



January Sale

AND EMAIL TEMPLATES

REVENUE REMEDY



Ads to People Who Bought an Intro Package Last Jan. - July, but Didn't Convert to Membership.

Ad Version #1

I want to let you in on a little secret...

The reason you've had a hard time committing to a wellness routine isn't because you lack willpower, it's because you haven't realized the truth yet.

No, not some crazy "truth" or "secret" on how to get a "model body."

I'm talking about the truth that lies deep within you, that doesn't just say "you're enough" as a mantra, but really believes it. The truth that you can stay consistent with self-care because you deserve to devote time to taking care of yourself.

Consider this your sign to stop putting YOU by the wayside...

You're invited to join us for **insert your offer**, click below to learn more and sign up!

Ad Version #2

Maybe last year the timing wasn't right. Life got in the way; YOU were the last thing you could think about or spend time on.

What about now?

Life changes in the blink of an eye, and maybe today you find yourself feeling a deep yearning to spend some time taking care of you so you can better handle those life curveballs and feel calm in the face of chaos.

You can do just that at **insert name of studio** when you join us for **insert offer**. Click below to learn more and sign up!



Email to People Who Bought an Intro Package Last Jan. - July, but Didn't Convert to Membership.

SUBJECT LINE: Is this the year you'll finally prioritize YOU? We'll make it a little easier...

Hi [\[insert first name\]](#),

We'll come right out and say it... it's been awhile.

Maybe the last time you came in to see us life was hectic, your schedule felt out of control, or the timing just wasn't right.

Listen, we get it.

Life is filled with curveballs and chaos we can't always control, but you should know that when you take the time to invest in your self-care, handling those curveballs gets a lot easier.

Not only will you be stronger physically, but also, mentally, and emotionally.

And when situations are feeling like they're spiraling, you're able to find the calm in the storm.

You already possess the willpower and the ability to do whatever you set your mind to; it's just a matter of finding the place that makes sticking to your routine effortless...

We would love to be that place for you.

Where you can come and seek comfort and community alongside classes that'll leave your feeling challenged, yet calm.

Now's the perfect time to come back and see us...

From now through [\[insert the details of your offer: what days you're offer is running, what they get, and for how much\]](#)

Click here to sign up for [\[insert short detail of what they're buying\]](#).

Have any questions or want help scheduling your next visit? Hit "reply" or give us a call at [\[insert your phone number\]](#).

[\[Insert your personal or team sign-off\]](#)



Ad to Current and Recent Intro Pack Purchasers Promoting 3-Day January Sale

Longer Version Ad

Maybe you've always wanted to try **insert your paradigm**, or you came in on a whim. Perhaps you felt like you need a healthy way to unwind and destress or get your energy back to what it was before you **needed** a daily cup(s) of coffee.

Whatever the initial reason, you decided your self-care and YOU were worth investing in.

When it comes to committing to self-care, that's often the biggest decision you can make, choosing to stick with it?

That's easy, especially when you can get **insert details of offer**

Click to learn more and sign up. >>> **insert link here**

Shorter Version Ad

You've already taken the first step in making you and your self-care a priority... don't let your momentum slow down now!

Keep moving toward **enter a broad goal that applies for your target audience and paradigm... for example, establishing your practice or perfecting your pli  ** and sign up for **insert your offer**.

Click below to **sign up, register, join, whichever CTA fits your offer**.



Email to Current and Recent Intro Pack Purchasers Promoting 3-Day January Sale

SUBJECT LINE: Let's keep your momentum strong, join now and get [\[hint at what they get with your promotion\]](#)

When you first came in to visit us at [\[insert name of your studio\]](#), what brought you in?

Was it a need to destress and unwind?

The recommendation of a friend?

A total whim?

Whatever the reason, we want to commend you...

For choosing your self-care over busy schedules and deciding on a healthier way to get more energy and unwind after a long day.

We know that decision isn't always an easy one to make, especially with those aforementioned busy schedules, but we want to make it an easy choice for you to keep your momentum going strong...

That's why from now through [\[insert end date of offer\]](#), we're [\[insert the details of your offer: what they get and for how much\]](#).

Click here to sign up for [\[insert short detail of what they're buying\]](#).

Have any questions or want help scheduling your next visit? Hit "reply" or give us a call at [\[insert your phone number\]](#).

[\[Insert your personal or team sign-off\]](#)