**21 Day Trial After Checkin**

**Day 2 Email**

**Subject:** Feeling sore yet?

Hey Sue,

Congrats on your first official Fit Body workout! :)

Now...are you maybe feeling a little sore? Just a bit?

Don't worry -- it's perfectly natural, and it means your muscles are transforming into lean, fat-burning machines!

Plus, I have some tried and true methods for you right here to soothe your muscles after a good workout:

**1. Hot-n-Cold**

That's right: both heat and cold can help with muscle soreness, especially when you use them back-to-back.

When you apply an ice pack to your muscles, it slows the blood flow to that region and creates a mild numbness so that you don't feel the soreness as much.

*NOTE: if your muscles spasm when you apply ice, don't leave it there. Put the ice back in the freezer and try one of the other methods on this list.*

When you apply heat to your muscles, it loosens up your muscles and brings back the blood flow.

**2. Keep Moving!**

Even though we always stretch before and after workouts, you really can't stretch too much, especially if you're still feeling sore.

Make sure you pick a stretch that targets the sore muscle and take it nice and slow. Ease into the stretch position, hold it for at least 5 seconds, then gently return to your original position.

If your legs are sore, go for a walk! The one thing you don't want to do is *stop moving your sore muscles,* since that will slow down the recovery process and make the soreness more intense and longer lasting.

**3. Take a Recovery Supplement**

Taking the right supplements can be a huge recovery booster because they can reduce inflammation and give your muscles the nutrients they need to rebuild.

Consider a high-quality protein drink as well as amino acids to help your muscles recover stronger and leaner.

If you need any more help with soreness, just let me know next time you see me at boot camp! I've got plenty of other tips you can try out.

See you soon!

- [StaffMemberAssigned]

**Day 4 Email**

**Subject:** How are you?

Hi Sue,

How's it going? Just wanted to check in again and see how you're doing.

Like I said before, if you're experiencing soreness the best thing you can do is keep those muscles moving with gentle stretches or a walk around the block.

Also, make sure you're drinking water! I know we say that constantly, but it's seriously the best way to speed up your recovery, soothe sore muscles, and keep up your energy levels.

We usually recommend 72 ounces of water per day, or 9 glasses of water at 8 ounces each.

And, of course, you can use hot and cold pads to loosen up those muscles and keep the blood flow going. That will help too!

Now, if there's anything else we can do to make your experience even more enjoyable, please let us know! We want your fitness journey to be fun and exciting every step of the way.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. When you decide you want to continue with us past day 21 and make fitness a lifelong habit, we can still give you 50% off your first month. Reply to this email or call me [locationphonenumber] if you're interested!

**Day 4 Text**

*Hey [firstname], checking in from FBBC :) Drink water! BTW, when you decide to continue after 21 days, we can still give you 1/2 off your first month!*

**Day 5 Email**

**Subject:** Change 1 thing (fat-loss nutrition made simple)

Hi Sue,

Let me tell you about the biggest challenge I see people run into when they start living a healthy lifestyle, so that you can avoid falling into this same trap...

When it comes to nutrition, most people think they need to completely throw out their current eating habits and instantly adopt a whole new diet.

So, then they try that. Then they get overwhelmed. Then they fall off the diet.

That's why I like to make things simple for my clients by starting with JUST ONE SIMPLE CHANGE to their diets before we do anything else.

You can still eat all your favorite foods...

You can still go to your favorite restaurants...

You don't have to buy a bunch of weird "superfoods" that you've never cooked with before...

You're just going to change one thing. We'll get to all that other stuff later.

**For now, all you need to do is cut refined sugar out of your diet.**

And here's why:

* The average American now eats 300% more sugar than their grandparents did, which is why there's been such a huge spike in obesity, heart disease, and need for blood pressure medication.
* Sugar is MORE addictive than cocaine and heroin in terms of brain chemistry. Yup, more.
* Studies have shown that refined sugar accelerates the growth of cancer cells.

And, of course, sugar will absolutely destroy your weight loss results! Your body can handle fats, calories, and even carbs if they come from the right sources...but sugar will sabotage your progress no matter what.

So start phasing out sugar now and you'll see pretty dramatic results. You'll have WAY more energy, and the pounds and inches will start melting off even faster than before.

