

Client Reactivation Blueprint

Use this blueprint to transition clients currently on hold/freeze from the COVID-19 situation back to paying members as well as reactivate former prospects, FEOs and clients.

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# Overview

## Description:

As the Coronavirus outbreak began, and you had to transition from your in-person service delivery to a virtual offer, you likely had clients request to put their memberships on hold or cancel until you re-opened. They may have requested a freeze or cancellation for many different reasons. For some of them, their financial situation was too uncertain, for others, their schedule changed so much with working remote or having their kids home that they didn’t know how they were going to find the time to continue. In some other circumstances, it may have been a fear of the unknown of what virtual training was going to look like that caused them to stop training with you. As the situation has evolved, and people have started to accept and adjust to our ‘new normal’, they may be open to beginning your virtual offer now or will be ready to come back in once you’re able to open the doors. No matter what reason they may have for being ready to train again, they may not have you at the top of their list to contact to get started again. That’s why you need to proactively communicate with your holds and former clients so that you can present them with an opportunity to join your program again.

This COVID-19 Client Reactivation Blueprint is designed to be used to communicate with and engage these 4 groups:

* Former clients (including clients who cancelled before COVID-19)
* Former prospects that you never sold to
* Former Front End Offer Clients (FEOs) that you never converted into a Core Offer (CO)
* Current clients that are on a freeze/hold

The goal of this communication is to get them to become clients again. This blueprint includes 4 distinct sets of templates and scripts for each of those groups for starting conversations, overcoming objections and finding out how you can best deliver services to these groups. The communication in this campaign invites them back with a special deal to participate in an upcoming program and can result in new clients with minimal marketing effort. Some of your best prospects are clients who you’ve already worked with. By keeping the line of communication open with them, they’ll be more likely to work with you again when presented with a good opportunity.

Reactivation should be a staple in your marketing plan. You should run a reactivation campaign every 3-6 months or 3 weeks before you launch a new program. The goal is to get them to join your FEO or challenge and then convert them back into a Core Offer (CO) client.

## Who is this Blueprint for?

This blueprint is for any fitness businesses with any type of core offer, and with any ideal client.

## Estimated time needed to implement:

The communication in this blueprint requires a personal connection or touch. Some of the templates include places to use a personal story or memory and will need your time to think about your relationship with your client/prospect/former client in order to execute them well. Since many of the highlighted parts in this blueprint allow you to simply plug in your custom information, you should be able to save time.

* For Cards: 5 minutes per card
* For Letters: 15 minutes per letter
* For Email: 10 minutes per email
* For Calls: 5 minutes per call
* For Text Messages: Up to 5 minutes per text exchange
* For Social Media: Less than 5 Minutes per message/post

## Estimated on-going time commitment:

The entirety of this reactivation sequence with all wait times between the messages included should be around 10-14 days. You can estimate to spend about 10-15 minutes total per person.

## Inside this Blueprint:

* 2-card sequence
* 3-letter sequence
* 3-email sequence
* 2-social media sequence
* Phone script for calling former clients that haven’t responded to the letters/emails
* Voicemail script

We recommend using a combination of 2 or 3 of the channels above to communicate. You do not need to use all 6 at the same time for the same person. Be sure to track which methods work best for you, so you can improve the success of your reactivation campaign each time you execute it. We do not recommend sending mass emails or using an automatic email marketing system for a reactivation campaign. The personal touch with your communication is what makes this campaign most effective

## How-to Implement this blueprint:

1. Send the card sequence over 10 days, sending the first one on Day 1, the second on Day 10.
2. Send the letter sequence over 15 days, sending the first one on Day 1, the second on Day 8, and the final one on Day 15.
	1. Alternatively, you can send a personal email using the email scripts and following the same schedule as with the letters.
3. Call anyone who hasn’t yet responded to the offer beginning Day 11.
4. If you call someone and they don’t answer, use the voicemail script to leave a message so that they have the chance to learn about your program and contact you. Follow-up your voicemail with the text script.
5. Use the social media sequence for clients you know spend a lot of time on a specific platform. Many times, email, letters, and even calls will be difficult to get a response, but social media is a low-pressure and relaxed way to communicate with former clients.
6. If you’re using Zen Planner, the communication from this blueprint is loaded into the Automations section, and it is called COVID Member Reactivation. You can manage your former clients and this communication with them in Zen Planner, making it simple to implement and track.

## Offer

The goal with your offer is to get former clients, prospects or holds/freezes either back into your facility once you’re open or into your virtual program. The offer that you make to them is going to depend on which of these groups they are in:

* Former clients (including clients who cancelled before COVID-19): You’re going to extend an offer to join your FEO or a challenge you have planned.
* Former prospects that you never sold to: You’re going to extend an offer to join your FEO or your challenge.
* Front End Offer Clients (FEOs) that you never converted into a Core Offer (CO): You can either offer them the same offer they were presented the first time, or you can extend an offer to join your FEO or a challenge, and let them try out your ‘new’ service.
* Current clients that are on a freeze/hold: You’re going to ask them to come back to the same program they were in. If that won’t work for them right now, you can extend an offer to join your FEO or a challenge, but don’t lead with that.

In your communication to them, you’re going to emphasize that you consider their health and well-being a priority and you want to make sure that they can continue to make their health and fitness a part of their life. For clients that are on a hold/freeze, address and overcome the concern or objection they gave when they asked to go on hold/freeze. Former clients are treated differently than new leads and they should feel that exclusivity in your communication as well as the offer.

If you don’t have a new program or challenge going on right now, then you can offer them a discounted rate for sessions or any other kind of special promotion. A list of some ideas to use for the special offer are below.

