

Fitness Assessment Lead Gen Email Campaign

Email #1 - Change

Subject: So, Are You Ready for a Change?

You ready for a change? What you've been doing isn't working for you any more. Maybe you want to look good in your bathing suit, maybe your jeans aren't fitting like they used to, maybe you've tried being consistent working out on your own and not get the results you want, or maybe you feel yourself getting older and you want to stay (or get) strong. Either way, we'd love to help.

Getting started couldn't be easier. [\[Just click this link to schedule a call/appt with us.\]](#)

Definitely hard to take the first step, but we're 100% sure once you do, you won't regret it.

Email #2 - Intentions

Subject: Which Describes You - Intentions or Action?

We all have good intentions, but what matters is the follow through, right? You can intend all day to want to change bad habits; take control of our lives and bodies, but unless you actually take action, we'll just remain right where we are (or decline) year after year. Yeah, and that's a blow to your confidence.

Be different. Follow through with those intentions so you see the change you're wanting.

[\[Click this link to schedule a call/appt with us.\]](#)

We look forward to meeting you and congratulating you for taking the first step!

Email #3 - Habits

Subject: What Habits Are You Good At?

Have you ever thought about how much your habits determine your life? Those habits (or lack of) influence your health, your fitness level, your success, your relationships... everything.

Creating a habit is hard, we all know that. It's the consistency that's the tough part. But, think about that feeling when you're seeing the results. Getting into that bathing suit and feeling proud of what you've accomplished. Not having to do a complete workout, just to get into your jeans. Playing an entire game with your kids without getting winded.

If you want change, we can help. But you've got to take the first step.

[\[Click this link to schedule a call/appt with us.\]](#)

Alone it's hard. Together we can do this.

Email #4 - Power of Momentum

Subject: What if you stopped the excuses?

All of us have reasons to not do something. So we put it off, hoping that feeling will go away. Maybe it does for a while, but then it always come back.

What will you do with your excuses? You know in your gut what you should do. It means something new and different than what you're used to. Learning a new language, building a snowman with your kids, putting down those chips... all these things are hard, at first. But once we start, our only regret is that we didn't start sooner.

It's time. Time to use this coupon and come see us. Not for us, but for you. If you wanted a sign, this is it. Everything we'll do together will meet you exactly where you are. Your future self will thank you.

We look forward to meeting you and cheering you on towards success!

[\[Click this link to schedule a call/appt with us.\]](#)

Email #5 - Accountability

Subject: Who You Surround Yourself With Makes All the Difference

We all know it... left to our own devices, we'll typically just continue doing the same things we've always done. How many times have you *tried* to make a change? Only to find yourself right

back where you started. Frustrating, right? We may *want* change, but unless we surround ourselves with others who hold us accountable, change is hard to come by.

We've got a system that works. We know this to be true because we see lives changing every day. These lives are no different than yours. The only difference is they show up and do the work.

Come on in... now's your time. Use your coupon and schedule a call/appt with us. Time is running out for the offer.

We want to meet you!

[\[Click this link to schedule a call/appt with us.\]](#)

Email #6 - Final Push

Subject: What If Tomorrow Never Comes?

So, what are you waiting for? So many times we say, "I'll get to it tomorrow." But, the truth is, tomorrow never comes. You are interested in getting in shape for a reason. Don't let that feeling slip by without actually doing something about it.

What do you have to lose? We're not asking you to commit your life, or even the next year. :) We're just asking you to come in and visit, schedule just one appointment. If it's not for you, we won't slime you with sales pressure. Guaranteed. We want you to go where you fit.

You got this, but don't wait. This will be the last email for a while:)

[\[Click this link to schedule a call/appt with us.\]](#)

We look forward to hearing from you.