**5 Week Trial Before Checkin**

**Day 1 Email**

**Subject:** Hi, welcome! :-)

Hey Sue,

**Congrats and welcome to Fit Body Boot Camp! You just registered for our 5-week 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!

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...

Click here [classschedule] to set up your orientation and your first workout with us.

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!

- [StaffMemberAssigned]

**Day 1 Call**

*Hey [NAME],*

*Congrats and welcome to your 5-week 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 1 Text**

*Congrats and welcome to your 5-week program at FBBC! Now you just need to schedule your 1st workout + orientation. Call/text back and lmk if you want AM or PM!*

**Day 2 Email**

**Subject:** What to do when you’re sore

Hey Sue,

Since you're starting out on a challenging new fitness journey, you're going to experience a bit of muscle soreness.

Fear not -- it's perfectly natural, and it means your muscles are transforming into lean, fat-burning machines!

Plus, I have some simple, effective 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 email me back or call me at [locationphonenumber].

From The Club Staff (dummy [defaultsignature] replacement)

**Day 4 Email**

**Subject:** still want to lose weight?

Hi Sue,

I noticed you still haven’t come in for your 5-week program with us. We're all excited to help you drop pounds, boost your energy, and create your ideal body...but there's not a whole lot we can do if you don't come in for your first workout!

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 on your 5-week program.

Or click here [classschedule] to schedule your orientation through my website.

And don't sweat the days you missed -- we'll make sure you still get the full 5 weeks :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 4 Text**

*Hey [firstname], checking in since you haven’t started your 5-week at FBBC! Call/text back and let me know 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 5-week 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 5 weeks!*

*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 5-week 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 workout 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 about this?

Hi Sue,

You still haven't come in for your 5-week 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.

Or click here [classschedule] to schedule your orientation through my website.

And don't sweat the days you missed -- you'll still get the full 5 weeks!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 5 Text**

*Hey [firstname], you still haven’t started your 5 weeks at FBBC! You okay? Call/text back and let me know 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 getting in the best shape of your life in only 5 weeks?*

*I ask because you signed up for our 5-week 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 5 weeks!*

*So, if you can call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], 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 5 week 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] Or click this link to schedule your first workout. Bye! [SCHEDULING LINK]*

**Day 6 Email**

**Subject:** You’re still invited 😊

Hi Sue,

Hey, did you know you can still use that 5-week 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 5-week program.

Or click this link to schedule your first workout. [classschedule]

No worries about the days you missed -- we'll make sure you still get the full 5 weeks.

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 5 weeks! 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 5-week 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 inches and 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 5 weeks!*

*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 get in the best shape of your life in only 5 weeks?*

*Just wanted to remind you that you signed up for a 5-week weight loss challenge that will make that happen! 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 [SMILE EMOJI] Just reply here or call/text me at this phone number: [PHONE NUMBER]*

*Or click this link to schedule your first workout. [SCHEDULING LINK]*

**Day 7 Email**

**Subject:** I’m so sorry

Hi Sue,

You can still use that 5-week fat loss program you signed up for a week ago...but I do need you to come in soon!

I'm sorry if you've lost hope... but I can tell you that we can help you lose the unwanted weight and help you get and stay fit.

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.

Or click this link to schedule your first workout. [classschedule]

No worries about the last week - as soon as I hear back from you I'll make sure you get the full 5 weeks like you signed up for. That way, you can lose pounds, inches, and sizes 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 5 weeks of fat loss but still haven’t started! Call/text back to schedule your 1st and still get the full 5 weeks :)*

**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 5-week 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 5 weeks so you can lose pounds and inches, 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 5-week 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 this link to schedule your first workout. [SCHEDULING LINK]*

**Day 8 Email**

**Subject:** is weight loss REALLY your goal?

Hi Sue,

At some point I always ask my members the same question...and the answers I get back often surprise me!

Here's the question: **Are you really here to lose weight, or is there something else you're looking for?**

I would say about half of them say "I'm just here to lose weight!" and the good news is that we can deliver on that no problem! We frequently have members lose 20, 30, even 50 pounds and keep them off for good.

But the other half are like Reidun, an FBBC member who had this to say:

"I have lost over 50lbs since the beginning of my Fit Body journey, but it is not all about the weight loss. I have gained confidence in myself and have become a healthier person. I am leaner, more toned and far fitter than before. Even my family, friends and colleagues have noticed the difference."

See, if what you REALLY want is confidence, I can help you find that.