Incentives to invite them back are:

* $99 first month, no commitment
* $49 Summer slim-down program or other specialty short term program (2 weeks, 21 days, etc)
* A change in your programming, new offering, new time slots, etc.
* First week free for the new program
* Lifetime discount to future sessions

The offer you make will depend on your current pricing and programs. Work with your Success Coach to help you determine the best offer for each group. Often, an offer with a short-term commitment (e.g., 1 month, 6 weeks, etc.) is a better hook to get a former client or non-closed prospect back in the door.

## What You’ll Need

### A Segmented List of Former Clients, Frozen Clients, Former FEOs, and Former Prospects

* Create segmented lists for each of these 4 groups. For former clients, your best place to start will be with clients who left in the last two years. If you will have an ongoing virtual offer, you can even include former clients who moved away. For former FEOs and Prospects, depending upon the size of these lists, you’ll want to start with anyone in the past year. It’s a good idea to keep this list segmented and up to date in your CRM.

### A personal memory with your former client

* Think about a memory you have with your former client, a goal they reached while working with you, something you have in common, etc. Include that as a conversation starter for the messages so you can reconnect with your former client and let them know that this isn’t an automatic message.

### The reason or objection for your clients on a freeze/hold

* You will want to have this documented so that you can address and overcome the concern or objection they gave when they asked to go on hold/freeze in your communication.

### The reason or objection for your former FEOs that didn’t convert to a CO

* You will want to have this documented so that you can address and overcome the concern or objection they gave when they asked to go on hold/freeze in your communication.

### A concise description to any updates of your in-person service delivery

* Create a concise documented description of the changes you’ve made, or will be making to any in-person service delivery so that you can keep your clients safe. This may include expanded virtual offers, smaller class sizes, no shared equipment, etc. Have this available so that you can easily reference it during conversations if asked or can include the level of detail needed in any channel of communication to instill confidence and overcome objections over cleanliness and safety.

### Special Offer

* Information and details on your FEO, upcoming challenge or special reactivation pricing
* If you don’t have a challenge, prepare a new incentive to bring them back to the sessions and frame it as a new offer for former clients
* Discuss with your Success Coach if needed

### Customized Messages (Card, Letter, Email, Text, Social Media)

* Customize all highlighted sections
* Customize offer/pricing if needed

### Testimonials or Social Proof

* Client testimonials you can use in either written form or a brief overview you can integrate into a conversation
* Social proof – this is especially important to new offers like your virtual program

# Communication to Former Clients

## Note (Card) Sequence

#### Notes (Cards) are simple to send and are a really effective personal outreach that people appreciate. The communication needs to be brief and genuine. You don’t have to make an offer in your note, but you can if you think that fits with your dialogue and relationship with your former client. Sending a card to a former client to let them know you are thinking of them is a great way to initiate a dialogue through another channel like text or email. Notes are one of our recommended communication channels for reactivation.

### Note 1

#### Send Day 1

NAME,

I hope all is well!

I just wanted to drop you a quick note to check in on you! I hope that you are staying healthy right now. We miss seeing you around [Business Name] (even if it is just through video right now)! [\*Optional offer] We’d love to have you back if [summary of reason they left] has changed. If you’re interested in checking out our new [special program or offer], or just want to say hello, I’d love to hear from you! Just call or text me at [XXX-XXX-XXXX].

Stay well,

Signature

### Note 2

#### Send Day 8 if you didn’t hear from them after Note 1

NAME,

Hey again,

I sent you a card the other day, but hadn’t heard from you so I wanted to check in again. Name and Name (current clients that used to train with your former client) were actually just asking if I’d heard from you lately! Just wanted to let you know that you’re missed and you’re welcome back any time. [\*Optional offer] There’s still a little time left to join in on the [special program or offer] that I mentioned in my last note. Call or text me at [XXX-XXX-XXXX] if you want to jump in on that.

Take care and hope to see you soon!

Signature

## Letter Sequence

#### Letters tend to be more effective than emails, but require a little more effort than a card. Letters work well for former clients that you had a really good relationship with and former clients who are 60+ years old. Customize the highlighted portions, handwrite when possible or type and print out each letter, and sign your name where indicated before sending to former clients’ home addresses.

### Former Client Letter 1

#### Send Day 1

Business street address
Business city, state zip

Date

Dear NAME,

I’ve missed you! I hope you are staying safe and well during this time.

I remember last time we spoke, you mentioned [personal memory, trip, new job, goal etc], and I hope everything has been going well since!

I wanted to send you a letter to check in on you as well as catch-up and see what’s new with you.

By the way, no hard feelings about stopping our sessions! I know life can be busy and sometimes it’s difficult to get back in the swing of things.

But since I thought of you and remembered how much progress you made, I also wanted to reach out and see if you’re [still interested in/making progress on one of their goals]?

I have a new [challenge/program] coming up called [challenge name] and I’d like to offer you a special rate of [price]. The original price is [$$], but since we’ve worked together before I wanted to offer you a discount rate.

So if you’re interested in getting in shape, feeling better, or just want to say hello, then just call or text me at [XXX-XXX-XXXX].

I still have your number saved, so I’ll be looking forward to hearing from you again soon!

Your Friend,

[Leave space for ink signature]

Your Name

P.S. The [program challenge name] is starting up again in [##] weeks, and I’d love to have you on board before it’s too late. So even if you’re slightly interested, you can text me at [XXX-XXX-XXXX]. and we can save your spot or just say catch-up! Also, if you’re not interested, you can still contact me to let me know!

