



InTouch Email Follow-Up

CONTENT LINKS

[InTouch Email Follow-Up](#)

[CONTENT LINKS](#)

[ABOUT THIS DOCUMENT](#)

[TEMPLATE \(EMAIL LAYOUT\)](#)

[MERGE FIELD OPTIONS](#)

[EMAIL FROM OPTIONS](#)

[LIFECYCLE \(DAY X\) EMAILS TO MEMBERSHIP LEADS](#)

[LIFECYCLE GROUP: NO CLUB VISITS](#)

[LIFECYCLE GROUP: VISITED CLUB](#)

[LIFECYCLE GROUP: CURRENT TRIALS](#)

[LIFECYCLE GROUP: EXPIRED TRIALS](#)

[DAY X EMAILS TO MEMBERS](#)

[REFERRAL SALES FOLLOW-UP](#)

[MEMBER RETENTION](#)

[DAY X EMAILS TO FORMER MEMBERS](#)

[DAY X EMAILS TO PERSONAL TRAINING LEADS](#)

[NO APPT BOOKED](#)

[APPT BOOKED](#)

[APPT COMPLETED](#)

[APPT NO SHOW](#)

[DAY X EMAILS TO PERSONAL TRAINING CLIENTS](#)

[SPECIALTY EMAILS](#)



ABOUT THIS DOCUMENT

The purpose of this document is to provide examples of the best practice email content that comes standard with new InTouch sites (and is also available to existing clients upon request). It should be used as a guide to understanding the types of emails available, where to find these emails within your InTouch sites, and the general setup and content. To ensure that you are always viewing the exact email wording, formatting and templates for your individual InTouch sites, we do recommend that you use this document as a guideline and do the actual reviewing and editing within your individual emails within your InTouch sites.

TEMPLATE (EMAIL LAYOUT)

Imagine if you were to type a business letter from your company. You would select your letterhead and then type in your content. InTouch emails work in a similar way. In an individual email, you select a template (the letterhead) and enter in your content.

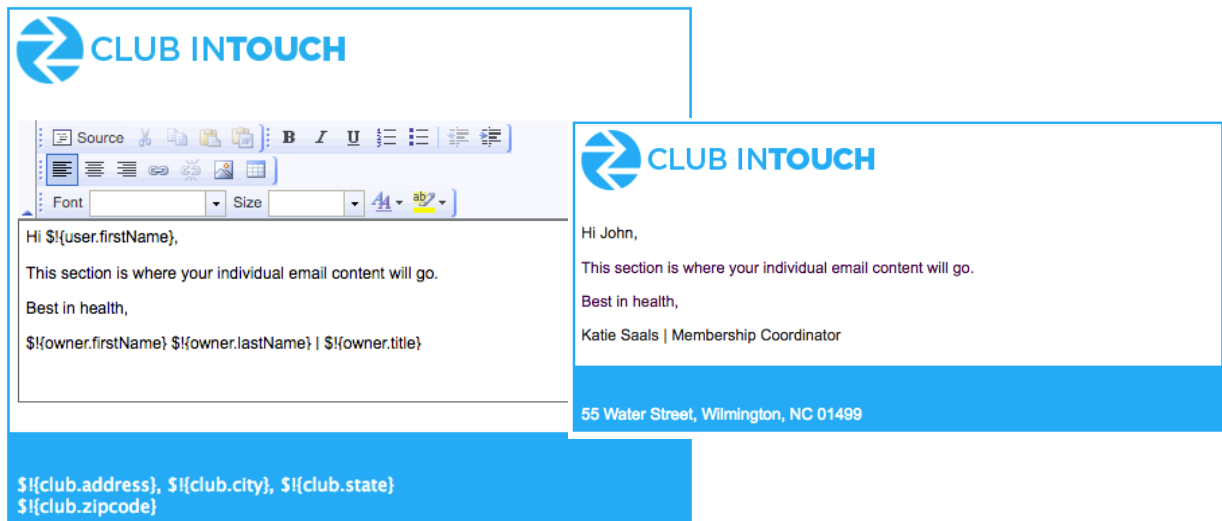
Standard new site setup includes a blank template (a simple blank page) and a master template. The master is typically set up with your club logo up top, address at the bottom, and coloring to match your logo. You can view, add or edit templates in each of your InTouch sites under FollowUp > Email Templates. For instructions on how to add or edit templates, check out www.intouchhelp.com.

