

FALL / WINTER

# *Bingo Promo Templates*



THE  
*Revenue  
Remedy*

BINGO ANNOUNCEMENT EMAIL

## To Existing Clients & Members

**SUBJECT LINE:** Take a break from the cold and build *[flexibility, strength, agility, etc... insert what works for your paradigm]* and... play bingo! (Plus win amazing prizes!)

Hi *[insert first name]*,

It's official... it's that time of the year when you curl up by the fire, pumpkin spice lattes in hand, the smell of pies waft from the kitchen, and like Michael Bublé croon, *Baby, it's cold outside*.

The Danes call it *hygge*.

If you're anything like us, all you want to do is binge watch TV and drink hot chocolate once the chillier weather sets, but at the same time, we hate what it does to our bodies.

**So, how do you thaw out your muscles?**

With bingo!

No, we're not talking about your nana's bingo at the closest community center, and the good news is, you don't have to be the gambling type to get in the fun either because our bingo is **no risk, all reward**.

That is if you join in!

**Join us for our *[Winter/Fall]* Bingo Challenge from *[insert start to end date]* where you'll get the chance to beat winter blues, *[insert a paradigm-specific descriptor, for example, build greater strength, tone and lift, etc.]*, and win some amazing prizes!**

As a *[insert name of your studio]* member, this challenge is *[insert stipulations/requirements to join in "only \$10 to participated 100% complimentary for you to join, etc."]*.

**And here's what you stand to win...**

- For these bullet points, enter in the prizes or incentives you're offering for your participants including total blackout prize, grand prize, 2nd place, 3rd place, top team, etc.
- Insert incentive #2
- Insert incentive #3

To get in on the fun, it's as simple as *[insert what they need to do next to join in... "clicking here to sign up, signing up in the studio, etc."]* and snagging your bingo card. Now let's play bingo!

See you in the studio soon!

*[Insert personal or studio team sign off]*

## FALL /WINTER BINGO PROMO TEMPLATES

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### BINGO ANNOUNCEMENT EMAIL

## To Warm Leads/New Clients

**SUBJECT LINE:** Take a break from the cold and build *[flexibility, strength, agility, etc... insert what works for your paradigm]* and...play bingo! (Plus win amazing prizes!)

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#### **So, how do you thaw out your muscles?**

With bingo!

No, we're not talking about your nana's bingo at the closest community center, and the good news is, you don't have to be the gambling type to get in the fun either because our bingo is **no risk, all reward**.

That is if you join in!

Join *[insert name of your studio]* for our *[insert name of your Bingo Promo... for example, Fall/Winter Bingo Challenge]* for just *[insert cost for non-member to join in]* from *[insert start to end date]* where you'll get the chance to beat winter blues, *[insert a paradigm-specific descriptor, for example, build greater strength, tone, and lift, etc.]*, and win some amazing prizes (including *[insert a tease of your top giveaway item for a non-member, for example, full-year membership]*)!

When you join in on the *[insert name of your Bingo Promo]*, you'll have *[explain what they get for the cost of signing up, for example, unlimited access to our schedule of group classes]* for the duration of the challenge so you can increase your odds of winning our variety of prizes including...

- For these bullet points, enter in the prizes or incentives you're offering for your participants including total blackout prize, grand prize, 2nd place, 3rd place, top team, etc.
- Insert incentive #2
- Insert incentive #3

To get in on the fun, it's as simple as *[insert what they need to do next to join in... "clicking here to sign up, signing up in the studio, etc.]* and snagging your bingo card. Now let's play bingo!

See you in the studio soon!

*[Insert personal or studio team sign off]*

FACEBOOK AD COPY

## To Existing Clients & Members

LONGER VERSION

It's official... it's that time of the year when you curl up by the fire, pumpkin spice lattes in hand, the smell of pies waft from the kitchen, and like Michael Bublé croon, *Baby, it's cold outside.*

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If you're anything like us, all you want to do is binge watch TV and drink hot chocolate once the chillier weather sets, but at the same time, we hate what it does to our bodies.

**So, how do you thaw out your muscles?**

With bingo!

Join us for the *[insert name of your Bingo Promo... for example, Fall/Winter Bingo Challenge]* from *[insert start to end date]* where you'll get the chance to beat winter blues, *[insert a paradigm-specific descriptor, for example, build greater strength, tone and lift, etc.]*, and win some amazing prizes (including *[insert a tease of your top giveaway item, for example, full-year membership]*)!

Click below to get more info!

SHORTER VERSION

Kiss winter blues goodbye with bingo!

No, this isn't your nana's bingo down at the community center, this is the kind of bingo that will help you build strength while having the chance to win some incredible prizes (how does a *[insert tease of prize]* sound?)!

Join our *[insert name of your Bingo Promo]* starting on *[insert start date]*, click here to learn more and join: *[insert link]*

## FALL /WINTER BINGO PROMO TEMPLATES

### FACEBOOK AD COPY

## To Non-Existing Clients

### LONGER VERSION

It's official... it's that time of the year when you curl up by the fire, pumpkin spice lattes in hand, the smell of pies waft from the kitchen, and like Michael Bublé croon, *Baby, it's cold outside.*

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If you're anything like us, all you want to do is binge watch TV and drink hot chocolate once the chillier weather sets, but at the same time, we hate what it does to our bodies.

**So, how do you thaw out your muscles?**

With bingo!

Join *[insert name of your studio]* for our *[insert name of your Bingo Promo]* for just *[insert cost for non-member to join in]* from *[insert start to end date]* where you'll get the chance to beat winter blues, *[insert a paradigm-specific descriptor, for example, build greater strength, tone, and lift, etc.]*, and win some amazing prizes (including a *[insert a tease of your top giveaway item for a non-member]*)!

Click below to get more info!

### SHORTER VERSION

Kiss winter blues goodbye with bingo!

No, this isn't your nana's bingo down at the community center, this is the kind of bingo that will help you build strength while having the chance to win some incredible prizes (how does a *[insert tease of prize]* sound?!)

Join our *[insert name of your Bingo Promo]* starting on *[insert start date]* and get *[brief explanation of what they get for the cost of signing up, for example, unlimited access to our schedule of group classes]* during the challenge for just *[insert cost for non-member to join in]*, click here to learn more and join: *[insert link where they can inquire or sign up/register]*



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Questions?

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[SUPPORT@LISEKUECKER.COM](mailto:SUPPORT@LISEKUECKER.COM)