If you REALLY want your friends, family, and colleagues to notice you and compliment you on your progress, I can make that happen too.

SOME people might say that little things like that don’t matter -- and I disagree. I think those moments of validation, appreciation, and confidence-boosting are HUGE and you deserve to have them.

So let me ask you...

**Are you really here to lose weight, or is there something else you're looking for?**

Reply to this email and let me know! Whatever you're looking for, I promise I'll help you find it :)

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Email**

**Subject:** how to make healthy food taste better

Hi Sue,

What if I told you there was a way to make healthy foods taste better and make unhealthy foods taste worse?

You're in luck, because there actually is a technique you can use for that. It's called **mindful eating.**

To show you how it works, let me tell you about a friend of mine named Leah.

Leah's always been a huge snacker, and her snack of choice was always a certain brand of chocolate peanut butter cups...which are not great for your health since they're packed with sugar, fat, and preservatives.

So, one day Leah comes to me and asks if I can help her break this habit, or at least replace it with a healthier snack. I was just learning about mindful eating at the time, so I said let's use one of those peanut butter cups for a mindful eating exercise.

It's very simple: you just take your food of choice and go through each of your senses one by one, one sense at a time, and spend a full minute just taking mental notes on what you observe.

So one minute of only looking...one minute of only touching...and so on, until you hold the food in your mouth for a whole minute WITHOUT swallowing it.

**And here's the big plot twist...**

Once Leah got to the last step, she realized that the peanut cup was DISGUSTING! In fact, she spit it into the trash can without even finishing it.

Here's why:

Most heavily processed foods taste awful when you use mindful eating because, truthfully, they're made of all kinds of artificial junk the human body IS NOT DESIGNED TO EAT!

And if you practice mindful eating with whole, healthy foods, you'll discover they taste GREAT! In fact, Leah's new favorite snack is organic, unsalted almonds :)

Try it out! Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 14 Email**

**Subject:** everyone’s secret desire…

Hey Sue,

Earlier, I sent you an email asking about your REAL reason for wanting to get in shape...and today I was just thinking about one of those secrets reasons that almost everyone has in common but most people find too embarrassing to talk about...

I'll get to that in a second, but first I want to tell you about a Fit Body Boot Camp member named James.

James was 54 years old and he wasn't happy with his body. He had love handles. There wasn't any definition to his muscles. In his own words, he looked and felt like "an old man" and he didn't think it was possible to change that.

...until he came to Fit Body Boot Camp!

12 months into boot camp, James had built up lean muscle and burned away fat in his arms, chest, legs, and abs. All the sudden he was turning heads wherever he went and had people calling him a "silver fox" :)

BUT...that's not the only thing he got from going to boot camp.

Remember what I was saying about that one secret desire everyone has but nobody wants to talk about?

Well, James didn't mind talking about it...in fact, whenever I would ask him his favorite part about boot camp, he would say "I feel like a kid again."

**Because the one secret desire everyone has is the desire for YOUTH! And when you live a healthy lifestyle, you absolutely can rejuvenate and extend your youth!**

Until next time...

From The Club Staff (dummy [defaultsignature] replacement)

**Day 17 Email**

**Subject:** This will NOT work

Hi Sue,

You may have read some of my motivational emails earlier, and you're probably expecting this to be one of those emails...

It's not. I'm trying something different this time.

See, I always have a few people (just a few) in every program who say they're annoyed or even discouraged by the motivational emails (weird, right? But hang with me here...)

So, I asked this one woman why she felt that way, and we dug into it. Once we got down to the heart of the matter, this is what she said:

"I hear what you're saying about improving myself and taking charge of my life. Don't get me wrong, I WANT to make all these changes. I really do. The problem is **I just don't have the willpower."**

Aha!

Let me tell you something about willpower I learned recently in an excellent book called *Willpower Doesn't Work* by Ben Hardy.

The lesson I learned is that willpower...well, it just doesn't work. It's that simple. The title pretty much sums up the book, doesn't it?

The reason why is that willpower isn't sustainable. To make almost any sustainable change in our lives, ESPECIALLY when it comes to our health, nutrition, and working out, it's not those rare moments of superhuman effort that make the difference.

Instead, it's the tiny, almost invisible choices you make every day that build up to a personal transformation.

**And YOU mostly do not make those choices. Your subconscious mind makes those choices based on your environment, your habits, and the people around you.**

So if you ever feel like you don't have the willpower to stay on top of workouts and eat healthy -- don't sweat it! Just focus on changing your environment, habits, and social circle and the rest will take care of itself.

