

**Go Program Lead**

**Go Program Lead** Moved To **Not Interested** (If negative call logged)

**Day 1 Email**

**Subject:** STARBUCKS?

Hey Sue,

This is [StaffMemberAssigned], here at [locationname]. Thank you for applying to win 6 months of FREE training with us! As we get closer to our Grand Opening, I'll do a random drawing to decide who's the lucky winner.

If you win, I'll email you the details on how to claim your free 6 months, and in the meantime I'll give you my best tips on how to live healthy and start losing weight before you even come to boot camp.

My first tip: Starbucks.

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!

- [StaffMemberAssigned]

**Day 3 Email**

**Subject:** How you can transform your body – and your life!

Hi Sue,

Like I mentioned last time, we have a mission here at [locationname] to help at least 5,000 people transform their bodies within the next 2 years…

In fact, let me share a story with you about a client at another Fit Body Boot Camp 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 toddler 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 Fit Body Boot Camp. 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 in here at Fit Body Boot Camp!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 5 Email**

**Subject:** How to lose 1 inch from your waist in 1 minute

Hi Sue,

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

In fact, 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 to your spine

In other words...just stand with good posture and when you do you'll train your core muscles to strengthen and they'll naturally keep your waistline tight.

Now here's the REALLY 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.

One last thing: keep your eyes on these emails...once our Fit Body Boot Camp is officially open,

I'll have something special for you!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 7 Email**

**Subject:** Need some 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, who's a member at another Fit Body Boot Camp:

"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% bodyfat! I'm happier, feel sexier, and am 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 lives of 5,000 members within the next 2 years...and I know you could be one of them...

...and that's why I'm busting my butt to get our doors open for you!

We're getting close!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 9 Email**

**Subject:** YES, this works for guys too!

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 within the next 2 years, you better believe that's going to include the dudes!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Email**

**Subject:** Change 1 thing and lose fat (guaranteed to work!)

Hi Sue,

This one thing you can change about your diet today will be a complete game-changer...but before I get to that, let me tell you a little story:

My friend Jill is the most stubborn woman you will ever meet...and yet she's constantly asking me for advice since she knows I'm a fitness expert.

I always just smile and give her my advice knowing that she's going to just turn around and do her own thing.

I show her exactly how to work out in only 30 min...and she tells me she's "too busy."

I put together a custom meal plan for her...and she insists on grabbing fast food.

And so on. Every excuse you can imagine, I've heard from Jill.

Except one day, by some sort of miracle, she actually took my advice.

And with this one piece of advice, she lost 15 pounds in a month!

AND, here's the crazy part: those 15 pounds never came back! Even though she still doesn't work out or use that meal plan I gave her.

(If only she knew how much better she'd feel if she took ALL my advice)

Anyway, I'm sure you're wondering what that one piece of advice was…

Here it is: she cut all the refined sugar from her diet.

That's it. Refined sugar was the only thing keeping that stubborn 15 lb on her body.

And in case you're curious, a few more facts about sugar…

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.

So yeah...maybe now's the time to ditch sugar!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 13 Email**

**Subject:** How can I help you be a role model?

Hi 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 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 family's 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,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** "My smile is back"

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 lives 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 17 Email**

**Subject:** How to guarantee your weight loss

Hi Sue,

There's one very simple decision you must make if you want to guarantee your weight loss plan will work…

You must decide to commit to the PROCESS!

What do I mean by that?

Let me explain using two of my friends as examples: Chad and Breanne.

They both came to me at about the same time asking for help on how to lose weight. 12 months later, Chad was still the same weight while Breanne had lost 37 lb.

BTW...Chad used to be a football player, while Breanne was pretty inactive her whole life until she came to me, so it definitely wasn't their backgrounds that made the difference.

So, why did Breanne succeed and Chad fail?

Well, every time I talked to Chad, he would OBSESS over the result he wanted (to lose at least 30 lb) but he would always get impatient with the process.

He would weigh himself every morning and beat himself up when the number didn't change...but he kept cutting corners on his workouts and on his nutrition.

Breanne, meanwhile, trusted the process. She came in to work out at least 4 times a week, gave her best effort, and followed the nutrition plan I gave her exactly.

Also, Breanne and I almost never talked about the scale outside of weigh-ins. Every time she did step on the scale and saw she lost another 5 lb, she was pleasantly surprised!

There is a HUGE lesson here, so read this next part carefully:

The people who succeed at ANYTHING in life are obsessed with the PROCESS, and the results are just a bonus.

And the PROCESS is exactly what we're going to focus on when you come in to [locationname]

See you soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 19 Email**

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

Hi 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 who works out at another Fit Body Boot Camp. She told me that since she signed up 12 months ago, she had gone from a size 12 to a size 2.

I cheered and gave her a high-five, then I asked her, "Hey, I'm about to open my Fit Body Boot Camp. What's the best piece of advice I can give my future members to help them succeed like you?"

"Think like an airplane," she said.

After I gave her a confused look, 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

**\*\*\*One last thing:** make sure you read my next email! I have something VERY cool planned for you…

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** Exclusive invite! (72 hours only)

Hi Sue,

OUR DOORS ARE OPEN! That means it's time to get started on our mission to transform 5,000 people within the next 2 years…

...which leads me to an exclusive invitation JUST FOR YOU!

This is a 5-week program I'm calling my **Fit Body FIRST Squad**! It's your chance to start getting real weight loss results right away at a VERY generous discount...

I'll get to that in a second, but first here's what YOU get as part of the Fit Body FIRST Squad:

* Our signature Afterburn 30-minute workouts that burn twice the fat in Â½ the time and will help you drop 15-30 lb
* A free consultation to help you set achievable and exciting goals and lay out a clear plan of action to make them come true
* Our best nutritional guidance, including delicious recipes, simple healthy cooking tweaks, and grocery store tours to help you pick the right foods every time
* 5 weeks of unlimited access to workouts throughout the week, so you can easily plan around your schedule
* Personal accountability and support from our certified Fit Body coaches and your new Squad of like-minded people who’ll cheer you on at every step

BUT…

I’m expecting a rush over the next few weeks since we’re new in town, so I have to limit the Fit Body FIRST Squad to only 20 people and only leave the invite open for the next 72 hours.

So if you're serious about getting the body you want, click here [LINK] or give me a call at [locationphonenumber] right way to secure your spot!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Text**

*Doors open at FBBC! You’re invited to our 5-week intro :) Only 20 spots left and only for 72 hours, so call/text back and pick AM or PM for your 1st workout!*

**Day 21 Call**

*Hey [NAME], it’s [ADMIN/COACH] from [FBBC NAME]!*

*Now that our doors are open, we’re eager to get started on our mission to transform 5,000 people’s bodies within the next 2 years, and that’s why we’ve created an exclusive invite just for you.*

*We’re calling it the Fit Body FIRST Squad and it’s a 5-week program that will help you drop 15 to 30 pounds and keep it off for good!*

*BUT, since we’re new in town we’re expecting a big rush, so we can only offer this for next 72 hours and we can only accept 20 people.*

*Also, a 5-week program like this would normally be [ANCHOR PRICE] but for the next 72 hours it’s only [PRICE DROP].*

*So, if you’re serious about getting the body you want, call me back and we’ll make sure you get your spot!*

*Talk soon, bye.*

**Day 22 Email**

**Subject:** Are you still interested?

Hi Sue,

Are you still interested in burning fat and getting in the best shape of your life?

If so, reply to this email and let me know. I have exciting news for you.

From The Club Staff (dummy [defaultsignature] replacement)

**Day 22 Text**

*Are you still interested in burning fat and getting in the best shape of your life? If so, text/call me back and let me know. I have exciting news for you :)*

**Go Program Lead** Moved To **Prospect Nurture** on Day 23

**Prospect Converter**

**Prospect Converter** Moved To **Not Interested** (If negative call logged)

**Day 1 Email**

**Subject:** Thank you!!!

Hey Sue ,

Thank you for checking out [locationname] today! We LOVE to meet new people and help them reach their health and fitness goals :)

Speaking of...

Whenever people ask me "What is Fit Body Boot Camp?" I always end up saying, "Here, let me show you."

Because yes, we take a lot of pride in our service and our results...

...but at the end of the day, it's the stories of personal transformation that really make Fit Body Boot Camp the special place that it is.

Here let me show you ;)



That's Jori, a Fit Body Boot Camp member. Jori's an esthetician. That's important, because she's basically dedicated her entire career to helping other people look and feel beautiful...

... but for years, she didn't feel beautiful herself. She was always the queen-maker, never the queen.

Until one day she joined Fit Body Boot Camp... fell in love with the healthy lifestyle... and twelve months later, stepped on the scale and discovered she had lost 70 pounds since she first started!

In fact, here's what she had to say about FBBC in her own words:

"At Fit Body Boot Camp my instructor helped me lose over 70 lbs and keep it off. I feel so much better about myself. I can fit into clothes I haven't worn in a very long time and feel great about the way I look. Now I have the body of an athlete, unimaginable since I've always been a chubby girl."

Just so you know, I'm not sharing this story to try to impress you!

I'm sharing it to impress upon you what you too can achieve when you find the right lifestyle and community to support your goals :)

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 3 Email**

**Subject:** What makes FBBC different

Hey Sue ,

Just today, you've probably seen hundreds of different products and commercials that offer weight loss. And you've probably heard the horror stories of people being disappointed and even hurt by some of the false claims out there.

**That's why you're right to ask, "What makes this one different?" anytime somebody offers you weight loss, so today I'm going to answer that question for [locationname].**

For us, the answer is that we have a vision and a mission that goes way behind just weight loss.

Our vision is to help people become the best versions of themselves through better health, fitness, and mindset. Weight loss is great, but we don’t stop there. For us, weight loss is just the first step in a life-changing journey.

We believe in healthy, sustainable fitness -- no crash dieting, no high-risk workouts, no competitive atmosphere. We support every member as they transform from the outside in -- first changing their bodies, and then elevating their mindset and self-esteem so they can keep their results for the long haul following a lifestyle that FEELS GOOD!

**Our mission is to impact 5,000 people's lives over the next three years through better health, fitness, and mindset.**

That includes our members, of course, but also friends and family members of our clients. We often find that when one person in a family or social circle gets fit, their good habits start to spread through the whole group!

So yes, we DO deliver weight loss... and for us, that's just the beginning. There's a whole world of extra energy, increased confidence, and greater mental clarity waiting for you AFTER you hit that first goal of losing the weight!

Hope that answers your question :)

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Want to lose 10-15 lb in only 21 days and keep it off for good? We have a program just for you, but there's only 10 spots left!

**Day 5 Email**

**Subject:** Controversial opinion alert!

Hi Sue,

So, this isn't necessarily my own opinion...more like something I heard through the grapevine...

**...but bridesmaid dresses kind of suck!**

Now don't get me wrong, there's plenty of things that are great about being a bridesmaid, especially the opportunity to show love and support for someone close to you.

I'm just saying we usually know best how to dress ourselves -- especially when we have a few extra pounds we're trying to hide -- and it DOES NOT HELP to have someone else pick a dress for you and then line you up with a bunch of other people wearing that same dress!

Seriously, talk about triggering insecurities! It can be almost as nerve-wracking as being the bride. (Almost.)

Anyway...I don't know if all this was going through Rhonda's head in the first picture...



...but I do know she looks AWESOME in the second picture, after spending 12 months at Fit Body Boot Camp and getting to pick her own dress :)

And in case you're curious, here's what she had to say about us:

"I have lost over 40lbs with Fit Body Boot Camp... and I'm not done yet! The way the coaches and other campers support and motivate each other is something I have not experienced at any other gym. The nutrition counseling has helped me look at food in a whole new way. I am guaranteed to walk out of those doors each day feeling great with a smile on my face!"

Hope you got a chuckle and some inspiration out of this -- talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Are you still interested in burning fat, getting fit, and adopting a more positive mindset? If so, we can help you achieve that for under $5 a day.

**Day 7 Email**

**Subject:** You could’ve lost up to 5lbs by now

Hi Sue,

It's been a week since you checked out [locationname] and I was just thinking about you...

See, if you had signed up for a trial membership right then and started working out with us, **you could've lost as much as 5 pounds by now!**

I say that because I see so many people get caught in the trap of "I'll get in shape one day" or "I'll start taking care of my health when I hit age X"...

Let's break the cycle! You could be well on your way to having the body of your dreams RIGHT NOW, and you deserve to have the extra beauty, confidence, and energy now, not later.

To make this even easier for you, I've already applied a discount for you on our new 21-day fat loss program. Click here to take advantage of your exclusive discount!

After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days...

And when I just checked in with them today, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that's because they're full-time members...)

**If you're interested, make sure you sign up today for the 21-day program -- I only have 9 spots left and they’re going FAST!**

See you in boot camp :)

From The Club Staff (dummy [defaultsignature] replacement)

**Day 7 Text**

*Hey [firstname], it’s been a week! Here, let me help out w/ a discount on my new 21-day rapid fat loss program -- click here >> https://bit.ly/2xU8CPS*

**Day 7 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp. I’m calling because it’s been a week since you checked out our program and I was just thinking about you…*

*See, if you had signed up for a trial membership right then and started working out with us, you could’ve lost as much as 5 pounds by now!*

*I say that because I see so many people get caught in the trap of “I’ll get in shape one day” or “I’ll start taking care of my health when I hit age X” …*

*Let’s break the cycle! You could be well on your way to having the body of your dreams RIGHT NOW, and you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program.*

*To take advantage of your discount, check your email and texts for the link I sent you just give me a call back at this number, [PHONE NUMBER].*

*If you’re interested, make sure you sign up today -- I only have 9 spots left and they’re going FAST!*

*Can’t wait to help you lose 10-15 lb in only 21 days! Talk soon, bye.*

**Day 7 FB Message**

*Hey [NAME], it’s been a week since you checked out [LOCATION NAME] and I was just thinking about you…*

*See, if you had signed up for a trial membership right then and started working out with us, you could’ve lost as much as 5 pounds by now!*

*I say that because I see so many people get caught in the trap of “I’ll get in shape one day” or “I’ll start taking care of my health when I hit age X” …*

*Let’s break the cycle! You could be well on your way to having the body of your dreams RIGHT NOW, and you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program. Click here to take advantage of your exclusive discount! [LINK TO 21 DAY OFFER]*

*After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days…*

*And when I just checked in with them today, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that’s because they’re full-time members…)*

***If you’re interested, make sure you sign up today for the 21-day program -- I only have 9 spots left and they’re going FAST!***

*Click here to check out my 21-day rapid fat loss program and use your exclusive discount! [LINK TO 21 DAY OFFER]*

*See you in boot camp :)*

**Day 8 Email**

**Subject:** Are you on track to your goals?

Hi Sue,

It's been just over a week since you checked out [locationname] and I was just thinking: If you had started working out with us then, **you could've lost as much as 5 pounds by now!**

I don't know if you're currently on track to your fitness goals while figuring it out on your own...

But I know for a fact you could be on your way to having the body of your dreams RIGHT NOW with our help, and you deserve to have the extra beauty, confidence, and energy now, not later.

After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days...

And when I just checked in with them today, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that's because they're full-time members...)

