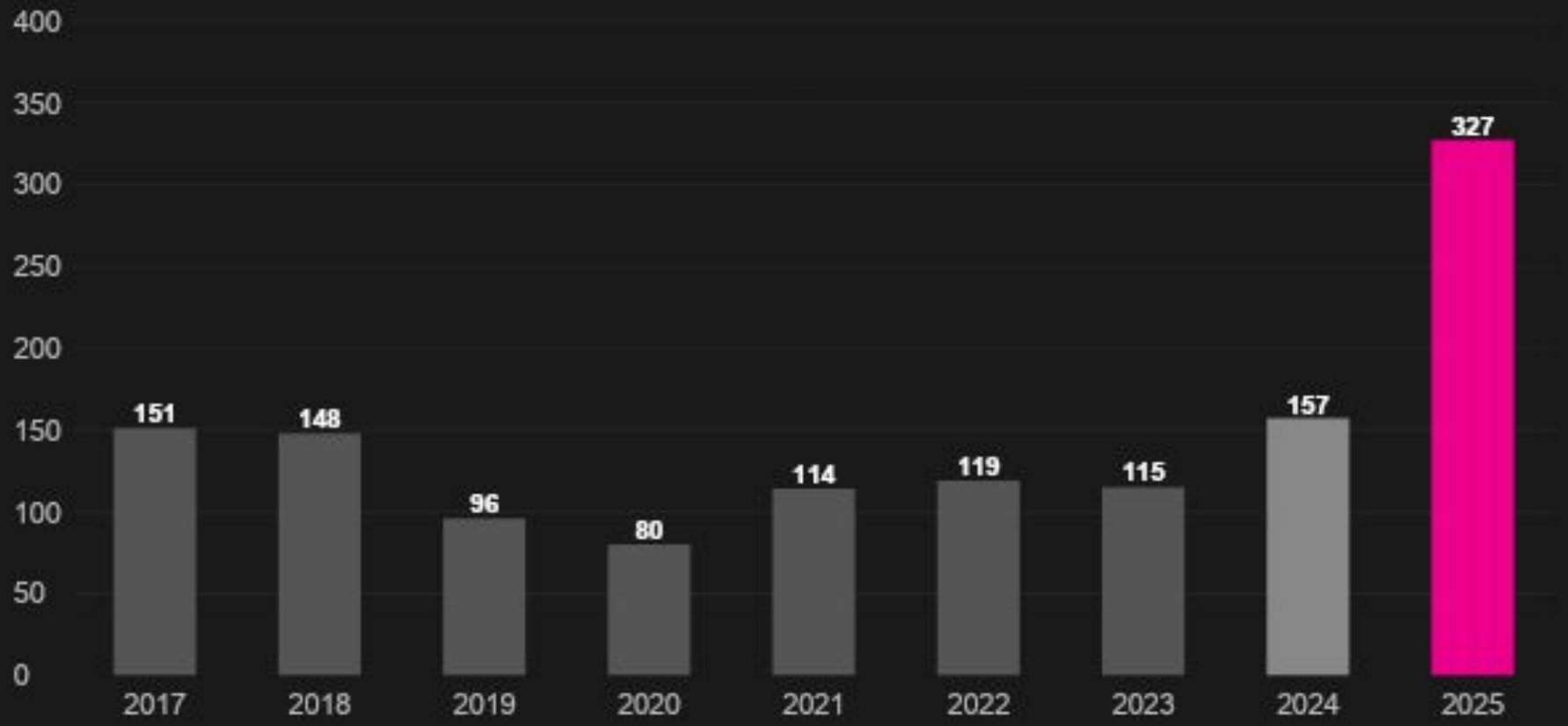




Monthly New Clients at Charge CrossFit



New Clients at Charge CrossFit



157 → 327

New Clients
2024 vs 2025

275 → 885

Enquiries
2024 vs 2025

2nd

Location in 2025
Northcote | Reservoir

Clarity
Intention
Willingness

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THE LONG GAME

Brand

Who you are and how you show up consistently.