Pretty cool, huh?

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 20 Email**

**Subject:** Uncomfortable truth

Hi Sue,

I'll never forget my first conversation with Debbie. She's one of the absolute nicest women I've ever met...and yet I could see this intense battle raging inside her from the moment I saw her.

On the one side was this beautiful, confident Debbie who could light up a room with her smile. People naturally gravitated towards her, and she seemed like she had the power to tackle anything that stood in her way.

Then there was...something else. This dark, cruel voice that seemed to be lurking in her shadow, telling her she was fat, ugly, unworthy. Telling her to keep her head down and her mouth shut.

I asked her why she wanted to lose weight, and she told me her story of not wanting to look in the mirror, feeling like she was doomed now that she was in her 40s...

She was on the verge of tears, but she was using every ounce of her energy to stay strong. I hoped I could break the tension in the room with a little joke, so I smiled and said, "So, you wish you were a vampire?"

She gave a me a confused look.

"...because you can't see vampires in mirrors...get it?"

Then she burst out laughing, and in that moment I could see the true Debbie gain the upper hand.

I told her that she didn't need to worry about anyone judging her here at Fit Body Boot Camp...and with our help, she would have the power to fight back against her own worst critic: herself.

So she agreed to sign up as a member...and 12 months later, **she had dropped 45 POUNDS and kept them off FOR GOOD!**

And she didn't even have to get bit by a vampire to do it ;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 23 Email**

**Subject:** Can friends hurt your weight loss?

Hi Sue,

You've probably heard before, or even just noticed yourself, that the health and fitness level of your social circle has a huge impact on your own health and fitness.

In other words, if you hang around friends and family who don't exercise much, eat a lot of unhealthy food, and generally don't take care of themselves, you're more likely to fall into those same habits and pack on the unwanted pounds.

You may have heard other fitness or mindset experts say "Cut those people out of your life now! You can't let them infect you with their bad habits!"

I always found that kind of extreme, not to mention harsh. So, I did some research into how successful people control their SOCIAL environment (again, no willpower required here) and I discovered a technique that I LOVE!

Here's how it works: let's say you have a close friend who's always been there for you and makes you laugh til you cry...but she has really unhealthy eating habits and it's affecting her weight.

Instead of confronting her about it (always risky) or cutting her out of your life (which would suck) here's what you can do instead: plan your hangouts around activities that don’t involve food (or where food isn't the main focus).

So instead of going out to meals together, you make plans to go on walks together, go shopping together, see movies together, or whatever else.

That way, you still get to enjoy the best parts of your friend without risking your own weight loss progress. No willpower required, and you don't have to give up any friends (and friends are the best parts of life!)

Hope that helps! Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 26 Email**

**Subject:** “Why do we have to eat fast food again?”

Hey Sue,

Story time...

Tammie had a small miracle on her hands. Her son actually enjoyed healthy food.

Her son would literally *ask* for things like broccoli, Brussels sprouts, etc. because when he was little, Tammie was OBSESSED with giving him healthy food to make sure he grew up with good habits.

Of course, as he got older, the whole family's schedule became more packed, so Tammie found herself picking up fast food more and more on the way home.

One night, her son asked her "Why do we have to eat fast food again?"

She tried to make it seem like a special treat...but since this was the third time in one week, she couldn't really pull that off.

So, then she started thinking through excuses...

"Mommy was in a rush get home from work!"

"Mommy just didn’t have time!"

"Mommy was just too tired to cook!"

She couldn't say any of these excuses out loud. She didn't want to give her own son the impression that she didn't care about him or that he wasn't a priority for her.

**So she made a commitment to him right then to get the family's eating habits back on track -- starting with Mommy.**

She started looking for fitness options, because she knew if she tried to figure it out on her own and just use willpower she would slip right back into her bad habits.

Sure enough, she discovered Fit Body Boot Camp, learned about our convenient workouts, expert nutritional guidance, and community, and she signed up as a member.

Fast forward 12 months...

Tammie now has the energy to go to work, get her workout in, come home and cook, AND still have play time with her son before bed time.

Oh...and she's lost 39 pounds and kept it off...which is pretty cool too ;)

Hope you found that inspiring! Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 31 Email**

**Subject:** LIAR jeans!

Hi Sue,

Have you ever heard of liar jeans?

