

“The Way it Works”

October 2025

Date: October 14, 2025

To: Executive Staff, Membership

From: Marketing

General Advertised Offer: October 14th-31st

\$20 enrollment

\$25 for your first month

2 months FREE wellness and recovery amenities (Membership Plus)

14-day Satisfaction Guarantee

Fitness consultation fee required

12-month agreement required / Fee for early cancellation.

Past member offer: October 14-31st

\$0 Enrollment

Free Dues Until December 1st, 2025

2 months FREE wellness and recovery amenities (Membership Plus)

14-day Satisfaction Guarantee

Fitness consultation fee required

12-month agreement required / Fee for early cancellation.

Internal Offer 18 Month: October 1-31st

\$0 enrollment

1st month FREE

2 months FREE wellness and recovery amenities (Membership Plus)

14-day Satisfaction Guarantee

Fitness consultation fee required

18-month agreement required / Fee for early cancellation.

Unadvertised Offer: October 1-31st

\$0 Enrollment

Month to Month/ 60-day written cancellation notice required.

2 months FREE wellness and recovery amenities (Membership Plus)

Fitness consultation fee required

General Offer Instructions:

1. Write “**12 Month**” on the offer line
2. Complete all new member paperwork
3. Collect \$20 Enrollment
4. Collect \$25 first month's dues
 - a. Example GFI: If sold on 10/17/2025 Collect \$25 first month dues
 - b. Example GFF: If sold on 10/17/2025 Collect \$25 first month dues
5. Starting October 22, collect prorated November dues.
6. Collect Fitness Consultation Fee.

Past Member Offer October 14-31st

1. Online enrollments only
 - Complete all new member paperwork on:
 - <https://join.akclub.com/past-member-choose-location/>
 - Lead list will be distributed by management with details
 - Please follow the DNC rules

Internal Offer 18 Month Instructions:

1. Write "**18 month**" on the offer line.
2. Complete all new member paperwork.
3. Collect Fitness Consultation Fee.
4. Starting October 22nd, collect prorated November dues.

Unadvertised Offer Instructions:

1. Write "**Month to Month**" on the Offer line on the Membership Application.
2. Collect October prorated dues.
3. Complete all new member paperwork.
4. Collect Fitness Consultation Fee.
5. Starting October 22nd, collect November dues.
6. Refer to your commission sheets for month-to-month commission amounts.
7. Sales for month to month are counted as .85 a sale toward your goal and the club goal.