THE SHORT GAME

Attract

Everything you do to get the right people to your door.

THE INSIDE GAME

Keep

What happens inside your four walls that makes people stay and refer.

PILLAR 1

THE LONG GAME

BUILD SOMETHING WORTH FINDING

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What is a brand?

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A brand is an association.

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What do you feel when you hear...

PRICELESS

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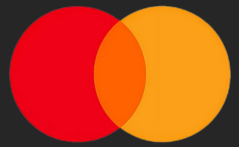
What do you feel when you hear...

PRICELESS

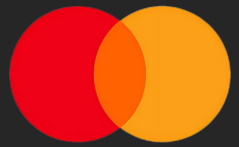


Moments money can’t buy.

CHARGE CROSSFIT

What do you feel when you hear...

PRICELESS



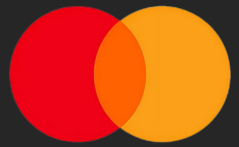
Moments money can’t buy.

GIVES YOU WINGS

CHARGE CROSSFIT

What do you feel when you hear...

PRICELESS



Moments money can’t buy.

GIVES YOU WINGS



Pushing past limits.

CHARGE CROSSFIT

What do you feel when you hear...

PRICELESS

Moments money can’t buy.

GIVES YOU WINGS

Red Bull

Pushing past limits.

MOST TRUSTED BRAND IN AUS

CHARGE CROSSFIT

What do you feel when you hear...

PRICELESS

Moments money can’t buy.

GIVES YOU WINGS

Pushing past limits.

MOST TRUSTED BRAND IN AUS

Lowest prices are just the beginning.

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When someone hears your name...

What do they feel?

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CrossFit®

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CROSSFIT

CrossFit®
is polarising.

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Sound familiar?

"It's too hard."

CHARGE
CROSSFIT

Sound familiar?

"It's too hard."

"I need to get fit first."

CHARGE
CROSSFIT

Sound familiar?

"It's too hard."

"I need to get fit first."

"I'll get injured."

CHARGE
CROSSFIT

Sound familiar?

"It's too hard."

"I need to get fit first."

"I'll get injured."

"It's too expensive."

CHARGE
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What CrossFit actually is.

01 It is for everyone

CHARGE CROSSFIT

What CrossFit actually is.

01 **It is for everyone**

02 **It produces unmistakable results**

CHARGE CROSSFIT

What CrossFit actually is.

01 **It is for everyone**

02 **It produces unmistakable results**

03 **Most approachable methodology in the world**

CHARGE CROSSFIT

What CrossFit actually is.