### Letter 2

#### Send 7 days later to those who haven’t yet contacted you

Business street address
Business city, state zip

Date

Dear [NAME],

I’m not sure if you got my last letter, but I wanted to check-in and say hello again!

I wanted to connect again because I’ve missed seeing you around at [Business Name]!

You were always so motivated and fun to work with and you were such an inspiration to several others!

I know it’s easy to put your own health and wellness on the backburner right now with everything going on, but I know how important that is to you. That’s exactly why I want to invite you back to join our [challenge name] at a special rate. The challenge will comprise of [details of the challenge].

For you, it’d only be [$$ discount] while others will pay [$$]. [Include your special offer to them]

I left my number [XXX-XXX-XXXX] in the last letter, but I didn’t hear from you. I’d love to hear how you are and if there’s any way I can help you.

I don’t consider you just another client, but a real friend of mine. So I wanted to send you this letter to hopefully connect again and give you this special offer for this amazing program.

Just call or text me at [XXX-XXX-XXXX] to join or if you have any questions about the challenge or the discount.

Your Friend and Coach,

[Leave space for ink signature]

Your Name

P.S. – A lot of people from [Business Name] have been loving our virtual sessions, even those that were not so sure in the beginning. We’d love to have you back!

## Email Sequence

If you send emails instead of letters, be sure to send a personal email to each former client. Do not send a mass email or set up an automatic email marketing campaign for this outreach. Your former clients are on your email newsletter list (or should be) and are likely getting any marketing communication you’re already sending about your offer, so it’s important that these stand out and get their attention.

### Email 1

#### Send Day 1

Subject: Hey [First Name], checking on you

Hello NAME

As I’ve recently had time to think about and reflect on all of the clients I’ve worked with over the years, I thought about [personal story with former client, memory, when they reached a goal, etc.] and couldn’t help but smile to myself.

How are things with you?

It’s been awhile since we’ve seen each other and I wanted to check-in!

I understand that life is crazy right now and finding the time to work out or take care of yourself is even more challenging than ever - which is tough!

Since we both know exercise helps your mind and body a ton, stopping it can be a bit risky for your overall health.

So, I’d like to invite you back in to [Business Name] so we can show you how we’re helping so many people stay healthy and well right now, even though we’ve had to make a lot of changes to the way we’re doing that.

We have a new challenge coming up called [challenge name]. [brief description of your program/challenge]

Actually, if you want, I’d love for you to join us! (...to be honest, I thought of you a few times when I created it)

Because I think that this is really important for you, I’d be happy to give you a [$$] discount, so your special rate would only be [$$], while others are paying [$$ original price]. [describe why you’re making this special offer to them]

Consider it as a ‘thank you gift’ for everything and the sessions we’ve had in the past.

People are already joining, so I’d love to save your spot.

 If you want to take it or just catch-up then you can call or text me at [XXX-XXX-XXXX] or you can respond to this email.

I think you’d love the workouts, especially if you are dealing with a more stress like most of us are right now. I’m also hearing how they are helping people have more energy, sleep better, and stay on track with their fitness goals.

Like I said, I’d love to hear from you again hopefully get you back on track with your health and fitness too!

Your Friend and Coach,

Your Name

P.S. Here’s what’s been new at [Business Name]

[Share social proof of your new virtual programs, how you’re helping people right now]

### Email 2

#### Send 7 days later to those who haven’t yet contacted you

Subject: RE: Checking on you

Hey [NAME], how are you?

I sent you an email a few days ago but I haven’t heard back so I wanted to follow up since I’m sure you’re really busy right now. I hope things are going well.

I couldn’t help but want to check-in to say hi and maybe chat/text about what’s new with you.

For me/us here at Business Name, as you can imagine, we’ve had a lot going on around here. After having to close our doors, we transitioned our sessions to virtual and that has been both a learning curve and a blast. It’s great to still be able to “see” everyone!

I mentioned in my last email that we have a new program/challenge coming up called [challenge].

I’m sure you’re really busy with [personal info], but I’d actually love to offer you a discounted rate at [$$ discount] while others will pay [$$ original price].

If you’re interested, then text or call me at [XXX-XXX-XXXX] or reply to this email.

Your Friend and Coach,

Your Name

P.S. – It’s totally risk-free for you. You can join try out the first session and if it’s not for you, then I can give you a full refund - no problem at all!

### Email 3

#### Send 7 days following Email 2 to those who haven’t yet contacted you

Subject: Spots for [challenge name] filling up - you in?

Dear NAME,

I’ve sent you a few messages already but I haven’t heard back yet. Is everything ok?

I wanted to see what’s new with you and also personally invite you to come back to [Business Name] for my new challenge [challenge name].

And if you’re interested, since we’ve worked together in the past, it’d only be [$$ discounted] for you, while others pay [$$ original price].

Consider it as a thank you for being such an amazing client.

You may have not responded just yet, but I’d still love to hear from you!

Not only will this program/challenge be fun, but imagine working with others [either in person or virtual], motivating and supporting each other through every exercise, rooting for you to become better. [If you’ve reopened and are offering in-person training, insert text/info here on your updated cleaning protocol and how you’re keeping people safe right now]

Just call/text at [XXX-XXX-XXXX] or reply to this email sometime before [deadline] so I can reserve your spot and we can get started.

Or if you want, just contact me and we can talk more about what you can expect or if there’s another program we’re offering right now that will work for you.

I hope to hear from you soon.

Your Friend and Coach,

Your Name

PS: Spots are almost full and there’s only a few days left before I have to end the enrollment. So please contact me even if you’re a little interested and I can give you some more details.