Sample Template

This image shows how the template looks in the Edit screen.



These images show how the template looks when adding content to an individual email and also the final product (as viewed by a contact named John).





MERGE FIELD OPTIONS

The following merge field options can be found throughout various emails (as well as other functionality). Not all merge fields are available in all emails as some content is specific to the email itself.

Club Details Merge Field Options

These merge field options pull data listed from Club Details in Admin > Club.

Any staff with access to the Admin tab will have ability to edit Club Details.

- Club Name
- Address
- City
- State
- Zip Code
- Country (Note: This field can be edited by InTouch only)
- URL/Club Web Site
- Telephone
- Fax
- Email
- Email From Name

This field can be used in the From Name options in each email. It allows you to use separate club names (for example, Name might be Club InTouch Downtown while Email From Name is just Club InTouch).

Contact (the Lead/Member) Merge Field Options

- First Name
- Last Name
- Birthdate

Owner (the Lead or Member Owner) Merge Field Options

These fields are pulled from the Owner's Staff Account details (which can be found under Admin > Staff).

- First Name
- Last Name
- Mobile
- Work Phone
- Email

Other

- Preferences Link
Each contact has a specific web link where they can update their preferences on how they wish to be contacted (e.g. email, text, and call preferences).
- Referrer's First Name
This field inserts the first name of the member that referred the new lead. It is only available with Member Referral functionality.
- Referrer's Last Name
This field inserts the last name of the member that referred the new lead. It is only available with Member Referral functionality.



EMAIL FROM OPTIONS

Each email contains the following sender details: name and email address. Below are options that can be used.

From Name Options:

- Lead Owner
- Club Email From Name
- Other (type in your own)

From Email:

- Lead Owner's Email
- Club Email
- Other (type in your own)

Notes: For the best results, always use a private domain for your email addresses. For example, staff@clubintouch.com will have a much better result than using a Gmail address. Talk to your website provider about private domain emails if you don't currently have any.



LIFECYCLE (DAY X) EMAILS TO MEMBERSHIP LEADS

LIFECYCLE GROUP: NO CLUB VISITS

These emails can be edited in each InTouch site under FollowUp > Memberships > No Club Visits.

Day: 1
Group: No Club Visits
Status: On
From Name: Club Name
From Email: Lead Owner
Subject Line: \${user.firstName}, Thanks for your interest in \${club.name}!
Content:

Dear \${user.firstName},

Thanks for your interest in \${club.name}!

We are committed to helping you achieve your fitness goals one session at a time. If you haven't booked your tour yet, call us today at \${club.telephone} and come see what makes \${club.name} a great partner in reaching your personal fitness goals.

We look forward to seeing you soon!

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



Day: 4
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: What's your goal?
Content:

Hi \${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?

Achieving your goals is easier than you think, and we're here to help every step of the way.

If you haven't booked your tour yet or have any questions about results, please call me at \${club.telephone} or reply to this email.

Can't wait to see you!

Sincerely,
\${owner.firstName} \${owner.lastName}
\${owner.title}



Day: 7
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: The best way to lose weight
Content:

Hi \${user.firstName},

Many people think that in order to lose weight you need to do lots and lots of cardio. The truth of it is that weightlifting is a much more effective way to shed those pounds. 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 facility to see how we can help you achieve your goals.

We look forward to seeing you soon!

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



Day: 14
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: \${user.firstName}, have you booked a tour yet?
Content:

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

Scheduling time for your fitness goals can be tough. That said, the health benefits to be gained from regular exercise can be huge!

Did you know 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

We have a lot more information about the health benefits of exercise, so drop in and take a look!

