



The Must Have 30-Day Follow Up for Intro Package Prospects That Don't Convert

This flow is for all unconverted prospects

Day 1

THANK YOU TEXT & HANDWRITTEN POSTCARD

Hey there [FIRST NAME]! Thank you so much for experiencing our studio for [XX Days/Weeks] and for taking the time to invest in your body! We hope you had a great experience and we hope to see you back soon! - [INSTRUCTOR INITIALS & STUDIO NAME]

Day 5

EMAIL: FOLLOW US ON SOCIAL MEDIA AND OTHER RESOURCES

SUBJECT LINE: We're here for you!

BODY: Hi [FIRST NAME]!

We loved having you for the past [XX Days/Weeks] in [STUDIO NAME] and we hope you had a great time with us too!

Apart from interacting with us in person (or via the phone), the #1 place you can find us is through our social media! Trust us, we brainstorm every month to make sure we're bringing you content that's helpful, practical, and really encourages you to take care of your body and health.

All while injecting that unique **[STUDIO NAME]** flavor, of course!

If you'd like to learn more about us, here are links to our social media:

[SOCIAL MEDIA LINKS]

Once you go through our content (don't hesitate to leave us a comment!) and if you do want to chat with us about future membership opportunities, our inbox is always open!

[SIGNATURE SIGN-OFF]

Day 7

TEXT MESSAGE W/ SELFIE VIDEO - OR FUNNY GIF

[FIRST NAME], we just wanted to check in with you and say hi! Hope you're doing well!

[SELFIE VIDEO OR FUNNY GIF] - [INSTRUCTOR INITIALS]

Day 8

EDUCATIONAL EMAIL

SUBJECT LINE: Did you know?

BODY: [FIRST NAME],

According to a survey conducted by Elysium Health, who surveyed 2,000 Americans on all things health and fitness, a whopping 71% said that they don't practice healthy habits.

63% also said that they only planned on worrying about their health when they get older.

While this survey was conducted in 2019, many around the globe share a similar view on health, fitness, and wellbeing.

However, health isn't something that you can put off until you get older.

It's a constant that you must keep investing in and protecting.

And helping you take care of your health is our #1 priority here at [STUDIO NAME].

We hope you trust us enough to let us in on this lifelong journey!

Take the first step towards protecting your health now by signing up for [CLASS PACK LEVER] and leave the rest to us!

[SIGNATURE SIGN-OFF]

Day 12

TEXT MESSAGE W/ TEAM SELFIE (WE ARE THINKING OF YOU & YOUR GOALS)

[FIRST NAME], today we thought we'd share the team behind the machine! We're all thinking of you and even though you're not with us, we hope you're working hard to reach your goals! If you do decide to come back, you know where to find us! - [INSTRUCTOR INITIALS]

[TEAM SELFIE]

Day 16

EMAIL W/ SUCCESS STORY (W/ SPECIAL LEVER)

SUBJECT LINE: People have won with us!

BODY: [FIRST NAME],

At [STUDIO NAME], our clients are always our #1 priority.

And lucky for us, we've met some insanely inspirational ones in our run!

Just a few [TIME FRAME], [CLIENT NAME] signed up for our [OFFER NAME]. With some care from us and a whole lotta will power, [NAME] went from [MAJOR ACHIEVEMENT] in just [TIME FRAME]!

Now, while [NAME] is one of a kind, we're confident you can achieve the same results with us.

And we're passionate about making it happen.

If you want to go further on the journey with us, feel free to sign up here for **[CLASS PACK OFFER NAME]**!

We look forward to working with you for a long time!

[SIGNATURE SIGN-OFF]

Day 21

TEXT MESSAGE W/ MOTIVATIONAL IMAGE

I know things might be crazy and confusing right now **[FIRST NAME]**, but I hope you're still finding the time to take care of your body and your health. Here's something I thought might motivate you! - **[INSTRUCTOR INITIALS]**

[MOTIVATIONAL IMAGE]

Day 30

PHONE CALL (BY OWNER OR MANAGER) + PERSONAL TEXT MESSAGE

Hi **[FIRST NAME]**, we hope you had a great time with us at **[STUDIO NAME]**. We loved having you and your energy for **[XX Days/Weeks]** motivated everyone here! Your health and wellbeing is our #1 priority and we hope we can still be a part of your fitness journey. If you share our enthusiasm, then we wanted to do one last check-in with you. What are your thoughts on a membership with us? We're just a phone call away if you have any further questions!

[OWNER/MANAGER NAME]