



INTOUCH BEST PRACTICE EMAILS

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Sample



The sample email template is enclosed in a black border. At the top, there is a blue header bar containing the InTouch logo and the text "INTOUCH". Below the header, the email body is white. It starts with "Dear Caitlin," followed by a paragraph of text: "Are you getting the maximum results with minimal efforts? Exercise done the right way often takes less time than you think. InTouch Health & Fitness utilizes an exercise formula based on frequency, intensity, time and type and we will individualize a program for you." This is followed by the heading "Get rid of your excuses and Get Results!" and another paragraph: "Come see what makes InTouch Health & Fitness a great partner in reaching your personal goals. Certified Personal Trainers are here to assist you. Call us today to schedule your club tour!" The next line says "Call me at [910-555-0309](tel:910-555-0309) or reply to this email and I look forward to seeing you soon!". The email ends with "Sincerely, Caitlin". At the bottom, there is a blue footer bar with the address "123 Treadmill Rd, Wilmington, NC" on the left and the phone number "910-555-0309" on the right. A blue cloud-shaped callout box with a white border is positioned in the lower right area of the email body, containing the text: "Emails will have your club logo at the top and your club's colors for the header & footer".



EMAILS TO MEMBERSHIP LEADS

NO CLUB VISITS

These emails will go to anyone that has not yet visited the club. Emails shortly after midnight on the day listed. Note: Lead Owner = The Sales person responsible for that lead.

Day 2

Subject Line: Thanks for your interest!

From Name: Lead Owner

From Email: Lead Owner

Content:

Dear \${user.firstName},

Are you getting the maximum results with minimal efforts? Exercise done the right way often takes less time than you think. \${club.name} utilizes an exercise formula based on frequency, intensity, time and type and we will individualize a program for you.

Get rid of your excuses and Get Results!

Come see what makes \${club.name} a great partner in reaching your personal goals. Call us today to schedule your club tour!

Call me at \${club.telephone} or reply to this email and I look forward to seeing you soon!

Sincerely,

\${owner.firstName}

Day 3

Subject Line: Have you got a goal?

From Name: Lead Owner

From Email: Lead Owner

Content:

Dear \${user.firstName},

Did you know that 80% of people who join a fitness club, set specific goals, and create a "how-to plan", achieve their desired results?

If you would like a club tour and have questions about results, please call me at \${club.telephone} to schedule your tour today.

Can't wait to see you!

Sincerely,

\${owner.firstName}



Day 4

Subject Line: Have you booked a tour yet?

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi \${user.firstName},

Do you know the most important number in your life? Your Health Age.

I can help you calculate your chronological age against seven health risk factors to determine your true health age.

If you would like to know your TRUE health age, please call me at \${club.telephone} to schedule your tour today.

Sincerely,

\${owner.firstName}

Day 7

Subject Line: Weight training vs cardio - losing weight

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi \${user.firstName},

What do you think the best way to lose weight is, high cardio or weight lifting? Most people think that to lose weight you need to do lots and lots of cardio.

In fact, weight lifting is a more effective way to lose weight. As your muscles grow, your body needs more energy and therefore burns fat to get it.

Of course a balanced workout is the best way to do it, so please come by and check our machines to see which one will be best for you!

We look forward to seeing you soon!

Best,

\${owner.firstName}

Sources:

www.livestrong.com/article/117453-cardio-vs.-strength-training-weight

www.myfitnesstrainer.com/free_fitness_library/p123/strength_vs_cardio.php



Day 14

Subject Line:
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi \${user.firstName}, I hope you are doing well.

It's been two weeks since you first contacted us and I wanted to make sure you understand how important regular exercise is to help combat many health issues, including strokes.

Statistics show that those who are moderately active have a 20% lower risk of stroke while those who are highly active have a 27% lower risk of stroke (Sacco et al. 2006).