And if you need any help cutting out sugar, just let me know!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 5 Call**

*Hey [NAME], this is [ADMIN] from Fit Body Boot Camp! I’m just calling about your consultation/orientation as part of your 21-day weight loss program.*

*\*\*\*If appointment is set\*\*\**

*Looks like you’re signed up for [DATE & TIME]. If that still works for you, great! We’ll see you then. If not, just call back or text me and we can reschedule.*

*\*\*\*If appointment is NOT set\*\*\**

*Looks like you haven’t set your appointment yet. Our next two nearest openings are [DATE & TIME] and [DATE & TIME]. Go ahead and give me a call back or text me to confirm which option works best for you.*

*Talk soon, bye!*

**Day 7 Email**

**Subject:** How to transform your body - and your life!

Hi Sue,

Like I've mentioned before, we have a mission here at [locationname] to help at least 5,000 people transform their bodies...but also their lives.

In fact, let me share a story with you about a former client to show you what I mean:

Rochelle had just given birth to her second child and she had a problem. No matter what she did, she couldn't get rid of her stubborn baby weight. Plus, it's not like she had a ton of extra time on her hands - she had a little kid and a baby to take care of!

So, she started looking for a weight loss program that would fit her busy schedule and guarantee her fast, lasting results. She wanted to keep her baby weight off for good this time, and she didn't want to sacrifice time with her young family to make that happen.

That's when she discovered us. She joined up, and 12 months later she stepped on the scale...and her jaw literally dropped...

**After 12 months of working out at Fit Body Boot Camp, Rochelle had dropped 45 POUNDS!**

And best of all, she knew beyond any shadow of a doubt that she could keep the weight off for good this time because she had built up lean, fat-melting muscle, created healthy eating habits, and discovered a fitness family who was there to encourage her and keep her on track every step of the way.

This is what I mean about transforming your body: our goal is make sure you keep the weight off permanently by helping you discover a healthy lifestyle that matches your own unique goals and needs.

Like I said...that's why I'm SUPER excited to have you here!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 8 Text**

*[firstname], we love having you here <3 BTW, have any friends who want to get fit? If you open your FBBC App, you can send them 3 free workouts!*

**Day 9 Email**

**Subject:** Need motivation?

Hi Sue,

Do you need some motivation today? Would it help you out to hear about someone like you succeeding with their health and fitness goals?

If so, I've got just the thing! This a direct quote from Nicole, another former client of mine:

"I hated looking in the mirror because it reminded me how fat and unsexy I felt. I made every excuse there was. Then my friend invited me to boot camp and I was hooked. After committing to myself and a couple challenges I lost 34 pounds, 3 sizes, and 6% body fat! I'm happier, feel sexier, and addicted to getting to boot camp 5 days a week. I'm a new person!"

Now I gotta be honest: I LIVE for this sort of thing! Like I said, our mission here at [locationname] is to transform the bodies of 5,000 community members within the next 2 years...and I know you will be one of them.

Speaking of...

Have you made a decision if you want to continue past day 21 and make fitness a lifelong habit? Most people who do the 21 day program continue on as members so we can help them get even better and more lasting results.

If so, reply to this email or give me a call at [locationphonenumber] for our continuation discount.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 10 Email**

**Subject:** hey, need your thoughts on this…

Hi Sue,

By now, I'm sure you've noticed that the leanest, happiest, highest-energy folks in our group are the ones who've been around for 12 months or so...

That's not a coincidence, and it's certainly not the case that they were just "naturally fit." In fact, a lot of them came to me overweight, depressed, stressed out, even taking medication for blood pressure or cholesterol...

And then they made a decision that changed everything for the better.

They made a decision to commit to healthy lifestyle, and now you can get results like theirs by making that same, simple decision.

In fact, it's really just a choice between two options:

**Option A:** after your 21 days, go back to trying to do this all on your own. Gamble with the results you've worked so hard to get, and risk falling back into the vicious cycle of yoyo dieting and inconsistent workouts that keeps so many people trapped in an unhealthy, unhappy state.

**Option B:** stay with your new fitness Family and become an official member. Give yourself the ultimate gift: a guarantee that you will become leaner, sexier, stronger, happier, more positive, and more energetic every day for the rest of your life.