**If you're interested, make sure you sign up today for the 21-day program -- I only have 9 spots left and they’re going FAST!**

See you in boot camp :)

From The Club Staff (dummy [defaultsignature] replacement)

**Day 8 Text**

*Hey [firstname], you could’ve lost as much as 5 lb already! Here’s a discount on my 21-day fat loss program -- click here >>* [*https://bit.ly/2xU8CPS*](https://bit.ly/2xU8CPS)

**Day 8 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp. I’m calling because it’s been about a week since you checked out our program and I was just thinking about you…*

*See, if you had signed up for a trial membership right then and started working out with us, you could’ve lost as much as 5 pounds by now!*

*I say that because I see so many people get caught in the trap of “I’ll get in shape one day” or “I’ll start taking care of my health when I hit age X” …only that day never comes*

*Let’s break the cycle! You could be well on your way to having the body of your dreams RIGHT NOW, and you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program.*

*To take advantage of your discount, check your email and texts for the link I sent you just give me a call back at this number, [PHONE NUMBER].*

*If you’re interested, make sure you sign up today -- I only have 7 spots left and they’re going FAST!*

*Can’t wait to help you lose 10-15 lb in only 21 days! Talk soon, bye.*

**Day 8 FB Message**

*Hey [NAME], it’s been just over a week since you checked out [LOCATION NAME] and I was just thinking: if you had started working out with us then, you could’ve lost as much as 5 pounds by now!*

*I don’t know if you’re currently on track to your fitness goals while figuring it out on your own…*

*But I know for a fact you could be on your way to having the body of your dreams RIGHT NOW with our help, and you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program. Click here to take advantage of your exclusive discount! [LINK TO 21 DAY OFFER]*

*After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days…*

*And when I just spoke with them today, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that’s because they’re full-time members…)*

***If you’re interested, make sure you sign up today for the 21-day program -- I only have 7 spots left and they’re going FAST!***

*Click here to check out my 21-day rapid fat loss program and use your exclusive discount! [LINK TO 21 DAY OFFER]*

*See you in boot camp :)*

**Day 9 Email**

**Subject:** Something for you (time sensitive)

Hi Sue,

Not sure if you got my messages earlier, but since it's been over a week since you got in touch with us I wanted to make sure you aren't losing momentum towards your fitness and weight loss goals.

(Trust me -- I know how easy it is to fall back into "get it done later" mode when life gets hectic!)

I don't know if you're currently on track while figuring it out all on your own... But I know for a fact you could be on your way to having the body of your dreams RIGHT NOW with our help.

Plus, you deserve to have the extra beauty, confidence, and energy now, not later :)

After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days...

And when I just checked in with them just now, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that's because they're full-time members...)

**If you're interested, make sure you sign up today for the 21-day program -- I only have 6 spots left and they’re going FAST! (Also, I can only apply this discount for the next 48 hours!)**

See you in boot camp :)

From The Club Staff (dummy [defaultsignature] replacement)

**Day 9 Text**

*Hey [firstname], special discount on my 21-day fat loss program :) BUT next 48 hrs only and only 6 spots left! Click here >>* [*https://bit.ly/2xU8CPS*](https://bit.ly/2xU8CPS)

**Day 9 Call**

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

*Not sure if you got my messages earlier, but since it’s been over a week since you got in touch with us I wanted to make sure you aren’t losing momentum towards your fitness and weight loss goals.*

*(Trust me -- I know how easy it is to fall back into “get it done later” mode when life gets hectic!)*

*I don’t know if you’re currently on track while figuring it out all on your own…But I know for a fact you could be on your way to having the body of your dreams RIGHT NOW with our help.*

*Plus, you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program, but I can only apply this discount for the next 48 hours!*

*To take advantage of your discount, check your email and texts for the link I sent you just give me a call back at this number, [PHONE NUMBER].*

*If you’re interested, make sure you sign up today -- I only have 7 spots left and they’re going FAST!*

*Can’t wait to help you lose 10-15 lb in only 21 days! Talk soon, bye.*

**Day 9 FB Message**

*Hey [NAME],*

*Not sure if you got my messages earlier, but since it’s been over a week since you got in touch with us I wanted to make sure you aren’t losing momentum towards your fitness and weight loss goals.*

*(Trust me -- I know how easy it is to fall back into “get it done later” mode when life gets hectic!)*

*I don’t know if you’re currently on track while figuring it out all on your own…But I know for a fact you could be on your way to having the body of your dreams RIGHT NOW with our help.*

*Plus, you deserve to have the extra beauty, confidence, and energy now, not later.*

*To make this even easier for you, I’ve already applied a discount for you on our new 21-day fat loss program. Click here to take advantage of your exclusive discount! [LINK TO 21 DAY OFFER]*

*After beta-testing this program with a few of my members, I discovered that ALL of them had lost 10-15 lb after the 21 days…*

*And when I just spoke with them just now, they had not only kept the 10-15 lb off -- they had lost even more weight! (Of course, that’s because they’re full-time members…)*

*If you’re interested, make sure you sign up today for the 21-day program -- I only have 6 spots left and they’re going FAST! (Also, I can only apply this discount for the next 48 hours!)*

*Click here to check out my 21-day rapid fat loss program and use your exclusive discount! [LINK TO 21 DAY OFFER]*

*See you in boot camp :)*

**Day 10 Email**

**Subject**: Your gift - last 24 hours!

Hi Sue,

I was hoping to help you keep up momentum and achieve your health and fitness goals by giving you a discount on my new 21 day rapid fat loss program, but this is the last 24 hours I can give that to you!

Here's the thing: I've watched many people close to me go through these “flash in the pan” moments where they suddenly have hope, they feel compelled to get healthy and turn their lives around, they ALMOST make the decision to get started...

...and then they don't. Because they get distracted by the kids, or a "work emergency," or any number of excuses...

And as one of my mentors once told me, "The problem with excuses is that all of them are valid, but none of them get you what you truly want."

That's why I'm reaching out to you again. You reached out because you had a moment of clarity. You were, I suspect, ready to set the excuses aside and **gift yourself the lean, healthy body you deeply want and deserve.**

I know it takes courage to show yourself that kind of love... especially in a world where everyone around you wants you to take care of their needs first.

THAT'S WHY I'M MAKING THIS AN ABSOLUTE NO-BRAINER FOR YOU!

[Click here](https://fitbodybootcamp.com/special-offer-4/) and you can get started on an incredibly affordable (even before the discount) 21-day program that will help you drop 10-15 lb for good using healthy, sustainable weight loss techniques that have worked for thousands of other people like you.

**But, like I said, I can only offer this discount for another 24 hours... and I also I should point out there are only 3 spots left!**

So, [click here and get started today](https://fitbodybootcamp.com/special-offer-4/)!

See you in boot camp,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 10 Text**

*Hey [firstname], last 24 hours for that discounted 21-day rapid fat loss program…only 3 spots left! Secure your spot here >> https://bit.ly/2xU8CPS*

**Day 10 Call**

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

*I was hoping to help you keep up momentum and achieve your health and fitness goals by giving you a discount on my new 21 day rapid fat loss program, but this is the last 24 hours I can give that to you!*

*Here’s the thing: I’ve watched many people close to me go through these “flash in the pan” moments where they suddenly have hope, they feel compelled to get healthy and turn their lives around, they ALMOST make the decision to get started…*

*...and then they don’t. Because they get distracted by the kids, or a “work emergency,” or any number of excuses…*

*And as one of my mentors once told me, “The problem with excuses is that all of them are valid, but none of them get you what you truly want.”*

*That’s why I’m reaching out to you again. You reached out because you had a moment of clarity. You were, I suspect, ready to set the excuses aside and gift yourself the lean, healthy body you deeply want and deserve.*

*I know it takes courage to show yourself that kind of love…especially in a world where everyone around you wants you to take care of their needs first.*

*THAT’S WHY I’M MAKING THIS AN ABSOLUTE NO-BRAINER FOR YOU!*

*Call me back at this number, [PHONE NUMBER], today and you can get started on an incredibly affordable (even before the discount) 21-day program that will help you drop 10-15 lb for good using healthy, sustainable weight loss techniques that have worked for thousands of other people like you.*

*But, like I said, I can only offer this discount for another 24 hours…and I also I should point out there are only 3 spots left!*

*So, call me back at [PHONE NUMBER] or just check your texts and email for the link I sent you earlier.*

*See you in boot camp, bye.*

**Day 10 FB Message**

*Hey [NAME], I was hoping to help you keep up momentum and achieve your health and fitness goals by giving you a discount on my new 21 day rapid fat loss program, but this is the last 24 hours I can give that to you!*

*Here’s the thing: I’ve watched many people close to me go through these “flash in the pan” moments where they suddenly have hope, they feel compelled to get healthy and turn their lives around, they ALMOST make the decision to get started…*

*...and then they don’t. Because they get distracted by the kids, or a “work emergency,” or any number of excuses…*

*And as one of my mentors once told me, “The problem with excuses is that all of them are valid, but none of them get you what you truly want.”*

*That’s why I’m reaching out to you again. You reached out because you had a moment of clarity. You were, I suspect, ready to set the excuses aside and gift yourself the lean, healthy body you deeply want and deserve.*

*I know it takes courage to show yourself that kind of love…especially in a world where everyone around you wants you to take care of their needs first.*

*THAT’S WHY I’M MAKING THIS AN ABSOLUTE NO-BRAINER FOR YOU!*

*Click here [LINK TO 21 DAY OFFER] and you can get started on an incredibly affordable (even before the discount) 21-day program that will help you drop 10-15 lb for good using healthy, sustainable weight loss techniques that have worked for thousands of other people like you.*

*But, like I said, I can only offer this discount for another 24 hours…and I also I should point out there are only 3 spots left!*

*So, click here and get started today! [LINK TO 21 DAY OFFER]*

*See you in boot camp!*

**Day 12 Email**

**Subject:** Fast food does burn fat

Hi Sue,

Remember how we all live in a perfect world and have time to prep a full week’s worth of meals every weekend without fail?

Oh wait...we don't live in that world.

We live in this world, which is still pretty great but can sometimes throw a wrench in your schedule.

Obviously, the most effective way to burn fat is to cook at home with whole, healthy foods and prepare a week's worth of food over the weekend so you have 100% control over what you eat.

But when life gets in the way, you can still run through the drive-thru and get some healthy fast food that will still burn fat.

**\*Record scratch\***

**"Wait...healthy fast food!? I thought that was impossible!"**

Here, let me clear this up for you:

The reason why fast food gets a bad rap is because most of the food is highly processed, way too high in carbs, and full of the wrong kinds of fats...

However, the key to healthy eating is not WHERE you eat, it's WHAT you eat.

And if you choose carefully, you can get the right stuff at the drive-thru. (Again, I only recommend this in a pinch.)

To help you out, here are my top 5 healthy fast food items for those hectic days. I picked these because they are each (relatively) low in refined sugar, low in carbs, high in protein, and have a reasonable amount of fat.

1. **Taco Bell** - Power Menu Bowl
2. **Carl's Jr./Hardee's** - The 1/3 Pound Lettuce-Wrapped Thickburger, no mayo
3. **Chipotle** - Chicken Burrito Bowl with brown rice and pinto beans, no cheese or sour cream
4. **Wendy's** - Power Mediterranean Chicken Salad, full size
5. **Subway** - 6-inch Turkey Breast Sub, no cheese, add avocado

There you have it! Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Prospect Converter** Moved To **Prospect Nurture** on Day 13

**3 Free Workouts Before Checkin**

**Day 1 Email**

**Subject:** Claim your 3 free days!

Hi Sue,

This is [StaffMemberAssigned] from [locationname]. Nice to meet you!

In three days, I can basically hit the "reset" button on your body and mindset to start you on the road to rapidly losing weight, having more energy, and ENJOYING your healthy lifestyle instead of having to live with the discomfort of being overweight and out of shape.

All you need to do is 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).

So, what makes those three days so special?

My program is designed to do three very unique things:

One, our workouts are designed to create the "Afterburn Effect" in just thirty minutes, meaning you do one quick workout and for up to 30 hours after that your body's metabolism will be working at turbo speed and BLASTING the fat away.

Two, I help you create a simple, smart diet that puts your body in maximum fat-burning mode BUT still lets you enjoy all your favorite foods with "cheat" meals.

Three, (THIS IS THE MOST IMPORTANT PART) I designed my program with FUN in mind first.

We keep a positive, upbeat atmosphere in our boot camps, and we make EVERYONE feel included and supported in their fitness journey through hangouts, events, and a private Facebook group. You will be part of our community, our Fit Body Family.

So basically, with my program you are going to start seeing results fast, and you're going to have so much fun you just naturally want to stick with it.

*And I can do that in just three days!*

See you soon!

[StaffMemberAssigned]

P.S. 3 days are great, but now you can work out for 21 days at 66% off! That way you can lose 10-15 lb and keep it off for good! [Click here](https://fitbodybootcamp.com/special-offer-4) to check out this exclusive offer!

**Day 1 Call**

*Hey [NAME], my name is [ADMIN] and I'm calling from Fit Body Boot Camp to activate your 3 free workouts and to schedule your first session.*

*Is tomorrow a good time for your first workout?*

*Please call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], we'll set you up with a PAR-Q and get you to come in for your first workout.*

*See you later, bye.*

**Day 2 Email**

**Subject:** Ready?

Hi Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp and I see that you applied for three free workouts. Super excited to help you get in shape and start your fitness journey.

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 first of three workouts so you can start getting results.

Have an amazing day!

[StaffMemberAssigned]

**Day 2 Text**

*Hi [firstname], your 3 free workouts at FBBC are ready! Now you just need to schedule your 1st workout :) Call/text back and lmk if you want AM or PM!*

**Day 2 Call**

*Hey [NAME], my name is [ADMIN] and I'm calling from Fit Body Boot Camp and I see that you just put in your name, email, phone number for the three free workouts here.*

*Well, listen, I'd like to start you on your first workout tomorrow. 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 with a PAR-Q and get you to come in for your first workout.*

*See you later, bye.*

**Day 2 FB Message**

*Hi [NAME], my name is [ADMIN], here at Fit Body Boot Camp and I see that you filled out the form to get three free workouts. Super excited to help you get going on your fitness journey. Want to know if you want to work out tomorrow or the next day for your first of three 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]*

**Day 3 Email**

**Subject:** When are you available?

Hi Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp! I'm checking in since I see that you applied for three free workouts. I can't wait to help you get in shape and start your fitness journey.

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 first of three fun, effective, high-energy workouts!

Have an awesome day!

[StaffMemberAssigned]

**Day 3 Text**

*Hey [firstname], just checking in about your 3 free workouts at FBBC :) Call/text back and lmk if you want AM or PM for your 1st workout!*

**Day 3 Call**

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

I saw earlier that you requested the three free workouts here. Well, listen, I'd like to start you on your first workout ASAP so you can start getting results. All you need to do is call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], and we'll set you up with a PAR-Q and get you to come in for your first workout. See you later, bye.

**Day 3 FB Message**

Hi [NAME], just checking in about your three free workouts here at Fit Body Boot Camp. Can’t wait to help you get going on your fitness journey! Want to know if you want to work out tomorrow or the next day for your first of 3 workouts and if you prefer AM or PM. Just reply here or call/text me at this phone number: [PHONE NUMBER]

**Day 4 Email**

**Subject:** Your fitness results?

Hi Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp! I’m checking in since I see that you applied for three free workouts. I’m crazy excited to have you come in so you can start getting the results you want!

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 first of three fun, effective, high-energy workouts!

Have an awesome day! See you soon.

[StaffMemberAssigned]

**Day 4 Text**

*Hey [firstname], excited to get you started on your 3 free days at FBBC! Call/text back and lmk if you want AM or PM for your 1st workout!*

**Day 4 Call**

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

*I saw earlier that you requested the three free workouts. Well, listen, I'd like to start you on your first workout ASAP so you can start getting results you’re after. All you need to do is call me back at this number, [NUMBER], or send me an email at [EMAIL], and we'll set you up with a PAR-Q and get you to come in for your first workout.*

*See you later, bye.*

**Day 4 FB Message**

Hey [PROSPECT], wanted to check in about your 3 free workouts at Fit Body Boot Camp. Let’s get you some results! 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 5 Email**

**Subject:** Your free workouts - last 24 hours!

Hi Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp! I'm checking in since I see that you applied for three free workouts but still haven't come in for your first one.

Just as a fair warning, **if you don't come in or schedule your first workout in the next 24 hours, I'll have to cancel your 3 free workouts!**

It's the only way I be fair to all the other folks who are waiting in line for these 3 free workouts and are serious about getting in shape...

So, 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 first of three fun, effective, high-energy workouts!

See you soon!

[StaffMemberAssigned]

**Day 5 Text**

*Last 24 hours to use your 3 free days, [firstname]! Let’s get started today :) Call/text back and lmk if you want AM or PM for your 1st workout!*

**Day 5 Call**

Hi [NAME],

[ADMIN] here again with Fit Body Boot Camp! I’m checking in since I see that you applied for three free workouts but still haven’t come in for your first one.

