

**Reactivation Series**  
**Email #1**

**Subj:** Hey ~Contact.FirstName~ is everything ok?

No, that's not me trying to be dramatic. ☺

If you have been working out someplace else, that's great! As long as you're doing something.

But...I don't want to bother you, so if you are training elsewhere, please just hit 'reply' and let me know.

However, if you have sort of lost the workout habit - and are having trouble finding it again - then we definitely have something to chat about!

LET ME HELP!

You were doing so well. We'd hate to see your previous progress go to waste.

But...I understand...

Sometimes, life just gets in the way.

Between schedules and obligations, sometimes even your own health gets put on the back burner.

How can I help you prioritize YOU again?

Hmmm, I have an idea.

Just come on by any time in the next 7 days to any one of our scheduled sessions and hop in.

No obligation. No fuss.

We just want to see you again!

<Signature>

P.S. If you'd prefer to talk first before jumping back in, then [go here to use our online scheduler](#) to book a call with me where we can put a plan together to get you moving and grooving and feeling great again.

## Email #2

**Subj: Is this your best email address?**

It's me again...

Sorry if I'm bugging you, but it's been a while since you have come in for a workout. I really hope you got my last email reminder.

**If you absolutely can't come in right now, here is how we can help...**

I have attached our FREE Nutritional Guidelines document to the bottom of this email. Just because we care about you!

So...

Even if you are not working out today, you can at least be watching what you eat until you can fit us into your day again.

Good deal?

BTW, according to the stats, 30% of people change their email address annually, so there's a chance we just don't have your best email address on file. I'm hoping this email is still valid!

So since you're reading this right now, why not take a moment to download the Manual below and let me know what you have been up to!

If you would like to chat about starting up with us again, here is my direct line:

**## Cell Number ##**

Talk soon,

**<Signature>**

**P.S.S. Here is the part where I make it VERY easy to come back in. ☺**

**If you just hit 'Reply' to this email, that's all I need to give you <details on Reactivation Offer. i.e. Free week, tee shirt, etc.>**

**That's it. Just hit 'reply' and let us know when you would like to pop in. And as you recall from my first email, there is NO OBLIGATION. NO HASSLE.**

**We just want to make sure you are putting your health first!**

### Email #3

**Subj: Are you stuck? [Short and Sweet...one question]**

When it comes to working out, there are lots of things that can become hurdles...

In fact, I have read entire books on how to get 'unstuck'.

I HATE that feeling...when you can't seem to get anything done...stuff is falling through the cracks...you never seem to have any "me time"

Argh!

So tell me this...

**I'd like to hear what your biggest hurdles are. If you have 30 seconds, please let me know which one of these reasons below is your biggest obstacle to success.**

Is it...

- Lack of time?
- Lack of motivation?
- Are you looking for a lifting partner to keep you going?
- Does our class schedule no longer fit your day?
- Is our location convenient for you?
- Something else?

That's it.

Like I said, I'm keeping it brief today.

What is the ONE THING preventing you from coming in...or (thinking bigger) the ONE BIG THING preventing you from getting to your goals?

**<Signature>**

P.S. Oh, while we're here...**<Reminder of reactivation offer>**