**21 Day Trial Before Checkin**

**21 Day Trial Before Checkin** Moved To **21 Day Trial After First Checkin**

**Day 1 Email**

**Subject:** Welcome to your 21-Day Fitness Program!

Hey Sue,

**Congrats and welcome to Fit Body Boot Camp! You Just registered for our 21-day fat loss program!**

I'm [StaffMemberAssigned] and the whole team and I are SO EXCITED to help you get in the best shape of your life! In fact,

Here's what to do next...

First, [click here](https://fitbodybootcamp.com/docs/Nutrition-Guide.pdf) to download your nutrition guide for this program! I recommend you start reading it right away, since it's super easy to use and you can apply it now.

Next, download the Fit Body Boot Camp app and login using your ClubReady username and password. (You should’ve received these in a separate email. If you haven’t just let me know!)

To download the app, just click the link below depending on your device:

For iOS, [click here](https://itunes.apple.com/us/app/fit-body-boot-camp/id1436152062?mt=8).

For Google Play, [click here](https://play.google.com/store/apps/details?id=com.netpulse.mobile.fitbodybootcamp).

Also, you should get an invite to our private Facebook group soon if you haven't gotten one already. As soon as you're in, feel free to introduce yourself.

ONE MORE VERY IMPORTANT THING...

**Call me at [locationphonenumber] or reply this email to schedule your first workout and orientation.**

That way, we can help you with goal setting, get a better idea of your needs, and make sure you're all set to succeed with this program.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 1 Text**

*Congrats and welcome to your 21-day program at FBBC! Call/text back and let me know if you want AM or PM for your 1st workout :)*

**Day 1 Call**

*Hey [NAME],*

*Congrats and welcome to your 21-day fat loss program with Fit Body Boot Camp! I’m [COACH/ADMIN] and I can’t wait to help you get in the best shape of your life!*

*Now, there’s one VERY important thing I need you to do: I need you to call me back at this number to schedule your first workout and your orientation.*

*That way, we can make sure you’re ready to succeed.*

*Talk soon, have a wonderful day!*

**Day 2 Email**

**Subject:** have you ever dreaded the gym? Read this!

Hey Sue,

One of my old members, Jennifer, used to DREAD the gym. Can you relate?

Here's what her weekly gym routine looked like before she found FBBC:

* She would go into the gym for a whole stinkin' HOUR every day on top of her already busy schedule.
* Nobody would talk to her or offer any help...except for *those* guys (you know the type)
* She'd spend most of the time on the treadmill, or doing the same basic exercises with free weights, or using the step master...and it was so painfully boring...
* Worst of all, she never lost any weight. All that did was "maintain" a number she wasn't happy with in the first place.

So, of course, I told her to come do Fit Body Boot Camp instead, and 12 months later...

* She feels like she's 20 years old, even though she's in her mid 30s!
* She spends HALF the time in boot camp that she used to spend in the gym, which saves her an extra 2 Â½ hours every week!
* She LOVES her workouts and actually looks forward to them!
* She gets to work out with friends who cheer her on and support her every day!
* **She's lost 30 pounds already...and the scale just keeps ticking down!**

That's why I always tell people that they MUST come try Fit Body Boot Camp - especially if they dread the gym, don't feel comfortable there, or worry about feeling out of place.

Fit Body Boot Camp is a welcoming, encouraging community for people who want to lose weight and get fit without sacrificing their busy schedules. We make healthy living simple to empower anyone who wants a leaner body, more energy, and more confidence.

See you soon!

- [StaffMemberAssigned]

**Day 4 Email**

**Subject:** still want to lose 10-15 lb?

Hi Sue,

I noticed you still haven't come in for your 21-day program with us. We're all excited to help you drop those 10-15 lbs...but there's not a whole lot we can do if you don't come in for your first workout!

If you could call me at this phone number [locationphonenumber] or reply to this email and let me know if you want to come in tomorrow or the next day and if you prefer an AM or a PM workout, we'll get you started on your 21-day program.

And don't sweat the days you missed - we'll make sure you still get the full 21 days.