In Health,

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



Day: 21
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: \${user.firstName}, what's holding you back?
Content:

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

Is there anything I can do to help you make that commitment to health?

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}.

Sincerely,

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



Day: 30
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Achieve long term success

Content:

Dear \${user.firstName},

I'm sure you've heard it before, "Life is a journey, not a destination". Let's make that journey a healthy one so you can enjoy all life has to offer.

Stop on by \${club.name} and see how we can help you achieve long term success.

We look forward to hearing from you soon!

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



Day: 45
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Come on in!
Content:

Dear \${user.firstName},

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}.

I look forward to meeting you, \${user.firstName}!

Kind regards,

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



Day: 60
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: The best day to start your health quest
Content:

Hello \${user.firstName},

It's been awhile since you first contacted us. I hope the information you've received from us has been useful to you and that you are ready to start your fitness journey.

Do you know what day is the most popular day to start a healthier lifestyle? That's right, It's 'tomorrow!' Let's change that to 'today!' Don't wait for a better time to improve your fitness.

Can't wait to meet you in person.

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



Day: 90
Group: No Club Visits
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Give us a chance to change your life
Content:

Dear \${user.firstName},

You're one step away from your fitness journey!

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 or have questions about results, please call us at \${club.telephone} to schedule your tour today.

In Health,

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



LIFECYCLE GROUP: VISITED CLUB

These emails can be edited in each InTouch site under Follow-Up > Memberships > Visited Club.

Day: 2
Group: Visited Club
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Thanks for visiting, \${user.firstName}!
Content:

Hi \${user.firstName},

Thanks for coming to visit us at \${club.name}!

Do you have any questions about the people, the equipment or the classes?

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

Sincerely,
\${owner.firstName}



Day: 4
Group: Visited Club
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: How often do you plan to work out?
Content:

Hi, `#{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
Group: Visited Club
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Don't want to bulk up?
Content:

Lots of people shy away from strength training because they don't want to bulk up. Strength training 2-3 times per week can help tone muscle and increase your metabolism, but really only intense strength training combined with certain genetics can build very large muscles.

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
Group: Visited Club
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: NEEDED
Content:

Hi \${user.firstName},

Do you know one of the most common excuses for why people don't work out? "I don't have time."

Did you know that working out even just one day a week for 30 minutes can lead to improvement? Take the first step and commit to just 30 minutes a week. We will make it work for you!

Look forward to seeing you.

In health,

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



Day: 60
Group: Visited Club
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: NEEDED
Content:

Hi \${user.firstName},

You have completed the first and most important step in getting started - coming in! The next step is to make that commitment. What are you waiting for?

Can't wait to see you again,

\${owner.firstName}



LIFECYCLE GROUP: CURRENT TRIALS

These emails can be edited in each InTouch site under Follow-Up > Memberships > Trials.

Day: 2
Group: Current Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: How has your experience been?
Content:

Dear \${user.firstName},

I hope you've had a great experience so far on your membership trial!

Whether you're looking for fitness, wellness, or socialization, we have activities for everyone. During your trial, please take advantage of everything we have to offer!

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

Respectfully,
\${owner.firstName} **\${owner.lastName}**
\${owner.title}



Day: 4
Group: Current Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Feel at home with us!
Content:

\${user.firstName},

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

- Dress for success – We're often asked, "What should I wear?" Find workout clothes that are comfortable to move around in. Most common clothing items are shorts, t-shirts, and 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, we will be happy to assist you.

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

Respectfully,
\${owner.firstName} **\${owner.lastName}**
\${owner.title}



Day: 6
Group: Current Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: What's YOUR class, \${user.firstName}?
Content:

Hi \${user.firstName},

Here are some things to consider when looking for an activity 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 an activity that will help you reach your goals!
- Convenience: You want to make exercise as part of a habit – make sure it will fit into your schedule.

