



The First 100 Days: Every Single Email, Text and Automation To Retain New Members

This flow is for all new long-term members

WEEKS 1-12 - 6 EDUCATIONAL EMAIL SERIES

(adapt an emphasis on getting reviews, testimonials, and referrals)

Week 1: Completed Week 1, Yay-Yay!

SUBJECT LINE: You're a [BEAST/ROCKSTAR/BADASS]

BODY: [FIRST NAME],

You've been on FIRE lately. It's only been a week since you joined [STUDIO NAME], and you've already kicked butt.

We're lucky to have your dedication and discipline around to motivate us all!

Keep pushing yourself, and looking forward to seeing you on [DAY OF NEXT CLASS]!

[SIGNATURE SIGN-OFF]

Week 3: It's Habit Creation Time! - Referral Typeform PS

SUBJECT LINE: The thing about habits...

BODY: [FIRST NAME],

At [STUDIO NAME], we're not just about fitness and [MODALITY].

We believe creating healthy habits is the most important thing.

Right now, taking care of your body, making sure you're doing the right things for it, are creating habits that are going to become the basis for your body's long-term fitness.

So, get those good habits going!

Get at least 30 minutes of exercise 5 days a week, drink water as soon as you wake up, eat a nutritious breakfast, and visit us to keep your health in check.

Let's walk towards a healthier future!

[SIGNATURE SIGN-OFF]

PS - Creating habits is quicker (and more fun!) with friends by your side. Fill out this form [HERE](#) to reserve special savings for you and your friends. Offer expires in [TIME FRAME].

Week 5: Let's Do a Nutrition Check/ 3 Day No Sugar Challenge

SUBJECT LINE: Are YOU willing to take on the challenge?

BODY: [FIRST NAME],

Like we said earlier, forming healthy habits is the foundation of leading a healthier lifestyle.

And on our fitness journey, nutrition is the #1 keyword.

So it's time to step back and ask yourself, 'how is my nutrition game?'

Are you eating the right balance of foods? Making sure you're getting all your macros in? What about cutting out junk?

In the spirit of staying accountable, we want you to take on a challenge.

Try to challenge yourself to go 3 days with NO sugar.

Now, we know how tough this might seem to those of us with sweet teeth (or those of us who just like adding some sugar to our morning cup of coffee), but let's try our best to get to the other side.

Make the tough choices for your health!

[SIGNATURE SIGN OFF]

Week 7: 7 Day Water Challenge

SUBJECT LINE: Good ole' H2O

BODY: [FIRST NAME],

Food isn't the only important thing to good nutrition.

Water is too.

And if you're like most people, chances are, you aren't getting the recommended daily amount of H2O in your system.

The effects of dehydration are much more severe than you think. And a dehydrated body can never reach peak fitness.

Which is why we're presenting the 7-day Water Challenge!

For the next week, we challenge you to drink at least 2 liters of water EVERY DAY. Make sure you have a big glass as soon as you wake up and after an intense workout.

If you complete the challenge successfully, we *might* have something waiting for you on the other side ;)

Let the challenge begin!

[SIGNATURE SIGN-OFF]

Week 9: Accountability Matters (benefits of working 1:1 or SGT) - Referral Typeform PS

SUBJECT LINE: Are you staying accountable?

BODY: [FIRST NAME],

Starting your fitness journey is incredible.

But staying accountable is the tough bit.

Trust us, we know that the high of beginning your workout regimen is only followed by the low of not wanting to leave your bed early in the morning, or leave the comfort of your home later on during the day.

It also means that the actual act of working out becomes harder.

Which is why that personalized touch becomes important.

Lucky for you, at [STUDIO NAME], we're ALL about giving you that custom experience!

Sign up for our [1:1 classes/Small Group Training] and leave it to our brilliant team of instructors to hold you accountable and transform your fitness game!

[SIGNATURE SIGN-OFF]

PS - Working out is always easier with your friends involved! Recommend [STUDIO NAME] to your friends and get [OFFER NAME]!

Week 11: Seriously, Do You Know How Much You Rock? Referral Typeform PS

SUBJECT LINE: Holy Mackerel!

BODY: [FIRST NAME]—We're just popping into your inbox today to tell you that you're phenomenal!

You're just [NUMBER] of [classes/hours/sessions] away from hitting [MILESTONE].

You're doing SO well, and we couldn't be prouder of you.

We know you're going to crush your goals.

[SIGNATURE SIGN OFF]

PS - Working out is always easier with your friends involved! Recommend [STUDIO NAME] to your friends and get [OFFER NAME]!

WEEKS 1-12 - 6 MOTIVATIONAL TEXTS

(ideally this is to be automated, from the trainer)

Week 2: You're Creating a Habit

All those days when getting to the gym is hard **[FIRST NAME]**, remember that you're creating a habit that'll lay the foundation for a fit future! - **[INSTRUCTOR INITIALS]**

Week 4: Your Nutrition Matters Most - Meme

[FIRST NAME], are you eating well? While working out is incredible (and we're so happy to have you!), your nutrition is the most important! - **[INSTRUCTOR INITIALS]**

[MEME]

Week 6: Selfie Text (You are doing great!)

[FIRST NAME], I just wanted to quickly drop in and let you know that you're doing great and I'm SO proud of you! - **[INSTRUCTOR INITIALS]**

[SELFIE]

Week 8: Funny Meme

Thought you could use some laughter today **[FIRST NAME]**! -
[INSTRUCTOR INITIALS]

[MEME]

Week 10: Team Selfie Image

[FIRST NAME], you've been doing so well with us and to show our appreciation for having you, here's a selfie the team recently took at work!
- **[INSTRUCTOR INITIALS]**

[SELFIE]

Week 12: Video Text

Hey **[FIRST NAME]**! I wanted to check in with you personally today and make sure you're staying on track! - **[INSTRUCTOR INITIALS]**

WEEK 4 - PERSONAL PHONE CALL (ideally from owner)

WEEK 12 - PERSONAL PHONE CALL (ideally from owner)