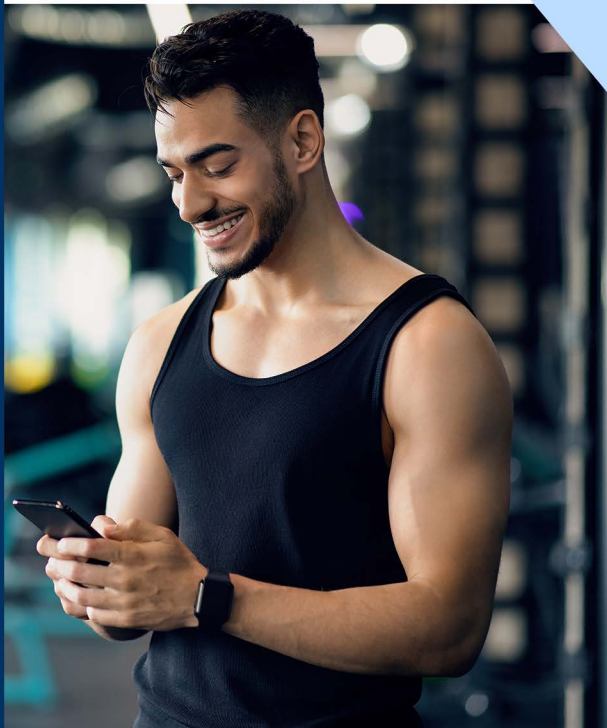




SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

Gold Mine of 29 Email Templates for Health Clubs & Gyms

**To Convert, Engage
and Retain Members**



Is staying in touch with your members hard?

Are emails still your primary channel to stay in touch with your members?

Have you started using Push Notifications yet?

But, do you struggle to craft these or keep a set handy?

Here is a really comprehensive set of 29 Email and 11 Push Notification Templates we have crafted with much love, and we call them a Gold Mine with good reason.

Use our templates to:

- ✓ Cover all stages of Lead Generation from Free Trial offers, Inquiry responses, Tours and all manner of Follow Ups.
- ✓ Create your own custom Onboarding Email Sequence for new members.
- ✓ Make sure you don't miss any important stage in your member's journey from Upselling to Renewals to Referrals.
- ✓ Send personalized Push Notifications to show some extra love to your members, like when you are offering a free session.

Start digging in....this Gold Mine will certainly save you a lot of time and help you take your member engagement to the next level!

LEAD GENERATION AND SALES

Lead Generation



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

PURPOSE: Free Trial Offer

EMAIL 1

Subject: Your first week is on us!

Hey *[First name]*!

Do you want to kickstart your fitness journey, boost your energy levels, and have fun all at the same time?

We've got something special just for you - a 7 Day Free Trial at our Club.

We know that trying out a new gym/club can be intimidating. That's why we're offering you the opportunity to try it out free of cost or commitment! *[Insert Gym/Club Name]* has everything you need : state-of-the-art facilities, personal trainers, *[add some specific amenities about your club here]* and so much more.

Come experience all our club has to offer. Call our front desk at *[Front Desk Number]* or come in for a free tour! Or simply reply to this email.

Let's get you started soon!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Free Class Trial Offer

EMAIL 2

Subject: Try our Class for FREE!

Hey *[First name]*,

We hope you've had a fantastic day so far!

Do you want to boost your energy levels, meet new people, and have a ton of fun while working out? Then you need to try out one of our classes! And we're offering it to you for free.

During the trial class, you will get to experience a class of your choice:

- *Class Name 1*
- *Class Name 2*
- *Class Name 3*

You'll also have access to all of our facilities. Our friendly staff will be on hand to guide you through the gym, answer any questions you may have, and provide you with a tour of our facilities.

To book your free trial class, simply reply to this email or call us at *[phone number]*. We will be happy to help you choose a suitable class and schedule a time that works best for you.

Don't miss out on this great opportunity to try our gym/club for free!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Free Health and Wellness Consultation

EMAIL 3

Subject: Get a FREE Health and Wellness Consult!

Hi *[First name]*,

A healthy lifestyle is not just about working out but also about making the right choices in your diet and daily habits.

That's why we are offering a free health and wellness consultation to help you kickstart your journey towards a healthier you.

Our expert trainers and nutritionists will provide you with a personalized consultation to assess your current fitness level, dietary habits, and lifestyle choices. Based on the results, they will work with you to create a custom plan to achieve your health and fitness goals.

During the consultation, you will get to ask any questions you may have, learn about the latest fitness trends, and get tips on how to improve your diet and daily routine. You will also get a chance to tour our facilities, try out our equipment, and see our classes in action.

To book your free health and wellness consultation, simply reply to this email or call us at *[phone number]*. We will be happy to schedule a time that works best for you.

Don't miss out on this fantastic opportunity to jump-start your wellness journey. See you soon!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Missed a Prospect's call

EMAIL 4

Subject: Sorry, we missed your call...

Hey *[First name]*,

We're sorry we missed your call! We know how valuable your time is and regret any inconvenience or frustration caused.