## Call Script

#### Call former clients who haven’t yet responded to your Notes, Letters or Emails starting on Day 11; your goal is to check in on them, listen to what their needs are right now, and position your offer to meet those needs.

Hi, is [name] available?

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I just wanted to check in with you to see how things are going.

I’ve sent a few [Notes, Letters, Emails], and I was wondering if there is anything I can do to help you with your fitness or nutrition goals right now.

[Talk about their goals, ask questions, etc.]

It is great to hear that you [are doing well, want to focus on your fitness, health etc. right now], and actually we have a popular event coming up at [Business Name] called [Challenge Name] that’s designed to help you make fitness a part of your life right now. Training with us looks a little different right now than it did before, but we’re getting great feedback, and in a lot of cases, people are finding it even more valuable right now than they did before.

Would you like to learn more about it?

IF NO: No problem at all. I totally understand. I still have your email address so I’ll just shoot you over the details and benefits and you can look at it whenever you change your mind. How’s that? [Try to end the call casually or keep the rapport up with friendly conversation]

IF YES: Awesome, well it’s a [details on length of time] and it comprises of [exercise styles]. And it’s made to ease you back into the habit of training, a healthy diet, and just improving your overall health and fitness. And actually, since we’ve worked together already, I’ll take [$$ discount amount] OFF the original price of [original price], so you only have to pay [new price].

Would you like to go ahead and schedule your first [challenge name] session? I have times on [Time A] and [Time B]. Which one works for you?

IF CHOSEN: Awesome! I have you down for [time] and I can’t wait to see you again and get back to working on your health and helping you reach [goal mentioned].

IF NOT CHOSEN: That’s no problem at all! I’d still like to send you over some details on the challenge so you can take a look at it and contact me whenever you change your mind. What is your best email address? [take the email address and end the call casually]. Thanks a lot for your time and I hope to hear from you soon!

Have a great day and let me know if you have any questions in the meantime!

Bye!

## Call Script For Voicemail Messages

#### Call former clients who haven’t yet responded to Notes, Letters or Emails starting Day 11; Use this script when your client doesn’t answer the phone and you leave a message. The goal for this script is to get them to respond so you can start a conversation and use the primary Call Script described above.

**Voice Message**

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I wanted to check-in and see how you’re doing.

It’d be great to hear what’s new with you and tell you some awesome stuff we have going on here that I think you’d be interested in.

You have my number so whenever you’re ready just call me back or send me a text. I’ll be looking forward to it!

Have a great day. Bye!

## Text, Instagram DM or Facebook Messenger Sequence

#### Based on your client’s personality and where they spend their time, it may be useful to use these text or social media scripts, since a lot of people are easier to communicate via messages. You’re trying to get a conversation started, so it may not be appropriate to lead with the offer.

### Message 1

#### Send Day 1

Hey NAME,

I just wanted to check-in and see how you’re doing. It’s been awhile since we’ve talked and I’d love to catch-up.

It’d be great to hear what’s new with you and see if there’s anything I can help you with right now.

We’ve got a great new program/challenge I think you would really love. Would you like to know some more details or just talk to catch up?

### Message 2

#### Send 4 days later

Hey NAME I messaged you the other day, but I haven’t heard back so I wanted to follow up.

I just wanted to catch up with you and let you know I have a new challenge coming up. And since I really loved working with you before, then I thought you’d be interested. Since we’ve worked together before, I’d like to extend an [offer/discount].

Let me know how you’re doing whenever you get the chance! Would love to hear from you!

#  Communication to Former Prospects

## Note (Card) Sequence

#### Notes (Cards) are simple to send and are a really effective personal outreach that people appreciate. The communication needs to be brief and genuine. You don’t have to make an offer in your note, but you can if you think that fits with your dialogue and relationship with your former prospect. Sending a card to let them know you are thinking of them is a great way to initiate a dialogue through another channel like text or email. Notes are one of our recommended communication channels for reactivation.

### Note 1

#### Send Day 1

NAME,

I hope all is well!

I just wanted to drop you a quick note to check in on you! I hope that you are staying healthy right now. A lot of things have changed at [Business Name] but we’re still working hard to keep all of our members healthy and fit (even if it is just through video right now)! [\*Optional offer] We’d love to have you join us if [summary of reason they didn’t buy] has changed. If you’re interested in checking out our new [special program or offer], or just want to say hello, I’d love to hear from you! Just call or text me at [XXX-XXX-XXXX].

Stay well,

Signature

### Note 2

#### Send Day 8 if you didn’t hear from them after Note 1

NAME,

Hey again,

I sent you a card the other day, but hadn’t heard from you so I wanted to check in again. Just wanted to let you know that we’re still working hard to keep people fit and healthy right now. [\*Optional offer] There’s still a little time left to join in on the [special program or offer] that I mentioned in my last note. Call or text me at [XXX-XXX-XXXX] if you want to jump in on that.

Take care and hope to see you soon!

Signature

## Email Sequence

#### If you send emails instead of notes, be sure to send a personal email to each former prospect. Do not send a mass email or set up an automatic email marketing campaign for this outreach. Your former prospects are on your email newsletter list (or should be) and are likely getting any marketing communication you’re already sending about your offer, so it’s important that these stand out and get their attention.

### Email 1

#### Send Day 1

Subject: Hey [First Name], checking on you

Hello NAME

As I’ve recently had time to think about and reflect on all of the people we’ve had the opportunity to help over the years, I thought about you and how I wished we’d been able to get you in our program and help you reach your [goal they wanted to achieve]. Have you been able to reach that goal? If so, I’d love to hear how you did that!

How are things with you?

I understand that life is crazy right now and finding the time to work out or take care of yourself is even more challenging than ever - which is tough!

