

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 ([like this one](#)) 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.