We are eager to take you through our facilities and amenities, and still love to answer any questions you may have about our gym/club. Please let us know when you'll be available to have this call, and we'll make sure to call you at that time.

In the meantime, please check out our website *[add URL here]* to learn more about our gym/club.

Thank you for considering our gym/club, and we look forward to talking to you soon.

Best,
[Your name]
[Gym/Club name]

LEAD GENERATION AND SALES

Follow Up



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

PURPOSE: Web Inquiry follow up

EMAIL 5

Subject: Thanks for your interest!

Hi *[First name]*,

I hope you've had a fantastic day so far!

Thanks for your recent inquiry. My name is *[your name]* and I'll be around to help you evaluate whether *[Club/Gym name]* is a good fit for you.

Our gym offers state-of-the-art equipment, a wide range of classes, and expert trainers who are dedicated to help you get your dream results!

I would love to discuss our services in more detail with you and answer any questions you may have. Please let me know if you are available for a phone call or a visit to our facilities. We can schedule a time that works best for you, and we can arrange for a personalized tour to take you through the activities and programs we offer.

I'll touch base again soon, but in the meantime please feel free to reach out anytime and I'd be happy to chat!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Phone Inquiry follow up

EMAIL 6

Subject: Thanks for your interest!

Hey *[First name]*,

I hope you've had a fantastic day so far!

I'm following up after our recent conversation about our Health Club/Gym.

Thanks for taking out the time to speak with me and your interest in our facilities!

Our gym offers state-of-the-art equipment, a wide range of classes, and expert trainers who are dedicated to help you get your dream results!

As discussed on our call, I look forward to seeing you at our gym at *[time]* on *[date]*. This will give you a chance to see our equipment and classes in action, meet our trainers, and experience the vibe at our gym/club.

In the meantime, please visit our website *[website URL]* to learn more about our club/gym and our services.

I'll touch base again soon, but in the meantime please feel free to reach out anytime and I'd be happy to chat!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Tour scheduled follow up

EMAIL 7

Subject: Thanks for scheduling a tour!

Hi *[First name]*,

I hope you're having a fantastic day so far.

I've received your request to book a tour and firstly, I want to thank you for your interest.

We are excited to show you our facilities, introduce you to our expert trainers, and answer any questions you may have. Our goal is to help you reach yours, and this tour will let you experience our club/gym's atmosphere so you can know whether it's the right fit for you.

Here are some timings when you can come in for this tour.
[insert timeslots here]

[Name+contact] will take you for the tour, so please feel free to reach out to them once you reach our club, or ask anyone at the front desk - they'll happily guide you.

Please let me know any specific questions you have or any amenities you want to see. We'd love to make sure this tour is personalized for your needs and you make the most of your visit.

Thanks again for choosing us, and we're excited to see you soon!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Tour completed follow up

EMAIL 8

Subject: Thanks for visiting our Gym/Club!

Hey *[First name]*,

It was great to have you at our Gym/Club!

We hope you had a good tour, and got a sense of our facilities, classes and trainers. Joining a gym is a big decision. We want to assure you that we are dedicated to creating a supportive and fun environment where you can reach your fitness goals.

We're here for any questions you may have and feel free to reach out for a chat anytime!

Hope to see you become our valued member.

Best,
[Your name]
[Gym/Club name]

PURPOSE: Trial offer sign-up follow up

EMAIL 9

Subject: Congrats on starting your fitness journey with us!

Hi *[First name]*,

Thanks for signing up for your 1 week free trial! We're excited to get you kickstarted on your fitness journey.

Your free trial pass gives you full access to the gym/club's facilities and equipment. We'd suggest trying a few different activities during your trial such as *[insert specific club amenities here]*. We also urge you to talk to some of our expert personal trainers for a free assessment of your current fitness level and a plan on how to reach your fitness goals.

Our friendly staff will be happy to help you with anything you need during your time at our club/gym. Please reach out to us to set a date for your first day! We'll be happy to answer any questions.

Hope to see you become our valued member!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Trial offer halfway follow up

EMAIL 10

Subject: 3 days down, 4 to go!

Hey *[First name]*,

By now you're halfway through your free trial at our gym.

We know that it's tough to get into a routine and stick to it, but we believe that our gym/club can help you reach your goals and have a great time doing it.

We wanted to check in and see how you're doing. Is there anything we can do to help you make the most of your trial period? We're here to answer any questions you may have and provide guidance and support.

We're running a special offer for new sign ups at *[club/gym name]*. *[Add offer here to incentivize prospects to join]*. We'd also love to offer you a free health and wellness consultation with our expert trainers to help you achieve your fitness goals.

Are you free for a quick chat on the phone or at the club today?

Best,
[Your name]
[Gym/Club name]

PURPOSE: Trial offer completion follow up

EMAIL 11

Subject: Your free membership trial is coming to an end!

Hi [First name],

Hope you've had a fantastic week so far!

I am writing to remind you that your free trial membership at our gym is coming to an end. We hope your experience has been awesome so far.