So, I’d like to invite you back in to [Business Name] so we can show you how we’re helping so many people stay healthy and well right now, even though we’ve had to make a lot of changes to the way we’re doing that.

We have a new challenge coming up called [challenge name]. [brief description of your program/challenge]

Because I think that this is really important for you, I’d be happy to give you a [$$] discount, so your special rate would only be [$$], while others are paying [$$ original price]. [describe why you’re making this special offer to them]

People are already joining, so I’d love to save your spot.

If you want to talk more about it or just catch-up then you can call or text me at [XXX-XXX-XXXX] or just respond to this email.

I think you’d love the workouts, especially if you are dealing with a more stress like most of us are right now. I’m also hearing how they are helping people have more energy, sleep better, and stay on track with their fitness goals.

Like I said, I’d love to hear from you to see how we can help you with your health and fitness goals!

Signature/Your Name

P.S. Here’s what’s new at [Business Name]

[Share social proof of your new virtual programs, how you’re helping people right now]

### Email 2

#### Send 7 days later to those who haven’t yet contacted you

Subject: RE: Checking on you

Hey [NAME], how are you?

I sent you an email a few days ago but I haven’t heard back so I wanted to follow up since I’m sure you’re really busy right now. I hope things are going well.

For me/us here at Business Name, we’ve had a lot going on around here. After having to close our doors, we transitioned our sessions to virtual and that has been both a learning curve and a blast. It’s great to still be able to “see” everyone!

I mentioned in my last email that we have a new program/challenge coming up called [challenge].

If you’re interested, then text or call me at [XXX-XXX-XXXX] or reply to this email.

Signature/Your Name

P.S. – It’s totally risk-free for you. You can join try out the first session and if it’s not for you, then I can give you a full refund - no problem at all!

### Email 3

#### Send 7 days following Email 2 to those who haven’t yet contacted you

Subject: Spots for [challenge name] filling up - you in?

Dear NAME,

I’ve sent you a few messages already but I haven’t heard back yet. Is everything ok?

I wanted to see what’s new with you and also personally invite you again to join us at [Business Name] for our new challenge, [challenge name].

I’d still love to hear from you!

Not only will this program/challenge be fun, but imagine working with others [either in person or virtual], motivating and supporting each other through every exercise, rooting for you to become better. [If you’ve reopened and are offering in-person training, insert text/info here on your updated cleaning protocol and how you’re keeping people safe right now]

Just call/text at [XXX-XXX-XXXX] or reply to this email sometime before [deadline] so I can reserve your spot and we can get started.

Or if you want, just contact me and we can talk more about what you can expect or if there’s another program we’re offering right now that will work for you.

I hope to hear from you soon.

Signature/Your Name

PS: Spots are almost full and there’s only a few days left before I have to end the enrollment. So please contact me even if you’re a little interested and I can give you some more details.

## Call Script

#### Call former prospects who haven’t yet responded to your Notes or Emails starting on Day 11; your goal is to check in on them, listen to what their needs are right now, and position your offer to meet those needs.

Hi, is [name] available?

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I just wanted to check in with you to see how things are going.

I’ve sent a few [Notes, Letters, Emails], and I was wondering if there is anything I can do to help you with your fitness or nutrition goals right now.

[Talk about their goals, ask questions, etc.]

It is great to hear that you [are doing well, want to focus on your fitness, health etc. right now], and actually we have a popular event coming up at [Business Name] called [Challenge Name] that’s designed to help you make fitness a part of your life right now. Training with us looks a little different right now, but we’re getting great feedback, and in a lot of cases, people are finding it even more valuable right now than they did before.

Would you like to learn more about it?

IF NO: No problem at all. I totally understand. I still have your email address so I’ll just shoot you over the details and benefits and you can look at it whenever you change your mind. How’s that? [Try to end the call casually or keep the rapport up with friendly conversation]

IF YES: Awesome, well it’s a [details on length of time] and it comprises of [exercise styles]. And it’s made to ease you back into the habit of training, a healthy diet, and just improving your overall health and fitness. And actually, since we’ve worked together already, I’ll take [$$ discount amount] OFF the original price of [original price], so you only have to pay [new price].

Would you like to go ahead and schedule your first [challenge name] session? I have times on [Time A] and [Time B]. Which one works for you?

IF CHOSEN: Awesome! I have you down for [time] and I can’t wait to start working on your health and helping you reach [goal mentioned].

IF NOT CHOSEN: That’s no problem at all! I’d still like to send you over some details on the challenge so you can take a look at it and contact me whenever you change your mind. What is your best email address? [take the email address and end the call casually]. Thanks a lot for your time and I hope to hear from you soon!

Have a great day and let me know if you have any questions in the meantime!

Bye!

## Call Script For Voicemail Messages

#### Call former prospects who haven’t yet responded to Notes or Emails starting Day 11; Use this script to leave a message. The goal for this script is to get them to respond so you can start a conversation and use the primary Call Script described above.

**Voice Message 1**

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I wanted to check-in and see how you’re doing.

It’d be great to hear what’s new with you and tell you some awesome stuff we have going on here that I think you’d be interested in.

You have my number so whenever you’re ready just call me back or send me a text. I’ll be looking forward to it!

Have a great day. Bye!

## Text, Instagram DM or Facebook Messenger Sequence

#### Since it may be likely that you don’t have a close relationship with your former prospect, it may be useful to reach out in a more casual way using these text or social media scripts. You’re trying to get a conversation started, so it may not be appropriate to lead with the offer.

### Message 1

#### Send Day 1

Hey NAME,

I just wanted to check-in and see how you’re doing. It’s been awhile since we’ve talked and I’d love to catch-up.

