DO SOME OR ALL OF THE BELOW!

Options/Suggestions
- ❏ Schedule Launch Party or Class
- ❏ Fitness Bingo (4 weeks during launch, starting at Launch Party)
- ❏ 90-Day Start Today Challenge → start after initial launch week

Week - 1 (internal team)
- ❏ Sign up
- ❏ Onboarding call w/ Account Manager
- ❏ Review Launch Plan by Week template to break down and task out to team (optional)
- ❏ Join Sweat Pro FB Group to get and share peer ideas
- ❏ Get equipment set-up
    - ❏ Set-up what you will pick classes on (ex: Roku, Apple TV etc.) *check for any software updates*
    - ❏ Make sure TV is on correct input
    - ❏ Sign into app. of choice with account credentials (remember to check 'remember me' box so you will stayed signed in)
    - ❏ TEST starting up, selecting and playing classes
- ❏ Set up a couple staff/team group class (so everyone knows how to use, can gain some knowledge on the content and class style so the team can speak to any questions that may come up post-launch)
- ❏ Print and post instructions
- ❏ Send out SWEAT Pro coming soon fliers to (members, residents)
- ❏ Post Printed fliers around community, in break rooms, etc.
- ❏ Post Coming Soon on all social media groups
- ❏ Schedule an official Launch Date/Time for your location (introduction, how to use and a class to follow) *We suggest scheduling a few times during launch week, just in case some cannot make it, they don't miss out.*
- ❏ Print some picture release forms to have so pictures can be taken and used/shared with SSoD and posted on your own Social Media channels (optional)
- ❏ Send out Launch Date Details (time, location, class to follow)

Week -2 (internal team)
- ❏ Send out
    - ❏ Launch Date Details/location Reminder (3 days out and again 1 day out)
    - ❏ Class schedule for post-launch include a Sweat Pro Class Menu so people can get to know what classes will be available 24/7
    - ❏ Sweat Pro is HERE fliers
    - ❏ Sweat Pro Launch Day Details with any additional activities planned, including a Challenge Kick-Off
- ❏ Set Class scheduler to classes to run selected 20-30 min classes for the remainder of the day to keep interest peaked and so people can come by and check them out
    - ❏ <mark>List of most popular 20-30- minute classes</mark>
- ❏ Post Launch Day Details on all social media channels and any internal communication lines

Launch Party End of week 2 (Sweat Pro goes Live) Team Effort
- ❏ Have a sign in sheet for those that attended (optional to thank and track)
- ❏ Have some Class Menus printed for reference and for people to take
- ❏ Have SSoD pulled up to explain and show what they are getting
- ❏ 5-minute intro to Sweat Pro
    - ❏ What IS Sweat Pro, Powered by Studio SWEAT onDemand (info from fliers)

- ❏ Once they understand WHAT it is, walk everyone through how to use / get it up and started in case it is not ready when they come in to use it (ex:
  - ❏ Roku (or whatever device you are using, remote + tether,
  - ❏ How to launching app on TV/Projector etc.,
  - ❏ Searching for classes (filters)
  - ❏ Review what the SWEAT drops mean
  - ❏ Where to find the needed equipment
  - ❏ Pushing play
- ❏ Announce Kick-off week Challenge → Fitness Bingo ---> handout Cards (or request email for those interested and you can send it digitally) and explain the details and start date (weeks 3-6 = 4 weeks)
- ❏ Have a sign up sheet (or digital document) for participants
- ❏ Go over tracking, prizes and leader board (if applicable)
- ❏ Start a class (depending on initial room, spin, spin sculpt, bootcamp, yoga etc.)
- ❏ Follow up with email template for Challenge (details, tracker for printing if they want to and did not grab one) and encourage more sign-ups if they were not at the launch party or class

Week-3 - 6
- ❏ Fitness Bingo (or chosen challenge) Starts
- ❏ Send participants an email at the end of each week to keep energy and motivation going
  - ❏ Encourage people to share their progress (on chosen platform)

Week- 6 (wrap up initial 'Launch')
- ❏ Announce WINNERS (or anyone that participated and completed given challenge)
- ❏ Thank you email for participation / Thank You's / Congrats

- ❏ Wrap-up call w/ account manager for first 6-weeks *(scheduled at onboarding call)*
  - ❏ Feedback
  - ❏ Success Sharing, pictures that WE can post and share etc.

- ❏ Check-in's will start on rotation thereafter
  - ❏ Review rotation/check-in schedule (determine what the best and preferred way to check in and send updates is)