We would love to invite you to join our community as a full-time member. As a member, you will have access to a range of benefits and services, including:

- Unlimited access to all our facilities, including the gym, swimming pool, sauna, and steam room [edit based on facilities at your club].
- Access to our group fitness classes, such as yoga, Pilates, and Zumba [edit based on classes at your club].
- Personal training services and nutritional advice from our qualified trainers.
- A supportive community of like-minded individuals who share your fitness goals.

Our membership packages are affordable and flexible, so you can choose the one that suits your needs and budget. We also offer a range of payment options, including monthly, quarterly, and annual memberships. We're also running a special offer for new sign ups at [club name]. [Add offer here to incentivize prospects to join].

Are you free for a quick chat on the phone or at the club today? I'd love to help you get started on your membership!

Excited to see you at our gym/club soon!

Best,
[Your name]
[Gym/Club name]



Your free membership trial is coming to an end!

Hi Jake!

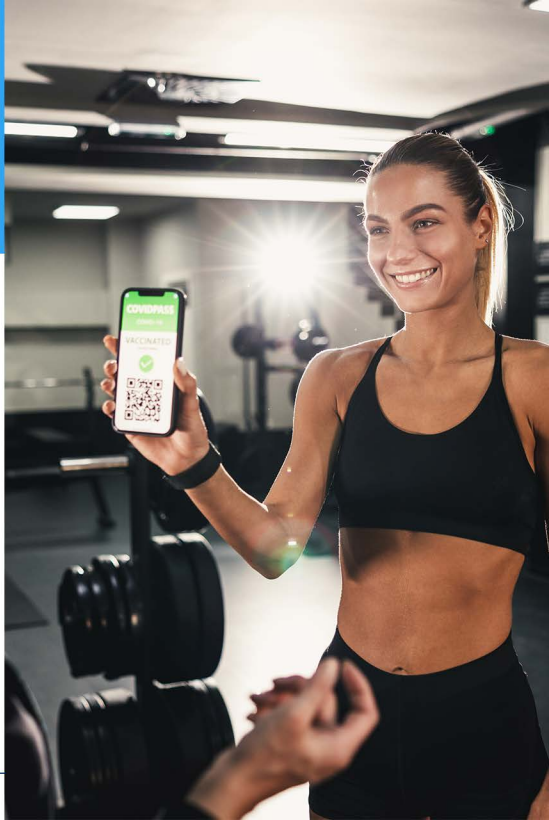
Hope you've had a fantastic week so far! I am writing to...

POST SALES

Onboarding



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS



PURPOSE: Welcome email 1: Warm Welcome

EMAIL 12

Subject: Welcome aboard *[member first name]!*

Hi *[First name]*,

I hope this email finds you in good health and high spirits. On behalf of our entire team, I would like to extend a warm and friendly welcome to you as our newest member at *[Gym/Club Name]!*

We are thrilled to have you join our community of fitness enthusiasts and we are committed to supporting you in achieving your fitness and wellness goals. Whether you are a gym pro or just starting, our gym/club has something for all.

As a new member, you are entitled to a complimentary orientation session with one of our expert trainers. During this session, you will receive a tour of the gym, a detailed explanation of our equipment and facilities, and guidance on creating a workout plan that will help you reach your personal goals.

We're so happy that you're choosing us in your fitness journey. We will be sending you more info soon on our classes, events, and trainers so you have a smooth transition into our gym/club. If you have any questions, please don't hesitate to reach out to us.

Once again, welcome to *[Gym/Club Name]*. Excited to see you!

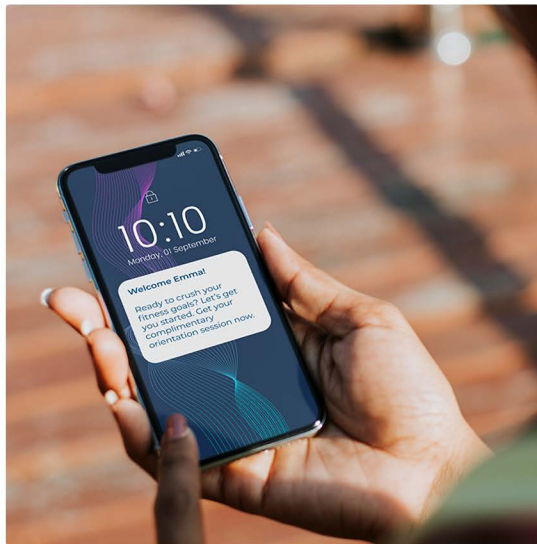
Best,
[Your name]
[Gym/Club name]

PURPOSE: Welcome email 1: Warm Welcome

PUSH NOTIFICATION / SMS 1

Welcome **[Member Name]**!

Ready to crush your fitness goals? Let's get you started. Get your complimentary orientation session now.



PURPOSE: Welcome email 2: Introduction to club facilities

EMAIL 13

Subject: Let's get to know each other...

Welcome to [Gym/Club Name]! We're writing you this email as a simple and essential guide on everything we've got for you at our gym/club!