Now I have to admit...I'm super biased towards Option B. I love how you add your own unique spark to our group, and I can't wait to see the look on your face when you set your next fitness goal and go soaring past it.

So, to make this decision even easier for you, I'll give you 50% off your first month of membership if you decide to continue with us.

BUT...I can only give you that 50% off if you decide before the 21 days are up, so let me know as as soon as possible if you're interested!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 10 Text**

*Hey [firstname], have you decided to make healthy living a lifestyle? We can give you ½ off your first month of membership :) Text or call back!*

**Day 10 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp.*

*Hope you’re feeling great and enjoying the workouts! By the way, there’s something I wanted to talk to you about.*

*To get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*Just to make it even easier for you, we’ll give you ½ off your first month of membership…but only if you can make your decision before the 21 days are up!*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] if you’re interested. Talk soon, have an awesome day!*

**Day 10 FB Message**

*Hey [NAME], hope you’re feeling great and enjoying the workouts! By the way, there’s something I wanted to talk to you about.*

*To get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*Just to make it even easier for you, we’ll give you ½ off your first month of membership…but only if you can make your decision before the 21 days are up!*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just reply here or give me a call at [PHONE NUMBER] if you’re interested. Talk soon, have an awesome day!*

**Day 11 Email**

**Subject:** have you made your choice?

Hi Sue,

You want to live your life as the happiest, healthiest, leanest version of yourself, don't you?

I should hope so! That's certainly what we want for you here at Fit Body Boot Camp.

Now I'm sure you know how complicated it can be to create a healthy lifestyle all on your own...

So really, you've got a very simple choice between two options once your 21 day program is up (10 days from now):

**Option A:** after your 21 days, go back to trying to do this all on your own. Gamble with the results you've worked so hard to get, and risk falling back into the vicious cycle of yoyo dieting and inconsistent workouts that keeps so many people trapped in an unhealthy, unhappy state.

**Option B:** stay with your new fitness Family and become an official member. Give yourself the ultimate gift: a guarantee that you will become leaner, sexier, stronger, happier, more positive, and more energetic every day for the rest of your life.

Now I have to admit...I'm super biased towards Option B. I love how you add your own unique spark to our group, and I can't wait to see the look on your face when you set your next fitness goal and go soaring past it.

So, to make this decision even easier for you, I'll give you 50% off your first month of membership if you decide to continue with us.

BUT...I can only give you that 50% off if you decide before the 21 days are up, so let me know as as soon as possible if you're interested!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Text**

*[firstname]! Ready to make healthy living a lifestyle? Text or call back to get ½ of your first month of membership -- but only for 10 more days!*

**Day 11 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp.*

*Just wanted to remind you that you can get ½ off your first month of membership with us when you make your decision to continue on as a VIP member within the next 10 days.*

*Here’s why that’s so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*We’ll make it even easier for you by giving you ½ off your first month of membership…but only if you can make your decision in the next 10 days!*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] if you’re interested [SMILE EMOJI]*

**Day 11 FB Message**

*Hey [NAME], hope you’re having a great day! Have you thought any more about continuing with us past your 21-day program?*

*Here’s why I ask: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…*

*…which means you need to keep challenging your body with the right workouts, eating healthy foods, and most importantly have someone to keep you accountable…*

*You’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family. Now, imagine how lean, toned, and full of energy you’ll be after 12 more months!*

*Why not just keep things simple and let us keep helping you?*

*Like I said, we’ll give you ½ off your first month of membership…but only if you can make your decision before the 21 days are up…*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just reply here or give me a call at [PHONE NUMBER] if you’re interested [SMILE EMOJI]*

**Day 12 Email**

**Subject:** 9 days left…

Hey Sue,

Hey, remember how I said you could have 50% off your first month of boot camp membership if you made your decision during the 21 day program?

Well...I just wanted to give you **fair warning that you only have 9 more days to decide on that and take advantage of this exclusive offer!**

Now I'm sure you know how complicated it can be to create a healthy lifestyle all on your own...

