

Membership Referral Copy



THE
*Revenue
Remedy*

P.S. Email Copy

P.S. COPY #1

P.S. - We all need some motivation for the days when you just wanna binge watch Netflix on the couch and never see a yoga mat again.

Grab a friend to hold you accountable. When you refer a friend, you get **[NAME OF OFFER]**.

P.S. COPY #2

P.S. - Bring your bestie into the studio and get **[OFFER]**.

P.S. COPY #3

P.S. - Members, have you heard of our incredible referral program?

Drop by our front desk and ask us how you can earn **[OFFER]**.

Email Copy

EMAIL #1

For Older Members

Subject: Is your support system with you?

Body:

Dear *[NAME]*,

Think back to the time when that new class just got too much for you to handle.

Our instructors are always here and happy to help, but sometimes, it helps to have a familiar face in the studio. Someone to chat with over water breaks, and someone who'll call you out for missing a class or two.

Here at *[STUDIO NAME]*, we get it. In fact, we think friends who workout together, stay together.

Refer your friends through our referral program and earn *[REFERRAL OFFER]*.

It's a win for you, it's a win for them. And it's a win for us, because any friend of yours is a friend of ours.

[SIGN-OFF]

Email Copy

EMAIL #2

For New Members

Subject: Enter with style ... and your crew!

Body:

Dear *[NAME]*,

We're so excited to have you in the studio with us!

The best way to see results is to have friends in the studio holding you accountable every class.

Here at *[STUDIO NAME]*, we encourage you to bring your crew with you for some serious calorie-burn (and rewards!).

Wanna get started? Bring a friend with you to your first class and get *[OFFER]*.

[SIGN-OFF]

Social Media Copy

SOCIAL MEDIA POST #1

A new gym/studio can be a bit of a learning curve.

The new space, the new faces, all the new ways your body needs to learn to move. It can be a little much.

You don't have to do it alone.

We encourage you to bring your friends along so they can help make everything a little less overwhelming and a little more fun!

For each friend that you've gifted an Introductory offer to, who then becomes a member, you earn **[OFFER NAME]**.

SOCIAL MEDIA POST #2

We're passionate about making sure you're as comfortable at **[STUDIO NAME]** as possible.

And that includes having the people you trust around you.

Invite your friends to learn with us (and hold you accountable!) and earn a free month of classes!

For more details check out **[WEBSITE NAME]**, link in bio (**FOR INSTAGRAM**)/ hyperlink **[FOR FACEBOOK]**.

Handout Copy

(4x6 Cards)

HANDOUT #1

Have you ever looked around the gym and just wished you had your friends with you?

Well, don't be shy to invite them in, because we sure aren't!

Refer a friend and earn **[OFFER NAME]** if they become a member.

To learn more about our referral program, ask any of our staff!

Handout Copy

(4x6 Cards)

HANDOUT #2

Sometimes, you just need a familiar voice motivating you to run that last mile.

Or you just need them to hold you accountable.

Whatever it may be, no one can deny working out with friends and family is more fun, right?

Well, make that a reality!

For every friend that becomes a member, earn **[OFFER NAME]**.

So get to calling!

Handout Copy

(4x6 Cards)

HANDOUT #3

Who doesn't love free swag?

Want to know how you can get *[AMOUNT]*
worth of free studio merch?

Ask your instructor or stop by our front desk!

Handout Copy

(Poster)

HANDOUT #1

Working out can sometimes feel like an
isolated journey

But hey, it doesn't have to be that way!

Studies show that those who work out with
a friend see better results!

So, what are you waiting for?

Get your friends in our studio and earn
exciting rewards!

To learn more about our referral program,
visit **[LANDING PAGE]** or ask your instructor!

Text Copy

TEXT #1

What's not to love about working out with friends?

It's fun, inexpensive, and you've got your squad with you!

Drop by *[STUDIO NAME]* and ask us about our referral program and have the opportunity to earn FREE *[OFFER]*.

TEXT #2

Thank you for signing up to be a member at *[STUDIO NAME]*

We're super excited to have you on board.

To celebrate (and just for today!), reserve *[PERCENTAGE]* off our introductory offer for your friends!



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QUESTIONS?

SUPPORT@STUDIOGROW.CO