First and foremost, we pride ourselves on maintaining a clean, safe, and friendly environment for all of our members. Our gym is equipped with state-of-the-art fitness equipment and offers a variety of classes to meet your needs.

Here are some of the facilities and amenities that we offer: *[Edit the section below based on your club, this is just an example]*

- 1. Cardio and Strength Training Equipment:** We have an extensive range of cardio and strength training equipment, including treadmills, ellipticals, stationary bikes, weight machines, free weights, and more.
- 2. Group Fitness Classes:** Our certified instructors lead a variety of group fitness classes such as Yoga, Zumba, Pilates, and much more. These classes are a great way to have fun and get fit in a supportive environment.
- 3. Personal Training:** Our experienced trainers are always available to help you achieve your fitness goals. They can create customized workout programs and guide you on nutrition and healthy lifestyle choices.
- 4. Locker Rooms and Showers:** We have separate locker rooms for men and women with showers and changing facilities. We've also got a sauna room and spa for your relaxation.

We hope this information helps you feel more comfortable and excited about getting started at our gym. Feel free to reach out anytime for any queries you may have - we'll guide you through it all.

Can't wait to see you there!

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION /SMS 2

We've got everything you need to **CRUSH** your fitness goals! 🏆

Check out our classes, personal training, equipment and so much more on the app.



PURPOSE: Welcome email 3: Offers and events happening

EMAIL 14

Subject: Here's what's happening at [Club/Gym Name]!

Hi *[First name]*,

We hope your first week has been fantastic at our club!

Here's some exciting events and challenges we have coming up. We'd urge you to join at least one - our members have made such good progress and had so much fun at these events!

Here's what one of our members *[member name]* had to say: *[INSERT TESTIMONIAL]*

This is our upcoming calendar for events and challenges:
[INSERT CALENDAR]

Sign up for these events through your app or the front desk! Feel free to reach out anytime for any queries you may have - we'll guide you through it all.

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 3

One week of workouts COMPLETE ✓

Sign up for our 15 Day Cardio Challenge. It's gonna be a real burner 🔥
[\[Link to booking window\]](#)



Here's what's happening at Family Fitness Club!

Hi Theresa!

We hope your first week has been fantastic at our club!

Here's some exciting events and challenges we have coming up.

POST SALES

Thank you



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

PURPOSE: Thank you email - Class sign up

EMAIL 15

Subject: Thanks for signing up for [Class name- Example:Hatha Yoga]!

Hi *[First name]*,

Thanks for signing up for Hatha Yoga at *[Gym/Club Name]*.

Your class is confirmed for:

Date:

Time:

Carry a yoga mat and your choice of drink. You can also rent a yoga mat at the club.

[Insert a small description of the class]

Our Hatha Yoga class is a great way for beginners to start their yoga practice. It's fantastic for reducing stress and increasing your overall sense of wellbeing. The class will focus on a series of asanas (yoga postures) that are designed to stretch and strengthen your muscles, improve your flexibility, and promote overall physical wellbeing.

Our instructors will help guide you through every posture and focus on breathwork! Check out our yoga instructor bios here: *[insert link for App or Website]*.

We also have a very active member community of yoga lovers. Join this group to learn from your fellow members and make friends for life: *[insert link for Group on App]*.

We look forward to seeing you there!

Best,

[Your name]

[Gym/Club name]

PURPOSE: Thank you email - PT Session Purchase

EMAIL 16

Subject: Thanks for your purchase of [Insert number, eg 5] Personal Training Sessions with [PT name]

Hey *[First name]*,

Thanks for your purchase! You've bought 5 Personal Training Sessions with *[PT name, eg Jason]*.

Congrats on getting started on personal training at our club!

Jason has been a trainer at our club for 3 years, and he has helped several members develop a sustainable workout routine and eventually reach their fitness goals. Read his full bio here: *[insert link for trainer bio]*

These five sessions are redeemable over a period of *[time period]* and to get started, all you have to do is book a timeslot on our app with Jason. You can also book your session at the front desk. Each session is 70 minutes and covers warm up, strength training, cardio and a cool down stretch.

Jason has a group for all the members that work with him where he shares fitness tips, recipes, his schedule updates and so much more! Join the group here: *[insert link for Group on App]*.

We hope that your first session goes really well!

Best,

[Your name]

[Gym/Club name]

PURPOSE: Thank you email - Membership renewal

EMAIL 17

Subject: Thanks for renewing your membership!

