

January Handouts

THE
Revenue Remedy

6 Facebook Lives

Facebook Live #1

If you're like most people, you start the year with big, fancy resolutions. But, how many times have you followed through with those resolutions? If mid-year motivation dips have left you wishing you'd picked a more feasible goal, then we've got just the solution. What if this year we challenged you to stop planning big and start thinking small? Charting each small step towards your goal at a time. *{Include anecdote about your own goals for the year}*. We're having a #smallstep party at *{your studio name}*, join us as we set ourselves up for healthy lives in 2019. What's your #smallstep to a #biggoal?

Facebook Live #2

{Introduce a client and have them talk about their goals and the small steps they're implementing to achieve it and the results they're experiencing.} At *{your studio name}*, we believe that friends who sweat together crush their goals together. If 2019 is the year you promised yourself a healthier life, we've got something brewing up just for you. Keep your eyes peeled for more info!

End with: "It's time for you to take your first #smallstep to a #biggoal by walking through our doors."

Facebook Live #3

{Introduce a client and have them talk about their goals and the small steps they're implementing to achieve it and the results they're experiencing.} I can't tell you how many times I've seen people who've struggled for YEARS to make lasting change turn their lives around by breaking down lofty goals into bite-size pieces and chipping away at those steps one at a time. #SmallSteps is such a powerful way of reframing your goals to make them more accessible. On *{sale launch date}*, *{studio name}* is launching a special offer to help you take the #smallsteps you need to get leaps and bounds closer to your fitness and wellness goals. *{Talk about offer details}*

End with: "It's time for you to take your first #smallstep to a #biggoal by walking through our doors."

JANUARY HANDOUTS

Facebook Live #4

{Talk about the ways that fitness, nutrition, and wellness can change everything about someone's life. Include personal anecdotes if possible, before transitioning into talking about the offer about your offer detail. Be sure to mention the tangible impact it can make on their lives, the money they'll save, and the offer dates.}

End with: "It's time for you to take your first **#smallstep** to a **#biggoal** by walking through our doors."

Facebook Live #5

*{Introduce a client who has signed up for the offer and have them talk about what they hope to gain out of it. The **#smallsteps** they're taking and the **#biggoals** they're working towards. Then transition into talking about the details of the offer.}*

End with: "It's time for you to take your first **#smallstep** to a **#biggoal** by walking through our doors."

Facebook Live #6

*{Do a live about the **#smallsteps** you're taking to achieve the goals you talked about in the first Facebook Live. Show yourself eating cleaner, or sleeping earlier, meditating etc. And then stress the urgency about the offer expiring. Be sure to mention the benefits they gain from signing up and how much money they're potentially saving.}*

End with: "It's time for you to take your first **#smallstep** to a **#biggoal** by walking through our doors."

Emails

ANNOUNCING THE SALE, REMINDER, LAST DAY

Prospects

Announcing the Sale

SUBJECT LINE: A slightly late (but just as awesome) New Years present for *[FIRST NAME]*.

Hey *[FIRST NAME]*,

Do you hit that invisible-but-oh-so-real wall every day at 2:30 p.m.? Caffeine and sugar can soften the blow, but they just delay the inevitable crash.

That used to be us too. But we found a way around it.

And in the process, our stress levels were lower, we had fewer aches and pains, and that mid-day slump? Ancient history.

So this year, we're taking our strategy and breaking it into **#smallsteps** to a **#biggoal** a.k.a. The stronger, healthier, fitter life we ALL dream of.

When you have the proper plan to fuel you from the minute you start your day to the minute your head hits the pillow, you don't hit the brick wall, you pole-vault over it. Breaking down our goals into little bite-size steps, so things feel more attainable → (read: so we don't spiral into overwhelm and binge watch the new *[YOUR FAVORITE TV SHOW]* season instead)

For the next three days, you can save *[DOLLAR AMOUNT]* on *[OFFER NAME]*, your chance to *[ENTER DETAILS ABOUT THE OFFER]*. Together you, me and the studio squad are going to make steady, lasting, consistent **#smallsteps** towards our **#biggoals**.

Are you ready to rock the new year with *[STUDIO NAME]*?

Sign up for *[OFFER NAME]* here →

Looking forward to seeing you soon!

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

P.S.

This is the first small step you need to take to get to your biggest goals

JANUARY HANDOUTS

Prospects

Reminder

SUBJECT LINE: The real key to fitness (It isn't what you think!)

Hi *[FIRST NAME]*,

We're about halfway through *[OFFER NAME]*, and we're so blown away by the incredible response to our #smallsteps to #biggoals concept.

We suppose it's strange to tell people to take it a step in a time, when the rest of the fitness industry is all about that #GoHardOrGoHome life. But, we're getting on our soapbox to say that the real key to health and fitness is C-O-N-S-I-S-T-E-N-C-Y.

[OFFER NAME] isn't just about losing weight, or toning up, it's about cultivating health as a habit. We wholeheartedly want to see people stick with their goals way past the first few months of the year and make fitness a part of their life.

We'd love for you to join the *[STUDIO NAME]* community as we decimate our goals, one small step at a time.