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

Respectfully,
\${owner.firstName}
\${owner.title}



Day: 10
Group: Current Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Did you know?
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 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}
\${owner.title}



Day: 20
Group: Current Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Nutrition tips to help you meet your goals
Content:

\${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} \${owner.lastName}
\${owner.title}



LIFECYCLE GROUP: EXPIRED TRIALS

These emails can be edited in each InTouch site under Follow-Up > Memberships > Expired Trials.

Day: 1
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: It's not too late!
Content:

Hi \${user.firstName},

Your membership trial may have expired, but it's not too late to continue!

Give me a call at \${club.telephone} and let's get you going!

Sincerely,

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



Day: 6
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Health Risks
Content:

\${user.firstName},

Here's a great reason to come back 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 at \${club.telephone} and let's get you going!

Sincerely,

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



Day: 9
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Don't procrastinate!
Content:

Dear \${user.firstName},

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 NOW!

Give me a call at \${club.telephone} to discuss!

Yours in health,
\${owner.firstName} \${owner.lastName}
\${owner.title}



Day: 12
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: How much is too much?
Content:

`\${user.firstName},

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
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Tired? Stressed? Exercise!
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}
\${owner.title}



Day: 30
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: It's been a month
Content:

Hi \${user.firstName},

I really believe that we can help you with your health, whether it be with our equipment, our activities or our staff.

I'd love to hear from you again, so please give me a call: \${club.telephone}

Thanks,
\${owner.firstName}
\${owner.title}



Day: 50
Group: Expired Trials
Status: On
From Name: Lead Owner
From Email: Lead Owner
Subject Line: How was your experience with us?
Content:

Hi \${user.firstName},

Your membership trial expired a while back and I wanted to make sure you had a great experience while you were checking us out.

If you have a moment, can you please give me your thoughts on our club?

Thanks,

\${owner.firstName}



DAY X EMAILS TO MEMBERS

REFERRAL SALES FOLLOW-UP

These emails can be edited in each InTouch site under Follow-Up > Memberships > Referral Sales Follow-Up.

REVISED BY/DATE:

Day: 1
Group: Sales
Status: OFF
From Name: Lead Owner
From Email: Lead Owner
Subject Line: Congratulations!
Content:

Dear \${user.firstName},

Welcome to \${club.name}! Thank you for selecting our club. We are happy to welcome you as a new member and 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 can be edited in each InTouch site under Follow-Up > Members > Members.

Day: 1
Group: Members
Status: On
From Name: Member Retention Owner
From Email: Member Retention Owner
Subject Line: 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
Group: Members
Status: On
From Name: Member Retention Owner
From Email: Member Retention Owner
Subject Line: 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
Group: Members
Status: On
From Name: Member Retention Owner
From Email: Member Retention Owner
Subject Line: 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
Group: Members
Status: On
From Name: Member Retention Owner
From Email: Member Retention Owner
Subject Line: 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}





DAY X EMAILS TO FORMER MEMBERS

These emails can be edited in each InTouch site under Follow-Up > Members > Former Members.

Day: 2
Group: Former Members
Status: Off
From Name: Email From Name
From Email: Club Email
Subject Line: We're sorry to see you go!
Content:

Dear \${user.firstName},

I'd like to thank you for having been a member of \${club.name}.

We want to continue to offer the best service possible and value your feedback. If you haven't already, would you mind sharing why you canceled your membership? If there were something we could have done to keep you as a member, what would that have been?

Thanks, \${user.firstName}. We appreciate your comments.

Regards,

\${clubName}



Day: 45
Group: Former Members
Status: Off
From Name: Email From Name
From Email: Club Email
Subject Line: We miss you!
Content:

Hi \${user.firstName},

It's been awhile since you left \${club.name} and we hope that you are doing well.

We know it's easy to let our health and fitness slide, especially when trying to balance working out with work, family, and social obligations. If you find yourself in this position, now is the time to get back to feeling good!

At \${club.name}, we are committed to helping you look and feel your best so you can live life to the fullest. Call us today at \${club.telephone}.