Just as a fair warning, **if you don’t come in or schedule your first workout in the next 24 hours, I’ll have to cancel your 3 free workouts!**

It’s the only way I be fair to all the other folks who are waiting in line for these 3 free workouts and are serious about getting in shape…

So, call me back at this phone number [PHONE NUMBER] or email me at [EMAIL ADDRESS] 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.

Then we'll get you started on your first of three fun, effective, high-energy workouts!

Have a great day, talk soon!

**Day 5 FB Message**

Hi [NAME], just checking in again since I see that you applied for three free workouts at Fit Body Boot Camp but still haven’t come in for your first one.

Just as a fair warning, if you don’t come in or schedule your first workout in the next 24 hours, I’ll have to cancel your 3 free workouts!

It’s the only way I be fair to all the other folks who are waiting in line for these 3 free workouts and are serious about getting in shape…

So, call me at this phone number [PHONE NUMBER] or email me at [EMAIL ADDRESS] 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. Or you can just reply here!

Then we'll get you started on your first of three fun, effective, high-energy workouts!

Thank you!

**3 Free Workouts Before Checkin** Moved To **Prospect Nurture**

**3 Free Workouts After First Checkin**

**3 Free Workouts After First Checkin** Moved To **3 Free Workouts After Second Checkin**

**Day 1 Call**

Hey [NAME], congrats on your first official Fit Body workout!

How are you feeling?

[THEIR ANSWER]

Well make sure you drink plenty of water for the rest of today and tomorrow. We usually recommend 72 ounces, which is about 9 full glasses of water.

Also, make sure you keep stretching and walking if you feel any soreness, and feel free to use hot and cold pads to loosen up those muscles.

Now, before you go, I wanted to let you know that right now you can extend your 3 free days to 21 days and save 66%! That way you can quickly lose up to 15 pounds and keep it off for good.

If you’re interested in this one time only offer, just come with me over to the check-in desk and we’ll take care of that right now!

**Day 2 Text**

*Hey [firstname], checking in from FBBC! Remember stretching + walking + water :) If there’s any way we can make your workouts even better, please lmk!*

**Day 4 Email**

**Subject:** Still available?

Hey Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp! I'm checking in since I see that you applied for three free workouts but so far you’ve only checked in for your first one. I can’t wait to help you get in shape and make real progress on your fitness journey.

See you soon!

- [StaffMemberAssigned]

**Day 4 Text**

*[firstname], haven’t seen you in a while! Would love to get you in for workout #2 tomorrow :) Call or text back and let me know if you want AM or PM!*

**Day 4 Call**

Hey [NAME], my name is [ADMIN] and I'm calling from Fit Body Boot Camp and I see that you haven’t come in yet for your second free workout here.

Well, listen, I'd like to get you in for your next workout tomorrow. That way, we can make sure you don’t lose the progress you’ve worked so far for already!

If you can call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], we'll set you up for your next workout.

See you later, bye.

**Day 4 FB Message**

Hi [NAME], my name is [ADMIN], here at Fit Body Boot Camp and I see that you came in for your first of 3 free workouts but you still haven’t come in for the second. Super excited to help you along on your fitness journey. Want to 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]

**Day 5 Email**

**Subject:** where are you?

Hey Sue,

[StaffMemberAssigned] here again! It's been a while since we’ve seen you in boot camp. I just wanted to remind you that consistency is key when it comes to getting the best results from our workouts, so let's get you in for the next one soon.

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 second workout!

Have a great day!

- [StaffMemberAssigned]

**Day 5 Text**

*Hey [firstname], haven’t seen you in a while! Would love to get you in for workout #2 :) Call or text back and let me know if you want AM or PM!*

**Day 5 Call**

Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp, just checking in because I see you haven’t come in yet for your second free workout here.

Well, listen, I'd like to get you in for your next workout tomorrow. That way, we can make sure you don’t lose your progress!

If you could call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], we'll set you up for your next workout.

See you later, bye.

**Day 5 FB Message**

*Hi [NAME], [ADMIN] again from Fit Body Boot Camp [SMILE EMOJI] I see you came in for your first of 3 free workouts but you still haven’t come in for the second. Let’s make sure you keep up the momentum so you can get the results you desire! Just need to 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]*

**Day 6 Email**

**Subject:** don’t lose your progress!

Hey Sue,

[StaffMemberAssigned]here again with Fit Body Boot Camp - how are you feeling? I noticed you still haven't come in for your second of 3 free workouts and it's been almost a week since your first one.

Quite honestly, if you've been feeling sore or low-energy, the absolute best way to solve that is to come in for your next workout. You'll find very quickly that your body adapts to the new lifestyle and starts supporting you with higher energy, lower or-zero soreness, and more positive moods.

Also, don't give up the progress you made on your first workout! If you don"t keep challenging your body, you'll start to lose the results you've worked so hard for already.

So, 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 second of three FREE workouts!

See you soon!

- [StaffMemberAssigned]

**Day 6 Text**

*Hey [firstname], let’s make sure you don’t lost progress! Call or text back to schedule workout #2 with us at FBBC :)*

**Day 6 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp. Hope everything is okay! I noticed you still haven’t come in for your second free workout with us.*

*I'd like to get you in for your next workout tomorrow, just to make sure you don’t lose the progress you’ve worked so far for already!*

*If you can call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], we'll set you up for your next workout.*

*See you later, bye.*

**Day 6 FB Message**

*Hi [NAME], [ADMIN] again from Fit Body Boot Camp [SMILE EMOJI] I see you came in for your first of 3 free workouts but you still haven’t come in for the second. Let’s make sure you don’t lose your progress! Want to 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]*

**Day 7 Email**

**Subject:** last 24 hours - 3 free workouts!

Hey Sue,

[StaffMemberAssigned] here again with Fit Body Boot Camp! I'm checking in since I see that you still haven't come in for your 2nd of three free workouts.

Just as a fair warning, **if you don't come in or schedule your second workout in the next 24 hours, I'll have to cancel your remaining free workouts!**

It's the only way I be fair to all the other folks who are waiting in line for these 3 free workouts and are serious about getting in shape...

So, 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 next fun, effective, high-energy workout!

See you soon!

- [StaffMemberAssigned]

**Day 7 Text**

*[firstname], if I don’t hear back from you today, I’ll have to cancel your 2 remaining free workouts! Call or text back to schedule your next workout!*

**Day 7 Call**

*Hey [NAME], it’s [ADMIN] from Fit Body Boot Camp. Just wanted to let you know that it’s been a week since your first free workout, which means if I don’t hear back from you today I’ll have to cancel the rest of your 3 free workouts!*

*So, let’s get you in for your next workout tomorrow!*

*If you can call me back at this number, [PHONE NUMBER], or send me an email at [EMAIL ADDRESS], we'll set you up for your next workout and make sure you don’t miss out on those 2 free workouts you have left.*

*See you later, bye.*

**Day 7 FB Message**

*Hi [NAME], [ADMIN] again from Fit Body Boot Camp [SMILE EMOJI] I see you came in for your first of 3 free workouts but you still haven’t come in for the second. Fair warning: if I don’t hear back from you today, I’ll have to cancel the rest of your free workouts! 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]*

**3 Free Workouts After First Checkin** Moved To **Prospect Nurture**

**3 Free Workouts After Second Checkin**

**Day 7 Email**

**Subject:** Are you ready?

Hey Sue,

Your 3 free workouts are up, so now let's see how you can make fitness a lifestyle :)

You *could* try to figure it all out on your own...which means a high risk of losing all the progress you've made already, getting frustrated, and falling into the deadly cycle of yoyo dieting and hours of boring cardio...

OR you could stay with us and guarantee your weight loss success with our high-energy workouts, community accountability, and expert nutritional guidance!

And just to make this decision even easier for you, I'll give you 50% off your first month of membership so long as you get back to me and make your decision in the next 24 hours!

Call me at [locationphonenumber] and we’ll get you all set on your fitness journey.

See you soon!

- [StaffMemberAssigned]

**Day 7 Text**

*[firstname], your 3 free days are up, but I can give you ½ off your first month of membership if you respond today! Call/text me when you’re free :)*

**Day 7 Call**

*Hi [NAME], [ADMIN] here again with Fit Body Boot Camp! Your 3 free workouts are up, so now let’s see how you can make fitness a lifestyle so you keep dropping pounds and keep the results you’ve worked so hard for already.*

*You could try to figure it all out on your own, but statistics show that 89% of people who try to figure out their fitness program on their own fail. That’s why we want to help you.*

*You could stay with us and guarantee your fitness and weight loss success with our high-energy workouts, accountability, and expert nutritional guidance!*

*And just to make this decision even easier for you, I’ll give you 50% off your first month of membership so long as you get back to me and make your decision in the next 24 hours!*

*Click here [LINK TO MEMBERSHIP OFFER with 50% off first month] or call/text me at [PHONE NUMBER] and we’ll get you all set on your fitness journey.*

*Talk soon, bye!*

**Day 7 FB Message**

*Hi [NAME], your 3 free workouts at Fit Body Boot Camp are up, so now let’s see how you can make fitness a lifestyle [FLEX EMOJI]*

*You could try to figure it all out on your own…which means a high risk of losing all the progress you’ve made already, getting frustrated, and falling into the deadly cycle of yoyo dieting and hours of boring cardio…*

*OR you could stay with us and guarantee your weight loss success with our high-energy workouts, community accountability, and expert nutritional guidance!*

*And just to make this decision even easier for you, I’ll even give you 50% off your first month of membership so long as you get back to me and make your decision in the next 24 hours!*

*Click here [LINK TO MEMBERSHIP OFFER with 50% off first month] or call/text me at [PHONE NUMBER] and we’ll get you all set on your fitness journey.*

*See you soon [HAPPY FACE EMOJI]*

**3 Free Workouts After Second Checkin** Moved To **Prospect Nurture**

**Prospect Nurture**

**Day 1 Email**

**Subject:** Legend of the hidden six pack!

Hi Sue,

Shawn S. was, like many guys, curious about how to get six pack abs, but little did he realize...

The magic of the six pack was inside him all along...

Seriously, though, whenever you see one of those diagrams of the human body, the muscles always have six pack abs...so if you want six pack abs, or even just lean and toned abs, all you need to do is come to boot camp and shed that extra weight!

"But Coach, is it really that simple?" you may be wondering.

Well...just take a look at Shawn S. and see what he has to say!



"I decided to get back into shape weighing 250lbs. My trainer recommended an eating style, not a diet, and I was told with regular intense exercise my goal would become reachable. Since then I have lost a grand total of 20lbs. My goal is complete health; physique, metabolic, flexibility, and great eating habits."

So, what do you think?

Has the magic of a lean, toned, sexy body been waiting inside you all along?

I believe so...

And if you need help finding the magic, just let me know!

- [StaffMemberAssigned]

**Day 3 Email**

**Subject:** this one piece of advice will change everything…

Hey Sue,

Yesterday I was talking to another FBBC member, Salina Littleton, and I asked her A) if I could share her amazing before and after picture and B) if she could share her one best piece of advice for people who are considering Fit Body Boot Camp...

For question A, she said yes. After all, who wouldn't want to share this?!



And for question B, she said this:

"Do it! Seriously do it! It is a life changer. But, you have to really commit to it. Take it seriously. This is your body and your health. Take full advantage of all that is available to you through Fit Body Boot Camp. The trainers are amazing and motivating!"

Great advice Salina!

Hope you found that helpful :)

- [StaffMemberAssigned]

**Day 5 Email**

**Subject:** does losing weight mean eating less?

Hi Sue,

Do you think losing weight means eating less?

If you do, then I'm about to blow your mind.

See, most of my members here at Fit Body Boot Camp end up eating MORE food than they did before signing up. That's right: more, not less.

Now, there's all kinds of complicated nutritional science I could go into here to explain why that is...

...or I could just show you a real life example, like Cara. Take it away, Cara!



"With the proper tips from my Fit Body Boot Camp trainer, guidance from her and the awesome team behind me, I have DOUBLED my calorie intake, dropped 6 pant sizes and 40 pounds! More importantly, I FEEL GREAT! I have way more ENERGY, not tired like I was before, a positive outlook and I FEEL STRONG! Love the way I feel!!! FBBC has helped me create a new lifestyle!!!"

That's right, she DOUBLED her calorie intake and that HELPED her lose 40 pounds!

This is why I always tell people to stay away from crash diets, weight loss pills, and all that other nonsense.

REAL health and fitness is so much more fun, so much safer, and WAY more effective!

Of course, I'm not saying you should go out and eat twice as much food. You need the guidance of a fitness expert to get the results you're looking for, just like Cara said.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get real weight loss results in a healthy way, just like Cara? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 7 Email**

**Subject:** she was pre-diabetic. Now…

Hi Sue,

I'm literally tearing up as I type out this email, because what I'm about to share with you brings me so much hope and joy.

Diabetes is no joke -- I've watched first-hand what kind of effect it can have on people's lives.

So, whenever I'm in consultation with someone and they mention they're pre-diabetic, I leap into action!

And by that, I mean I show them real examples of people who got healthy in those same circumstances, like Brenna McNeil here..



"My doctor told me my blood sugar was 106 and I was pre-diabetic. That's all it took to get me to boot camp. I was already making excuses to stay home instead of going out and I never wore shorts or short sleeves. After a year and several Game Changer's I've lost 40 pounds, 12% body fat and dropped my blood sugar to 86."

I LOVE helping people look and feel their best. The only thing I can think of that I love even more is giving people a longer, higher-quality life. That's what I live for -- my mission in life.

So, believe me when I say that a fit, healthy body is ALWAYS possible for you when you make the right choices.

Stay healthy! Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 9 Email**

**Subject:** He got results, period.

Hi Sue,

Let's play a little game...

Put your hand in the air right now, whichever hand you aren't using to scroll through this email.

Now put that hand back down if you have ever...

* gone to the gym and spent most of your time chatting with friends, getting water, and taking breaks instead of working out
* counted walking from one end of the mall to the other as a workout
* ordered a big, greasy slice of pizza and tried to cancel it out with a "diet" soda
* ordered an at-home workout machine, used it once, put it in the closet, and completely forgot about it
* taken a selfie with your phone WAY above your head so you could "work the angles"

I could go check my crystal ball on this one...but I'm pretty sure your hand is down by now...and I'm preeeeeettttttttty sure I had to put my hand down too ;)

Look, we all have little ways of pretending to make progress while still staying in our comfort zone. That's why it's important to seek out RESULTS, not just what feels good in the moment.

That's why I find Thiago Melo so inspiring. He's a member from another FBBC who just announced his own awesome transformation.

Here, check it out:



"It finally hit me: At 34 and standing 6'3" tall, I was 270 lbs, always tired, unproductive, and uncomfortable with my shirt off. Thanks to FBBC, I lost 40lbs and 5 inches around my waist, and I was even able to play basketball with energy again. FBBC's flexible schedule, 30 minute workouts, eating guidance, and tight-knit culture got me results, period. If you are disciplined, consistent, and patient enough, it will change your life too!"

Results - period!

That's what we're all looking for, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Email**

**Subject:** he found the fountain of youth!

\*\*Cue Indiana Jones Music\*\*\*

In a far-off temple...hidden in the misty depths of an ancient jungle...there lies a fountain that pours from the mouth of a golden lion statue, and...

\*\*Record Scratch\*\*

Wait, hang on. This is not a pitch for a new Indiana Jones movie -- this is an important message about your health and fitness goals!

See, a lot of people look at weight loss, healthy living, and even de-aging as these magical things only reserved for celebrities and the ultra-wealthy.

But the truth is that ANYONE can have the body of their dreams IF they have the right guidance and accountability.

Here, just look at Kelvin Coenen. He's just a regular guy who signed up for Fit Body Boot Camp and has a lot to say about it!



"I tried various things but my weight continued to increase while my energy level declined. I was not in a happy place. I won't lie, I wasn't sure I'd be back after my first class, but I knew that if I did not come back the next day I'd never be back again. I'm actually beginning to feel like I've found a fountain of youth. I LOVE what the exercise does for me physically and mentally. More energy, more self-confidence, new friends all striving to improve our health and fitness. All THANKS TO FBBC!"