So really, you've got a very simple choice between two options once your 21 day program is up (9 days from now):

**Option A:** after your 21 days, go back to trying to do this all on your own. Gamble with the results you've worked so hard to get, and risk falling back into the vicious cycle of yoyo dieting and inconsistent workouts that keeps so many people trapped in an unhealthy, unhappy state.

**Option B:** stay with your new fitness Family and become an official member. Give yourself the ultimate gift: a guarantee that you will become leaner, sexier, stronger, happier, more positive, and more energetic every day for the rest of your life.

Now I have to admit...I'm super biased towards Option B. I can't wait to see the look on your face when you set your next fitness goal and go soaring past it.

So, to make this decision even easier for you, I'll give you 50% off your first month of membership if you decide to continue with us.

BUT...I can only give you that 50% off if you decide before the 21 days are up, so let me know as as soon as possible if you're interested!

Talk soon,

- [StaffMemberAssigned]

**Day 12 Text**

*You deserve the chance to get even leaner and keep giving your body the support it deserves - call or text back today to get ½ off your first month!*

**Day 12 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp.*

*Hope you’re enjoying the workouts! Wouldn’t it be great if you could guarantee that the weight you’ve lost already will stay off for good and that you’ll keep losing fat and building more lean muscle?*

*To help you with that, you can get ½ off your first month of membership with us if you can make your decision within the next 9 days.*

*Here’s why that’s so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*We’ll make it even easier for you by giving you ½ off your first month of membership…but only if you can make your decision in the next 9 days!*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] if you’re interested. Talk soon, have an awesome day!*

**Day 12 FB Message**

*Hey [NAME], hope you’re enjoying the workouts and getting plenty of water! By the way, I wanted to remind you about our special deal just for people who are on the 21 day program…*

*To get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…so why not keep things simple and stay here with us?*

*You’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family. Now, imagine how lean, toned, and full of energy you’ll be after 12 more months!*

*Like I said, we’ll give you ½ off your first month of membership…but only if you can make your decision before the 21 days are up…*

*That way, we can make sure you keep the results you’ve earned already and get even more weight loss, lean muscle, and energy over the next 12 months!*

*Just reply here or give me a call at [PHONE NUMBER] if you’re interested [SMILE EMOJI]*

**Day 13 Email**

**Subject:** something special :-)

Hey Sue,

You've been doing such a great job with your workouts and nutrition, and it's been so fun having you as a member of our Fit Body Family...so I just wanted to remind you again about a special something we put together only for select people in the 21 day program...

See, I know you want and need to make fitness a part of your lifestyle for the long haul. You want to look and feel your best for LIFE, not just for a few weeks!

And I want to keep you on as a member so you can get even more dramatic results and brag about them to all your friends.

Yep, you caught me! That's my secret agenda, although you'll find it works out fantastically well for you too...

**So, to make this decision even easier for you, I'll give you 50% off your first month of membership if you decide to continue with us.**

BUT...I can only give you that 50% off if you decide before the 21 days are up, so let me know as as soon as possible if you're interested!

Talk soon,

- [StaffMemberAssigned]

**Day 13 Text**

*Hey [firstname], only 8 days left to get ½ off your first month at FBBC! Ready to make healthy living a lifestyle + keep dropping lb? Call/text back :)*

**Day 13 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp.*

*Just wanted to remind you that you can get ½ off your first month of membership with us if you can make your decision within the next 8 days.*

*Here’s why that’s so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*We’ll make it even easier for you by giving you ½ off your first month of membership…but only if you can make your decision before your 21-day program is done!*

*That way, we can make sure you keep the results you’ve earned already and get even more fat loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] if you’re interested. Talk soon, have an awesome day!*

**Day 13 FB Message**

*Hey [NAME], just checking in again! Have you thought any more about continuing with us past your 21-day program?*

*You can get 50% off your first month of membership if you decide before the 21-day is up (which is 8 days from now).*

*Why not just keep things simple and let us keep helping you? After all, you’ve already seen the weight loss, energy boost, and positive moods you got from just 2 weeks…imagine how you could feel in 12 months!*

*Just reply here or give me a call at [PHONE NUMBER] if you’re interested [SMILE EMOJI]*

**Day 14 Text**

*Hey [firstname], if there’s any way we can make your Fit Body experience even better, let me know! How’s the soreness level? Remember to drink water <3*

**Day 15 Email**

**Subject:** size 12 to size 2 (true story)

Hey Sue,

Are you ready to transform your body and your life by thinking like an airplane?