It’d be great to hear what’s new with you and see if there’s anything I can help you with right now.

We’ve got a great new program/challenge I think would be a good fit for you based on [goal they had]. Would you like to know some more details or just talk to catch up?

### Message 2

#### Send 4 days later

Hey NAME I messaged you the other day, but I haven’t heard back so I wanted to follow up.

I just wanted to catch up with you and let you know I have a new challenge coming up that I thought you’d be interested in. I’d like to extend an [offer/discount] to get you to try us out.

Let me know how you’re doing whenever you get the chance! Would love to hear from you!

# Communication to Former FEOs

## Note (Card) Sequence

#### Notes (Cards) are simple to send and are a really effective personal outreach that people appreciate. The communication needs to be brief and genuine. You don’t have to make an offer in your note, but you can if you think that fits with your dialogue and relationship with your former FEO. Sending a card to let them know you are thinking of them is a great way to initiate a dialogue through another channel like text or email. Notes are one of our recommended communication channels for reactivation.

### Note 1

#### Send Day 1

NAME,

I hope all is well!

I just wanted to drop you a quick note to check in on you! I hope that you are staying healthy right now. A lot of things have changed at [Business Name] but we’re still working hard to keep all of our members healthy and fit (even if it is just through video right now)! [\*Optional offer] We’d love to have you join us if [summary of reason they didn’t convert to a CO] has changed. If you’re interested in checking out our new [special program or offer], or just want to say hello, I’d love to hear from you! Just call or text me at [XXX-XXX-XXXX].

Stay well,

Signature

### Note 2

#### Send Day 8 if you didn’t hear from them after Note 1

NAME,

Hey again,

I sent you a card the other day, but hadn’t heard from you so I wanted to check in again. Just wanted to let you know that we’re still working hard to keep people fit and healthy (even if that looks a little different right now!). [\*Optional offer] There’s still a little time left to join in on the [special program or offer] that I mentioned in my last note. Call or text me at [XXX-XXX-XXXX] if you want to jump in on that.

Take care and hope to see you soon!

Signature

## Email Sequence

#### If you send emails instead of notes, be sure to send a personal email to each former FEO. Do not send a mass email or set up an automatic email marketing campaign for this outreach. Your former FEOs are on your email newsletter list (or should be) and are likely getting any marketing communication you’re already sending about your offer, so it’s important that these stand out and get their attention.

### Email 1

#### Send Day 1

Subject: Hey [First Name], checking on you

Hello NAME

As I’ve recently had time to think about and reflect on all of the clients we’ve had the opportunity to help over the years, I thought about you and how I wished we’d been able to work with you longer so that you could reach your [goal they wanted to achieve]. Have you been able to reach that goal? If so, I’d love to hear how you did that!

How are things with you?

I understand that life is crazy right now and finding the time to work out or take care of yourself is even more challenging than ever - which is tough!

So, I’d like to invite you back in to [Business Name] so we can show you how we’re helping so many people stay healthy and well right now, even though we’ve had to make a lot of changes to the way we’re doing that.

We have a new challenge coming up called [challenge name]. [brief description of your program/challenge]

Because I think that this is really important for you, I’d be happy to give you a [$$] discount, so your special rate would only be [$$], while others are paying [$$ original price]. [describe why you’re making this special offer to them]

People are already joining, so I’d love to save your spot.

If you want to talk more about it or just catch-up then you can call or text me at [XXX-XXX-XXXX] or just respond to this email.

I think you’d love the workouts, especially if you are dealing with a more stress like most of us are right now. I’m also hearing how they are helping people have more energy, sleep better, and stay on track with their fitness goals.

Like I said, I’d love to hear from you to see how we can help you with your health and fitness goals!

Signature/Your Name

P.S. Here’s what’s new at [Business Name]

[Share social proof of your new virtual programs, how you’re helping people right now]

### Email 2

#### Send 7 days later to those who haven’t yet contacted you

Subject: RE: Checking on you

Hey [NAME], how are you?

I sent you an email a few days ago but I haven’t heard back so I wanted to follow up since I’m sure you’re really busy right now. I hope things are going well.

For me/us here at Business Name, we’ve had a lot going on around here. After having to close our doors, we transitioned our sessions to virtual and that has been both a learning curve and a blast. It’s great to still be able to “see” everyone!

I mentioned in my last email that we have a new program/challenge coming up called [challenge].

If you’re interested, then text or call me at [XXX-XXX-XXXX] or reply to this email.

Signature/Your Name

P.S. – It’s totally risk-free for you. You can join try out the first session and if it’s not for you, then I can give you a full refund - no problem at all!

### Email 3

#### Send 7 days following Email 2 to those who haven’t yet contacted you

Subject: Spots for [challenge name] filling up - you in?

Dear NAME,

I’ve sent you a few messages already but I haven’t heard back yet. Is everything ok?

I wanted to see what’s new with you and also personally invite you to come back to [Business Name] for our new challenge, [challenge name].

I’d still love to hear from you!

Not only will this program/challenge be fun, but imagine working with others [either in person or virtual], motivating and supporting each other through every exercise, rooting for you to become better. [If you’ve reopened and are offering in-person training, insert text/info here on your updated cleaning protocol and how you’re keeping people safe right now]

Just call/text at [XXX-XXX-XXXX] or reply to this email sometime before [deadline] so I can reserve your spot and we can get started.

Or if you want, just contact me and we can talk more about what you can expect or if there’s another program we’re offering right now that will work for you.

I hope to hear from you soon.