01 **It is for everyone**

02 **It produces unmistakable results**

03 **Most approachable methodology in the world**

04 **Best, most supportive community on the planet**

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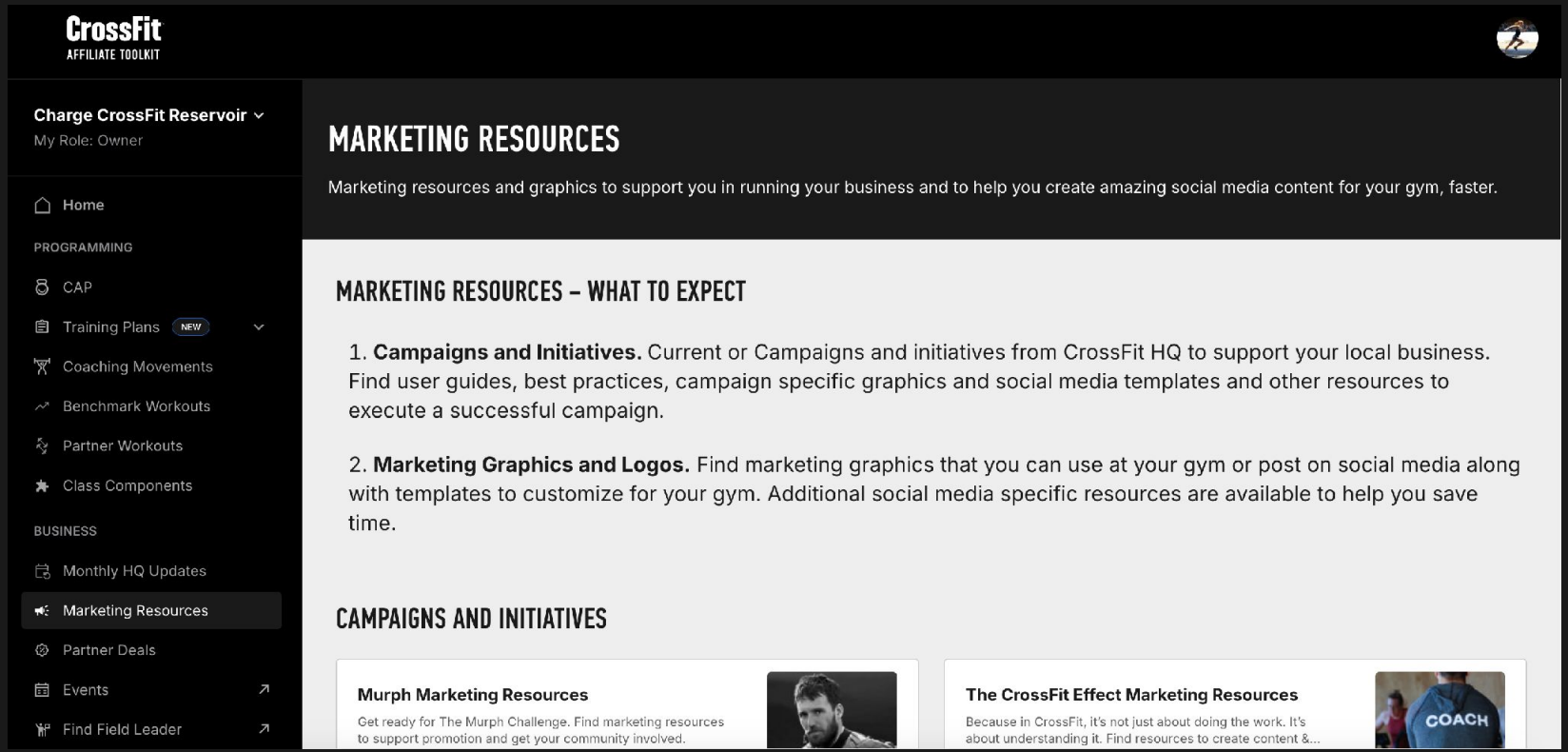
CrossFit Affiliate Toolkit



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Your name is the starting point.

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Before the gym, there was a band.



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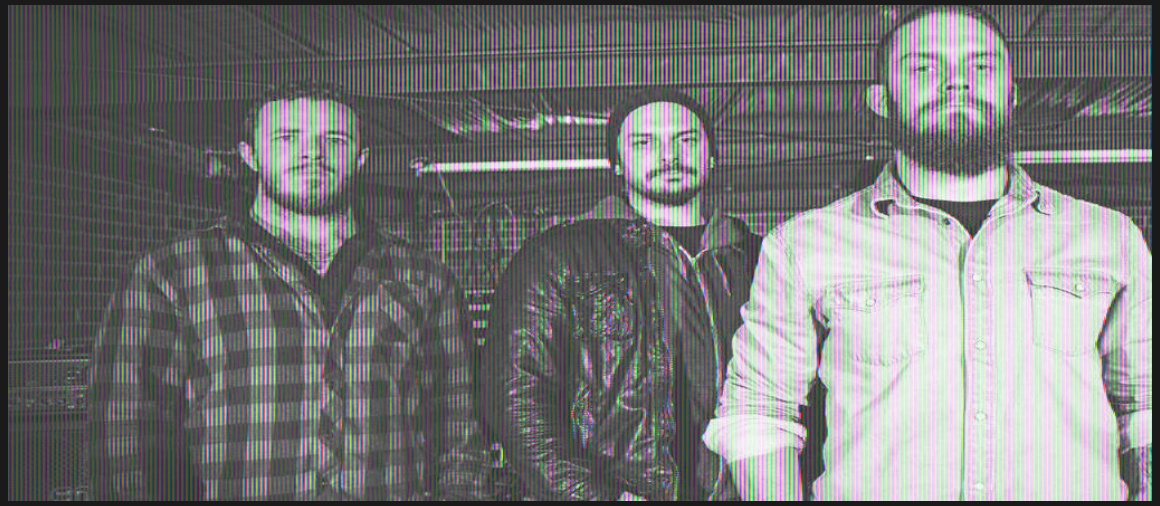
THE CHARGE