Sacco and colleagues suggest that moderate to high levels of physical activity tend to:

Lower blood pressure (if high)

Reduce body weight (if overfat)

Enhance vasodilation of blood vessels (widening of interior of blood vessels)

Improve glucose tolerance (how body breaks down glucose)

Promote cardiovascular health

The implementation of progressive aerobic exercise (for cardiovascular health) and strength training (for mobility and balance) is recommended to reduce the risk of stroke or recurrent stroke (Sacco et al. 2006).

We have a lot more information about the health benefits, so drop in and take a look! Or check out our group classes for a fun way to exercise.

Can't wait to meet you!

Sincerely,

\${owner.firstName}



Day 21

Subject Line: It's been 3 weeks

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi there \${user.firstName}, it's been a few weeks since you first checked in with us.

Is there anything I can do to help you make that commitment to health? What is holding you back?

I am here if you have any questions or would like to hear about how others have improved their health and wellness here at \${club.name}.

I look forward to speaking with you again.

Sincerely,

\${owner.firstName}

Day 45

Subject Line: Come on in!

From Name: Lead Owner

From Email: Lead Owner

Content:

Dear \${user.firstName},

It has been over a month I still have yet to meet you. Can we set up a convenient time for you to come to the club and learn how we are helping your neighbors get healthier?

You can call me at \${club.telephone} or send me an email at \${owner.email} and I look forward to meeting you \${user.firstName}.

Thanks,

\${owner.firstName}



Day 60

Subject Line: Best day to start your health quest

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi $\${user.firstName}$, it was two months ago that you first contacted us to help you become healthier. I hope the information you've received from us has been useful to you and that you are ready MAKE IT HAPPEN!

Hey $\${user.firstName}$, do you know what day is the most popular day to start a diet? I'll give you a hint, it's not Monday.

The most popular day to start a diet is "tomorrow"! Don't be like that. Don't wait for a better time to improve your fitness.

Can't wait to meet you in person,

$\${owner.firstName}$

Day 90

Subject Line: Last chance!

From Name: Lead Owner

From Email: Lead Owner

Content:

Dear $\${user.firstName}$,

Get the most out of your fitness experience!

Give us a chance to change your life. Our team is dedicated to helping you see, believe and achieve your fitness goals.

At $\${club.name}$ we turn your fitness goals into fitness realities.

If you would like a club tour and have questions about results, please call us at $\${club.telephone}$ to schedule your tour today.

Thanks,

$\${owner.firstName}$



VISITED CLUB

These emails will go to leads that have been to the club (Walk-Ins, Showed-Up Appts, Drop-In Tours), but haven't joined or put on a membership trial. This includes Walk-Ins and any lead that has completed a tour or an appointment.

Day 2

Subject Line: Thanks for visiting
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi `!{user.firstName}`, thanks for coming to visit us! I really enjoyed speaking with you.

Now that you've seen the club, do you have any questions for me about the people, the equipment or the classes?

As you saw, our members really enjoy it here and I know you'd have a great time meeting them.

I will give you a call soon to get your thoughts.

Sincerely,
`!{owner.firstName}`

Day 4

Subject Line: How often do you plan to work out?
From Name: Lead Owner
From Email: Lead Owner
Content:
`!{user.firstName}`,

Before I got involved in gyms, I used to think that if I worked out all the time, I could eat whatever I wanted. After all, nothing tastes better after a great workout than a big greasy meal, right?

Then I heard a quote, "You can't exercise away a poor diet." That really hit home for me. I did some research and found that diet accounts for about two-thirds of weight loss. This means that in order to get fit & healthy you must exercise AND eat well!

Our staff can get you started with a plan that includes diet advice as well as recommended workouts to help you achieve your goals, the next time you come in, please ask.

We are here to help!

Sincerely,
`!{owner.firstName}`



Day 14

Subject Line: Don't want to bulk up?