Like I said -- regular guy, but with our program, he got outstanding results!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Have we really found the "fountain of youth" like Kelvin says? Only one way to find out! Here, I'll make it even easier for you: we have a special introductory program you can check out right now if you reply to this email or click here [classschedule] to schedule a consultation. See you soon!

**Day 13 Email**

**Subject:** does beauty end at 23?

Hi Sue,

Okay, I need to vent about something for a second...

It REALLY grinds my gears when people say that women stop being beautiful by a certain age.

23, 30, 50 -- I don't care what the number is, the reality is that ANY woman can look beautiful at ANY age with the right fitness program.

Here, just look at Ashley and listen to what she has to say about it:



"I was always been happy with the way my body looked -- then I hit 23. 4 years later, I found myself more and more self-conscious, insecure, and willing to try anything to get my body back to where it was. With FBBC I lost 21 pounds, 7.3% body fat and 9 inches and feel more confident and stronger than I ever did in my late teens and early twenties!"

See! Beauty and confidence are a CHOICE -- not a number that's decided for you.

Make the right choices, and you can be happy, healthy, and gorgeous every day of your life.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** afraid to post pictures online?

Hey Sue,

I can't tell you how many women I talk to who are afraid to post pictures of themselves online, even on their own, private Facebook pages, because they don't like the way they look.

It bums me out...but it also motivates me to work even harder to help those women get fit and confident so that they CAN post pictures of themselves and show off.

That's right -- show off. If you've got a body you love, you deserve the chance to show it off!

Just like Sandra Borja...an FBBC member who was only too happy to let me share her photo here ;)



"6 months ago, I began to work out to take care of my kids and myself. After 101 classes and support from family and friends, I've lost over 20 pounds and cut my body fat from 34-37% to 25-27%. Now I post more pictures of myself online than ever before!"

Pretty awesome, right?

Talk soon,

- [StaffMemberAssigned]

**Day 15 Text**

*Hey [firstname], just checking in from FBBC - are you doing any kind of fitness/nutrition program to help you achieve your health and wellness goals? Lmk!*

**Day 17 Email**

**Subject:** wait, is that really her?!!

Hey Sue,

Sometimes I like to go back and look at before and after photos of previous FBBC clients just to remind myself of my mission here...

...and I swear, there some of these pictures where I can hardly believe that it's the same person on both sides!

For example, check out Laurie Blizzard here:



I mean seriously, look at her! If I wasn't looking at this direct quote from her, I would swear I was looking at two different women.

But nope, those are both Laurie! Here, check out what she had to say:

"My goal was to trim some more inches, reduce my body fat % and to get stronger by building muscle and body definition. FBBC helped me do just that and at 47 years old I am excited to finally have the beach bikini body I had always wished for! I am definitely in the best physical shape of my entire life!"

Watching transformations like this is so inspiring. THIS is why I love what I do! Hope you find it inspiring as well :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get amazing, jaw-dropping results just like Laurie did! Click this link to set up a consultation [classschedule] or reply to this email to see about our special introductory program.

**Day 19 Email**

**Subject:** Is she crazy?

Hi Sue,

Okay, imagine for a second a woman came up to you and told you that she was enjoying her 40s more than she enjoyed her 20s...

Would that make sense to you, or would you think she was crazy?

I know a lot of people who miss their twenties and talk about them like they're these golden years they can never get back...

*That's when I had so much more energy...*

*That's when I could do whatever I wanted...*

*That's when I was skinny...*

But personally...I like to keep marching forward. The best is yet to come! Just like my friend Michelle Littel. Just look at how much she transformed working at FBBC!



And here's what she had to say about it:

"With Fit Body Boot Camp, I was thrilled at the idea of being able to get an intense workout, year-round! My trainer does a great job of motivating me and making me realize I can do more than I ever thought possible. I have seen great results on the scale and also in my clothes! I am in better shape and feel better at 40 than I did in my 30's or even 20's!"

So, here's to getting happier, healthier, and stronger every day :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** 2 kids? No problem!

Hi Sue,

Who said having a kid means you need to give up your beach body?

Heck, who said having TWO kids means you need to give up your beach body?

I don't know who said that, but FBBC member Dana Caldwell definitely did NOT!

Instead, she said this:

"After a beach vacation, I looked back at the pictures and saw the weight I had packed on with having 2 kids. So I tried it all! Nothing has benefited me like Fit Body Boot Camp. The trainers are super supportive and the workouts started to chisel out the form I desired! Before my next beach vacation I was ready to rock a new toned body! And fbbc is the only way I achieved it! I will continue to grow and improve and enjoy the environment at fbbc!"

And she looks like this:



Moms of the world -- forget the doubters! It's your time to SHINE.

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 23 Email**

**Subject:** the secret to dropping 40 in…

Hi Sue,

Let's say, hypothetically, a friend of yours wanted to lose 40 inches from her waist but she had absolutely no idea how to start.

What would you tell her to do?

Well...in my mind, the fastest, easiest path to success with ANYTHING in life is this:

**Find someone who has already accomplished what you want to accomplish...and ask them how they did it!**

Case in point, I know someone who *did* drop 40 inches from her waist. Here, see for yourself:



That's Jenn G. What's her secret? Well, here's what she had to say!

"I have lost 50lbs and over 40 inches. I have learned so much about nutrition and exercise and how to make them both work together. What I have gained the most is the Fit Body Boot Camp family, the support and encouragement you get from the other campers is truly amazing. I do not know where I would be now without FBBC!!!"

So, there you have it: her secret is Fit Body Boot Camp!

Be sure to tell your hypothetical friend about us ;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get dramatic results like Jenn did, and I found a way to make it even easier for you! It's a special introductory program -- to learn more, just reply to this email or click here [classschedule] to schedule an orientation.

**Day 25 Email**

**Subject:** Inspiring (and hilarious)!

Hi Sue,

Just wanted to share an inspiring (and hilarious) quote with you from another FBBC member! Her name’s Jennifer Shaffer -- here, check this out:



"I love you my fat mommy' That's what my son would call me, and it's who I became - 'Fat. Sad. Mommy.' I was feeling overweight and tired, and couldn't even play soccer with my kids. I started saying things like 'I'm 36 it's too late for me to be happy fit and healthy. It's gonna take so long and it's probably not gonna even work.' Then I went to boot camp and went to work. I've lost 60 pounds now, I can run around with my kids, and now they call me 'Bada\*\* Mommy!'"

Kids, right?

Seriously, huge shout out to Jennifer for her commitment and her results!

Hope you got a good laugh out of this -- talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 27 Email**

**Subject:** Want to look like her?

Hey Sue,

Imagine going from feeling gross and out of shape...

...to being in such good shape that other people envy you and secretly wish they could be like you.

An impossible fantasy?

Not according to Sharon Vanbelle -- just take a look at her Before and After pictures here and read what she had to say...

"Physically I could see the changes, which helped me mentally, and I did not feel guilty for taking 45 min out of my day for me when I had so much to do for others. Now I look at food as my fuel balancing good clean carbs, proteins and fats and eating more than 2 meals a day. My beginning goal was to lose some weight and inches and become stronger. The challenge really kicked me in gear. The best thing that has happened is my health!!!!!! Being a part of the FBBC family!"

Seriously, WOW!

Pretty incredible, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 29 Email**

**Subject:** how soon will you feel the difference?

Hi Sue,

I get a lot of people asking me how soon they'll feel the difference once they start working out at Fit Body Boot Camp, and I figured the best way to answer that question would be to ask a real member -- someone who's personally gone from out of shape to GREAT shape in a short time!

Xitlaly Salcedo was kind enough to give me a quote and even a picture I could share! Check it out:



"FBBC not only provides you with high quality workouts, but the staff and trainers also provide a great environment where no matter how unsure you feel about yourself you will always feel welcomed. Within a week of working out at FBBC, I could already feel a difference, and when I got my first measurements, I was stunned with my results. FBBC has been the best exercise program I've ever purchased!"

There you have it -- you'll feel the difference within a week :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get stunning fat loss results in a healthy way, just like Xitlaly? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 30 Text**

*Checking in from Fit Body Boot Camp - was thinking about you! Are you ready to start your fitness and fat loss journey?*

**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.*

**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!*

**21 Day Trial Expired**

**21 Day Trial Expired** Moved To **Not Interested** (If negative call logged)

**Day 1 Email**

**Subject:** Legend of the hidden six pack!

Hi Sue,

Shawn S. was, like many guys, curious about how to get six pack abs, but little did he realize...

The magic of the six pack was inside him all along...

Seriously, though, whenever you see one of those diagrams of the human body, the muscles always have six pack abs...so if you want six pack abs, or even just lean and toned abs, all you need to do is come to boot camp and shed that extra weight!

"But Coach, is it really that simple?" you may be wondering.

Well...just take a look at Shawn S. and see what he has to say!



"I decided to get back into shape weighing 250lbs. My trainer recommended an eating style, not a diet, and I was told with regular intense exercise my goal would become reachable. Since then I have lost a grand total of 20lbs. My goal is complete health; physique, metabolic, flexibility, and great eating habits."

So, what do you think?

Has the magic of a lean, toned, sexy body been waiting inside you all along?

I believe so...

And if you need help finding the magic, just let me know!

- [StaffMemberAssigned]

**Day 3 Email**

**Subject:** this one piece of advice will change everything…

Hey Sue,

Yesterday I was talking to another FBBC member, Salina Littleton, and I asked her A) if I could share her amazing before and after picture and B) if she could share her one best piece of advice for people who are considering Fit Body Boot Camp...

For question A, she said yes. After all, who wouldn't want to share this?!



And for question B, she said this:

"Do it! Seriously do it! It is a life changer. But, you have to really commit to it. Take it seriously. This is your body and your health. Take full advantage of all that is available to you through Fit Body Boot Camp. The trainers are amazing and motivating!"

Great advice Salina!

Hope you found that helpful :)

- [StaffMemberAssigned]

**Day 5 Email**

**Subject:** does losing weight mean eating less?

Hi Sue,

Do you think losing weight means eating less?

If you do, then I'm about to blow your mind.

See, most of my members here at Fit Body Boot Camp end up eating MORE food than they did before signing up. That's right: more, not less.

Now, there's all kinds of complicated nutritional science I could go into here to explain why that is...

...or I could just show you a real life example, like Cara. Take it away, Cara!



"With the proper tips from my Fit Body Boot Camp trainer, guidance from her and the awesome team behind me, I have DOUBLED my calorie intake, dropped 6 pant sizes and 40 pounds! More importantly, I FEEL GREAT! I have way more ENERGY, not tired like I was before, a positive outlook and I FEEL STRONG! Love the way I feel!!! FBBC has helped me create a new lifestyle!!!"

That's right, she DOUBLED her calorie intake and that HELPED her lose 40 pounds!

This is why I always tell people to stay away from crash diets, weight loss pills, and all that other nonsense.

REAL health and fitness is so much more fun, so much safer, and WAY more effective!

Of course, I'm not saying you should go out and eat twice as much food. You need the guidance of a fitness expert to get the results you're looking for, just like Cara said.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get real weight loss results in a healthy way, just like Cara? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 7 Email**

**Subject:** she was pre-diabetic. Now…

Hi Sue,

I'm literally tearing up as I type out this email, because what I'm about to share with you brings me so much hope and joy.

Diabetes is no joke -- I've watched first-hand what kind of effect it can have on people's lives.

So, whenever I'm in consultation with someone and they mention they're pre-diabetic, I leap into action!

And by that, I mean I show them real examples of people who got healthy in those same circumstances, like Brenna McNeil here..



"My doctor told me my blood sugar was 106 and I was pre-diabetic. That's all it took to get me to boot camp. I was already making excuses to stay home instead of going out and I never wore shorts or short sleeves. After a year and several Game Changer's I've lost 40 pounds, 12% body fat and dropped my blood sugar to 86."

I LOVE helping people look and feel their best. The only thing I can think of that I love even more is giving people a longer, higher-quality life. That's what I live for -- my mission in life.

So, believe me when I say that a fit, healthy body is ALWAYS possible for you when you make the right choices.

Stay healthy! Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 9 Email**

**Subject:** He got results, period.

Hi Sue,

Let's play a little game...

Put your hand in the air right now, whichever hand you aren't using to scroll through this email.

Now put that hand back down if you have ever...

* gone to the gym and spent most of your time chatting with friends, getting water, and taking breaks instead of working out
* counted walking from one end of the mall to the other as a workout
* ordered a big, greasy slice of pizza and tried to cancel it out with a "diet" soda
* ordered an at-home workout machine, used it once, put it in the closet, and completely forgot about it
* taken a selfie with your phone WAY above your head so you could "work the angles"

I could go check my crystal ball on this one...but I'm pretty sure your hand is down by now...and I'm preeeeeettttttttty sure I had to put my hand down too ;)

Look, we all have little ways of pretending to make progress while still staying in our comfort zone. That's why it's important to seek out RESULTS, not just what feels good in the moment.

That's why I find Thiago Melo so inspiring. He's a member from another FBBC who just announced his own awesome transformation.

Here, check it out:



"It finally hit me: At 34 and standing 6'3" tall, I was 270 lbs, always tired, unproductive, and uncomfortable with my shirt off. Thanks to FBBC, I lost 40lbs and 5 inches around my waist, and I was even able to play basketball with energy again. FBBC's flexible schedule, 30 minute workouts, eating guidance, and tight-knit culture got me results, period. If you are disciplined, consistent, and patient enough, it will change your life too!"

Results - period!

That's what we're all looking for, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Email**

**Subject:** he found the fountain of youth!

\*\*Cue Indiana Jones Music\*\*\*

In a far-off temple...hidden in the misty depths of an ancient jungle...there lies a fountain that pours from the mouth of a golden lion statue, and...

\*\*Record Scratch\*\*

Wait, hang on. This is not a pitch for a new Indiana Jones movie -- this is an important message about your health and fitness goals!

See, a lot of people look at weight loss, healthy living, and even de-aging as these magical things only reserved for celebrities and the ultra-wealthy.

But the truth is that ANYONE can have the body of their dreams IF they have the right guidance and accountability.

Here, just look at Kelvin Coenen. He's just a regular guy who signed up for Fit Body Boot Camp and has a lot to say about it!



"I tried various things but my weight continued to increase while my energy level declined. I was not in a happy place. I won't lie, I wasn't sure I'd be back after my first class, but I knew that if I did not come back the next day I'd never be back again. I'm actually beginning to feel like I've found a fountain of youth. I LOVE what the exercise does for me physically and mentally. More energy, more self-confidence, new friends all striving to improve our health and fitness. All THANKS TO FBBC!"

Like I said -- regular guy, but with our program, he got outstanding results!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Have we really found the "fountain of youth" like Kelvin says? Only one way to find out! Here, I'll make it even easier for you: we have a special introductory program you can check out right now if you reply to this email or click here [classschedule] to schedule a consultation. See you soon!

**Day 13 Email**

**Subject:** does beauty end at 23?

Hi Sue,

Okay, I need to vent about something for a second...

It REALLY grinds my gears when people say that women stop being beautiful by a certain age.

23, 30, 50 -- I don't care what the number is, the reality is that ANY woman can look beautiful at ANY age with the right fitness program.

Here, just look at Ashley and listen to what she has to say about it:



"I was always been happy with the way my body looked -- then I hit 23. 4 years later, I found myself more and more self-conscious, insecure, and willing to try anything to get my body back to where it was. With FBBC I lost 21 pounds, 7.3% body fat and 9 inches and feel more confident and stronger than I ever did in my late teens and early twenties!"

See! Beauty and confidence are a CHOICE -- not a number that's decided for you.

Make the right choices, and you can be happy, healthy, and gorgeous every day of your life.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** afraid to post pictures online?

Hey Sue,

I can't tell you how many women I talk to who are afraid to post pictures of themselves online, even on their own, private Facebook pages, because they don't like the way they look.

It bums me out...but it also motivates me to work even harder to help those women get fit and confident so that they CAN post pictures of themselves and show off.

That's right -- show off. If you've got a body you love, you deserve the chance to show it off!

Just like Sandra Borja...an FBBC member who was only too happy to let me share her photo here ;)



"6 months ago, I began to work out to take care of my kids and myself. After 101 classes and support from family and friends, I've lost over 20 pounds and cut my body fat from 34-37% to 25-27%. Now I post more pictures of myself online than ever before!"