From The Club Staff (dummy [defaultsignature] replacement)

**Day 4 Text**

*Hey [firstname], checking in since you haven’t started your 21-day at FBBC! Call/text back and lmk if you want AM or PM for your 1st workout :)*

**Day 4 Call**

*Hey [PROSPECT], my name is [NAME] and I'm calling from Fit Body Boot Camp.*

*You signed up for our 21-Day fat loss program a few days ago, but I see you still haven’t checked in for your first workout.*

*Well, listen, I'd like to start you on your first workout and orientation this week. Don’t worry about the days you missed - we’ll make sure you still get the full 21 days!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 4 FB Message**

*Hi [PROSPECT], my name is [COACH/ADMIN], here at Fit Body Boot Camp and I see that you signed up for our 21-day fat loss program but still haven’t checked in for your first workout. Super excited to help you get going on your fitness journey [SMILE EMOJI]*

*Want to know if you want to work out tomorrow or the next day for your first workouts and if you prefer AM or PM. Just reply to this message or call me or text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 5 Email**

**Subject:** hey, can we talk?

Hi Sue,

You still haven't come in for your 21-day fat loss program with us. Everything okay? Just checking in.

If you can call me at this phone number [locationphonenumber] or reply to this email and let me know if you want to come in tomorrow or the next day and if you prefer an AM or a PM workout, we'll get you started.

And don't sweat the days you missed - you'll still get the full 21 days!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 5 Text**

*Hey [firstname], you still haven’t started your 21 days at FBBC! You okay? Call/text back and lmk if you want AM or PM for your 1st workout :)*

**Day 5 Call**

*Hey [PROSPECT], it’s [COACH/ADMIN] again calling from Fit Body Boot Camp.*

*Are you still interested in losing 10-15 pounds in only 21 days?*

*I ask because you signed up for our 21-Day fat loss program a few days ago, but I see you still haven’t checked in for your first workout.*

*That’s why I'd like to start you on your first workout and orientation this week. Don’t worry about the days you missed - we’ll make sure you still get the full 21 days!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 5 FB Message**

*Hey [PROSPECT], wanted to check in about your 21-day fat loss program. Let’s get you some results [SMILE EMOJI] Let me know if you want to work out tomorrow or the next day for your first workout and if you prefer AM or PM. Just reply here or call/text me at this phone number: [PHONE NUMBER]*

**Day 6 Email**

**Subject:** You’re still invited!

Hi Sue,

Hey, did you know you can still use that 21-day weight loss program you signed up for about a week ago? It's true.

Just call me at this phone number [locationphonenumber] or reply to this email and let me know a) if you want to come in tomorrow or the next day and b) if you prefer an AM or a PM workout. Then we'll get you started on your 21-day program.

No worries about the days you missed - we'll make sure you still get the full 21 days.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 6 Text**

*[firstname], checking to see if you still want to get in shape in only 21 days! Call/text back and lmk if you want AM or PM for your 1st workout :)*

**Day 6 Call**

*Hey [PROSPECT], it’s [COACH/ADMIN] again calling from Fit Body Boot Camp.*

*You signed up for our 21-Day fat loss program a few days ago and I see you still haven’t checked in for your first workout. Let’s make sure you still get to use this awesome program!*

*If I can start you on your first workout and orientation this week, I know you’ll be on track to lose 10-15 pounds, keep them off, and have tons of energy and better sleep.*

*And don’t worry about the days you missed - we’ll make sure you still get the full 21 days!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 6 FB Message**

*Hey [PROSPECT], do you still want to lose 10-15 lb and keep it off for good? Just wanted to remind you that you signed up for a 21-day weight loss challenge that will make that happen! [SMILE EMOJI] Let me know if you want to work out tomorrow or the next day for your first workout and if you prefer AM or PM.*

*Just reply here or call/text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 7 Email**

**Subject:** It’s not too late to lose 10-15 lbs

Hey Sue,

You can still use that 21-day fat loss challenge you signed up for a week ago; but I do need you to come in soon!

Just give me a call at this phone number [locationphonenumber] or reply to this email and let me know if you prefer an AM or a PM workout and whether you want to come in tomorrow or the next day.

No worries about the last week - as soon as I hear back from you I’ll make sure you get the full 21 days like you signed up for. That way, you can lose 10-15 lb and hang out with some truly awesome people in the process :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 7 Text**

*Hey [firstname], you signed up for 21 days of fat loss but still haven’t started! Call/text back and lmk if you want AM or PM for your 1st workout :)*

**Day 7 Call**

*Hey [PROSPECT], it’s [COACH/ADMIN] again calling from Fit Body Boot Camp.*

*It’s been a full week since you signed up for our 21-day fat loss challenge, but I see you still haven’t checked in for your first workout. Let’s make sure you still get to be part of this awesome program!*

*Don’t worry about the days you missed - we’ll make sure you still get the full 21 days so you can lose 10-15 pounds, keep them off, and have tons of energy and better sleep.*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 7 FB Message**

*[PROSPECT], how it going? Checking in about your 21-day weight loss program you signed up for at Fit Body Boot Camp. Want to get you in so you can start seeing results [FLEX EMOJI] Let me know if you want to work out tomorrow or the next day for your first workout and if you prefer AM or PM. Just reply here or call/text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 8 Email**

**Subject:** Do you love Starbucks?

Hi Sue,

If you're anything like me, you LOVE Starbucks and go there all the time, but you've probably heard other fitness experts scoff and say you should *never* go to Starbucks because the drinks are so unhealthy.