From Name: Lead Owner

From Email: Lead Owner

Content:

Many of our members used to shy away from strength training because they thought they would bulk up, and that's not what they wanted. In fact, "Doing strengthening activities 2 or 3 days a week will not 'bulk you up'. Only intense strength training, combined with a certain genetic background, can build very large muscles." -

<http://win.niddk.nih.gov/publications/myths.htm#activitymyth>

With this in mind, we'd love to discuss your health goals with you and put together a plan that will help you get there.

Remember, the hardest step is the first one, so make the commitment and come on in!

Best,

\${owner.firstName}

Day 45

Subject Line: Value of high intensity workouts

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi \${user.firstName},

Do you know what the most common excuse I hear from people about why they don't work out? "If I am not going to work out a lot, there's no point going as it won't help."

Is this what you think too? This simply is not true. In fact, even working out just one (ONE!!) day a week for 30 minutes, can lead to great improvement. Please [read this article](#) for more information and then commit to 30 minutes a week. We will make it work for you!

Look forward to seeing you,

Thanks

\${owner.firstName}



Day 60

Subject Line: 2 months ago
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi $\${user.firstName}$, two months ago you walked into our club to start your quest for better health. You have done the first step, coming in, so congratulations! The next step is to make that commitment. Today.

Hey $\${user.firstName}$, do you know what day is the most popular day to start a diet? I'll give you a hint, it's not Monday.

The most popular day to start a diet is "tomorrow"! Don't be like that. Don't wait for a better time to improve your fitness.

Can't wait to see you again,

$\${owner.firstName}$

Day 90

Subject Line: How's it going?
From Name: Lead Owner
From Email: Lead Owner
Content:

Dear $\${user.firstName}$,

Get the most out of your fitness experience!

Give us a chance to change your life. Our team is dedicated to helping you see, believe and achieve your fitness goals.

At $\${club.name}$ we turn your fitness goals into fitness realities.

If you would like a club tour and have questions about results, please call us at $\${club.telephone}$ to schedule your tour today.

Thanks,

$\${owner.firstName}$



TRIAL EMAILS

These emails will go to leads that have been moved to a membership pass or trial.

Day 2

Subject Line: How has your experience been?
From Name: Lead Owner
From Email: Lead Owner
Content:

Dear \${user.firstName},
I hope you've had a great experience on the first day of your membership trial!

Whether you're looking for fitness, wellness, socialization or relaxation, we have activities for everyone. Your membership trial includes full membership privileges, so please take advantage of everything we have to offer!

If you have any questions during your visit, please contact me at \${owner.workPhone} or see our Front Desk staff. We are all here for you!

Respectfully,
\${owner.firstName}

Day 4

Subject Line: Feel at home with us!
From Name: Lead Owner
From Email: Lead Owner
Content:
Dear \${user.firstName},

We want you to feel comfortable in our club and make your exercise experience here rewarding as possible. Here are some tips to help you fit right in feel at home at \${club.name}.

Dress for success – We're often asked, "What should I wear?" Find workout clothes are comfortable to move around in. Most common clothing items are shorts, t-shirts, and don't forget a good pair of sneakers.

Bring a friend and share the experience together.

Join activities appropriate for your fitness level and workout experience. If you're unsure of what activities are a good fit for you, our Personal Trainers will be happy to assist you.

Try a class! Arrive a few minutes early and talk to the instructor about any concerns you might have and meet some of our great members before the class starts.

And most importantly, ask us questions! Lots of questions! We are here to be your guide to the workout world!

Respectfully,
\${owner.firstName}



Day 6

Subject Line: What's YOUR class?

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi \${user.firstName},

Have you tried any of our group classes yet?

Here are some things to consider when looking for a class that's right for you.

Think safety: Look at the type of activity and make sure it won't aggravate any existing health problems. When in doubt, check with your doctor!

What are your goals: Are you looking to improve endurance? Lose weight?

Build muscle? Choose a class that will help you reach your goals!

