SENDPOINT SOFTWARE



The Second-Visit Playbook

Four simple touches that bring more first-time climbers back, and how your team can run them in about 15 minutes a week.

A free guide for climbing gym owners and managers, from Sendpoint Software

Bring more first-timers back

Most first-time climbers never come back, and the ones who make a second visit are far more likely to stick. This playbook shows four touches that bring more of them back, and how to run them by hand without new software.

The leak

2 in 3
first-time climbers never come back for a second visit.[1]

2×
Climbers who make a second visit are twice as likely to make a third.[1]

30 min
The decision to come back tends to happen in a first-timer's first half hour.[1]

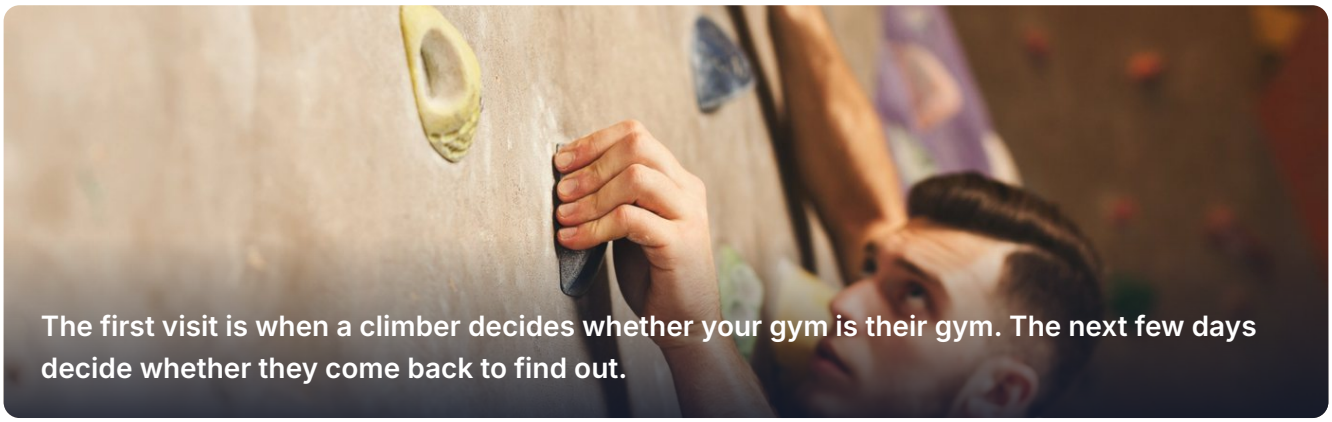
The second visit is where members are won or lost. Estimate your own number:

First-timers who don't return each month = first-timers per month × 2/3

An example, for a gym with 120 first-timers a month:

80	8	2	$2,280
first-timers who don't come back each month	extra second visits if you bring back just 1 in 10	new members, if 2 of those 8 join at $95 a month	a year in new dues, from one month of follow-up

These are illustrations. Your numbers will differ, which is why this playbook ends with how to measure them.



The first visit is when a climber decides whether your gym is their gym. The next few days decide whether they come back to find out.

The sequence

Four touches, each at the moment it matters most. Each one stops as soon as the climber comes back.

Same day

1 ROUTE CARD

ROUTE

A personal text

From a named staff member, before 8 PM

Turns a transaction into a relationship while the visit is still fresh.

First week

2 ROUTE CARD

ROUTE

A handwritten postcard

With a guest pass for a friend

Almost nobody gets mail from a gym, and connection with other climbers is one of the strongest reasons people stay.[3]

Day 7 to 10

3 ROUTE CARD

ROUTE

A friendly nudge

Only if they haven't returned

Long enough to know they haven't come back, soon enough that your gym is still on their mind.