Pretty awesome, right?

Talk soon,

- [StaffMemberAssigned]

**Day 15 Text**

*Hey [firstname], just checking in from FBBC - are you doing any kind of fitness/nutrition program to help you achieve your health and wellness goals? Lmk!*

**Day 17 Email**

**Subject:** wait, is that really her?!!

Hey Sue,

Sometimes I like to go back and look at before and after photos of previous FBBC clients just to remind myself of my mission here...

...and I swear, there some of these pictures where I can hardly believe that it's the same person on both sides!

For example, check out Laurie Blizzard here:



I mean seriously, look at her! If I wasn't looking at this direct quote from her, I would swear I was looking at two different women.

But nope, those are both Laurie! Here, check out what she had to say:

"My goal was to trim some more inches, reduce my body fat % and to get stronger by building muscle and body definition. FBBC helped me do just that and at 47 years old I am excited to finally have the beach bikini body I had always wished for! I am definitely in the best physical shape of my entire life!"

Watching transformations like this is so inspiring. THIS is why I love what I do! Hope you find it inspiring as well :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get amazing, jaw-dropping results just like Laurie did! Click this link to set up a consultation [classschedule] or reply to this email to see about our special introductory program.

**Day 19 Email**

**Subject:** Is she crazy?

Hi Sue,

Okay, imagine for a second a woman came up to you and told you that she was enjoying her 40s more than she enjoyed her 20s...

Would that make sense to you, or would you think she was crazy?

I know a lot of people who miss their twenties and talk about them like they're these golden years they can never get back...

*That's when I had so much more energy...*

*That's when I could do whatever I wanted...*

*That's when I was skinny...*

But personally...I like to keep marching forward. The best is yet to come! Just like my friend Michelle Littel. Just look at how much she transformed working at FBBC!



And here's what she had to say about it:

"With Fit Body Boot Camp, I was thrilled at the idea of being able to get an intense workout, year-round! My trainer does a great job of motivating me and making me realize I can do more than I ever thought possible. I have seen great results on the scale and also in my clothes! I am in better shape and feel better at 40 than I did in my 30's or even 20's!"

So, here's to getting happier, healthier, and stronger every day :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** 2 kids? No problem!

Hi Sue,

Who said having a kid means you need to give up your beach body?

Heck, who said having TWO kids means you need to give up your beach body?

I don't know who said that, but FBBC member Dana Caldwell definitely did NOT!

Instead, she said this:

"After a beach vacation, I looked back at the pictures and saw the weight I had packed on with having 2 kids. So I tried it all! Nothing has benefited me like Fit Body Boot Camp. The trainers are super supportive and the workouts started to chisel out the form I desired! Before my next beach vacation I was ready to rock a new toned body! And fbbc is the only way I achieved it! I will continue to grow and improve and enjoy the environment at fbbc!"

And she looks like this:



Moms of the world -- forget the doubters! It's your time to SHINE.

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 23 Email**

**Subject:** the secret to dropping 40 in…

Hi Sue,

Let's say, hypothetically, a friend of yours wanted to lose 40 inches from her waist but she had absolutely no idea how to start.

What would you tell her to do?

Well...in my mind, the fastest, easiest path to success with ANYTHING in life is this:

**Find someone who has already accomplished what you want to accomplish...and ask them how they did it!**

Case in point, I know someone who *did* drop 40 inches from her waist. Here, see for yourself:



That's Jenn G. What's her secret? Well, here's what she had to say!

"I have lost 50lbs and over 40 inches. I have learned so much about nutrition and exercise and how to make them both work together. What I have gained the most is the Fit Body Boot Camp family, the support and encouragement you get from the other campers is truly amazing. I do not know where I would be now without FBBC!!!"

So, there you have it: her secret is Fit Body Boot Camp!

Be sure to tell your hypothetical friend about us ;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get dramatic results like Jenn did, and I found a way to make it even easier for you! It's a special introductory program -- to learn more, just reply to this email or click here [classschedule] to schedule an orientation.

**Day 25 Email**

**Subject:** Inspiring (and hilarious)!

Hi Sue,

Just wanted to share an inspiring (and hilarious) quote with you from another FBBC member! Her name’s Jennifer Shaffer -- here, check this out:



"I love you my fat mommy' That's what my son would call me, and it's who I became - 'Fat. Sad. Mommy.' I was feeling overweight and tired, and couldn't even play soccer with my kids. I started saying things like 'I'm 36 it's too late for me to be happy fit and healthy. It's gonna take so long and it's probably not gonna even work.' Then I went to boot camp and went to work. I've lost 60 pounds now, I can run around with my kids, and now they call me 'Bada\*\* Mommy!'"

Kids, right?

Seriously, huge shout out to Jennifer for her commitment and her results!

Hope you got a good laugh out of this -- talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 27 Email**

**Subject:** Want to look like her?

Hey Sue,

Imagine going from feeling gross and out of shape...

...to being in such good shape that other people envy you and secretly wish they could be like you.

An impossible fantasy?

Not according to Sharon Vanbelle -- just take a look at her Before and After pictures here and read what she had to say...

"Physically I could see the changes, which helped me mentally, and I did not feel guilty for taking 45 min out of my day for me when I had so much to do for others. Now I look at food as my fuel balancing good clean carbs, proteins and fats and eating more than 2 meals a day. My beginning goal was to lose some weight and inches and become stronger. The challenge really kicked me in gear. The best thing that has happened is my health!!!!!! Being a part of the FBBC family!"

Seriously, WOW!

Pretty incredible, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 29 Email**

**Subject:** how soon will you feel the difference?

Hi Sue,

I get a lot of people asking me how soon they'll feel the difference once they start working out at Fit Body Boot Camp, and I figured the best way to answer that question would be to ask a real member -- someone who's personally gone from out of shape to GREAT shape in a short time!

Xitlaly Salcedo was kind enough to give me a quote and even a picture I could share! Check it out:



"FBBC not only provides you with high quality workouts, but the staff and trainers also provide a great environment where no matter how unsure you feel about yourself you will always feel welcomed. Within a week of working out at FBBC, I could already feel a difference, and when I got my first measurements, I was stunned with my results. FBBC has been the best exercise program I've ever purchased!"

There you have it -- you'll feel the difference within a week :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get stunning fat loss results in a healthy way, just like Xitlaly? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 30 Text**

*Checking in from Fit Body Boot Camp - was thinking about you! Are you ready to start your fitness and fat loss journey?*

**21 Day Trial Expired** Moved To **Cold Lead** on Day 31

**5 Week Trial Before Checkin**

[**5 Week Trial Before Checkin** Moved To **5 Week Trial After First Checkin**](about:blank)

**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.*

**5 Week Trial After Checkin**

**Day 2 Email**

**Subject:** You feeling sore yet?

Hi 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 nourishing 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 and repair 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!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 4 Text**

*Hey [firstname], checking in from FBBC :) Drink water! BTW, when you decide to continue after 5 weeks, we can still give you 1/2 off your first month!*

**Day 4 Email**

**Subject:** How are you doing?

Hey 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!

- [StaffMemberAssigned]

P.S. When you decide you want to continue with us past day 35 and make fitness a lifelong habit, we can still give you 50% off your first month. Reply to this email or call/text me [locationphonenumber] if you're interested!

**Day 7 Email**

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

Hey Sue,

Let me save you some trouble and tell you about the biggest challenge I see people run into when they start living a healthy lifestyle...

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,

- [StaffMemberAssigned]

**Day 7 Call**

*Hey [NAME], this is [ADMIN] from Fit Body Boot Camp! I’m just calling about your consultation/orientation as part of your 5-week 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 10 Email**

**Subject:** See what’s possible!

Hey Sue,

Wanted to share an inspiring quote with you from another FBBC member just to show you what's truly possible for you here...

"I've gotten stronger, more toned, and healthier AND I have lost 50 pounds! I started out at a size 36, I now fit into a 31. Coaches are amazing here. They motivate, offer positive feedback, and guide your workouts. Plus they are fun, positive, and motivating, so they keep the group energy light and fun, which really helps on days when you maybe don't feel like working out."

-Victor

Incredible, right?

Talk soon,

- [StaffMemberAssigned]

**Day 13 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 16 Email**

**Subject:** She lost 80 LB!! (Inspiring)

Hey Sue,

In case you still have any doubts about what you can accomplish here at Fit Body Boot Camp, I wanted to share a quote from another member who lost 80 lb in a little over a year...

"Joining Fit Body Boot Camp was the best thing I have ever done for my body. Other fitness programs didn't work for me and I wasn't able to stay motivated. I have been a member for a little over a year and I have lost over 80 lbs and many inches. I am happy to say that with the ongoing support of the trainers and my FBBC family I continue to see incredible results."

-Tina from FBBC

My favorite part about Tina's story is that she’s still seeing results... and this is all after she spent most of her life inactive and overweight. She's living proof that your past DOES NOT define your future!

Speaking of...

Have you made a decision if you want to continue past day 35 and make fitness a lifelong habit? If so, reply to this email or give me a call at [locationphonenumber]

Talk soon,

- [StaffMemberAssigned]

**Day 19 Email**

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

Hey Sue,

We've only had our doors open a few weeks now, but here's something you'll notice if you walk into any FBBC that's been open for a while: the leanest, happiest, highest-energy folks in the 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 FBBC 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 5 weeks, 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 5 weeks are up, so let me know as soon as possible if you’re interested!

Talk soon,

- [StaffMemberAssigned]

**Day 19 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 19 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 5 weeks 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 19 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 5 weeks 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 20 Email**

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

Hey 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 5 week program is up (15 days from now):

**Option A:** after your 5 weeks, 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 5 weeks are up, so let me know as soon as possible if you’re interested!

Talk soon,

- [StaffMemberAssigned]

**Day 20 Text**

*[firstname]! Ready to make healthy living a lifestyle? Text or call back to get ½ off your first month of membership -- but only for 2 more weeks!*

**Day 20 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 15 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 15 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 20 FB Message**

*Hey [NAME], hope you’re having a great day! Have you thought any more about continuing with us past your 5-week 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 5 weeks 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 21 Email**

**Subject:** 14 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 5-week program?

Well... I just wanted to give you **fair warning that you only have 14 more days todecide 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 5 week program is up (14 days from now):

**Option A:** after your 5 weeks, 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 5 weeks are up, so let me know as soon as possible if you’re interested!

Talk soon,

- [StaffMemberAssigned]

**Day 21 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 21 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 14 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 14 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 21 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 5-week 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 5 weeks 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 22 Email**

**Subject:** something special for you :-)

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 5 week 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 5 weeks are up, so let me know as soon as possible if you’re interested!

Talk soon,

- [StaffMemberAssigned]

**Day 22 Text**

*Hey [firstname], only 13 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 22 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 13 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 5 week 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 22 FB Message**

*Hey [NAME], just checking in again! Have you thought any more about continuing with us past your 5-week program?*

*You can get 50% off your first month of membership if you decide before the 21-day is up (which is 13 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 3 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 28 Email**

**Subject:** she found the answer!

Hey Sue,

Wanted to share an inspiring message one of my friends at another FBBC sent me yesterday:

"Before FBBC, I was struggling to find the motivation to lose weight and the right plans to get me there. I was overweight resulting in zero confidence about the way I looked. Today I am strong both physically and mentally. I am confident there is nothing I can't do. Some have described the change in me as if I found religion. That's partly true, I found fitness. Real fitness. At 45, I am healthier than I have ever been."

-Melody, from FBBC

It just goes to show that living a lifestyle of health and fitness makes EVERYTHING better!

See you soon,

- [StaffMemberAssigned]

**Day 31 Text**

*[firstname]! Hope you’ve been loving the workouts here! Your 5 weeks are ending - let me know what I can do to help you sign up and become a lifelong member :)*

**Day 35 Email**

**Subject:** CONGRATS!!!

Hey Sue,

WOOOOHOOOO! CONGRATS!

Your 5-week program finishes today and you are AWESOME for working so hard these last five 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 1/2 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 1/2 off your first month, so I hope to hear from you soon!

Talk soon,

- [StaffMemberAssigned]

**Day 35 Text**

*CONGRATS ON YOUR 5 WEEKS! 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 35 Call**

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

Your 5-week program finishes today and you are AWESOME for working so hard these last five 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.

Have an awesome day, bye!

**Day 35 FB Message**

Hey [NAME], congratulations!

Your 5-week program finishes today and you are AWESOME for working so hard these last five 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 click my scheduling link 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!

[SCHEDULING LINK]

**5 Week Trial Expired**

**5 Week Trial Expired** Moved To **Not Interested** (If negative call logged)

**Day 1 Email**

**Subject:** Legend of the hidden six pack!

Hi Sue,

Shawn S. was, like many guys, curious about how to get six pack abs, but little did he realize...

The magic of the six pack was inside him all along...

Seriously, though, whenever you see one of those diagrams of the human body, the muscles always have six pack abs...so if you want six pack abs, or even just lean and toned abs, all you need to do is come to boot camp and shed that extra weight!

"But Coach, is it really that simple?" you may be wondering.

Well...just take a look at Shawn S. and see what he has to say!



"I decided to get back into shape weighing 250lbs. My trainer recommended an eating style, not a diet, and I was told with regular intense exercise my goal would become reachable. Since then I have lost a grand total of 20lbs. My goal is complete health; physique, metabolic, flexibility, and great eating habits."

So, what do you think?

Has the magic of a lean, toned, sexy body been waiting inside you all along?

I believe so...

And if you need help finding the magic, just let me know!

- [StaffMemberAssigned]

**Day 3 Email**

**Subject:** this one piece of advice will change everything…

Hey Sue,

Yesterday I was talking to another FBBC member, Salina Littleton, and I asked her A) if I could share her amazing before and after picture and B) if she could share her one best piece of advice for people who are considering Fit Body Boot Camp...

For question A, she said yes. After all, who wouldn't want to share this?!



And for question B, she said this:

"Do it! Seriously do it! It is a life changer. But, you have to really commit to it. Take it seriously. This is your body and your health. Take full advantage of all that is available to you through Fit Body Boot Camp. The trainers are amazing and motivating!"

Great advice Salina!

Hope you found that helpful :)

- [StaffMemberAssigned]

**Day 5 Email**

**Subject:** does losing weight mean eating less?

Hi Sue,

Do you think losing weight means eating less?

If you do, then I'm about to blow your mind.

See, most of my members here at Fit Body Boot Camp end up eating MORE food than they did before signing up. That's right: more, not less.

Now, there's all kinds of complicated nutritional science I could go into here to explain why that is...

...or I could just show you a real life example, like Cara. Take it away, Cara!



"With the proper tips from my Fit Body Boot Camp trainer, guidance from her and the awesome team behind me, I have DOUBLED my calorie intake, dropped 6 pant sizes and 40 pounds! More importantly, I FEEL GREAT! I have way more ENERGY, not tired like I was before, a positive outlook and I FEEL STRONG! Love the way I feel!!! FBBC has helped me create a new lifestyle!!!"

That's right, she DOUBLED her calorie intake and that HELPED her lose 40 pounds!

This is why I always tell people to stay away from crash diets, weight loss pills, and all that other nonsense.

REAL health and fitness is so much more fun, so much safer, and WAY more effective!

Of course, I'm not saying you should go out and eat twice as much food. You need the guidance of a fitness expert to get the results you're looking for, just like Cara said.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get real weight loss results in a healthy way, just like Cara? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 7 Email**

**Subject:** she was pre-diabetic. Now…

Hi Sue,

I'm literally tearing up as I type out this email, because what I'm about to share with you brings me so much hope and joy.

Diabetes is no joke -- I've watched first-hand what kind of effect it can have on people's lives.

So, whenever I'm in consultation with someone and they mention they're pre-diabetic, I leap into action!

And by that, I mean I show them real examples of people who got healthy in those same circumstances, like Brenna McNeil here..



"My doctor told me my blood sugar was 106 and I was pre-diabetic. That's all it took to get me to boot camp. I was already making excuses to stay home instead of going out and I never wore shorts or short sleeves. After a year and several Game Changer's I've lost 40 pounds, 12% body fat and dropped my blood sugar to 86."