Convenience: You want to make your exercise class as part of a habit - make sure it will fit into your schedule.

Whichever type of class you choose - make sure you have fun!

Respectfully,

\${owner.firstName}

Day 10

Subject Line: Did you know?

From Name: Lead Owner

From Email: Lead Owner

Content:

Dear \${user.firstName},

We hope you have enjoyed your experience at \${club.name}. We want to take the time to let you know that your goals are very important to us.

Did you know?

Most people that diet re-gain their weight PLUS a few more pounds? By combining a healthy eating plan with regular exercise, you can realistically lose weight and keep it off for good. Don't forget when you join \${club.name} to schedule your complimentary fitness orientation so we can make sure you start off on the right track, whether you are looking to lose, maintain or even gain weight.

If there is anything we can do to assist you, please call us at \${club.telephone}. What have you got to lose?

Sincerely,

\${owner.firstName}



Day 20

Subject Line: Nutrition tips to help you meet your goals

From Name: Lead Owner

From Email: Lead Owner

Content:

Hi `!{user.firstName}`,

At `!{club.name}`, we want to help you meet your fitness goals! Here are some ideas on how to make your nutrition plan more effective. One of the most important factors in getting results is the timing of meals.

To achieve your goals without hunger, eat frequently throughout the day. You can achieve this balance by following your recommended exchanges for each meal, as well as by incorporating the following tips:

Breakfast - Eat within one hour of waking up

Mid-Morning Snack - Eat within two-three hours of breakfast

Lunch - Eat within two-three hours of mid-morning snack

Late Afternoon Snack - Eat within two-three hours of lunch

Dinner - Eat within two-three hours of your snack

Late Night Snack - Before bed

Workout - Eat within ninety minutes after a workout

As always, if you have any questions or concerns, please let me know at `!{club.telephone}` or via email at `!{owner.email}`

Regards,

`!{owner.firstName}`



EXPIRED TRIALS

These emails will go to leads whose membership trial or pass has expired.

Day 1

Subject Line: Your trial has expired
From Name: Lead Owner
From Email: Lead Owner
Content:

`\${user.firstName}`, did you know your free trial/guest pass expired yesterday? Would you like to come by and sign up?

Please visit me and let's get you going!

Sincerely,

`\${owner.firstName}`

Day 6

Subject Line: Health Risks
From Name: Lead Owner
From Email: Lead Owner
Content:

`\${user.firstName}`,

Don't forget your trial membership at `\${club.name}` has expired but it's not too late to continue!

Here's a great reason to come in and see us... research has shown that as weight increases, your risk for the following conditions also increases:

Heart Disease
Type 2 Diabetes
Cancer
High Cholesterol
High Blood Pressure

What are you waiting for?

Contact us today to extend your membership.

Call `\${owner.telephone}` or email `\${owner.email}` Now!



Day 9

Subject Line: Don't procrastinate
From Name: Lead Owner
From Email: Lead Owner
Content:

Dear \${user.firstName},

As you know, your trial membership is over and I wanted to give a few things to think about in regards to your health:
Do you know what happens when you give a procrastinator a great idea?
Nothing!
A year from now you will wish you started today.
The secret of getting ahead is getting started.

Give me a call at \${owner.workPhone} to discuss!

Thanks,
\${owner.firstName}

Day 12

Subject Line: How much is too much?
From Name: Lead Owner
From Email: Lead Owner
Content:

What's the best way to ensure success? Stick with it, but don't overdo it!

Experts agree that when beginning an exercise program, you need to start small and build gradually. Your body needs rest to adapt to your new workout and become stronger while preventing injury.

Sincerely,
\${owner.firstName}

Day 19

Subject Line: Tired? Stressed? Exercise!
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi \${user.firstName},

Many people that are tired or stressed feel working out is the last thing they want to do. But did you know that exercise can help you fight that stress and fatigue? When you find yourself talking your way out of your workout, come in to \${club.name}, instead - you'll be glad you did!