Signature/Your Name

PS: Spots are almost full and there’s only a few days left before I have to end the enrollment. So please contact me even if you’re a little interested and I can give you some more details.

## Call Script

#### Call former FEOs who haven’t yet responded to your Notes or Emails starting on Day 11; your goal is to check in on them, listen to what their needs are right now, and position your offer to meet those needs.

Hi, is [name] available?

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I just wanted to check in with you to see how things are going.

I’ve sent a few [Notes, Emails], and I was wondering if there is anything I can do to help you with your fitness or nutrition goals right now.

[Talk about their goals, ask questions, etc.]

It is great to hear that you [are doing well, want to focus on your fitness, health etc. right now], and actually we have a popular event coming up at [Business Name] called [Challenge Name] that’s designed to help you make fitness a part of your life right now. Training with us looks a little different right now, but we’re getting great feedback, and in a lot of cases, people are finding it even more valuable right now than they did before.

Would you like to learn more about it?

IF NO: No problem at all. I totally understand. I still have your email address so I’ll just shoot you over the details and benefits and you can look at it whenever you change your mind. How’s that? [Try to end the call casually or keep the rapport up with friendly conversation]

IF YES: Awesome, well it’s a [details on length of time] and it comprises of [exercise styles]. And it’s made to ease you back into the habit of training, a healthy diet, and just improving your overall health and fitness. And actually, since we’ve worked together already, I’ll take [$$ discount amount] OFF the original price of [original price], so you only have to pay [new price].

Would you like to go ahead and schedule your first [challenge name] session? I have times on [Time A] and [Time B]. Which one works for you?

IF CHOSEN: Awesome! I have you down for [time] and I can’t wait to start working on your health and helping you reach [goal mentioned].

IF NOT CHOSEN: That’s no problem at all! I’d still like to send you over some details on the challenge so you can take a look at it and contact me whenever you change your mind. What is your best email address? [take the email address and end the call casually]. Thanks a lot for your time and I hope to hear from you soon!

Have a great day and let me know if you have any questions in the meantime!

Bye!

## Call Script For Voicemail Messages

#### Call former FEOs who haven’t yet responded to Notes or Emails starting Day 11; Use this script to leave a message. The goal for this script is to get them to respond so you can start a conversation and use the primary Call Script described above.

**Voice Message 1**

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I wanted to check-in and see how you’re doing.

It’d be great to hear what’s new with you and tell you some awesome stuff we have going on here that I think you’d be interested in.

You have my number so whenever you’re ready just call me back or send me a text. I’ll be looking forward to it!

Have a great day. Bye!

## Text, Instagram DM or Facebook Messenger Sequence

#### Since it may be likely that you don’t have a close relationship with your former FEOs, it may be useful to reach out in a more casual way using these text or social media scripts. You’re trying to get a conversation started, so it may not be appropriate to lead with the offer.

### Message 1

#### Send Day 1

Hey NAME,

I just wanted to check-in and see how you’re doing. It’s been awhile since we’ve talked and I’d love to catch-up.

It’d be great to hear what’s new with you and see if there’s anything I can help you with right now.

We’ve got a great new program/challenge I think would be a good fit for you based on [goal they had]. Would you like to know some more details or just talk to catch up?

### Message 2

#### Send 4 days later

Hey NAME I messaged you the other day, but I haven’t heard back so I wanted to follow up.

I just wanted to catch up with you and let you know I have a new challenge coming up that I thought you’d be interested in. I’d like to extend an [offer/discount] to get you to try us out.

Let me know how you’re doing whenever you get the chance! Would love to hear from you!

# Communication to Clients on a Freeze/Hold

## Note (Card) Sequence

Notes (Cards) are simple to send and are a really effective personal outreach that people appreciate. The communication needs to be brief and genuine. You don’t have to make an offer in your note, but you can if you think that fits with your dialogue and relationship with your client. Sending a card let them know you are thinking of them is a great way to initiate a dialogue through another channel like text or email. Be sure to address their current situation. You want this to feel like a part of the conversation you’ve already been having with them, not a brand new one. Notes are one of our recommended communication channels for reactivation.

### Note 1

#### Send Day 1

NAME,

I hope all is well!

I just wanted to drop you a quick note to check in on you! I hope that you are staying healthy right now. We miss seeing you around [Business Name] (even if it is just through video right now)! [\*Optional offer] We’d love to have you back if [summary of reason they are on hold] has changed. If you’re interested in starting back up, I’d love to get you going again, or if just want to say hello, I’d love to hear from you! Just call or text me at [XXX-XXX-XXXX].

Stay well,

Signature

### Note 2

#### Send Day 8 if you didn’t hear from them after Note 1

NAME,

Hey again,

I sent you a card the other day, but hadn’t heard from you so I wanted to check in again. Name and Name (current clients that used to train with them) were actually just asking if I’d heard from you lately! Just wanted to let you know that you’re missed and you’re welcome back any time. [\*Optional offer] I’d love to get you up to speed with how things are going with our virtual training. Call or text me at [XXX-XXX-XXXX] if you want to try it out.

Take care and hope to see you soon!

Signature

## Email Sequence

***If you send emails instead of notes, be sure to send a personal email to each client on hold/freeze. Do not send a mass email or set up an automatic email marketing campaign for this outreach.***

### Email 1

#### Send Day 1

Subject: Hey [First Name], checking on you

Hello NAME

As I’ve recently had time to think about and reflect on all of the clients I’ve worked with over the years, I thought about [personal story with them, a memory, reminder of when they reached a goal, etc.] and couldn’t help but smile to myself.

How are things with you?

We miss you around here and I wanted to check-in!