I LOVE helping people look and feel their best. The only thing I can think of that I love even more is giving people a longer, higher-quality life. That's what I live for -- my mission in life.

So, believe me when I say that a fit, healthy body is ALWAYS possible for you when you make the right choices.

Stay healthy! Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 9 Email**

**Subject:** He got results, period.

Hi Sue,

Let's play a little game...

Put your hand in the air right now, whichever hand you aren't using to scroll through this email.

Now put that hand back down if you have ever...

* gone to the gym and spent most of your time chatting with friends, getting water, and taking breaks instead of working out
* counted walking from one end of the mall to the other as a workout
* ordered a big, greasy slice of pizza and tried to cancel it out with a "diet" soda
* ordered an at-home workout machine, used it once, put it in the closet, and completely forgot about it
* taken a selfie with your phone WAY above your head so you could "work the angles"

I could go check my crystal ball on this one...but I'm pretty sure your hand is down by now...and I'm preeeeeettttttttty sure I had to put my hand down too ;)

Look, we all have little ways of pretending to make progress while still staying in our comfort zone. That's why it's important to seek out RESULTS, not just what feels good in the moment.

That's why I find Thiago Melo so inspiring. He's a member from another FBBC who just announced his own awesome transformation.

Here, check it out:



"It finally hit me: At 34 and standing 6'3" tall, I was 270 lbs, always tired, unproductive, and uncomfortable with my shirt off. Thanks to FBBC, I lost 40lbs and 5 inches around my waist, and I was even able to play basketball with energy again. FBBC's flexible schedule, 30 minute workouts, eating guidance, and tight-knit culture got me results, period. If you are disciplined, consistent, and patient enough, it will change your life too!"

Results - period!

That's what we're all looking for, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 11 Email**

**Subject:** he found the fountain of youth!

\*\*Cue Indiana Jones Music\*\*\*

In a far-off temple...hidden in the misty depths of an ancient jungle...there lies a fountain that pours from the mouth of a golden lion statue, and...

\*\*Record Scratch\*\*

Wait, hang on. This is not a pitch for a new Indiana Jones movie -- this is an important message about your health and fitness goals!

See, a lot of people look at weight loss, healthy living, and even de-aging as these magical things only reserved for celebrities and the ultra-wealthy.

But the truth is that ANYONE can have the body of their dreams IF they have the right guidance and accountability.

Here, just look at Kelvin Coenen. He's just a regular guy who signed up for Fit Body Boot Camp and has a lot to say about it!



"I tried various things but my weight continued to increase while my energy level declined. I was not in a happy place. I won't lie, I wasn't sure I'd be back after my first class, but I knew that if I did not come back the next day I'd never be back again. I'm actually beginning to feel like I've found a fountain of youth. I LOVE what the exercise does for me physically and mentally. More energy, more self-confidence, new friends all striving to improve our health and fitness. All THANKS TO FBBC!"

Like I said -- regular guy, but with our program, he got outstanding results!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Have we really found the "fountain of youth" like Kelvin says? Only one way to find out! Here, I'll make it even easier for you: we have a special introductory program you can check out right now if you reply to this email or click here [classschedule] to schedule a consultation. See you soon!

**Day 13 Email**

**Subject:** does beauty end at 23?

Hi Sue,

Okay, I need to vent about something for a second...

It REALLY grinds my gears when people say that women stop being beautiful by a certain age.

23, 30, 50 -- I don't care what the number is, the reality is that ANY woman can look beautiful at ANY age with the right fitness program.

Here, just look at Ashley and listen to what she has to say about it:



"I was always been happy with the way my body looked -- then I hit 23. 4 years later, I found myself more and more self-conscious, insecure, and willing to try anything to get my body back to where it was. With FBBC I lost 21 pounds, 7.3% body fat and 9 inches and feel more confident and stronger than I ever did in my late teens and early twenties!"

See! Beauty and confidence are a CHOICE -- not a number that's decided for you.

Make the right choices, and you can be happy, healthy, and gorgeous every day of your life.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** afraid to post pictures online?

Hey Sue,

I can't tell you how many women I talk to who are afraid to post pictures of themselves online, even on their own, private Facebook pages, because they don't like the way they look.

It bums me out...but it also motivates me to work even harder to help those women get fit and confident so that they CAN post pictures of themselves and show off.

That's right -- show off. If you've got a body you love, you deserve the chance to show it off!

Just like Sandra Borja...an FBBC member who was only too happy to let me share her photo here ;)



"6 months ago, I began to work out to take care of my kids and myself. After 101 classes and support from family and friends, I've lost over 20 pounds and cut my body fat from 34-37% to 25-27%. Now I post more pictures of myself online than ever before!"

Pretty awesome, right?

Talk soon,

- [StaffMemberAssigned]

**Day 15 Text**

*Hey [firstname], just checking in from FBBC - are you doing any kind of fitness/nutrition program to help you achieve your health and wellness goals? Lmk!*

**Day 17 Email**

**Subject:** wait, is that really her?!!

Hey Sue,

Sometimes I like to go back and look at before and after photos of previous FBBC clients just to remind myself of my mission here...

...and I swear, there some of these pictures where I can hardly believe that it's the same person on both sides!

For example, check out Laurie Blizzard here:



I mean seriously, look at her! If I wasn't looking at this direct quote from her, I would swear I was looking at two different women.

But nope, those are both Laurie! Here, check out what she had to say:

"My goal was to trim some more inches, reduce my body fat % and to get stronger by building muscle and body definition. FBBC helped me do just that and at 47 years old I am excited to finally have the beach bikini body I had always wished for! I am definitely in the best physical shape of my entire life!"

Watching transformations like this is so inspiring. THIS is why I love what I do! Hope you find it inspiring as well :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get amazing, jaw-dropping results just like Laurie did! Click this link to set up a consultation [classschedule] or reply to this email to see about our special introductory program.

**Day 19 Email**

**Subject:** Is she crazy?

Hi Sue,

Okay, imagine for a second a woman came up to you and told you that she was enjoying her 40s more than she enjoyed her 20s...

Would that make sense to you, or would you think she was crazy?

I know a lot of people who miss their twenties and talk about them like they're these golden years they can never get back...

*That's when I had so much more energy...*

*That's when I could do whatever I wanted...*

*That's when I was skinny...*

But personally...I like to keep marching forward. The best is yet to come! Just like my friend Michelle Littel. Just look at how much she transformed working at FBBC!



And here's what she had to say about it:

"With Fit Body Boot Camp, I was thrilled at the idea of being able to get an intense workout, year-round! My trainer does a great job of motivating me and making me realize I can do more than I ever thought possible. I have seen great results on the scale and also in my clothes! I am in better shape and feel better at 40 than I did in my 30's or even 20's!"

So, here's to getting happier, healthier, and stronger every day :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** 2 kids? No problem!

Hi Sue,

Who said having a kid means you need to give up your beach body?

Heck, who said having TWO kids means you need to give up your beach body?

I don't know who said that, but FBBC member Dana Caldwell definitely did NOT!

Instead, she said this:

"After a beach vacation, I looked back at the pictures and saw the weight I had packed on with having 2 kids. So I tried it all! Nothing has benefited me like Fit Body Boot Camp. The trainers are super supportive and the workouts started to chisel out the form I desired! Before my next beach vacation I was ready to rock a new toned body! And fbbc is the only way I achieved it! I will continue to grow and improve and enjoy the environment at fbbc!"

And she looks like this:



Moms of the world -- forget the doubters! It's your time to SHINE.

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 23 Email**

**Subject:** the secret to dropping 40 in…

Hi Sue,

Let's say, hypothetically, a friend of yours wanted to lose 40 inches from her waist but she had absolutely no idea how to start.

What would you tell her to do?

Well...in my mind, the fastest, easiest path to success with ANYTHING in life is this:

**Find someone who has already accomplished what you want to accomplish...and ask them how they did it!**

Case in point, I know someone who *did* drop 40 inches from her waist. Here, see for yourself:



That's Jenn G. What's her secret? Well, here's what she had to say!

"I have lost 50lbs and over 40 inches. I have learned so much about nutrition and exercise and how to make them both work together. What I have gained the most is the Fit Body Boot Camp family, the support and encouragement you get from the other campers is truly amazing. I do not know where I would be now without FBBC!!!"

So, there you have it: her secret is Fit Body Boot Camp!

Be sure to tell your hypothetical friend about us ;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. I want you to get dramatic results like Jenn did, and I found a way to make it even easier for you! It's a special introductory program -- to learn more, just reply to this email or click here [classschedule] to schedule an orientation.

**Day 25 Email**

**Subject:** Inspiring (and hilarious)!

Hi Sue,

Just wanted to share an inspiring (and hilarious) quote with you from another FBBC member! Her name’s Jennifer Shaffer -- here, check this out:



"I love you my fat mommy' That's what my son would call me, and it's who I became - 'Fat. Sad. Mommy.' I was feeling overweight and tired, and couldn't even play soccer with my kids. I started saying things like 'I'm 36 it's too late for me to be happy fit and healthy. It's gonna take so long and it's probably not gonna even work.' Then I went to boot camp and went to work. I've lost 60 pounds now, I can run around with my kids, and now they call me 'Bada\*\* Mommy!'"

Kids, right?

Seriously, huge shout out to Jennifer for her commitment and her results!

Hope you got a good laugh out of this -- talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 27 Email**

**Subject:** Want to look like her?

Hey Sue,

Imagine going from feeling gross and out of shape...

...to being in such good shape that other people envy you and secretly wish they could be like you.

An impossible fantasy?

Not according to Sharon Vanbelle -- just take a look at her Before and After pictures here and read what she had to say...

"Physically I could see the changes, which helped me mentally, and I did not feel guilty for taking 45 min out of my day for me when I had so much to do for others. Now I look at food as my fuel balancing good clean carbs, proteins and fats and eating more than 2 meals a day. My beginning goal was to lose some weight and inches and become stronger. The challenge really kicked me in gear. The best thing that has happened is my health!!!!!! Being a part of the FBBC family!"

Seriously, WOW!

Pretty incredible, right?

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 29 Email**

**Subject:** how soon will you feel the difference?

Hi Sue,

I get a lot of people asking me how soon they'll feel the difference once they start working out at Fit Body Boot Camp, and I figured the best way to answer that question would be to ask a real member -- someone who's personally gone from out of shape to GREAT shape in a short time!

Xitlaly Salcedo was kind enough to give me a quote and even a picture I could share! Check it out:



"FBBC not only provides you with high quality workouts, but the staff and trainers also provide a great environment where no matter how unsure you feel about yourself you will always feel welcomed. Within a week of working out at FBBC, I could already feel a difference, and when I got my first measurements, I was stunned with my results. FBBC has been the best exercise program I've ever purchased!"

There you have it -- you'll feel the difference within a week :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P. S. Hey, would you like to get stunning fat loss results in a healthy way, just like Xitlaly? I want to help you do that, and that's why I've set up a special introductory program just for you. Reply to this email or click here [classschedule] to schedule an orientation and learn more!

**Day 30 Text**

*Checking in from Fit Body Boot Camp - was thinking about you! Are you ready to start your fitness and fat loss journey?*

[**5 Week Trial** Moved To **Cold Lead**](about:blank) **on** Day 31

**Day 1 Email**

**Subject:** Welcome to the Family!

**WELCOME TO THE FIT BODY FAMILY!!**

Congratulations -- not just on joining an awesome group of people, but on making an extremely important commitment to yourself.

See, you've just set yourself on a journey of health and wellness that is going to absolutely change your life.

You're going to burn fat, drop sizes, and trim inches from your waistline, all in a short amount of time. And you get to KEEP those results for good! That's probably why you signed up, right?

And yet, there's so much more...

**Before we get to that, though, let's double-check to make sure you have everything you need!**

First, make sure you follow these instructions to download the Fit Body Boot Camp app, in case you haven't already.

Second, make sure you introduce yourself in our private Facebook group and let everyone know you're now a member! If, for some reason, you still haven't gotten the invite, just let me know and I'll make sure we add you.

Third, if you haven't already had your consultation with us or scheduled one, click here to schedule it! [classschedule]

**Now, what else can you expect from your health and fitness journey with us?**

Let me give you just a short list...

* Better sleep, and an easier time falling asleep
* More focus and mental clarity throughout the day
* Healthier, more vibrant skin
* More positive moods throughout the day
* More strength, endurance, and stamina
* Compliments from your friends, family, and coworkers about how good you look
* Less stress, because your body is constantly flooded with happy hormones

I could go on for days, because there are SO many benefits to a healthy lifestyle.

And the best part is, the longer you stick with it the more benefits you discover!

So, here's to a wonderful, happy, healthy, re-energized, totally unstoppable NEW YOU :)

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 3 Email**

**Subject:** Everything starts with WHY!

You HAVE TO figure out your WHY!

The reason establishing your WHY is so incredibly important: because motivation is only temporary...and for many, it's fleeting.

We have all experienced it: everyone who starts a new diet, a new exercise program, a new anything is typically motivated, but that initial motivation can fade, and typically only lasts about 2-4 weeks.

That is exactly why 90% of people stop working out at normal gyms after 90 days!

If your WHY isn't big enough, when the motivation runs out, when the newness is gone, you will go back to your old bad habits.

The WHY gets you to the gym when you're tired and sore.

The WHY gets you to eat another chicken breast instead of the donuts your coworker brought to work.

Your WHY should be so big no matter how bad your day is, no matter how bad you want to sleep instead of getting your workout out in, or no matter how bad you want to just rest instead of preparing and prepping your food, you do push through and do what needs to be done!

You won't give up the second you face resistance; instead, you will be resilient in the face of adversity, and you will grow stronger, not weaker.

Today, take the time to WRITE OUT YOUR WHY and place it somewhere you can see it on a daily basis!

Know that this whole process is about YOU and YOUR WHY...so there's no wrong answers here. Write down what's truly in your heart and return to it whenever you need an extra boost.

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 6 Email**

**Subject:** How to maximize your time with us! (the process)

Hi Sue,

I hate to break it to you...

While we get incredible results for our clients, we don't do magic or create overnight successes either. I know, it's painful to hear that bubble burst ;)

It's a process to not only achieve fitness, but keep it your entire life!

And in the process (which I will go through with you now) there is one defining thing that will make or break you...

**HABITS!**

Your habits will determine your future!

In order to have true success in fitness, or in life, you must first get your mind right.

If you can get your mind right, you can get your body right.

If you can get your mind right, you get your life right.

This is why I plan to keep sending you emails on the topic of mindset. Without the proper mindset, nothing else matters.

And by now, you have established your WHY, and you have it in a place where you can see it on a daily basis as a reminder of why you are doing the things to better your health and life.

Success is all about HABITS; your habits will determine your success or lack of success in life.

I love this quote:

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." - Aristotle

In life, we are all trying to achieve our goals. At the end of the day you have an outcome you aspire to achieve.

In order to achieve your desired outcome, and maintain this desired outcome, you must first go through 6 stages!

Those stages are:

1. Thoughts
2. Actions
3. Temporary Habits
4. Permanent Habits
5. Belief System
6. Outcome

So, my next question for you is: how to you get through the stages of the process to outcome?

In my next email, I will explain...

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hope you've been enjoying the workouts, motivation, nutrition, and RESULTS so far :) If you have, please drop by our Facebook Fan Page and leave us a review!

**Day 7 Text**

*Hey [firstname], checking in from FBBC! Make sure you get plenty of water and keep moving :) Keep up the great work and lmk if you need anything!*

**Day 9 Email**

**Subject:** The Outcome!!!

At this point, we know the stages to the outcome; but how do we get through them?

Well, sad to say, but most people starting a fitness program never make it past the temporary habit stage.

Many people will do the things I teach for weeks (sometimes months) and then go sliding back to the thoughts and action stages.

As we know by now, we are what we repeatedly do!

Without thoughts, actions will never occur. Nothing can happen until you take action! You cannot think yourself to a better life.

Actions lead to temporary habits. Eating right and working out for 90% of the population (sadly) is a temporary habit. We are proud to say our average member attends 4x a week.