Regards,
\${club.name}



DAY X EMAILS TO PERSONAL TRAINING LEADS

NO APPT BOOKED

These emails can be edited in each InTouch site under Follow-Up > Personal Training > No Appt

APPT BOOKED

These emails can be edited in each InTouch site under Follow-Up > Personal Training > Appt Booked

Day: 1
Group: PT Appt Booked
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}

\${club.telephone}



APPT COMPLETED

These emails can be edited in each InTouch site under Follow-Up > Personal Training > Appt Completed

Day: 2
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}
\${club.telephone}



APPT NO SHOW

These emails can be edited in each InTouch site under Follow-Up > Personal Training > Appt No Show

Day: 1
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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,
\${owner.firstName} \${owner.lastName}
\${club.telephone}



Day: 14
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}
\${club.telephone}



Day: 28
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}
\${club.telephone}



Day: 50
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}
\${club.telephone}



DAY X EMAILS TO PERSONAL TRAINING CLIENTS

These emails can be edited in each InTouch site under Follow-Up > Personal Training > PT Clients

Day: 2
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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 part 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}
\${club.name}



Day: 28
Status: Off
From Name: Owner Name
From Email: Owner Email
Subject Line: 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}



SPECIALTY EMAILS

Email All Interested Membership Leads – Birthday Message

This email sends to interested membership leads on the morning of their birthday. It can be edited in each InTouch site under Follow-Up > Memberships > Other

Status: On
From Name: Email From Name
From Email: Club Email
Subject: Happy Birthday!
Content:
Happy Birthday, \${user.firstName}!
Wishing you health and happiness,
\${club.name}



Email All Members - Birthday Message

This email sends to interested membership leads on the morning of their birthday. It can be edited in each InTouch site under Follow-Up > Members

REVISED BY/DATE:

Status: On
From Name: Email From Name
From Email: Club Email
Subject: Happy Birthday!
Content: Happy Birthday, \${user.firstName}!
Wishing you health and happiness,
\${club.name}



Opt-in Preferences Email

This email is sent if a user (staff) clicks the Email Contact a Link to These Preferences button. `!{preferencesLink}` merge field is required in the Content. It can be edited in each InTouch site under Follow-Up > Memberships > Other

Status: ON - REQUIRED BY SYSTEM
From Name: Email From Name
From Email: Club Email
Subject: Update your communication preferences
Content:

Hi `!{user.firstName}`,

`!{club.name}` would like to stay in contact with you via email or text or phone to ensure you get the most from the club but we need your permission to do so.

Please click the link below to check your current contact preferences and indicate how you prefer we contact you. We promise we won't fill your inbox, but we do want to ensure you are kept up to date on what's happening at the club and any offers relevant to you.

`!{preferencesLink}`

Regards,

`!{owner.firstName}` `!{owner.lastName}`
`!{club.name}`
`!{club.telephone}`



Referred Lead - 1st email

This email, when enabled, is sent to a new lead referred by a member.

Status: OFF
From Name: Email From Name
From Email: Club Email
Subject: Invitation to try our health club
Content:

Hi \${user.firstName},

Your friend \${referrerUser.firstName} \${referrerUser.lastName} is a member of \${club.name} and is seeing great results with their health and fitness improvements.

\${referrerUser.firstName} asked us to contact you to introduce you to the club too.

We would like to contact you to get you started but we need your permission to do so. Please click the link below to indicate whether we can contact you. We promise we won't fill your inbox, but we do want to share our offer to try the club out for yourself.

[\\${preferencesLink}](#)

Regards,

\${owner.firstName} \${owner.lastName}
\${club.name}
\${club.telephone}



Web Lead Email

This email, when enabled, will send to any new web lead created through the web lead service. Requires Web Lead service setup. There is no content and the status is off.

Web Referral Email

This email, when enabled, will send to any new web lead created through the web lead service that has a lead source Member Referral Requires Web Lead service setup. There is no content and the status is off.

Facebook Email

This email, when enabled, will send to any new lead created through the Facebook Lead Generator App. Requires Facebook Lead Generator App setup. There is no content and the status is off.