Probably not...I've only ever heard Ana talk about them...

Here, let me tell you her story:

Ana was one of those people who never really worried about her weight, lead a semi-active lifestyle, and ate whatever she wanted.

That was fine...until one day her habits caught up with her. She hit that age where her metabolism wasn't quuuiiiiiite as fast as it used to be, and suddenly she was packing on 20, then 30, then 50 extra pounds!

So, when she looked in the mirror and said her reflection didn't look like her, she meant it quite literally. She could hold up a picture from just a year ago and swear that it was not the same woman in the mirror.

That wasn't her breaking point though...

Her breaking point came when she was out shopping and she found a pair of "stretchy" skinny jeans that were supposed to have the same look as skinny jeans but still be comfortable.

The problem was they did NOT look like skinny jeans. They sagged in weird spots, were too tight in other spots, and they weren't even that comfortable!

That's when Ana pulled off the jeans and threw them on the ground. Once she got dressed, she came back out and told her friend, "Those are liar jeans! I don't need liar jeans -- I need to get my butt to the gym and get in shape, and I'm starting today."

So, she came in, signed up for Fit Body Boot Camp, and sure enough she lost 55 pounds over the next 12 months, which meant she was in even better shape than ever before!

Lesson of the story: don't bother with liar jeans - just come to boot camp instead :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 32 Email**

**Subject:** giving your spot away!

Hey Sue,

You can still use that 5-week 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.

Or click here [classschedule] to schedule your orientation through my website.

No worries about the lost time - as soon as I hear back from you I'll make sure you get the full 5 weeks like you signed up for. That way, you can lose 15-30 lb and hang out with some truly awesome people in the process :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 32 Text**

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

**Day 32 Call**

*Hey [PROSPECT], my name is [NAME] and I'm calling from Fit Body Boot Camp about your 5-week 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 weeks you missed - as soon as you get back to me we’ll get you started on the full 5 weeks, 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 32 FB Message**

*Hi [PROSPECT], I see you still haven’t checked in for your first workout for the 5-week 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 5 weeks you need to drop 15-30 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 33 Email**

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

Hi Sue,

Wanted to let you know you can still use that 5-week 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.

Or click here [classschedule] to schedule your orientation through my website.

No worries about the lost time - as soon as I hear back from you I'll make sure you get the full 5 weeks like you signed up for. That way, you can lose 15-30 lb and hang out with some truly awesome people in the process :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 33 Text**

*Hey [firstname], only 3 days left to use your 5 weeks at FBBC! Call/text back to schedule your 1st workout and still get the full 5 weeks :)*

**Day 33 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 5-week 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 weeks you missed - as soon as you get back to me we’ll get you started on the full 5 weeks, 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 33 FB Message**

*Hi [PROSPECT], you still haven’t checked in for your first workout for the 5-week 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 5 weeks! 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 34 Email**

**Subject:** only 48 hours!

Hi Sue,

Is everything okay? You signed up for our 5-week fat loss challenge almost 5 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.

Or click here [classschedule] to schedule your orientation through my website.

As soon as I hear back from you I'll make sure you get the full 5 weeks like you signed up for. That way, you can lose 15-30 lb and keep it off for good :)

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 34 Text**

*48 hours left [firstname]! Come start your 5 weeks or we’ll have to give your spot away :( Call or text back to schedule your 1st workout!*

**Day 34 Call**

*Hey [PROSPECT], [NAME] again from Fit Body Boot Camp. I can only old onto your spot in the 5 week 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 15-30 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 34 FB Message**

*[PROSPECT], just letting you know you still haven’t checked in for your first workout for the 5-week 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 5 weeks! 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 35 Email**

**Subject:** Last 24 hours!

Hi Sue,

You signed up for our 5-week fat loss challenge 5 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.

Or click here [classschedule] to schedule your orientation through my website.

As soon as I hear back from you I'll make sure you get the full 5 weeks like you signed up for. That way, you can lose 15-30 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,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 35 Text**

*[firstname], last 24 hours to use your 5-week fat loss program! Call/text back to schedule your 1st workout and still get the full 5 weeks!*

**Day 35 Call**

*Hey [PROSPECT], [NAME] again from Fit Body Boot Camp. This is the last chance to get in on that 5-week 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 15-30 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 time you missed - as soon as you get back to me we’ll get you started on the full 5 weeks, 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 35 FB Message**

*Last 24 hours to use your 5-week 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 5 weeks! 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.*