If a healthier, pain-free, stress-less, energetic life was on your holiday wishlist, then *[FIRST NAME]*, **this is the first #small step you need to take.**

See you soon,

[Insert personal or studio team sign off]

JANUARY HANDOUTS

Prospects

Last Day

SUBJECT LINE: Last chance to finally hit your fitness goals!

Hi *[FIRST NAME]*,

[OFFER NAME] and your *[DOLLAR AMOUNT]* savings expire tonight at midnight!

While you're always welcome to join us at *[STUDIO NAME]*, this is really the best time for you to take advantage of the promo and save some cash while getting back into a routine that sets you up to crush your goals.

→ Here's a link to *[OFFER NAME]* Remember, we're shutting down at midnight today!

This is your last chance to start making *#smallsteps* to your *#biggoal*.

Let's make it happen!

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

JANUARY HANDOUTS

Clients

Announcing the Sale

SUBJECT LINE: VIP New Years present for *[FIRST NAME]*.

Hey *[FIRST NAME]*,

Did you make a resolution this year?

We did too. Normally, we make aim big, and sometimes we make it, and sometimes we don't, but this year, we're looking at making small steps. Breaking down our goals into little bite-size steps, so things feel more attainable → (read: so we don't spiral into overwhelm and binge watch the new *[YOUR FAVORITE TV SHOW]* season instead)

At *[STUDIO NAME]*, we ride and die by our community → Those who sweat together, crush their goals together. You've been a loyal member of the *{STUDIO NAME}* community for a while now, so we'd love to offer you something real special.

But before we get into that, we're launching a brand new offer, *[OFFER NAME]*. From *[DATE]* to *[DATE]* anyone who signs up for *[OFFER NAME]* will save at least *[DOLLAR AMOUNT]* on *[ENTER DETAILS ABOUT THE OFFER]*.

If lowering your stress levels, easing aches and pains, and finally kissing goodbye to that mid-day energy drain and living a stronger, more energetic life shows up on your list of resolutions for this year, then, *[FIRST NAME]*, *[STUDIO NAME]* this is the one for you.

AND, just for you, *[FIRST NAME]*, we're sweetening the deal a little bit.

If you get 5 people to sign up for a 12-month membership between *[DATE]* and *[DATE]*, you get an entire year, that's 365 days, at *{STUDIO NAME}* F-R-E-E.

Are you ready to rock the new year with *[STUDIO NAME]*?

Sign up for *[OFFER NAME]* here →

Click here to refer your friends, family, colleagues, and neighbors, and we'll take care of the rest.

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

P.S.

Don't forget our VIP referral promo. All you've got to do is get 5 people to sign up for a year, and you get the whole year off!

JANUARY HANDOUTS

Clients

Reminder

SUBJECT LINE: The real key to fitness (It isn't what you think!)

Hi *[FIRST NAME]*,

We're about halfway through *[OFFER NAME]*, and we're so blown away by the incredible response to our **#smallsteps** to **#biggoals** concept.

We suppose it's strange to tell people to take it a step in a time, when the rest of the fitness industry is all about that **#GoHardOrGoHome** life. But, we're getting on our soapbox to say that the real key to health and fitness is C-O-N-S-I-S-T-E-N-C-Y.

[STUDIO NAME] community is going to be decimating our goals, one small step at a time. If this sounds up your alley, then *[FIRST NAME]*, **this is the first #small step you need to take.**

[OFFER NAME] isn't just about losing weight, or toning up, it's about cultivating health as a habit. We wholeheartedly want to see people stick with their goals way past the first few months of the year and make fitness a part of their life.

And that's why we really want to reward you for helping us meet that goal.

So if you know any friends who had a healthier, pain-free, stress-less, energetic life on their 2019 wishlist, then send them our way and get your free year at *[STUDIO NAME]*.

All you've got to do is **click here** to submit the names and info for friends who you'd like to invite, we'll take care of the rest by giving them a sneak peek of all the awesomeness we have in store for the year, and we'll be sure to let them know the invite came from you.

See you soon,

[Insert personal or studio team sign off]

P.S.

Don't forget, as one of our longtime clients, you're eligible to get an entire year at *[STUDIO NAME]* for FREE if you get 5 friends to sign up for a year! **Click here to get your free year.**

JANUARY HANDOUTS

Clients

Last Day

SUBJECT LINE: Last chance to get your membership covered for the rest of 2019!

Hi *[FIRST NAME]*,

Both *[OFFER NAME]* and our special VIP referral promo come to a close today!

While you're always welcome to invite friends to the studio, this is really the best time for your friends to sign up and take advantage of the *[DOLLAR AMOUNT]* savings with *[OFFER NAME]*.

Remember, if 5 of your friends sign up for a 12-month membership by the end of today, then you'll receive the rest of the year FREE.

→ Here's a link to *[OFFER NAME]* (Remember, we're shutting down at midnight today!

→ And, here's your link to sign up your friends!

Let's make it happen!

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

JANUARY HANDOUTS

Former Clients

Announcing the Sale

SUBJECT LINE: A slightly late (but just as awesome) New Years present for *[FIRST NAME]*.