Once temporary habits become routine, they become permanent; which leads to a lifestyle (belief system).

And once you do this, it's just a matter of time before you achieve your desired outcomes (and maintain them).

GETTING FROM THE TEMPORARY STAGE TO THE PERMANENT STAGE is by far the HARDEST STAGE. People tend to give up well before they hit the permanent stage.

The reason is their mind isn't in the right place. They don't have a strong enough WHY, a strong enough purpose for what they are doing, and as soon as the going gets tough, they stop the habits that lead to their success!

If you are on PURPOSE, you will fight! If you are on PURPOSE, you overcome (and battle through) obstacles and setbacks!

Now that you understand the process of success, I will email you to dive into the specific HABITS you need in your life if you are going to be successful on this fitness journey!

Stay tuned...

From The Club Staff (dummy [defaultsignature] replacement)

**Day 12 Email**

**Subject:** Finally.... THE HABITS!!!

Hi Sue,

It's a process! There are stages! And now you will need to acquire the habits to receive your successful outcome!!

Let's dive in...

* Plan Your Meals -- "Fail to plan, and you are planning to fail". In order to succeed, you must take at least 30-60 minutes per week to create a plan for what you will consume! End of story.
* Shopping List -- a list is ESSENTIAL to your success. "Winging it" will cause you to overspend easily $30+/week which is essentially the cost of your membership. And most likely you will return home with junk food. No bueno!
* Food Prep -- without time invested prepping your food, your shopping list will have been useless. Invest the time to prep yourself for success! Once per week may be boring, but it's super effective. If you can't go once per week, do it twice per week.
* Fresh Dinners Only -- make a bigger dinner, and then heat up the left-overs in appropriate portion sizes for meals the following day.
* WHAT ABOUT THE KIDS!?! Cook a fresh dinner, and prepare an extra dish (or two) for your kids. I promise your kids won't die eating healthy foods :)
* Work out for at least 3 sessions per week to lead a healthy lifestyle, and 4-6 sessions if you really want to dial in your fitness...But if you want to make body composition changes, truthfully, your NUTRITION is more important.
* Consistency: The most important thing is being consistent with your nutrition and workouts. When you are inconsistent with both, you will never make it past the temporary stage of success!
* Track your progress -- If you track it, it will change. Here's what we normally recommend for tracking:
* - Progress pictures -- 1x per month
* - Inches lost -- 1x per week
* - Weight -- 1x per week.
* - Trying on old clothes -- 1x per month

As the saying goes, "Your health is your wealth." Sadly, people don't start worrying about their health until it's gone.

Be a part of the 10% who make it to the permanent stage and eventually reach the outcomes you signed up for!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** I need your help with something

Hi Sue,

You've probably noticed by now that we have a lot of positive, friendly, helpful people here at Fit Body Boot Camp -- both among our team and among members.

There's a reason for that...and it's something I could use your help with.

See, I don't really consider myself a "gun for hire." I train because I love fitness and I love helping people, and I go out of my way to only work with quality people who I am proud to consider part of my fitness Family.

This is important for you too because it means you get to work out with like-minded people who believe in you, want you to succeed, and only bring their best positive energy into our space.

That's why I wanted to know if you have any friends, family, or coworkers who are looking to lose weight and get healthy like you. Like they say, "birds of a feather flock together!"

All you need to do is go into your Fit Body Boot Camp app and select up to three people you want to gift with a free 3 day pass.

Once you pick 'em, the app will send over the invite and we'll take care of the rest! That simple!

Thank you SO MUCH for helping with this :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 18 Email**

**Subject:** All about carbs!

[locationphonenumber]

Hi Sue,

The great carb debate!

One of the greatest debates when it comes to nutrition is carbohydrate intake.

Some say no carbs; some say carbs will kill you. The truth is, when it comes to carbs, we are all individuals with different tolerances.

Some things to consider are our own unique body types, and how active we are. The more active we are the more carbs we can tolerate in our diet and still lose weight.

If you live a sedentary lifestyle, then you typically need less carbohydrates in your diet.

There are no one size fits all when it comes to nutrition.

What we have found with working with 1,000s of clients is that we do need to control our carbohydrate intake; giving us enough carbs for energy, but keeping the total low enough to allow maximum fat loss.

Typically, a moderate carbohydrate diet works well for most people; however, some individuals (who are very carb intolerant) will need to eat even less carbs to see results.

Hope you are having a great day!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** Can you drink and still lose weight?

Hi Sue,

This is a question I get a lot...and the truth is that there's no one-size-fits-all answer.

Because here's the thing: if you're chasing REALLY aggressive weight loss goals, and you want to get there fast, skip the alcohol.

Same goes if you're looking for athletic performance, muscle definition, etc.

Here's why:

* Alcohol dehydrates your body, and when your body gets dehydrated it KILLS your fitness results
* Your body basically processes alcohol the same way it processes liquid sugar. So even a "lite" or "healthy" drink is going to be as fattening as a chocolate milkshake from the local burger joint
* Alcohol decreases your impulse control, making it easier for you to scoop up even more fattening foods and drinks (including more alcohol).

So, like I said, if you have aggressive fitness goals, you'll want to "put the plug in the jug."

And honestly, even if you have moderate weight loss goals, alcohol is the perfect "low-hanging fruit" to start cleaning up your diet and get rid of empty calories, since alcohol itself is basically just empty calories with zero nutritional benefit.

"But I read an article that said X drink is good for you!"

Okay, here's the thing...there are plenty of drinks that contain beneficial ingredients. For example: wine.

You know what has all the same benefits of wine without the drawbacks of alcohol? Grapes. So, if you're about to pour a glass "for your health" you can go grab some grapes instead.

**Of course, I've never said you need to be 100% perfect in your nutrition to achieve results...**

I'm just giving you the facts so you can make your own informed decision.

If you want to drink, save it for your scheduled cheat meal and don't try to justify it as healthy. Acknowledge that you're having it for fun and enjoy yourself (in moderation, of course!)

See you soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 24 Email**

**Subject:** How to make weight loss even easier!

Hi Sue,

Have you ever struggled to stay on track with your fitness goals because the people around you are inactive or have a habit of unhealthy eating?

If so, I want you to do a little exercise right now...

First, write down the top 20 people you spend the most time with day-to-day. This can include family, friends, coworkers, etc.

Now when you look at that list, I'm sure you can spot a few people who are...let's just say "problem children."

These are the people who make fun of others for trying to get in shape, or insist on piling up everyone's plate with unhealthy foods (even if they have good intentions), or do anything else to derail your fitness progress.

Cross those people off the list. We're not going to worry about them (for now).

Now, from the remaining names, think about who has been the most supportive so far in your fitness journey.

These are the people who have cheered on your progress, asked what you're doing differently, and maybe even told you they want to get in shape like you...

Out of those people, circle the top 3 you MOST like to spend time with.

Now...

Open up your Fit Body Boot Camp app on your phone, go to the referrals page, and select those 3 people to send them a 3 free workouts pass.

Here's why this will help YOU have even easier weight loss...

When you do this, you are planting the seeds for other people in your social circle to believe in a healthy lifestyle...which means you'll get more support from them on your fitness journey.

And with enough time, that positive peer pressure might even convert those "problem children" into friends, allies, and supporters!

Trust me -- we see it happen all the time :)

From The Club Staff (dummy [defaultsignature] replacement)

**Day 27 Email**

**Subject:** Debunking the protein myth!

Let's talk about protein!

There are a lot of myths and misconceptions when it comes to protein in our diets. Some say it causes cancer; some say it's going to ruin your kidneys. I have heard/read it all.

My job is to educate you!

When it comes to fat loss and being healthy, having adequate protein in our diets is vital. There is no arguing this.

There's been a ton of research on the effect of protein on your kidneys, but the key takeaways are as follows:

* You should aim to get 1 serving of protein every time you eat.
* The average person doesn't need to worry about consuming too much protein.

A serving of protein for most women is a palm size and for men it is 2 palm sizes. If consuming shakes, women should have 1 scoop of high quality undenatured whey or vegan protein powder (roughly 25g of protein) and men should have 2 scoops (roughly 50g of protein).

Now, in case you ever get confused again because someone brings up one of those protein myths again, just ask yourself these questions:

* Is this person a nutritionist, doctor, or other qualified professional?
* Is this person a good role model for healthy living?
* Is this person genuinely concerned for me, or just repeating an opinion they heard somewhere else?

If they answer to any of these questions is "no" then you can safely ignore that person's opinion :)

Talk soon!

- [StaffMemberAssigned]

**Day 30 Text**

*Hey [firstname], just want to let you know I’m so grateful to have you as a member and have the opportunity to help you improve your health and fitness :)*

**Day 30 Email**

**Subject:** Whose advice do you trust?

Hi Sue,

I touched on this a little bit last week, but this is such an important topic that I wanted to dive deeper into it this week: **the right way to take advice from others.**

See, most people go through life accepting other people's advice pretty much at random. They take their family's advice without questioning it, they accept a stranger's advice just because that person is loud and assertive, etc.

We're almost all guilty of this, and it's not entirely a bad thing. It just shows that we have an instinct to trust people, which is good.

The problem is that taking bad advice can lead us away from our goals, and there's way more bad advice out there than good advice.

So how do you make sure you're following only the good advice?

The solution is to ask yourself 3 questions:

1. Has this person achieved what I want to achieve, or helped others achieve the same?
2. Are this person's goals aligned with my goals?
3. What measurable result can you track to make sure this advice works for you?

Those first two are important because almost everyone has opinions on things outside their area of expertise, and they tend to express those opinions as advice, mostly just to satisfy their own egos.

People who are experts, or people who have achieved what you want to achieve, can tell you what actually works, not just their opinion.

The last one is important because almost nothing in life comes with a "one size fits all" solution, so you must be the ultimate judge of what works for you and what does not.

The key here is to judge advice based on measurable results and not temporary feelings. Our feelings are influenced by many different factors and often lead us astray, but when you track the right numbers you can never go wrong.

And, of course, my team and I are always here to help you track the right numbers :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 33 Email**

**Subject:** How to drink more water

Hi Sue,

By now, we all know how much water we need to drink...but many of us still struggle to hit that number every day consistently.

Trust me, I've been there!

So, to help you out, here are my top tips to help you drink more water!

**#1 - Infuse your water with herbs, fruits, or veggies.**

If you consider plain water boring, shake things up by dropping in herbs, fruits, or veggies to add flavor!

Basil, mint, lavender, raspberries, lemon, grapefruit, celery, and ginger are all great options here :)

**#2 - Get a smart water bottle to help you keep track.**

There are these really cool water bottles out there now that can connect to an app on your phone and track your daily intake for you!

On the less expensive side, there are also big, all-day water jugs that are marked by time of day to show you where you should be.

Shop around and try them out!

**#3 - Have a glass after each trip to the bathroom.**

This is especially useful because it ties in drinking water with a common daily ritual, which makes it easier to form a positive habit.

Plus, more water means more trips to the bathroom, which means more reminders to drink water ;)

Those are my top tips, but feel free to reach out if you need more ideas!

Stay hydrated,

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hey, wouldn't it be great to get your friends, family, and coworkers on board with your new heathy lifestyle? We can help :) Just open your FBBC app and select up to 3 people to send a 3 free workouts pass!

**Day 36 Email**

**Subject:** The 3 most important hours of your week for fitness success!

Success can be broken down to just 3 hours of your week!

If you are "too busy" to invest your time and energy into these vital 3 hours, I am not going to be as bold to say you won't be successful, but it will be far less likely.

Those 3 hours break down as follows:

* 30-60 minutes -- Plan Your Food
* 60-120 minutes -- Prep Your Food
* 30 Minutes -- Never Miss a Monday!

At boot camp, you will hear a common phrase is NEVER MISS A MONDAY!

See, when you show up on Monday, it makes it WAY more likely that you will see significant progress towards your goals for the rest of the week.

The reason: Monday (for most) signifies the beginning of your week!

If you start your week doing the things you need to do to be successful, this increases the likelihood that you will follow through for the rest of the week. You will hit your workout goals of 3-4 workouts per week and eat your planned, healthy meals.

Now, the opposite holds true: clients who miss a Monday are far more likely to not get their 3-4 workouts.

And that carries over to your nutrition! I've heard clients say things like, "I missed my workout today; what's the point of eating healthy?" When people say that, I tell them, "if you blew one tire, does that mean you are going to go and slash the other three?" No, that doesn't make sense, but we sure can rationalize it.

It appears irrational as you read this, but many of you are probably shaking your head (maybe even smiling).

You may miss a Monday on occasion, but make it a permanent habit of making it to your workouts on Monday as it dramatically increases the likelihood of success on our program!

**Commit today to the NEVER MISS A MONDAY MENTALITY!**

From The Club Staff (dummy [defaultsignature] replacement)

**Day 39 Email**

**Subject:** You “should” fail, but you “MUST” succeed!

Hi Sue,

Okay...I'm not really saying you should fail...but what I am saying is "should" almost always fails as a way to motivate yourself.

Think about it: how many times do you hear someone say they "should" do something, and then they never do it?

Heck, how many "shoulds" do you run through on a daily basis?

**Here's the problem with "should": it’s just a set-up for an excuse, and all those excuses let you off the hook from having to change because changing is uncomfortable.**

And it's not just you: it's literally hardwired into our DNA as humans to AVOID change, find routines, and stick to them.

So, let me ask you this...

Why is it that some people plateau in their health, their weight loss, their personal development, (or even their careers, relationships, and finances) while others soar on to new heights of success?

Researchers have run many studies on this question...and the answer they found will surprise you.

See, high-achieving people don't see their goals as "shoulds" but instead see them as "MUSTS"!

Think about it: when you MUST do something, you just do it, right? It doesn't matter how uncomfortable it is in the moment, you just do it.

Or, here's another way to think about it: it doesn't take more willpower or strength to hit a new fitness goal. Those are just the byproducts of how you change your thinking.

And here's how you need to change your thinking: make the new goal a MUST...and make your old milestone a MUST NOT.

For example, you could say, "I MUST lose another 10 pounds, which means I MUST go to boot camp 4 times per week and I MUST NOT settle for 3 times per week anymore."

That way, your mind and body will adapt to a new, higher standard instead of looking for excuses to stay comfortable.

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 42 Email**

**Subject:** How to smash through plateaus

Hi Sue,

I say this from a place of love and honesty...but at some point in your fitness journey, you will hit a plateau.

You will have a number that you want to hit, and the number on the scale will be seemingly locked in place.

So, what do you do?

Lucky for you, I have a simple, three-step process whenever I personally hit a plateau or one of my members does.

**Step 1 - Return to your WHY!**

Go back to your WHY that you wrote down at the start of this journey. Read it carefully and really put yourself back in that moment when you first wrote it.

While you're at it, feel free to update or expand on your WHY with everything you've discovered since then!

**Step 2 - Ask yourself, "What is it time to let go of?"**

Often when we hit a plateau, it's because we've been holding on to negative beliefs, thoughts, or habits that are only now becoming visible.

See, most people's early fitness results come from the "low-hanging fruit" -- things like cutting out sugar, going from inactive to active, etc.

But when you've been at it for a while, the little things like putting sugar and cream in your coffee or skipping the occasional workout add up.

**Step 3 - Reach out to me or the team for help!**

There are many different causes for our plateaus -- many of them have to do with mindset, but there are some that have physical causes.

Either way, we can help you identify the real cause and find the right solution. After all, we've helped thousands of others like you smash through their plateaus too!

See you soon,

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hope you've been enjoying the workouts, motivation, nutrition, and RESULTS so far :) If you have, make sure you use our app to send 3 free workouts to up to 3 friends!

**Day 45 Email**

**Subject:** You got this!

Hi Sue,

That's it :) just wanted to remind you!

**YOU GOT THIS!!**

From The Club Staff (dummy [defaultsignature] replacement)

**Day 48 Email**

**Subject:** WEIRD benefits of exercise!

Hi Sue,

As you probably know, most people come to me for weight loss, and I'm happy to deliver that.

But...

There's a whole weird and wonderful world of extra benefits that come from exercise, and today I thought it would be fun to share those with you!

Let's get to it...

**#1 - Exercise helps reduce cravings**

Which cravings?