Hi *[First name]*,

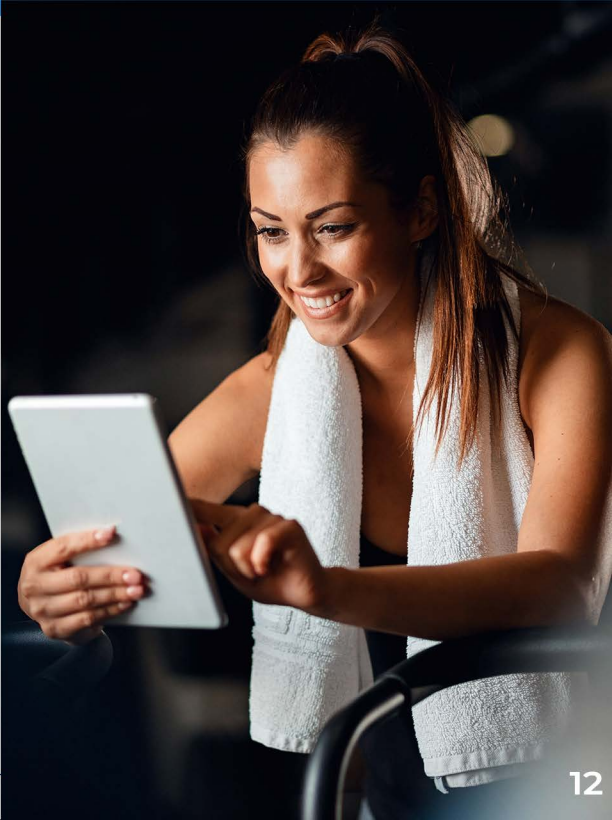
Thanks for renewing your membership. We can't tell you how excited we are to have you for another *[membership duration period]*! We appreciate your loyalty and support, and we are delighted to have you as a valued member of our community.

We are continually striving to improve our services and facilities, and we are confident that you will continue to enjoy your membership with us. We have a wide range of fitness classes, state-of-the-art equipment, and expert trainers to help you achieve your goals.

We'd love to get some feedback on our service and facilities from you! Please help us fill this survey that will take you no longer than 2 minutes. *[Insert survey link]*

Thank you once again for your loyalty! We look forward to continuing to serve you and help you achieve your fitness goals. Feel free to reach out to us if there's anything we can do to enhance your experience at our health club.

Best,
[Your name]
[Gym/Club name]



POST SALES

Reminders



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS



PURPOSE: Class Reminder - 1 Day Before

EMAIL 18

Subject: Get ready! 1 day to go for your Class! 🍷

Hi *[First Name]*,

This is your reminder to get pumped and ready for a great workout because your *[Class Name]* class is scheduled for tomorrow at *[Insert Class Time]*.

[Add instructions on what to bring]

Please make sure you arrive on time to the gym and bring your workout clothes, shoes, and a water bottle.

If you have any questions or concerns, please do not hesitate to contact us. We are more than happy to assist you in any way we can.

[Add your cancellation policy]

In case you are unable to attend the class, kindly inform us so that we can offer your spot to another member who may be on the waiting list.

See you soon!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Class Reminder - 1 Hour Before

PUSH NOTIFICATION / SMS 4

Your Hatha yoga class starts in 1 HOUR! ⌚

Hope you're pumped and ready to go! 🍷 Bring your yoga mat and water bottle. See you there!

PURPOSE: Membership renewal

EMAIL 17

Subject: Your membership is ending soon! 😞

Hey *[First name]*,

This is a reminder that your membership is about to expire in *[number of days]*!

We have loved having you as part of our gym community, and we hope that our gym/club has lived up to your expectations.

If you renew your membership today, we'll give you x% off on your membership package! Consider it a gift for being a valued member of our community.

You can also reach out to us about upgrading your membership package. Become an elite member and get the first month of your membership free!

Are you free for a quick chat on the phone or at the club today?

Best,
[Your name]
[Gym/Club name]

PURPOSE: Cart Reminder

EMAIL 19

Subject: Still thinking it over? 🤔

Hi [First name],

Just wanted to let you know that you forgot this in your cart!

[Insert item/service name]

[Insert image or product listing of the item/service]

[Insert 'Checkout Now' CTA button]

[Optional] :While you're thinking it over, here's a 10% coupon from us to sweeten the deal.

If you're facing any technical issues or simply want to know more about [name of product/service], please reach out to us! We'll guide you through it.

Best,

[Your name]

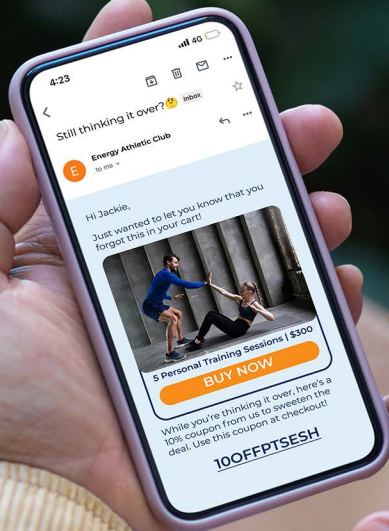
[Cym/Club name]

