2 Week Free Trial Automation

- 1. Welcome email
- 2. Deliver Training plan
- 3. Explain training zones
- 4. Check in 2 days after trial begins
- 5. Check in and deliver goal setting challenge 7 days into trial
- 6. Check in and deliver options for continuing after trial 12 days into trial
- 7. Reminders, follow ups, etc.

Your Checklist

- 1. Welcome email
 - a. No action needed, sent automatically
- 2. Deliver Training plan
 - a. Paste training plan link into "Training plan link" on trialists ActiveCampaign page
 - b. Record welcome video and paste into "Training plan welcome video" using the same steps above
- 3. Explain training zones
 - a. Wait until benchmark run is complete record and add short training zones video (<u>like this one</u>) to trialists ActiveCampaign page
- 4. Check in 2 days after trial begins
 - a. No action needed
- 5. Check in and deliver goal setting challenge 7 days into trial
 - a. No action needed
- 6. Check in and deliver options for continuing after trial 12 days into trial
 - a. No action needed
- 7. Reminders, follow ups, etc.