I understand that life is crazy right now and finding the time to work out or take care of yourself is even more challenging than ever - which is tough! [this is where you include more details/context that address why they are on a hold/freeze specifically]

Since we both know exercise helps your mind and body a ton, stopping it can be a bit risky for your overall health.

So, I’d like to invite you back in to [Business Name] so we can show you how we’re helping so many people stay healthy and well right now, even though we’ve had to make a lot of changes to the way we’re doing that.

[insert social proof here, and it’s great if it’s people they know or have trained with]

Because I think that this is really important for you, I’d be happy to [let you try it out, watch one of our recordings – you’re trying to help them see how this can work for them - describe why you’re making this special offer to them]

 If you want to take it or just catch-up then you can call or text me at [XXX-XXX-XXXX] or you can respond to this email.

I think you’d love the workouts, especially if you are dealing with a more stress like most of us are right now. I’m also hearing how they are helping people have more energy, sleep better, and stay on track with their fitness goals.

Like I said, I’d love to hear from you again hopefully get you back on track with your health and fitness too!

Your Friend and Coach,

Your Name

P.S. Here’s what’s been new at [Business Name]

[Share social proof of your new virtual programs, how you’re helping people right now]

### Email 2

#### Send 7 days later to those who haven’t yet contacted you

Subject: RE: Checking on you

Hey [NAME], how are you?

I sent you an email a few days ago but I haven’t heard back so I wanted to follow up since I’m sure you’re really busy right now. I hope things are going well.

I couldn’t help but want to check-in to say hi and maybe chat/text about what’s new with you.

For me/us here at Business Name, as you can imagine, we’ve had a lot going on around here. After having to close our doors, we transitioned our sessions to virtual and that has been both a learning curve and a blast. It’s great to still be able to “see” everyone!

I’m sure you’re really busy with [personal info – include info/context of why they are on a freeze] but I’d actually love to let you try it out so you can see why everyone is loving it so much.

If you’re interested, then text or call me at [XXX-XXX-XXXX] or reply to this email.

Your Friend and Coach,

Your Name

P.S. – It’s totally risk-free for you. You can join try out the first session and if it’s not for you, then I can give you a full refund - no problem at all!

### Email 3

#### Send 7 days following Email 2 to those who haven’t yet contacted you

Subject: Spots for [challenge name] filling up - you in?

Dear NAME,

I’ve sent you a few messages already but I haven’t heard back yet. Is everything ok?

I wanted to see what’s new with you and also personally invite you to come back to [Business Name]. Ask them if the reason they went on hold/freeze has changed or insert info to overcome the reason they went on hold.

Not only is getting back into training going to help you feel better, sleep better and manage your stress better, but imagine working with others [either in person or virtual], motivating and supporting each other through every exercise, rooting for you to become better. [If you’ve reopened and are offering in-person training, insert text/info here on your updated cleaning protocol and how you’re keeping people safe right now]

Just call/text at [XXX-XXX-XXXX] or reply to this email sometime before [deadline] so I can reserve your spot and we can get started.

Or if you want, just contact me and we can talk more about what you can expect or if there’s another program we’re offering right now that will work for you.

I hope to hear from you soon.

Your Friend and Coach,

Your Name

PS: Insert more social proof here

## Call Script

#### Call clients on freeze/hold who haven’t yet responded to your Notes or Emails starting on Day 11; your goal is to check in on them, listen to what their needs are right now, and position your offer to meet those needs.

Hi, is [name] available?

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I just wanted to check in with you to see how things are going.

I’ve sent a few [Notes, Emails], and I was wondering you’re ready to start training with us again.

[Talk about their situation that caused them to go on hold/freeze, ask questions, etc.]

It is great to hear that you [are doing well, want to focus on your fitness, health etc. right now. Training with us looks a little different right now than it did before, but we’re getting great feedback, and in a lot of cases, people are finding it even more valuable right now than they did before.

Are you ready to come back?

IF NO: No problem at all. I totally understand. I just want to make sure you know how to get started again as soon as you’re ready. [Try to end the call casually or keep the rapport up with friendly conversation]

IF YES: Awesome, well here’s what we’re going to do. [Explain what they can expect from here]

Have a great day and let me know if you have any questions in the meantime!

Bye!

## Call Script For Voicemail Messages

#### Call clients on a freeze/hold who haven’t yet responded to Notes or Emails starting Day 11; Use this script when you have to leave a message. The goal for this script is to get them to respond so you can start a conversation and use the primary Call Script described above.

**Voice Message 1**

Hi [name]! It’s [your name] from [Business name]!

I don’t want to take up much of your time, but I wanted to check-in and see how you’re doing.

It’d be great to hear what’s new with you and [see if the reason they are on hold/freeze has changed]

You have my number so whenever you’re ready just call me back or send me a text. I’ll be looking forward to it!

Have a great day. Bye!

## Text, Instagram DM or Facebook Messenger Sequence

#### Based on your client’s personality and where they spend their time, it may be useful to use these text or social media scripts, since a lot of people are easier to communicate via messages. You’re trying to get a conversation started, so it may not be appropriate to lead with the offer.

### Message 1

#### Send Day 1

Hey NAME,

I just wanted to check-in and see how you’re doing. It’s been awhile since we’ve talked and I’d love to catch-up.

It’d be great to hear what’s new with you and see if there’s anything I can help you with right now.

You are missed around here! Would you like to catch up?

### Message 2

#### Send 4 days later

Hey NAME I messaged you the other day, but I haven’t heard back so I wanted to follow up.

I just wanted to catch up with you and let you how things have changed around here and how much people are loving it.

Let me know how you’re doing whenever you get the chance! Would love to hear from you!