PUSH NOTIFICATION / SMS 5

Hey, you dropped this... 🤔

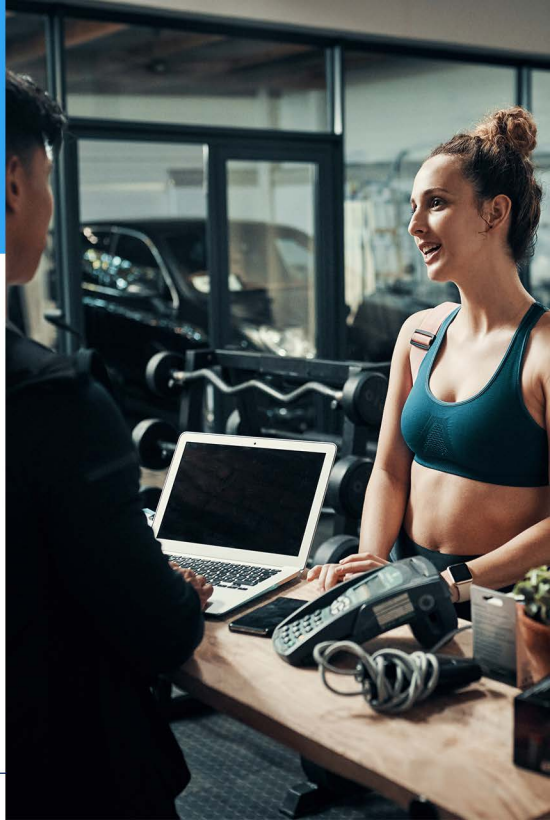
Did you forget to check out these items/service in your cart? We're still holding it for you. Check out now before they run out of stock/we run out of slots. HURRY!

[Link to purchase window]



POST SALES

Feedback Request



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

PURPOSE: Feedback request

EMAIL 20

Subject: What did you think of [product/service/class name]?

Hi *[First name]*,

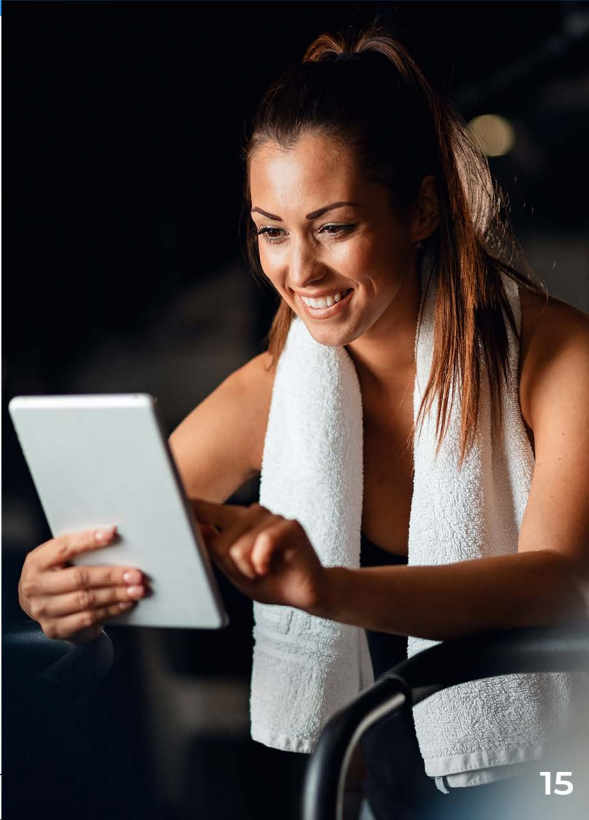
Congrats on completing your first class/first training session at our club/gym! This is a great milestone in your fitness journey with us!



We are always looking for ways to improve our services and provide the best possible experience for our members. To that end, I wanted to reach out and request your feedback. Please help us fill this survey that will take you no longer than 2 minutes. *[Insert survey link]*

Your feedback will help us understand what we are doing well and where we need to focus on improving. We appreciate your input and hope to hear from you soon!

Best,
[Your name]
[Gym/Club name]



POST SALES

Member Referrals



PURPOSE: Member referral offer

EMAIL 21

Subject: Refer Your Friend and Get a Free [OFFER]

Hi [First Name],

Congrats on hitting your latest fitness goal – you're doing amazing!

Because you're such a valued member, we'd like to show you how much we appreciate you.

From [DATE] until [DATE], you can get [OFFER] by simply referring your friends and family. All you have to do is encourage a friend to sign up at our gym/club and use the promo code [CODE].

This way, you get a gym buddy and a freebie. That's what we call a win-win.

Thanks again for being part of the [Club/Gym Name] family!

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 6

Working out is better with a friend 🤝

Get [OFFER] by getting a friend or family member to sign up with our promo code [CODE]. Go get yourself a gym bestie! 🏃
[Link to booking window]

PURPOSE: Member referral completion

EMAIL 22

Subject: Friend/ Family Member's Name] used your promo code! Here's your free [OFFER]

Hey [First name],

[Friend/ Family Member's Name] used your promo code and signed up for their free class at our gym/club.

As promised, here's your free [OFFER]! Redeem it here:

Thanks again for being part of the [Club/Gym Name] family!

Best,
[Your name]
[Gym/Club name]

POST SALES

Promotions



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS



PURPOSE: Upsell Membership

EMAIL 23

Subject: Join our Premium Membership for [OFFER]!

Hi *[First Name]*,

We hope you've been enjoying your workouts at our gym!