THE CHARGE
END OF WORLD MUSIC

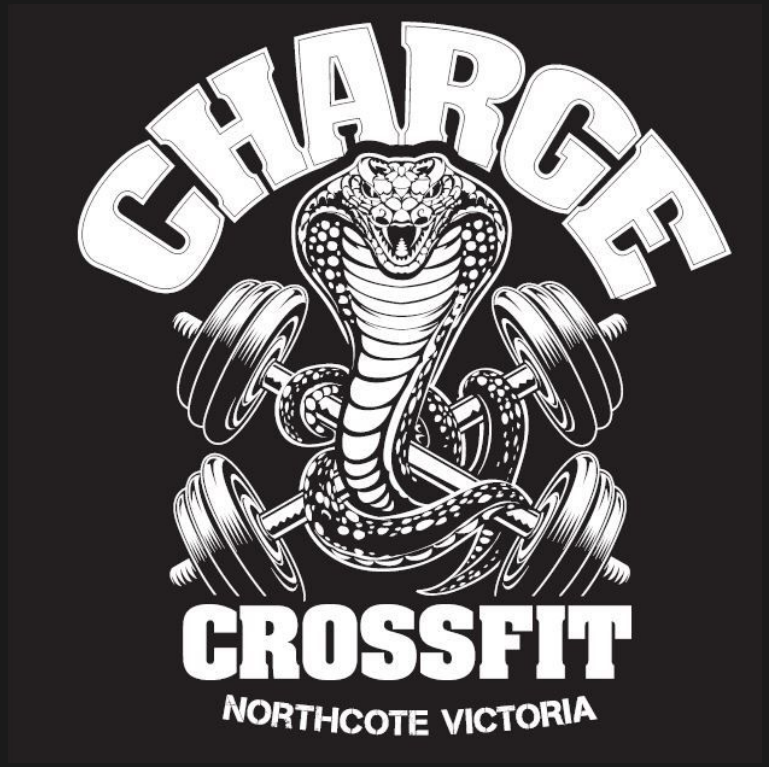

THE CHARGE
★ RED FLAGS ★


THE CHARGE
ORDER OF THE OWL


THE CHARGE


THE CHARGE
2ND SINGLE LAUNCH
"TOGETHER WE CAN MAKE A DIFFERENCE"
WITH
FREESTATE
OLMEG AND ARTILAH
SAT 14TH APRIL
THE PRAGUE
DOORS 8PM TIX $12
WWW.THECHARGE.COM.AU
WWW.FREESTATE.COM.AU
911 HIGH ST THORNBURY

Logo 1.