Sincerely,
\${owner.firstName}



Day 30

Subject Line: It's been a month
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi \${user.firstName},

It has been a month since your trial expired and I'd like to find out why we haven't seen in a while.

I really believe that we will help you with your health, whether it be with our equipment, our classes or our trainers.

I'd love to hear from you again, so please give me a call.

Thanks,
\${owner.firstName}

Day 50

Subject Line: How were you treated?
From Name: Lead Owner
From Email: Lead Owner
Content:

Hi \${user.firstName}, I wanted to make sure you have received great service and were treated with respect these past months while you were checking us out.

If you have a moment, can you please give me your thoughts on our club and our staff and let me know why you decided not to join?

Thanks,
\${owner.firstName}



EMAILS TO MEMBERS

REFERRAL SALES FOLLOW-UP

The Referral Sales Follow-Up group is for the Sales Person to follow up after the sale. This is usually for the purpose of getting member referrals leads from the new member.

Day 1

Subject Line: Congratulations!
From Name: Lead Owner (Sales Staff)
From Email: Lead Owner (Sales Staff)
Content:

Dear \${user.firstName},
Congratulations on your decision to start an exercise program here at \${club.name}. We are happy to welcome you as a new member. Thank you for selecting our club. We look forward to helping you achieve all of your fitness goals. We are dedicated to providing our members with the finest level of service in the fitness community.

At \${club.name} you will Get More Than A Keytag ... \${club.name} =
PROVEN RESULTS!

Sincerely,
\${owner.firstName}



MEMBER RETENTION

These emails go to members from the Member Retention Owner

Day 1

From Name: Member Retention Owner
From Email: Member Retention Owner
Subject: Welcome!
Content:

Dear \${user.firstName},

Welcome to \${club.name} and congratulations on taking the first step toward a healthier lifestyle!

If you haven't already done so, be sure to schedule your Orientation. Our qualified staff will show you the proper way to use both strength and cardio equipment and help you create a workout program based on your needs and goals. Your appointment can be made at the front desk or by calling us at \${club.telephone}.

Please let us know if you have any questions or concerns. Your success at \${club.name} is important to us!

Thanks,
\${owner.firstName}

Day: 30

From Name: Member Retention Owner
From Email: Member Retention Owner
Subject: Congratulations – it's been a month!
Content:

Dear \${user.firstName}, how has your first month with us been? Are you starting to see results?

If you haven't already, please set up an Orientation session to make sure you get started properly.

Of course, we have many group classes and personal training if you'd like some help with your health.

As always, if you have any questions or concerns, please let me know at \${owner.workPhone} or via email at \${owner.email}.

Sincerely,
\${owner.firstName}



Day: 60

From Name: Member Retention Owner
From Email: Member Retention Owner
Subject: We want your feedback!
Content:

Hi there, \${user.firstName}.

I was hoping you'd help me out with some feedback. I'd like to make sure our club is exceeding your expectations and that every interaction you've had with our team has been outstanding.

Can you please give me your feedback? I'd really appreciate it.

Thanks,
\${owner.firstName}

Day: 90

From Name: Member Retention Owner
From Email: Member Retention Owner
Subject: Way to go, it's been 3 months!
Content:

Congratulations \${user.firstName}, you have now been at the club for 3 months!

Now that you are starting to see some results, can we ask you to write them up and send them to us? We love to highlight our ever-improving members and share in your accomplishments.

Please reply and in a few words, let me know what health & body improvements you've seen in yourself over the past few months.

If you like, you could also highlight a staff member that has gone above and beyond with some exceptional service or help.

I can't wait to hear back from you!

Sincerely,
\${owner.firstName}



EMAILS TO PERSONAL TRAINING LEADS

NO APPT BOOKED.

Content coming soon. For existing clubs, this section contains your previous "PT Leads" content.



APPT BOOKED.

These emails will go to PT Leads that have a PT Sales Appointment scheduled.