Because you're such a valued member, we'd like to show you how much we appreciate you - with an exclusive discount on our Premium Membership!

Our Premium Membership offers a range of extra benefits that are designed to help you achieve your fitness goals faster and more efficiently. With this membership, you will get:
-[Insert 4-6 benefits of the Premium Membership in bullet points]

If you upgrade your membership to Premium today, you will receive a [X%] discount on your first month's payment.

Our Premium Membership will take your fitness journey to the next level! Don't miss this chance to take advantage of this special offer and upgrade your membership today.

Feel free to reach out anytime for any queries you may have - we'll guide you through it all.

Thanks again for being part of the *[Club/Cym Name]* family!

Best,
[Your name]
[Cym/Club name]

PURPOSE: Upsell Membership

PUSH NOTIFICATION / SMS 7

Let's take your fitness journey to the next level! 🏋️📈
Upgrade to our premium membership today and get a [X%] discount on your first month's payment.



PURPOSE: Special Launch Offer

EMAIL 24

Subject: Your first [Class name] class is on us!

Hi [First Name],

We hope you've been enjoying your workouts at our gym!

We're excited to announce the launch of our all new Pilates Class for beginners!

Because you're such a valued member, we'd like to show you how much we appreciate you. We think this class would be a perfect fit for you, and we'd love for you to try it.

So your first class is free! Book your free class here: [Link to booking window]

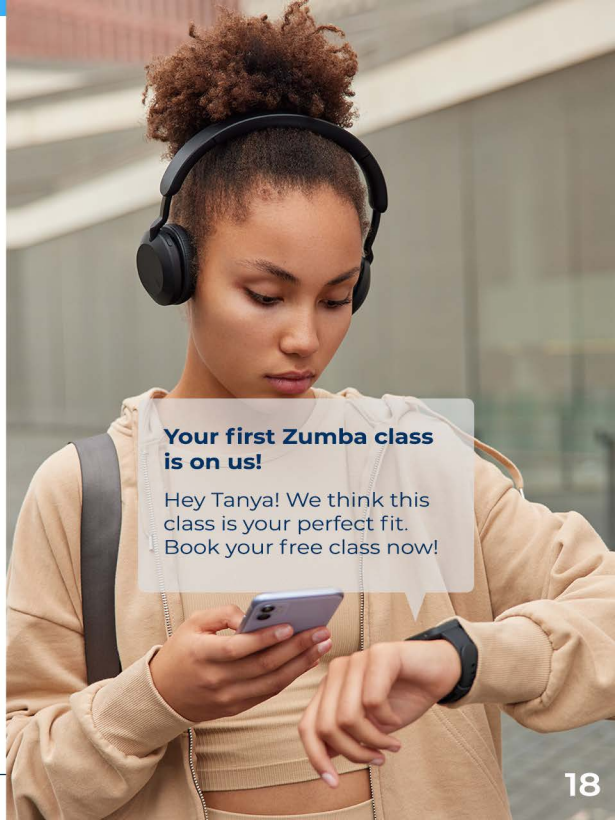
Can't wait to see you there!

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 8

Your first [Class name] class is on us!

Hey [Member's Name], we think this class is your perfect fit. Book your free class here: [Link to booking window]



Your first Zumba class is on us!

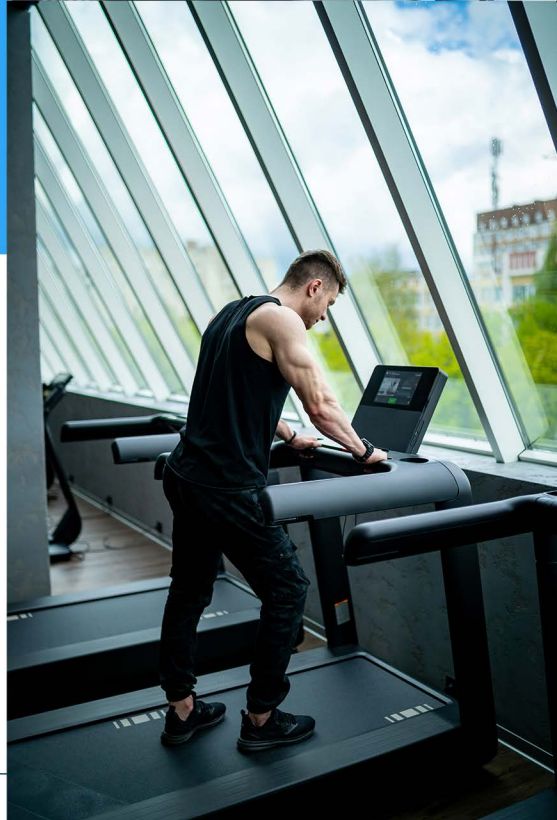
Hey Tanya! We think this class is your perfect fit. Book your free class now!

POST SALES

Re-engagement for inactive members



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS



PURPOSE: Re-engagement email 1

EMAIL 25

Subject: Because we miss you...

Hi *[First Name]*,

We've missed seeing you at our gym/club for a bit!