Let me back up...

I was talking to my friend Sheena the other day, who's a stay-at-home mom and a former client of mine. She reminded me that over the 12 months she came into Fit Body Boot Camp, she had gone from a size 12 to a size 2.

(In fact, she said she wishes she could keep working out with us here...but now that she lives 5 hours away that would be pretty tough!)

So I asked her, "You had so much success with the program - what's the best piece of advice I can give to my members who are just starting out?"

"Think like an airplane," she said.

I was confused..., she laughed and explained herself.

"When an airplane takes off, it burns a huge amount of fuel as it gets moving and leaves the ground. Once it's in the sky, though, it burns very little fuel. In fact, at that point it could even turn off its engines and keeping gliding for miles."

As soon as she said that, I started to understand.

"So you're saying that's what it's like to start a new fitness program," I said. "The hardest work is right at the beginning, but after that the process takes care of itself."

"Exactly!" she said. "See, now that I'm on the program, I fall asleep easier and get better sleep every night. That makes it easier to get up and get my workouts taken care of, and by that point I have so much extra energy that the rest of my day is a breeze."

So think like an airplane and your healthy living will become easy and automatic.

- [StaffMemberAssigned]

**Day 17 Text**

*[firstname]! Hope you’ve been loving the workouts here! Your 21 days are ending - let me know what I can do to help you sign up and become a lifelong member :)*

**Day 21 Email**

**Subject:** CONGRATS!!

Hey Sue,

WOOOOHOOOO! CONGRATS!

Your 21-day program finishes today and you are AWESOME for working so hard these last three weeks and getting such awesome results...

...but instead of saying good-bye, I want to invite you to make the commitment to a healthy lifestyle and keep shedding more fat, building more sexy muscle, and having more energy every single day.

Here's why that's so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle...and that can be pretty complicated to do all on your own.

Of course, you've already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?

We'll make it even easier for you by giving you ½ off your first month of membership...but only if you can make your decision today...

That way, we can make sure you keep the results you've earned already and get even more fat loss, lean muscle, and energy over the next 12 months!

Reply to this email or call me at [locationphonenumber] today if you're interested. Like I said, this is the very last day I can offer you ½ off your first month, so I hope to hear from you soon!

- [StaffMemberAssigned]

**Day 21 Text**

*CONGRATS ON YOUR 21 DAYS! Now you deserve the chance to get even leaner + drop more lb :) Call/text back today to get ½ off your first month (today only!)*

**Day 21 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp. Congratulations!*

*Your 21-day program finishes today and you are AWESOME for working so hard these last three weeks and getting such awesome results…*

*…but instead of saying good-bye, I want to invite you to make the commitment to a healthy lifestyle.*

*Here’s why that’s so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*We’ll make it even easier for you by giving you ½ off your first month of membership…but only if you can make your decision today!*

*That way, we can make sure you keep the results you’ve earned already and get even more fat loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] today if you’re interested. Like I said, this is very last day I can offer you ½ off your first month, so I hope to hear from you today.*

*You can call or text me at [PHONE NUMBER] Have an awesome day, bye!*

**Day 21 FB Message**

*Hey [NAME], congratulations!*

*Your 21-day program finishes today and you are AWESOME for working so hard these last three weeks and getting such awesome results…*

*…but instead of saying good-bye, I want to invite you to make the commitment to a healthy lifestyle.*

*Here’s why that’s so important: to get the best weight loss results and keep the weight off for good, you need to make fitness a lifestyle…and that can be pretty complicated to do all on your own.*

*Of course, you’ve already seen how easy it is when you have the fanatical support and expert guidance of your Fit Body family, so why not keep things simple and stay here with us?*

*We’ll make it even easier for you by giving you ½ off your first month of membership…but only if you can make your decision today.*

*That way, we can make sure you keep the results you’ve earned already and get even more fat loss, lean muscle, and energy over the next 12 months!*

*Just give me a call back, text me, or email me at [EMAIL ADDRESS] today if you’re interested. Like I said, this is very last day I can offer you ½ off your first month, so I hope to hear from you soon!*