Well, well, well...I did a little research and discovered the **top 5 most healthy drinks at Starbucks!**

Here they are:

**1. Plain Coffee with Heavy Cream**

The fat in heavy cream is the good kind of fat - the kind that gives you consistent energy and boosted brainpower throughout the day.

**2. Cold Brew Coffee**

The cold brewing process leaves the coffee tasting smoother and richer than iced coffee without adding any extra junk.

**3. Whole Milk Cappuccino**

Need the kick of espresso but still want something sweet and creamy? With only 110 calories and only 9 grams of carbs, this drink has you covered.

**4. Iced White Tea (Unsweetened)**

White tea is a much softer, more delicate flavor than most teas, if you're in the mood for something lighter, and it has no sugar, no calories, no carbs, no fat, and only 10mg of sodium.

**5. Passion Tango Iced Tea (Unsweetened)**

Just like the previous one: no sugar, no calories, no carbs, no fat, and only 10mg of sodium. Enjoy!

That's it for now - talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 10 Email**

**Subject:** Hey, wanted to clear this up with you…

Hi Sue,

Okay, so I've had a few people asking me about this and I wanted to send you this note to clear things up:

**YES, Fit Body Boot Camp works for guys too!**

A lot of women have reached out to me saying they want to bring their boyfriends, husbands, brothers, dads, sons, etc.

It's a great idea: your loved ones are often your best source of accountability when it comes to goal setting, so why not bring them along for the ride?

Speaking of, here's a quote from Vince, another Fit Body Boot Camp client. And yes, he's a guy, in case you couldn't tell from the name.

"I LOST 47 lbs in 3 months and 5 inches on my waist, my cholesterol dropped 50 pts. It has been a life changing experience for my health, and I feel great. I have more energy to get me through the day. I am able to fit into my clothes that I had not used in years. Trainers at FBBC are amazing!"

So yeah, as we march on towards our mission of transforming 5,000 people's lives, you better believe that's going to include the dudes!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 12 Email**

**Subject:** How you can lose 1 inch in 1 minute

Hey Sue,

It's true: I found a way you can drop 1 inch from your waistline in literally one minute.

Just the other day a friend of mine texted me while she was shopping. She said she was trying on a dress she just couldn't say no to...but she felt a pinch and they didn't have anything in a smaller size.

She asked me what to do, so I told her to use this technique and the dress fit perfectly!

You ready for it? Here it is:

* Stand up straight and tall
* Keep your shoulders back
* Pull your stomach in
* Put your weight mostly on the balls of your feet
* Keep your head level
* Let your arms hang down naturally at your sides
* Keep your feet about shoulder-width apart

In other words...just stand with good posture!

Now here's the extra fun part...

If you can keep up that good posture for the next 21 days, that will naturally tighten your core muscles, which will eliminate that 1 inch from your waistline for good.

Also, standing (or sitting) with good posture can eliminate back pain, give you more energy, and reduce your risk for all kind of health problems.

Talk soon,

- [StaffMemberAssigned]

**Day 14 Email**

**Subject:** Can I help you be a role model?

Hey Sue,

I once had a 44-year-old mom break down crying in front me. She said, "I don't want my kids to grow up fat and unhappy like Mom."

If you can relate, keep reading...

First off, if you want to set a good example for others, the first step is *always, always, always* to love, nurture, and take care of YOURSELF first!

It's just like they always say on airplanes: you need to put on your own oxygen mask before you can help anyone else.

To show you what I mean, let tell you the story of another Fit Body Boot Camp member, Melissa.

After going to boot camp for about 12 months, Melissa dropped 40 lb and went from a size 14 to 4.

Now let's say, as a VERY rough estimate, a healthy weight for the average woman is 130 lb.

I say "rough estimate" because a lot of that comes down to your height, your frame, and even your own fitness goals. We'll talk about that when you come in for your first consultation, so don't sweat it if that number doesn't make sense for you right now.