Day 1

From Name: Owner - Name
From Email: Owner - Name
Subject: Your Upcoming PT Appointment
Content:

Hi \${user.firstName},

I look forward to meeting with you for your upcoming Personal Training appointment!

Here are some tips on how to prepare for your appointment:

- Wear clothing that allows your arms, legs, and torso to move freely
- Wear athletic shoes (aka sneakers, tennis shoes)
- Bring water
- Bring a list of any doctor recommendations or limitations
- Bring a list of all medications you are taking

When you arrive, please tell the front desk you are here for an appointment with me. I look forward to meeting with you soon!

Regards,

\${owner.firstName} \${owner.lastName}



APPT COMPLETED

These emails will go to PT Leads with a completed PT Sales Appointment, but have not purchased Personal Training.

Day: 2

From Name: Owner - Name
From Email: Owner - Name
Subject: Thanks for meeting with me!
Content:

Hi \${user.firstName},

Thanks for meeting with me yesterday. Do you have any questions about the items we went through?

If you enjoyed your session, I encourage you to continue with another appointment to see if Personal Training is right for you. Please feel free to contact me at \${club.telephone} or \${owner.email} with any questions or concerns.

Regards,
\${owner.firstName} \${owner.lastName}

Day: 7

From Name: Owner - Name
From Email: Owner - Name
Subject: Need some motivation?
Content:

Hi \${user.firstName},

Let your Personal Trainer be your personal motivator!

I know how hard it can be to get to the gym in between work, family and our everyday, hectic lives. Having a standing appointment with a Personal Trainer can be a great motivator to make sure you take the hardest step of just making it here. Knowing someone is expecting you can make it just a little harder to skip your workout.

Call me today at \${club.telephone} to get started!

Best in Health,
\${owner.firstName} \${owner.lastName}



Day: 14

From Name: Owner - Name
From Email: Owner - Name
Subject: Need help getting started?
Content:

Hi \${user.firstName},

New exercise programs can sometimes be overwhelming. From remembering how to set up each weight machine to learning your cardio limit, it can be a lot to take in.

That's why Personal Training can be a great help. Trainers can help you maximize your workouts while keeping you within your own limits.

Let me help you get started today. Call me at \${club.telephone} to take the next step.

Best in Health,
\${owner.firstName} \${owner.lastName}

Day: 24

From Name: Owner - Name
From Email: Owner - Name
Subject: How are your workouts going?
Content:

Hi \${user.firstName},

How have your workouts been going? Are you starting to see results?

Call me at \${club.telephone} if you have any questions or concerns, or most importantly, if you aren't seeing any positive results!

Regards,
\${owner.firstName} \${owner.lastName}



Day: 40

From Name: Owner - Name

From Email: Owner - Name

Subject: Bored yet?

Content:

Hi \${user.firstName},

New and experienced exercisers need changes and challenges to keep from getting bored in their workouts. Let's get you started with some Personal Training sessions and let me bring some fresh ideas to your workout.

Call me today to get started!

Best in Health,

\${owner.firstName} \${owner.lastName}

\${club.telephone}

Day: 70

From Name: Owner - Name

From Email: Owner - Name

Subject: We want your feedback.

Content:

Hi \${user.firstName},

I'd like to get your feedback. Would you be willing to share with me what stopped you from getting started with Personal Training?

Thanks - your feedback is important to all of us here at \${club.name}.

Regards,

\${owner.firstName} \${owner.lastName}



APPT NO SHOW.

These emails will go to PT Leads whose PT Sales Appointment was cancelled the day of or in the days after their scheduled PT Sales Appointment.

Day: 1

From Name: Owner - Name
From Email: Owner - Name
Subject: I missed you!
Content:

Hi \${user.firstName},

I just wanted to check in and see if you were ok as you missed our appointment the other day. Did something come up? Please call me at \${club.telephone} at your earliest convenience and let's reschedule. I look forward to meeting with you.