Third visit

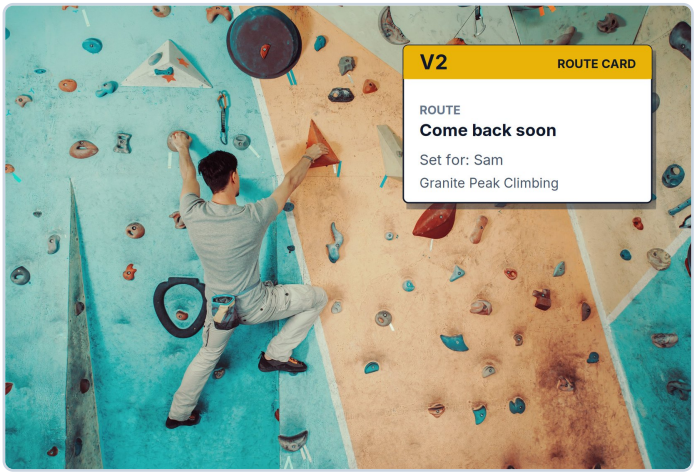
4 ROUTE CARD

ROUTE

The membership talk

At the front desk

In one gym's data, members most often joined after their third visit.[2]



A postcard climbers keep.
A photo of your walls on the front, a route tag with their name, and a handwritten note and guest pass on the back. It's the one touch no other gym in town is sending.

One rule ties it together: never send the same climber more than one text in a single week.

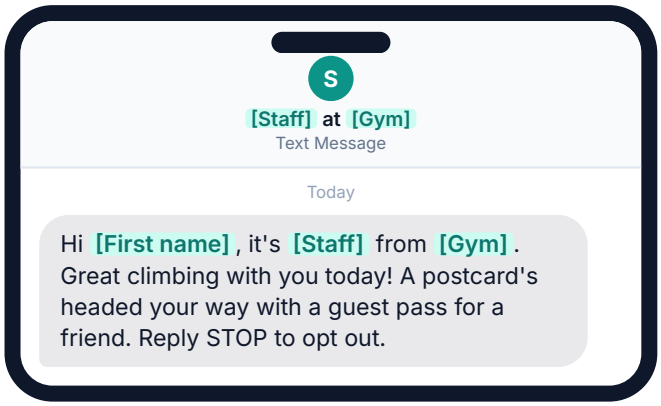
The scripts

Copy these and swap in your details. Keep them short, sign them with a real name, and always end texts with opt-out instructions.

Touch 1 · Text

Same-day text

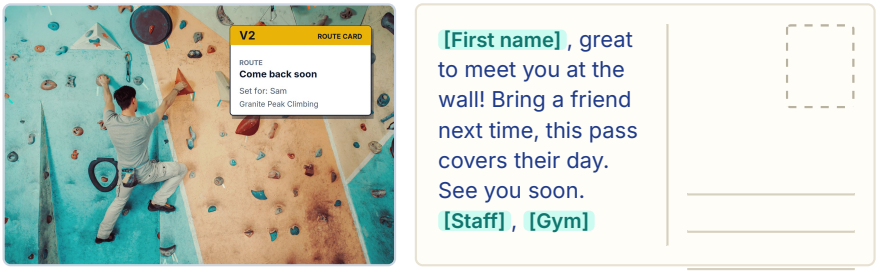
The day of the first visit, before 8 PM



Touch 2 · Mail

Handwritten postcard

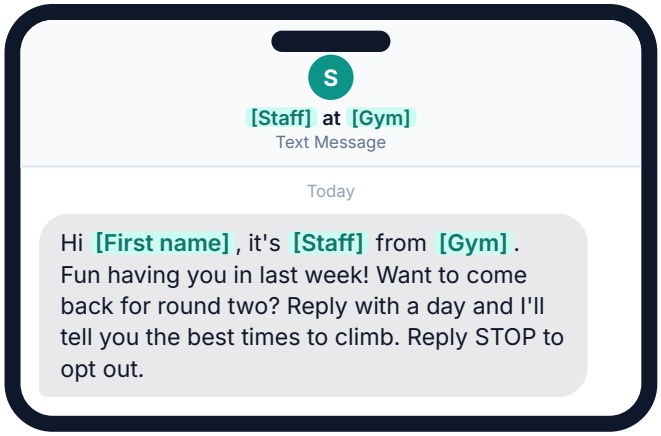
Mailed in the first week



Touch 3 · Text

Day 7 to 10 nudge

Only if they haven't returned



Touch 4 · In person

Third-visit conversation

At the front desk

> Welcome back, [First name]! Third time this month, you're hooked. Want me to show you what a membership saves you?