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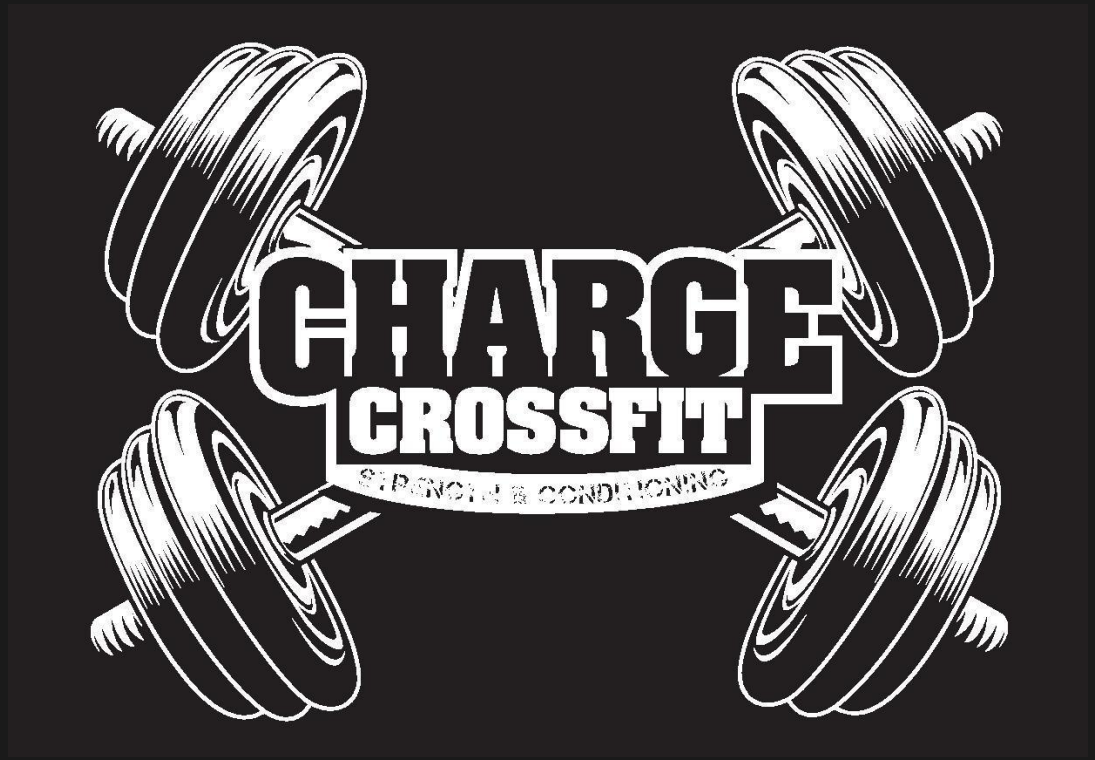
CROSSFIT

Logo 2.



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Logo 3.



CHARGE
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Logo 4.



CHARGE
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Logo 5.



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One name. A whole platform.

Charge Up — Personal Training

Re-Charge — Nutrition Challenge

Charge Away Team — Travelling Members

The Charge Way — Podcast

Women In Charge — Event

CHARGE
CROSSFIT


OF WHO YOU ARE
OF YOUR FITNESS. OF YOUR BODY.
OF YOUR GOALS. OF YOUR MINDSET.
OF YOUR CHALLENGES. OF YOUR COMMITMENT.
YOU'RE IN
CHARGE
OF YOUR DREAMS. OF YOUR HEALTH.
OF YOUR STRENGTH. OF YOUR FAILURES.
OF YOUR DESIRES. OF YOUR DREAMS.
OF WHO YOU BECOME.
CHARGECROSSFIT.COM.AU
CHARGE
CROSSFIT
3070

YOUR TURN.

What does your affiliate name give you to work with?

60 seconds. Write it down.

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THE BRAND BLUEPRINT

BRAND PURPOSE

VISION

AMBITION

VALUES

PERSONALITY

VALUE PROPOSITION

CHARGE CROSSFIT

The two you'll use every day.

VALUES

Empower Growth
Forge Real Connection
Pursue Mastery

Give your team a framework for making calls without asking you.

PERSONALITY

Relentlessly bold, grounded in grit, fiercely committed to growth.

Tells your team how to write a caption, respond to an enquiry, show up on camera.

CHARGE CROSSFIT

CHARGE BRAND BLUEPRINT

BRAND PURPOSE | Redefine fitness as a path to confidence, strength, and lifelong wellness.