Regards,
\${owner.firstName} \${owner.lastName}

Day: 4

From Name: Owner - Name
From Email: Owner - Name
Subject: Let's reschedule
Content:

Hi \${user.firstName},

I hope things are going well. Since you missed our appointment the other day would you like to reschedule? Do you have any concerns you'd like to discuss? Please call me at \${club.telephone} to book a new appointment at your earliest convenience.

Regards,
\${owner.firstName} \${owner.lastName}

Day: 7

From Name: Owner - Name
From Email: Owner - Name
Subject: A healthier you
Content:

Hi \${user.firstName},

We all want to be happy and healthy throughout all our years.

Personal Training can set you on the right path towards a healthier and more active future. Call me today to reschedule that appointment and let me get you started with a new fitness routine.

Regards,



Day: 14
\${owner.firstName} \${owner.lastName}

From Name: Owner - Name
From Email: Owner - Name
Subject: Do you have a fitness plan?
Content:
Hi \${user.firstName},

Are you moving in the right direction to achieve your goals? Do you have a specific plan to get there?

Exercise done the right way often takes less time than you think. We utilize an exercise formula based on frequency, intensity, time and type to help you get there faster. Call me today and learn how I can personalize a program just for you.

Regards,
\${owner.firstName} \${owner.lastName}

Day: 28

From Name: Owner - Name
From Email: Owner - Name
Subject: Are you achieving results?
Content:
Hi \${user.firstName},

Are your workouts where you want them to be? Are you achieving results? Our meeting will be a great opportunity for you to ask questions about your current workout and to learn if Personal Training can help you achieve your goals.

Call me today to schedule an appointment. I look forward to meeting with you!

Regards,
\${owner.firstName} \${owner.lastName}

Day: 50

From Name: Owner - Name
From Email: Owner - Name
Subject: We want your feedback!
Content:
Hi \${user.firstName},

I'd like to get your feedback. Would you be willing to share with me what stopped you from re-booking your Personal Training appointment?

Thanks - your feedback is important to all of us here at \${club.name}.

Regards,
\${owner.firstName} \${owner.lastName}



EMAILS TO PERSONAL TRAINING CLIENTS

Day 2

From Name: Lead Owner (PT Lead Owner)
From Email: Lead Owner (PT Lead Owner)
Subject: Welcome to Personal Training!
Content:

Thanks for choosing Personal Training at \${club.name}!

Here are some tips to get started

1. Bring water. Staying hydrated during your workout is important as your body will lose water due to increased perspiration.
2. Wear athletic shoes (aka sneakers, tennis shoes).
3. Wear clothing that allows your arms, legs, and torso to move freely. We'll be moving quite a bit!
4. Talk to your doctor and bring any recommendations or limitations to your trainer. Depending on your medical history, a signed physical release form may be required from your doctor before your trainer can begin.
5. Be honest with yourself and your trainer. We know eating right and exercising is not always easy. Be open and honest with your trainer so he or she can provide the best help for YOU.

Best in health,
\${owner.firstName}

Day 7

From Name: Lead Owner (PT Lead Owner)
From Email: Lead Owner (PT Lead Owner)
Subject: Remember to drink your water!
Content

Hi \${user.firstName},
As a valued Personal Training client, I would like to share some health and fitness tips with you over the coming weeks. Below are some health tips on the importance of proper hydration. Enjoy!

Water is an essential parts of a balanced and healthy lifestyle, but many of us don't drink enough of it. Here are some tips to improve your hydration:

Why is water so important?

- It's part of the makeup of each cell, tissue and organ in our body
- Helps regulate your body temperature
- Removes waste and toxins
- Aids in digestion
- Protects your spinal cord and vital organs
- Lubricates and cushions your joints helping lessen joint pain
- Reduces hunger - dehydration often masks itself as hunger



Ways to increase your water intake:

- Carry a water bottle with you as a reminder to stay hydrated
- Switch one sweetened beverage each day with a glass of water
- Add a little kick with a slice of lemon. Or change it up by experimenting with other fruit like strawberries, blueberries, or orange slices
- Eat water packed fruits and veggies, like watermelon, apples or celery

How much is enough?