We get it. Keeping the motivation and energy up to workout consistently can be a pain, especially with our busy schedules. Maybe it's time to try something new?

Here's a free class voucher from us! Choose any class you're intrigued by in this list: *[Insert list of classes here]*. Just reach out to us here or at the front desk to redeem this offer and we'll schedule your class for you.

We sincerely hope to see you soon!

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 9

Here's a little present because we miss you 🎁

Redeem a free class voucher - any class of your choice *[Insert list of classes here]*!
[Link to booking window]

PURPOSE: Re-engagement email 2

EMAIL 26

Subject: Get back on track!

Hey *[First name]*,

We've missed seeing you at our gym/club for a bit!

We get it. Keeping the motivation and energy up to workout consistently can be a pain, especially with our busy schedules.

But sometimes all you need is a bit of support to help you get back on track.

Which is why we're offering you a FREE Personal Training Session with an instructor of your choice! Check out their bios here: *[Insert trainer bios here]*. This session will include a fitness consultation and creation of a workout plan to fit your current needs.

Our trainers and friendly staff are here to help you achieve your fitness goals and be your best self. Just reply to this email to redeem this offer!

We sincerely hope to see you soon!

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 10

Here's a little present because we miss you 🎁

We're offering you a FREE Personal Training Session with an instructor of your choice! Get it now!!!
[Link to booking window]

PURPOSE: Re-engagement email 3

EMAIL 27

Subject: We haven't seen you at the club for a while...

Hi *[First Name]*,

It's been a while since we've seen you getting a great workout at the gym/club!

We get it. There can be so many things keeping you at home. So if you need to do your workouts at home for a while, we've got something special just for you.

We've got the most extensive library of on demand video workouts - curated for all fitness and activity levels! We want to give you access to the entire library for *[Insert %Offer]*. Redeem this limited time offer right now on our App *[Insert Link here]!*

Best,
[Your name]
[Gym/Club name]

PUSH NOTIFICATION / SMS 11

Do you love home workouts as much as going to the gym?

We want to give you access to our entire on demand video library for *[Insert %Offer]*. Get it now!!!



POST SALES

Lost member Win-back



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS

PURPOSE: Lost member win-back email

EMAIL 28

Subject: Is it something we did?

Hi *[First name]*,

It's been a while since we've seen you at our gym, and we miss you! We understand that life gets busy, and sometimes it can be hard to prioritize your health and fitness goals. But we want you to know that we are here to support you every step of the way.

We've got some really exciting stuff happening at the gym this month!

[Include a list of events, new challenges, any new classes you've launched, new workout plans, new amenities, new equipment]

To help you get back on track, we're giving you a special offer! *[Include any specific promotions or discounts that you are offering]*. This limited time offer is only available for *[add time period here]*!

You're not in this alone - we're here every step of the way!

We sincerely hope to see you soon!

Best,
[Your name]
[Gym/Club name]

PURPOSE: Reply to member cancellation inquiry

EMAIL 29

Subject: We're sorry to see you go.

Hey *[First name]*,

We're sad to hear that you want to cancel your membership. We know that life can often get in the way, and we all need breaks from time to time.

Instead of canceling, we'd like to offer you a better solution! You can pause your membership for three months. No extra charges, terms or conditions. At the end of this period, you can evaluate whether you'd like to continue where you left off at our gym.

We hope you change your mind. Feel free to reach out to us and we'll address any concerns you have.

Hope to see you again!

Best,
[Your name]
[Gym/Club name]

A little bit about us...

We are Smart Health Clubs, and our goal is to help you build lasting relationships with your members, expand non-dues and grow revenue with our member retention software

We agree with our customers when we hear them reiterate that member communication is the key to retaining them and driving higher revenues.

That is why we have made significant investments in developing and offering the most comprehensive Member Marketing Solution in the market today.

We see Emails, Push Notifications and even posts and any other form of communication as part of a bigger marketing strategy that you can define for your club and gym. To be truly effective, these should be run as multi-channel marketing campaigns.

Our Member Marketing Solution can help you:

- Plan and create campaigns with a few clicks.
- Fine-tune your Segments/Targets.
- Reach members with targeted messages and promotions across multiple channels.
- Make purchases friction free with Deep Links.

We would love to show you how some of our customers have implemented this successfully and how you can do the same across all your locations.

[Book a Demo today](#)

Targeting Options

Send message to users IN NOT IN JOINED

Select default groups

CLUB MEMBERS - CALIFORNIA LOCATION

CLUB MEMBERS - WASHINGTON LOCATION

No. of users who meet the targeting criteria **57**

Filter the target criteria by

Select booked a class

In the last

No. of users who meet the filtering criteria **12**

Do not send to users whose last checkin was more than

Message would be sent to **12**

Create Campaign



Day 0 **EMAIL** Welcome to SHC ✖

Day 4 **POST** Check out our PT Services ✖

Day 7 **PUSH** Love Tennis? Sign up now. ✖

Day 10 **EMAIL** Book your fav Bike now! ✖