VALUES

Empower Growth
Forge Real Connection
Pursue Mastery

PERSONALITY

Relentlessly bold, grounded in grit, fiercely committed to growth.

VISION

A world where fitness empowers people to grow, connect, and charge their health.

AMBITION

Make The Charge Way a nationally valued movement.

VALUE PROP | The Charge Way: Fitness for Life. Build strength, resilience, and confidence to live fully.

Become the mayor.

Not the biggest gym in the world.
The gym everyone in your neighbourhood knows.

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CROSSFIT

Get out. Show up where your community already is.

→ Primary school night markets

→ Presenting on the street out front

→ Local markets and open days

→ Community sporting events

→ Neighbourhood Facebook groups

→ The school newsletter

The mayor makes sure everyone knows their name.

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Brand is slow.

It will not fill your gym next month.

The affiliates still growing in five years started this work years ago.

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Now let's talk about how to get people through the door tomorrow.

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PILLAR 2

THE SHORT GAME

MARKETING BRINGS THEM TO THE DOOR

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THE 4 Ps OF MARKETING

Product

What are you selling?

Price

How did you decide your price?

Place

Where do you show up to be found?

Promotion

Why would someone enquire now?

Product

What are you selling?

Product

Done-with-you
fitness experience

Price

How did you decide your price?

Price

Price off the value of the product you deliver

Place

Where do you show up to be found?

Place

Meet people where they are.

Promotion

Why would someone enquire now?

Promotion

What is your entry offer?

Know your avatar



CHARGE CROSSFIT

Find your favourite member.

CHARGE CROSSFIT

OUR FAVOURITE MEMBER FILTER

Most reliable

Consistent training

Most valuable

They spend the most with you (additional services)

Least friction

They don’t cause you massive headaches

Largest referrers

Practically their whole family and friend group trains here now

“You're stuck with us for life.”

CHARGE CROSSFIT

NOW WRITE DOWN YOURS

Most reliable

Most valuable

Least friction

Largest referrers

How do you speak to them?

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Through story.

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CROSSFIT

You’re holding up a mirror.

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CROSSFIT

THE STORY ARC

1

Before

Life before they found you. What they struggled with. The specific moment they decided to act.

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CROSSFIT

THE STORY ARC

1 **Before**

Life before they found you. What they struggled with. The specific moment they decided to act.

2 **Starting**

What starting felt like. What surprised them. Most testimonials skip this. It matters most to someone who is scared to start.

CHARGE CROSSFIT

THE STORY ARC

1 **Before**

Life before they found you. What they struggled with. The specific moment they decided to act.

2 **Starting**

What starting felt like. What surprised them. Most testimonials skip this. It matters most to someone who is scared to start.

3 **Now**

Who they are now. The identity shift. Not just the results, the person they became.