The important part is this: **Melissa lost the equivalent of 1/3 of an adult woman!**

That's crazy, right?! Now imagine how much more energy she must have now that she's not carrying around a 1/3 of an extra person!

Going to back to the role model question, though, here's the best part:

Once Melissa had her transformation, she overhauled her whole families eating habits to match what got her such great results.

So not only does Melissa get to look her best and have more energy, she now gets to sleep soundly at night knowing her children will grow up happy and healthy like Mom.

Amazing, right?

Talk soon,

- [StaffMemberAssigned]

**Day 16 Email**

**Subject:** These 4 words yanked my heartstrings

Hey Sue,

What does "transformation" mean to you?

I've mentioned before that our mission here at [locationname] is to transform 5,000 people's bodies within the next 2 years.

And if your definition of a "transformation" is to lose 40 lb or drop 10 dress sizes like Melissa did -- heck yes! I'm ready to make that happen!

But maybe for you, it's something smaller and simpler...

Maybe you're more like Christine, one of the members I met at another FBBC. When I asked her about the biggest benefit of signing up, she thought for a moment then said, "My smile is back."

I dug a little deeper with her, because when she said that I could see such a blissful calm on her face. As simple as her answer was, there a was a sort of magic to it.

See, it's not like her life was *bad* before she signed up. She has two beautiful daughters and a loving husband. She enjoys her job as a teacher. They make a comfortable living.

The problem is that she felt disconnected from it all. She had low energy all day long and had mood swings she couldn't really explain.

**She knew she had a great life on paper, but it didn't FEEL like a great life.**

Lucky for her, all she needed to do was nourish her body with effective workouts and lifestyle-friendly nutrition.

See, so much of how we FEEL is determined by the state of our bodies, so once Christine got her *body* in shape her *mind and heart* were flooded with feelings of joy, peace, and gratitude.

In other words...she got her smile back.

Talk soon,

- [StaffMemberAssigned]

**Day 18 Email**

**Subject:** About to give your spot away!

Hi Sue,

You can still use that 21-day fat loss program you signed up for a while back...but if you don't check in or get back to me in the next 4 days, I'll have to give your spot to someone on our waitlist!

Just give me a call at this phone number [locationphonenumber] or reply to this email and let me know if you prefer an AM or a PM workout and whether you want to come in tomorrow or the next day.

No worries about the lost time - as soon as I hear back from you I'll make sure you get the full 21 days like you signed up for. That way, you can lose 10-15 lb and hang out with some truly awesome people in the process.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 18 Text**

*Everything okay? If you don’t come to FBBC soon, we’ll have to give away your spot :( Call/text back and lmk if you want AM or PM for your 1st workout!*

**Day 18 Call**

*Hey [PROSPECT], my name is [NAME] and I'm calling from Fit Body Boot Camp about your 21-day fat loss program.*

*Since you still haven’t checked in for your first workout, I’m afraid I’ll have to give away your spot if you don’t check in or get back to me in the next four days.*

*Here’s the good news: you don’t need to worry about the days you missed - as soon as you get back to me we’ll get you started on the full 21 days, just like you signed up for!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 18 FB Message**

*Hi [PROSPECT], I see you still haven’t checked in for your first workout for the 21-day weight loss program you signed up for. Just so you know, I’ll have to cancel your sign up in 4 days if you don’t come in [SAD EMOJI] BUT, here’s the good news: as long as you come in before then, you’ll still get the full 21 days you need to drop 10-15 lb for good! So let me know if you want to work out tomorrow or the next day and if you prefer AM or PM. Just reply to this message or call me or text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 19 Email**

**Subject:** only 3 days left to use this!

Hey Sue,

Wanted to let you know you can still use that 21-day fat loss challenge you signed up for a while back...but only if you start in the next 3 days. Otherwise I'll have to give that spot to someone else!

Give me a call at this phone number [locationphonenumber] or reply to this email and let me know if you prefer an AM or a PM workout and whether you want to come in tomorrow or the next day.

No worries about the lost time - as soon as I hear back from you I'll make sure you get the full 21 days like you signed up for. That way, you can lose 10-15 lb and hang out with some truly awesome people in the process.

Talk soon!