Tip: when someone replies to a text, answer within the day. A fast, real reply is what makes the whole sequence feel personal.

Run it by hand in 15 minutes a week

Pick one person to own this. Most of it happens on Monday morning, plus a quick postcard batch on Thursday.

Daily Before 8 PM, the front desk sends the same-day text to that day's first-timers. Anyone who visits later gets it the next morning. It takes about 2 minutes.

Every week

1. **Pull last week's first-timers** from your gym software (see the table below).
2. **Write postcards on Monday and Thursday** for everyone new since the last batch, and mail them that day.
3. **Check who came back.** Anyone from 7 to 10 days ago who hasn't returned gets the nudge.
4. **Flag third visits** for the front desk, so they're ready for the membership conversation.
5. **Update your tracker,** so you can see the results.

Finding first-timers in your software

Software	Where to look
Rock Gym Pro	A Customer Query for customers with a first visit in the last 7 days, or a check-in report filtered to new customers
Capitan	The Check-Ins report, filtered to day passes and each customer's first check-in
Redpoint HQ	A customer segment filtered by First Visit Date in the last 7 days
Approach	Your customer or check-in reports, filtered to first visits. Ask Approach support if you don't see one
Other	Any check-in export, filtered to customers whose first visit was last week

Menus and report names vary by account, so verify these in yours.

A simple tracker

Climber	First visit	Text sent	Card sent	Nudge sent	Came back	Joined
Sam Rivera	Oct 6	Oct 6	Oct 8	Oct 14	Oct 16	Oct 28

What to measure

Track one number: your second-visit rate. Measure it for the month before you start, then every month after.

Second-visit rate = first-timers who came back within 30 days ÷ first-timers that month

Two more numbers tell the rest of the story:

- **Third-visit conversions:** how many climbers became members within 2 weeks of their third visit.
- **Replies:** how many texts got a response. Replies mean the messages feel personal.

Give it two full months before judging. One month is too small a sample for most gyms.

Texting the right way

Texts work because they feel personal, and the rules keep them that way. Follow these before your first send.

- **Get permission first.** Only text climbers who agreed to texts from your gym, for example with a checkbox on your waiver or signup form. Keep a record of who agreed and when.
- **Say who you are.** Every text names your gym.
- **Make opting out easy.** End texts with "Reply STOP to opt out," and stop texting anyone who replies STOP.
- **Respect quiet hours.** Send between 9 AM and 8 PM in the climber's time zone. The legal window is a little wider, but this leaves a buffer.
- **Keep it rare.** No more than one text a week to the same climber, and only a few a month.
- **Use a business number.** Text from a registered business texting service, not a staff member's personal phone.

This is general guidance, not legal advice. Texting rules vary by state, so check with your own advisor.

Or let Sendpoint run it

The playbook works by hand, but it takes a steady 15 minutes a week, plus a few minutes every day, and it's the first thing to slip on a busy week. Sendpoint runs all of it for you, on top of the gym software you already use.

- **Automatic, from your check-ins:** texts and nudges go out on their own, at the right moment, for every first-timer.
- **Real handwritten postcards,** mailed for you.
- **The rules built in:** consent, quiet hours, opt-outs, and a monthly limit on texts.
- **More than second visits:** milestone and birthday touches, a Monday call list for members going quiet, and win-backs after someone cancels.
- **Proof every month:** a report showing who came back after our outreach, compared with your numbers before Sendpoint.

See it with your gym's name on it
sendpointsoftware.com/demo

Talk it through in 20 minutes
Book a call

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1. Griptonite, "Two Tips You Can Try Now to Decrease Churn," Climbing Business Journal, May 2024. Sponsored; data from 7 UK gyms. 2. Griptonite, "Crunching the Numbers," Climbing Business Journal, March 2025. Sponsored; one bouldering gym. 3. Buning and Kulczycki, Leisure Sciences, summarized in Climbing Business Journal, February 2025. 27 interviews in Australia and Canada.