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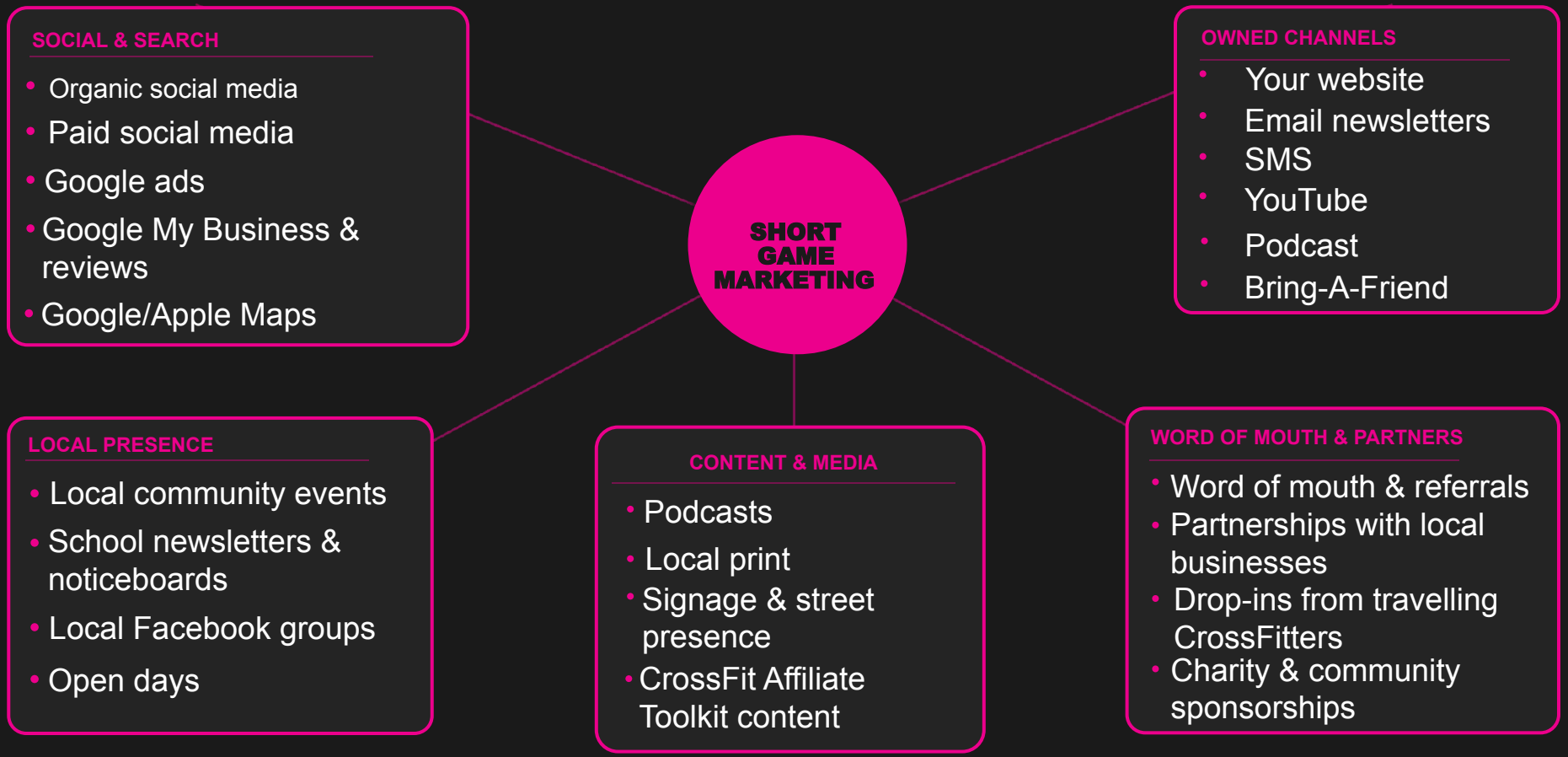
HOW DO THEY FIND YOU?



20-50

touches to warm up a cold prospect

Jeb Blount, Fanatical Prospecting

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5-12

touches for a warm lead to make a decision

Jeb Blount, Fanatical Prospecting

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So how do you close the gap?

Be impossible to forget.

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Don’t try to convince people in a single post.

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Organic vs Paid Content

Two different jobs. Know which one you're asking each to do.

ORGANIC CONTENT

FREE ADVERTISING

- Free reach that compounds the more consistently you show up
- Builds trust through real member stories, not slogans
- Costs your time and consistency, not your budget
- The foundation you build before you spend a single dollar

CHARGE CROSSFIT

Organic vs Paid Content

Two different jobs. Know which one you're asking each to do.

PAID CONTENT

ACCELERANT, NOT A SHORTCUT

- Speeds up growth — but never for free
- Only works when you know exactly who you're talking to
- Wastes budget fast without a defined audience
- Best spent amplifying organic content that's already working

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If you don't measure it,

you can't grow it.

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TRACK TWO NUMBERS

Enquiries

Is your marketing creating interest?

Flat means you're not reaching enough people, or you're not compelling when you do.

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OUR ENQUIRIES

275 → **885**

2024 2025

That number told us the system was working before membership even caught up.

