

The first three visits

Turn your signature method into a member journey your whole team can explain and repeat.

You built the method.
Now make the next step obvious.

A member can love the first session and still leave without a reason, rhythm or practical route back. This fieldbook helps you close that gap without adding another complicated process.

Use it for	What you leave with
A 20-minute owner/team working session	A clear first-visit, second-visit and progress-review handoff.
One member type, not the whole service menu	A short staff conversation grounded in your actual method.
A 14-day operating experiment	An owner, a deadline and two counts you can compare.

Start here: Choose a journey you already deliver. Describe how your best shift handles it. Improve one handoff before redesigning the entire studio.

Includes the journey map, staff scripts, method-capture worksheet, measurement sheet and a conversation brief for Prax. Pair it with the Studio Playbook Lab and Operating Kit workbook.

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A plan is more than the next booking.

Three moments. One consistent relationship.

Moment	What the team does	What the member knows
Visit one	Understand the goal, complete relevant intake, confirm the reviewed starting plan, deliver the experience and document the next action.	What happened, why it fits and what comes next.
Visit two	Ask what was useful or difficult, record actual delivery and feedback, continue the plan or refer changes to the reviewer.	How the routine fits their life, and that the team listened.
First progress review	Compare useful observations and completed visits with the original goal. Document the decision and next review.	What has changed, what to continue and why the plan may change.

The question that reveals the missing handoff

Could another staff member find the current plan, explain the next action and carry on the conversation without asking you?

Our priority member type and goal

Our signature method in two sentences

The handoff we will improve first

Keep identifiable member details inside your studio system. Work here with a composite and business process, not a person's medical history.

The last two minutes matter.

Use these as starting points. Keep your voice and your real process.

First conversation

“What prompted you to look into this now? What would you most like to feel or do differently? What have you already tried, and how often could you realistically get here?”

“The useful next step is [your actual process]. We will explain the options and have the right person review the plan. The visit is [price, duration and preparation]. Would [real option A] or [option B] fit?”

After visit one

“How did that fit what you came in for? Your next step is [approved next action] because [plain-language reason]. Does that fit the week you described? Your plan is in [actual member portal, app or format].”

When the guest is unsure about a membership

“Is the concern the monthly amount, uncertainty that you will use it, or not yet understanding how the plan helps?”

Answer the concern they actually name. Show the real offer and visit assumptions. Do not solve unclear value by automatically discounting, or solve scheduling friction by adding more credits.

When visit two never happened

“Hi [Name], it’s [Staff] at [Studio]. How did your first visit fit what you were looking for? We can help you choose a simple next step around your schedule. What is getting in the way?”

Use the studio’s authorized messaging channel and contact preferences. A reply needs a human response; a concern needs the appropriate review.

Our version of the checkout conversation

Get one recurring decision out of your head.

A short playbook the team uses beats a handbook nobody opens.

Capture	Your working question
Decision	What recurring staff question brings the owner back into the conversation?
Standard	What does your best staff member do, and what source do they consult?
Boundary	What can this role decide? What requires a manager or qualified reviewer?
Handoff	What changed, what is next, who owns it, when is it due and where does it live?
Demonstration	How will you observe that someone can do it, instead of only reading it?

The recurring question

Our approved answer or process

The point where staff must escalate

The next experiment: Run five comparable shifts. Count routine owner-rescue questions. Keep appropriate escalations available; reducing them by hiding risk is not improvement.

Count the next action, not the applause.

Use the same definitions and follow-up window before comparing.

Measure	Definition	Decision
Next-step coverage	Eligible completed first visits with a documented next action ÷ eligible completed first visits.	Is the checkout handoff happening?
Second completed visit	First-visit cohort completing a second visit within the chosen window ÷ first-visit cohort eligible for that full window.	Does the journey actually continue?
Plan review	Due progress reviews completed ÷ progress reviews due.	Are plans still receiving attention?
Offer fit	Actual delivery costs, capacity use and contribution under light, expected and heavy member use.	Does the membership support the routine?

Small numbers still teach. Show counts beside percentages. Ten visits can reveal a recurring handoff problem, but do not present that exercise as an industry benchmark or a proven causal retention lift.

Zero is different from unknown. No completed second visits is a result; a blank field is missing information. The companion workbook preserves that distinction.

Our eligible cohort and follow-up window

Our two counts and source system

Use the Operating Kit workbook for capacity, margin and cohort arithmetic. Its initial values are fictional demonstration inputs; replace them with your own assumptions.

From a conversation to a working asset.

You should not need to hire a consultant to make your own method usable.

Use the public Studio Playbook Lab to organize the answers. Download your draft, or copy its business-only conversation brief into your own Prax workspace. The public lab does not automatically transfer or save your answers to Prax.

A useful conversation brief

“Help me refine our first-three-visits playbook. Use the business-only draft below as context. Ask one useful question at a time where the method is unclear. Separate what we already do from suggestions. Produce a journey map, staff talk track, handoff and 14-day experiment. Mark unresolved decisions rather than inventing them. Do not change our membership, publish content or alter a member plan until I review the proposed changes.”

What becomes reusable

Approved business output	Where it can help
Member journey and talk track	Staff training, first visits, member onboarding.
Studio method and escalation boundary	Knowledge and approved operating guidance.
Offer explanation and actual terms	Membership clarity and sales conversations.
One useful member question and explanation	A Growth Studio campaign draft using reusable knowledge.

The in-product implementation adds three business playbooks to the existing exercise/session/response path. Automatic promotion into operational brand, membership and campaign records is a separate review-and-apply step—not a claim that completing a worksheet changes the business by itself.

Your 14-day sprint

- Days 1–2:** Map one journey and choose the missing handoff.
- Days 3–5:** Train one shift and use the revised conversation.
- Days 6–12:** Record actual next actions, second visits and friction.
- Days 13–14:** Review the counts, keep what helped and choose the next improvement.

Owner: _____ **Review date:** _____

Put the playbook to work: [askprax.ai/tools](#) · Create your studio: [app.askprax.ai/studio/start](#)