- Every body differs, but most experts recommend 6- 8 8oz glasses of water each day
- Monitor your urine - the lighter the color the more hydrated you are.
- Increase your water intake on hot days or when exercising
- Talk to your doctor if you are taking any medications as certain drugs can alter water needs.

Regards,

!{owner.firstName}

Day 14

From Name: Lead Owner (PT Lead Owner)

From Email: Lead Owner (PT Lead Owner)

Subject: Exercise your state of mind

Content

Hi !{user.firstName},

Here is this week's health and fitness tip for you!

Exercise your state of mind!

If you see exercise as a chore (and who likes to do chores with their free time?), it's time to change your mindset. Let's make it less of a chore and more of an enjoyable way to spend your time!

Think of exercise of an opportunity for:

- Time with family or friends: Go for a kayak, paddle, hike, or walk.
- Group support: Try a team sport and group exercise class. Teams can help motivate you to work harder or just to have more fun
- Time alone: We all need some time to ourselves. Use your workout to get away from your family, friends and co-workers. Put in some earphones and you can even block out gym noise
- Meditation: Decrease stress and improve emotional balance with classes like yoga or tai chi
- Purpose: Ride your bike or walk for those small errands or start a vegetable garden
- Competition: If you have a competitive spirit, take it out on the court! Tennis, racquetball, basketball, squash are great ways to burn calories, improve cardio, and have some fun

As always, if you have any questions on these tips or anything other health and exercise questions, please let me know.

Regards,

!{owner.firstName}



Day 21

From Name: Lead Owner (PT Lead Owner)
From Email: Lead Owner (PT Lead Owner)
Subject: Travel Tips
Content

Hi \${user.firstName},

Here is this week's health and fitness tip for you!

Whether traveling for business or pleasure, maintaining a healthy lifestyle on the road can be challenging. Here are a few tips to help maintain your health and your waistline.

- Don't let travel be an excuse to eat poorly. Try protein packed breakfasts and lunches to feel more alert and don't forget your fruits, veggies and fiber. Make smart and healthy choices at restaurants, limit alcohol and caffeine intake, and drink plenty of water.
- Exercise! If your schedule is booked sun up to sun down you might need to be creative with your activities. Use the hotel stairs, park at the back of the parking lot and take a walk during breaks.
- Reduce stress and remember to sleep! Add some meditation or yoga exercises before bed to unwind from a busy day and try using earplugs if your hotel is noisy.
- Reduce jet lag by getting back into your normal daily routine as soon as possible. Exposure to daylight plus regular physical activity can help.

For more travel tips, including exercises you can do on the road, ask me in our next session.

Kind regards,
\${owner.firstName} \${owner.lastName}

Day 28

From Name: Lead Owner (PT Lead Owner)
From Email: Lead Owner (PT Lead Owner)
Subject: Core, Core, Core
Content:

Hi \${user.firstName},

I often get asked about core training so this week's health and fitness tip is all about, you got it, CORE!

Core classes, core training, core exercises, and more...

Think of an apple core; it's the center part that contains the stem and basic structure. A human's core is also the center stem (spine) and surrounding



muscles. Your core muscles are the ones that move and stabilize your torso; they keep you steady and in good alignment. On the other hand, a weak core can lead to back pain, poor posture and poor balance.

The best core training should include cardio, strength training and stretching. However, proper form is crucial, so start with an instructor led class (like yoga or pilates) or ask your Personal Trainer for assistance.

A tip for work: If you work at a desk most of the day, try changing out your desk chair for a stability ball chair - you can work and improve your core at the same time!

Regards,
\${owner.firstName}