Hey *[FIRST NAME]*,

Did you make a resolution this year?

We did too. Normally, we make aim big, and sometimes we make it, and sometimes we don't, but this year, we're looking at making small steps. Breaking down our goals into little bite-size steps, so things feel more attainable → (read: so we don't spiral into overwhelm and binge watch the new *[YOUR FAVORITE TV SHOW]* season instead)

If lowering your stress levels, easing aches and pains, and finally kissing goodbye to that mid-day energy drain and living a stronger, more energetic life shows up on your list of resolutions for this year, then, *[FIRST NAME]*, *[STUDIO NAME]* would LOVE to welcome you back!

In the spirit of progress, we're launching *[OFFER NAME]*. For the next three days, you can save *[DOLLAR AMOUNT]* on *[ENTER DETAILS ABOUT THE OFFER]*. Together you, me and the studio squad are going to make steady, lasting, consistent *#smallsteps* towards our *#biggoals*.

Are you ready to rock the new year with *[STUDIO NAME]*?

Sign up for *[OFFER NAME]* here →
Looking forward to seeing you again real soon!

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

P.S.

This is the first small step you need to take to get to your biggest goals

JANUARY HANDOUTS

Former Clients

Reminder

SUBJECT LINE: The real key to fitness (It isn't what you think!)

Hi *[FIRST NAME]*,

We're about halfway through *[OFFER NAME]*, and we're so blown away by the incredible response to our *#smallsteps* to *#biggoals* concept.

We suppose it's strange to tell people to take it a step in a time, when the rest of the fitness industry is all about that *#GoHardOrGoHome* life. But, we're getting on our soapbox to say that the real key to health and fitness is C-O-N-S-I-S-T-E-N-C-Y.

[OFFER NAME] isn't just about losing weight, or toning up, it's about cultivating health as a habit. We wholeheartedly want to see people stick with their goals way past the first few months of the year and make fitness a part of their life.

We'd love to see you back at *[STUDIO NAME]* as we decimate our goals, one small step at a time.

If a healthier, pain-free, stress-less, energetic life was on your holiday wishlist, then *[FIRST NAME]*, this is the first *#small step* you need to take.

See you soon,

[Insert personal or studio team sign off]

JANUARY HANDOUTS

Former Clients

Last Day

SUBJECT LINE: Last chance to finally hit your fitness goals!

Hi *[FIRST NAME]*,

[OFFER NAME] and your *[DOLLAR AMOUNT]* savings expire tonight at midnight!

While you're always welcome back at *[STUDIO NAME]*, this is really the best time for you to take advantage of the promo and save some cash while getting back into a routine that sets you up to crush your goals.

→ Here's a link to *[OFFER NAME]* Remember, we're shutting down at midnight today!

This is your last chance to start making #smallsteps to your #biggoal.

Let's make it happen!

[INSERT PERSONAL OR STUDIO TEAM SIGN OFF]

Facebook Ads

Referral Promo Ads – Existing Clients

2019's already in full swing, and we're taking the time to soak up the slowness of the season with long evening walks and hot cocoa by the fire.

But, in the spirit of starting the new year on the right foot, we've got a special something for our most loyal clients.

We've got a opportunity for you that's too good to pass up, and the good news... it's as easy as {blueberry} pie to join in.

INTRODUCING OUR VIP REFERRAL PROMO!

All you've got to do is get 5 friends to sign up for annual memberships between [DATE] and [DATE] and you'll receive the rest of the year free!

Click here to invite your friends to the studio >>>

[INSERT LINK TO REFERRAL PAGE]

Announcing Sale

At [STUDIO NAME], we believe that consistency is the key to wellness. So this year, we're working on taking #smallsteps towards #biggoals

Starting [DATE], we're hosting the [OFFER NAME] to get you taking the steps you need to get yourself to your biggest fitness goals! You'll save [DOLLAR AMOUNT] and you'll [BENEFITS].

Take the first step towards your goal now → [LINK]

JANUARY HANDOUTS

During Sale

How often do you find yourself looking at that former favorite pair of jeans wondering whether you should just throw them away already?

Don't burn those jeans out of spite just yet, we have a hunch they're going to be calling your name to slip them back on in no time once you start taking your **#smallsteps** to your **#biggoals**.

Join us from **[DATE]** to **[DATE]** for the **[OFFER NAME]** to get **[BENEFITS]**.

Click here for more info: **[LINK]**

Last Day Of Sale

[OFFER NAME] and your **[DOLLAR AMOUNT]** savings expire tonight at midnight!

While you're always welcome to join us at **[STUDIO NAME]**, this is really the best time for you to take advantage of the promo and save some cash while getting back into a routine that sets you up to crush your goals.

→ Here's a link to **[OFFER NAME]** Remember, we're shutting down at midnight today! : **[LINK]**

This is your last chance to start making **#smallsteps** to your **#biggoal**.

Clocks a'ticking!



THE
***Revenue
Remedy***

Questions?

SUPPORT@LISEKUECKER.COM