- [StaffMemberAssigned]

**Day 19 Text**

*Hey [firstname], only 3 days left to use your 21 days at FBBC! Call/text back to schedule your 1st day and you can still get your full 21 days :)*

**Day 19 Call**

*Hey [PROSPECT], it’s [NAME] again from Fit Body Boot Camp. Like I mentioned last time, you have 3 days left to get started on your 21-day weight loss program.*

*Since you still haven’t checked in for your first workout, I’m afraid I’ll have to give away your spot if you don’t check in or get back to me soon.*

*The good news is you don’t need to worry about the days you missed - as soon as you get back to me we’ll get you started on the full 21 days, just like you signed up for!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 19 FB Message**

*Hi [PROSPECT], you still haven’t checked in for your first workout for the 21-day weight loss program you signed up for. Like I said, I’ll have to cancel your sign up in 3 days now if you don’t come in [SAD EMOJI] BUT, here’s the good news: as long as you come in before then, you’ll still get the full 21 days! So let me know if you want to work out tomorrow or the next day and if you prefer AM or PM. Just reply to this message or call me or text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 20 Email**

**Subject:** only 48 hours left!

Hey Sue,

Is everything okay? You signed up for our 21-day fat loss challenge almost 3 weeks ago but you still haven't checked in for your first workout. I REALLY want to help you get the body of your dreams...

**...but I can only hold onto your spot in the program for another 48 hours.**

Give me a call at this phone number [locationphonenumber] or reply to this email and let me know if you prefer an AM or a PM workout and whether you want to come in tomorrow or the next day.

As soon as I hear back from you I'll make sure you get the full 21 days like you signed up for. That way, you can lose 10-15 lb and keep it off for good.

Talk soon,

- [StaffMemberAssigned]

**Day 20 Text**

*48 hours left [firstname]! Come start your 21 days or we’ll have to give it away :( Call/text to schedule your 1st day and still get your full 21 days!*

**Day 20 Call**

*Hey [PROSPECT], [NAME] again from Fit Body Boot Camp. I can only old onto your spot in the 21 day fat loss challenge for another 48 hours, so I wanted to make sure to reach out and get you started on that as soon as possible.*

*Remember, this program is the best way to lose 10-15 lb in a short amount of time and keep it off for good!*

*Like I said, you don’t need to worry about the days you missed - as soon as you get back to me we’ll get you started on the full 21 days, just like you signed up for!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 20 FB Message**

*[PROSPECT], just letting you know you still haven’t checked in for your first workout for the 21-day weight loss program. I’ll have to cancel your sign up in 2 days now if you don’t check in. BUT, here’s the good news: as long as you come in or get back to me before then, you’ll still get the full 21 days! So, let me know if you want to work out tomorrow or the next day and if you prefer AM or PM. Just reply to this message or call me or text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*

**Day 21 Email**

**Subject:** Last 24 hours!

Hey Sue,

You signed up for our 21-day fat loss challenge 3 weeks ago but you still haven't checked in for your first workout. I REALLY want to help you get the body of your dreams...

**...but I can only hold onto your spot in the program for another 24 hours.**

Give me a call at this phone number [locationphonenumber] or reply to this email and let me know if you prefer an AM or a PM workout and whether you want to come in tomorrow or the next day.

As soon as I hear back from you I'll make sure you get the full 21 days like you signed up for. That way, you can lose 10-15 lb and keep it off for good.

**Like I said, I can only hold this spot for another 24 hours, so please respond as soon as possible!**

Talk soon,

- [StaffMemberAssigned]

**Day 21 Text**

*[firstname], last 24 hours to use your 21-day fat loss program! Call/text back to schedule your 1st workout and you can still get your full 21 days :)*

**Day 21 Call**

*Hey [PROSPECT], [NAME] again from Fit Body Boot Camp. This is the last chance to get in on that 21-day fat loss program you signed up for. If I don’t hear back from you today, I’ll have to give your spot to someone else!*

*Remember, this program is the best way to lose 10-15 lb in a short amount of time and keep it off for good! Plus, it comes with all the nutrition, accountability, and convenient 30-minute workouts you need to succeed.*

*Like I said, you don’t need to worry about the days you missed - as soon as you get back to me we’ll get you started on the full 21 days, just like you signed up for!*

*So, if you can call me back at this number, [NUMBER], or send me an email at [EMAIL], we'll set you up to come in for your first workout.*

*See you later, bye.*

**Day 21 FB Message**

*Last 24 hours to use your 21-day fat loss program! I don’t want to say good-bye, but if you don’t check in or get in touch with me I’ll have to give away your spot to someone on our waitlist. NOW, here’s the good news: you can still get the full 21 days! Just let me know ASAP if you want to work out tomorrow or the next day and if you prefer AM or PM. Just reply to this message or call me or text me at this phone number: [PHONE NUMBER] Or click here [SCHEDULING LINK] to schedule your orientation through my website.*