CHARGE CROSSFIT

TRACK TWO NUMBERS

Enquiries

Is your marketing creating interest?

Flat means you're not reaching enough people, or you're not compelling when you do.

Conversion rate

Is your sales process working? Are you attracting the right people?

Of the people who enquired, how many became members?

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Customer Acquisition Cost

CAC = Marketing Spend ÷ New Members

$5,000 spent, 25 new members = $200 to get one person through the door.

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PILLAR 3

THE INSIDE GAME

KEEP THE RIGHT PEOPLE

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Culture



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Culture is not a feeling.

Culture is a system.

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“The product does a lot of the branding after they purchase.”

ALEX HORMOZI

Culture is not separate from marketing. It is marketing.

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It’s what gets celebrated.
What gets ignored.

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That is your culture.

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What gets celebrated gets repeated.

What gets repeated becomes culture.

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Identity.

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THE IDENTITY SHIFT

I do CrossFit.

CHARGE CROSSFIT

THE IDENTITY SHIFT

I do CrossFit.

I am a CrossFitter.

CHARGE CROSSFIT

THE IDENTITY SHIFT

I do CrossFit.

I am a CrossFitter.

I am a Charger.

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That shift is the most powerful retention mechanism that exists.

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What if you made it happen on purpose?

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People don’t quit identities.

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HOW YOU CREATE THE SHIFT

LANGUAGE

We call our members Chargers.
In texts. In posts. In conversation.

CHARGE
CROSSFIT

HOW YOU CREATE THE SHIFT

LANGUAGE

We call our members Chargers.
In texts. In posts. In conversation.

BELONGING

Events. Rituals. Inside jokes.
Shared history.

CHARGE
CROSSFIT

HOW YOU CREATE THE SHIFT

LANGUAGE

We call our members Chargers.
In texts. In posts. In conversation.

BELONGING

Events. Rituals. Inside jokes.
Shared history.

RECOGNITION

Five year anniversaries.
Legend status.

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What's your version of "Charger"?

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You cannot buy belonging.

You can only build it.

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LIFETIME VALUE

LTV =

$300 / month

Average membership value

x

21 months

Average time a member stays

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$6,300

What one member is worth over their lifetime

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A free trial week isn’t a cost.

It’s an investment in a $6,000 relationship.

CHARGE
CROSSFIT

A comp class for a friend isn't a giveaway.

It's a $6,000 opportunity.

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CROSSFIT

A coach checking in on a quiet member isn’t wasted time.

It’s protecting $6,000.

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Even a rough number is worth calculating.

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Your culture drives LTV.

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The ratio to pay attention to

LTV : CAC

$6,300 : $200

31 : 1

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MAKE MEMBERS YOUR MARKETING



Send a direct link

One tap. Make it frictionless.



Celebrate them publicly

Real members people recognise.



Build a referral culture

Generosity, not a sales tactic.

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Brand reduces CAC.

Culture drives referrals.

Marketing fills the gap in between.

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CROSSFIT

THE LONG GAME

Brand

Who you are and how you show up consistently.

THE SHORT GAME

Attract

Everything you do to get the right people to your door.

THE INSIDE GAME

Keep

What happens inside your four walls that makes people stay and refer.

A system for finding your people,
telling their story,
and building something
they never want to leave.

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This is hard.

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CROSSFIT

Confidence comes from competence.

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CROSSFIT



I spent years only able to split snatch.

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Keep going.

Use the data as feedback.

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CROSSFIT

One thing.

Write it down.

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CROSSFIT

You just made yourself accountable.

CHARGE CROSSFIT

ALICE

- Affiliate: Charge CrossFit, Melbourne, Australia
- Affiliate: Charge CrossFit Reservoir, Melbourne, Australia
- CrossFit: Oceania Community Support
- Email: alice.hogan@crossfit.com
- WhatsApp: +61 430 409 105
- Instagram: @alicemshogan | @chargecrossfit
  @chargecrossfitreservoir