Well...pretty much all of them! Research shows that regular exercise can minimize cravings for anything from junk food to cigarettes to alcohol.

Here's why: whenever you indulge a craving, it sets off a short-term "happy hormone" in the brain called dopamine.

When you work out, you get that dopamine hit too, but you ALSO get serotonin. Serotonin is the long-term "happy hormone" in that it's not quite as intense up front as dopamine, but its effects last WAY longer.

That means that exercise fulfills that immediate desire from the craving AND gives you a defense against the craving for hours afterward!

**#2 - Exercise provides pain relief**

Yup, that same activity that makes you sore and sweaty actually DECREASES the intensity of pain from other sources.

Again, it has to do with the hormones your body releases during exercise. A lot of those hormones are natural painkillers, and they stick around for hours after you work out doing their thing wherever else the body has pain.

**#3 - Exercise improves memory**

You may have heard that working out improves general brain function, but a lot of studies have shown that memory specifically improves with exercise.

Keep that in mind next time your friend loses their keys and wastes 20 minutes looking for them ;)

See you soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 51 Email**

**Subject:** How to make kids eat healthy

Hi Sue,

I have a friend who LOVES vegetables. I mean she loves them so much she gets excited just thinking about them.

So, I did a little digging with her and I discovered that she has loved vegetables ever since she was a kid...

Turns out, her mom was a nurse while she was growing up, and SHE knew the value of healthy eating and she wanted to make sure her daughter developed good habits.

What did she do?

She did something that's possibly evil, probably genius, and 100% hilarious.

She told her little girl (now my grown-up friend) that "dessert" was whatever food she ate after dinner.

That meant that "dessert" could be things like broccoli, squash, yams, etc...

And since my friend (as a little girl) knew that dessert was an exciting thing...she learned to get excited about vegetables!

Like I said, possibly evil, definitely hilarious!

But there's a real, important lesson in this: **framing is everything!**

So, if you approach your kids (or even yourself) and present healthy food like a chore, they're never going to get excited about healthy eating. In fact, they might develop a resentment towards it.

On the other hand, if you frame healthy eating as fun, energizing, and tasty, you kids will develop a positive attitude towards it!

Pretty neat, huh?

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Is there anyone else in your family, aside from the kids, who is looking to lose weight, get fit, and have more energy? Make sure you send them the 3 free workout pass through the Fit Body Boot Camp app!

**Day 54 Email**

**Subject:** Do you want to live a long life?

Hi Sue,

Every once in a while, I like to ask people this question:

"Do you want to live a long life?"

I usually get one of two answers:

1. "Duh, of course I want to live a long life!"
2. "I don't know...if I live a long life, that means I have to spend more time as an old person."

When I get that second answer, I always follow up with another question:

"Why do you have to become an old person?"

At that point, the other person usually blinks in confusion for a second before saying something about how it's "natural" for people to become frail, weak, and dependent as they age.

Except, that's a lie.

There's nothing in nature that demands that people lose their spark as they age. In fact, the real culprit is our culture of sedentary living and processed food. It's the damage of man-made forces that builds up over time and causes people to fall apart as they age.

Most people already know that healthy living can give you a long life...but they don't understand that it can give you a GREAT life for the long haul!

Because when you practice healthy living like we teach here at Fit Body Boot Camp, it's only natural for you to stay energetic, alert, mentally sharp, and independent even as you get into your 70s, 80s, or even 90s.

I say all this just to remind you that you have given yourself an incredible gift by starting this fitness journey -- and that you will enjoy profound rewards for the rest of your life if you stick with it :)

YOU ROCK!!!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 57 Email**

**Subject:** Why most people regain weight

Hi Sue,

You've met this person before: the one who loses a ton of weight one year just to gain it all back the next.

This is, sadly, very common outside our special fitness family. I've talked about some of the causes before: yoyo dieting, crash diets, lack of motivation, etc.

But really, those are all surface-level causes. Today I want to talk about the deep REASON why so many people lose their weight loss results, and what we are doing right now here at Fit Body to make sure this doesn't happen to you.

First, I should point out that everything I'm about to talk about is based on an incredible book called *Psycho Cybernetics* by Dr. Maxwell Maltz.

He was a plastic surgeon who discovered the secret power of self-image after making his patients physically perfect and still seeing some of them come back to demand more surgery.

See, the problem that causes people to regain weight is that their self-image hasn't caught up with their new body.

Even though all the external evidence (the mirror, the scale, compliments from others, etc.) points to their success, they still see themselves as overweight, ugly, and unwanted.

*That's when they subconsciously take actions that confirm this belief!* And that can include overeating, skipping workouts, buying bigger clothes, etc.

**So, the key to creating lasting fitness results is to work on your physical body AND your self-image at the same time!**

That's why we spend so much time focusing on your mindset, your habits, your social circle, and all those things that aren't traditionally part of a workout routine. All of those help improve your self-image.

It's our mission to make sure your new, improved body goes hand-in-hand with a new, improved self-image :)

See you soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 60 Email**

**Subject:** Can working out make you more money?

A while back I read an article that said people who get regular exercise also tend to make more money than people who don't...

Naturally, I was curious. I did a little research, and this is what I found out:

**The traits of people who get regular exercise are almost the exact same traits as people in high-income positions.**

So, it's not that you work out a lot and magically get a higher-paying job...although I've had some members describe it that way.

Let's break this down a little more...

To successfully follow a fitness program like ours, you need:

* time management skills
* personal discipline
* a high desire for results
* mental toughness to overcome setbacks
* a willingness to accept honest feedback
* a "team player" attitude
* a willingness to ask for help when you're stuck

And, yes, it turns out all those traits are what's required to earn a high-income position in almost any field.

AND here's the best part: even if you don't feel like you had all those traits when you first joined Fit Body Boot Camp, the fact that you have come this far means you've certainly developed or strengthened some of them!

So maybe it's time to take another look at your career plan and dream a little bigger...;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Speaking of being a team player, do you have any friends, family, or coworkers who would like to experience awesome results like you've enjoyed here? Make sure you open your Fit Body app right now and send them our 3-free day pass on the referrals page!

**Day 60 Text**

*Hey [firstname], wanted to see if you have any friends or fam who would like 3 free workouts here -- open your FBBC app and invite up to 3 contacts :)*

**Day 67 Email**

**Subject:** Is soreness a good thing?

Hi Sue,

You've been training with us long enough that you've probably noticed that some workouts create more soreness than others.

In fact, you may have even heard people bragging about how sore they are to show how good their workout was!

So, you might be wondering...if you work out and you're *not* sore afterwards, is that a bad thing? Should you *try* to be sore after a workout?

Well, let's have a quick review of where muscle soreness comes from:

When you work out, you're putting stress on your muscles to create microscopic tears in your muscle tissue. Those little tears create soreness the same way that a bruise or a cut creates soreness.

BUT...

The good news is that your muscles are designed to fill in those little tears with **stronger, tougher, more powerful muscle tissue.**

So, when you finish a workout that leaves you feeling extra sore, that's a good thing! That means your muscles are going to come back stronger, leaner, and tougher as they recover, and they'll even be able to burn more fat than before.

Now, what about those workouts where you DON'T feel sore after?

Well...that's also a good sign!

Think back to when you first started boot camp: pretty much all the workouts made you feel sore, right?

So now, when you finish a workout and you're not sore, that's just a sign that your muscles are stronger than before...and it's important to keep them under that same level of stress, because when it comes to muscles, "if you don't use it, you lose it!"

Next time you finish a workout, pat yourself on the back! Soreness or no soreness, you're making progress :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 74 Email**

**Subject:** How to update your wardrobe for weight loss!

Hey Sue,

By now, you've probably noticed that some of your old clothes look baggy on you now that you've dropped weight and added more lean muscle.

What a great problem to have, right?

That's why I'm going to share my top tips for updating your wardrobe to keep up with your fitness journey!

**#1 - Plan to donate everything that no longer fits.**

At this stage, a lot of people are tempted to hold onto their bigger clothes "just in case" they ever go back to their old size.

Don't do that. Instead, pull out EVERYTHING that no longer fits you and mark it so that you'll remember to donate it as soon as you find replacements.

That way, you'll have one less excuse to fall back into old habits. And if you ever do feel the pinch in your new clothes, you'll know it's time to revisit your fitness plan and reach out to your Fit Body Family for help!

**#2 - Give yourself some wiggle room.**

There's still room for you to lose even more weight, so make sure to get some stretchy or flexible items that look good on you now and will still look good on you when you're even more lean and toned.

Knits, drapes, and ruching are all good options for more flattering new clothes that will still give you room to shrink!

**#3 - Try on new styles!**

Now is the time to pick out something you thought you could never pull off and give it another try.

Remember, your body isn't just a smaller version of what it was before. You have a completely different shape now, which means you might be surprised and delighted to see how those styles work for you now!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 81 Email**

**Subject:** When people change (how you can help)

Hey Sue,

You've been with us a while now, and I often have members at your stage come up to me and say, "I'm so grateful that you've helped me start living this healthy lifestyle, but now everywhere I look I see people who are unhealthy and in pain. How can I help?"

The short answer is get them into boot camp!

But, as you've probably noticed, it's not always that simple...

**See, the vast majority of people will only make a major improvement in life under ONLY ONE CONDITION:**

**They have a "fix it or forget it" moment.**

This is the moment when your current problem becomes so painful the pain cuts through all the usual excuses and defense mechanisms the mind uses to avoid harsh realities.

This is when the mother of two hears her kids call her "fat mommy," or when someone finds out they're pre-diabetic, or the dad is so overweight he can't keep up with his kids at the park.

In these moments, we finally have a choice.

Option A) Accept our current suffering as a fact of life, AKA "forget it."

Or...

Option B) FIX IT!

Now the truth is, life is a series of "fix it or forget it" moments. If you have a growth mindset, you learn to recognize them and welcome them as opportunities for growth.

This also means that if someone close to you isn't having a "fix it or forget it" moment right now, you can probably uncover one by asking gentle, open-ended questions.

So, if you have people close to you that have had their "fix it and forget it" moment, the best way to get them started is to open your FBBC app and send them a pass for our 3 free workouts.

It's completely low-pressure, and it's a great way to start the conversation with someone in a loving, friendly way.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 90 Text**

*Hey [firstname], we love having you here! We’re looking for more members like you, so open your FBBC app and send up to 3 friends or fam a 3 day pass :)*

**Day 88 Email**

**Subject:** This is just the beginning!

When you started with us, I am sure you were hesitant or maybe weren't sure what this boot camp thing was all about.

Hopefully, like most of our members, you have found a new workout home; a place where you feel comfortable, safe, supported, and have been given the tools to be successful.

We pride ourselves on giving our members the tools and resources to be successful! Those tools and resources don't ever end because we are here for you on your life's fitness journey!!

Anytime you are struggling, reach out to us!

We are here to serve you and whether you are with us for a few months, or 5+ years (like many Fit Body Boot Camp members); we will always be here for you!

Thank you for trusting us over the last few months and we look forward to the journey ahead!

From The Club Staff (dummy [defaultsignature] replacement)

**Get Payment Info**

**Day 1 Email**

**Subject:** Hey [firstname], need your help!

Hi Sue,

Great news! [locationname] is moving over to a new software platform called ClubReady that will make it so much easier for you to get the information you need about your fitness results and progress!

ClubReady will also handle all your session scheduling, membership, and billing information, so we'll need you to go in and add your payment information to your new profile.

Here's how to do that:

1. **Login with your personal Fit Body Boot Camp login:** CLICK HERE (this will be hyperlinked to the Club URL)
2. [Username] & [Password]
3. **Update your payment profile information:** Click on 'My Profile' tab > click on 'My Payment Preferences' tab > click 'New Payment Profile' button > Add new credit card information > click 'Add' button

Thank you so much for helping us out with this!

See you in boot camp,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 1 Text**

*Hey [firstname], FBBC is switching to ClubReady! Need you to add your CC, so check your email or text back for instructions. Thank you!*

**Day 1 Call**

*Hey [firstname],*

*This is [ADMIN] from [locationname], just calling to let you know that we are moving over to a new software platform called ClubReady that will make it so much easier for you to get the information you need about your fitness results and progress!*

*ClubReady will also handle all your session scheduling, membership, and billing information, so we’ll need you to go in and add your payment information to your new profile.*

*Here’s how to do that:*

*Login with your personal Fit Body Boot Camp login. If we haven’t already, we’ll text you and email you soon with the correct link as well as your login info.*

*Once you’re logged in, click on ‘My Profile’ tab, then click on ‘My Payment Preferences’ tab, then click the ‘New Payment Profile’ button, then click “Add new credit card information” then click the ‘Add’ button.*

*Thank you so much for helping us out with this! See you in boot camp!*

**Day 1 FB Message**

*Hey [firstname],*

*Great news! Fit Body Boot Camp is moving over to a new software platform called ClubReady that will make it so much easier for you to get the information you need about your fitness results and progress!*

*ClubReady will also handle all your session scheduling, membership, and billing information, so we’ll need you to go in and add your payment information to your new profile.*

*Here’s how to do that:*

*1.****Login with your personal Fit Body Boot Camp login:****CLICK HERE (this will be hyperlinked to the Club URL)*

*[Username] & [Password]*

*2.****Update your payment profile information:****Click on ‘My Profile’ tab > click on ‘My Payment Preferences’ tab > click ‘New Payment Profile’ button > Add new credit card information > click ‘Add’ button*

*Thank you so much for helping us out with this!*

*See you in boot camp [FLEX EMOJI]*

**Day 2 Email**

**Subject:** [firstname] - checking in!

Hi Sue,

Just wanted to make sure you got my email, call, and text yesterday about our new software platform - ClubReady!

We're switching over to ClubReady because it will make everything easier for you to keep track of - including your membership and billing info. Speaking of that, we need you to log into your new profile and add your payment info.

Here's how to do that:

1. **Login with your personal Fit Body Boot Camp login:** CLICK HERE (this will be hyperlinked to the Club URL)
2. [Username] & [Password]
3. **Update your payment profile information:** Click on 'My Profile' tab > click on 'My Payment Preferences' tab > click 'New Payment Profile' button > Add new credit card information > click 'Add' button

Please make sure you take care of this before we retire the old system - that way we you can keep on training and getting amazing results without any interruption!

Thanks for your help,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 2 Text**

*Hey [firstname], FBBC is switching to ClubReady, can you please add your CC info? Check your email or text back for instructions. Thank you!*

**Day 2 Call**

*Hey [firstname],*

*This is [ADMIN] calling again from [locationname]. I wanted to let you know that we are moving over to a new software platform called ClubReady that will make it so much easier for you to get the information you need about your fitness results and progress!*

*ClubReady will also handle all your session scheduling, membership, and billing information, so we’ll need you to go in and add your payment information to your new profile.*

*Here’s how to do that:*

*Login with your personal Fit Body Boot Camp login. To get the correct login link, username, and password, check your text messages and your email inbox.*

*Once you’re logged in, click on ‘My Profile’ tab, then click on ‘My Payment Preferences’ tab, then click the ‘New Payment Profile’ button, then click “Add new credit card information” then click the ‘Add’ button.*

*Thank you so much for helping us out with this! See you in boot camp!*

**Day 2 FB Message**

*Hey [firstname],*

*Just wanted to make sure you got my email, call, and text yesterday about our new software platform - ClubReady!*

*We’re switching over to ClubReady because it will make everything easier for you to keep track of - including your membership and billing info. Speaking of that, we need you to log into your new profile and add your payment info.*

*Here’s how to do that:*

*1.****Login with your personal Fit Body Boot Camp login:****CLICK HERE (this will be hyperlinked to the Club URL)*

*[Username] & [Password]*

*2.****Update your payment profile information:****Click on ‘My Profile’ tab > click on ‘My Payment Preferences’ tab > click ‘New Payment Profile’ button > Add new credit card information > click ‘Add’ button*

*Please make sure you take care of this before we retire the old system - that way we you can keep on training and getting amazing results without any interruption!*

*Thanks for your help [THANKS EMOJI]*

**Day 3 Email**

**Subject:** Important Update

Hi Sue,

Not sure if you got my earlier messages about this, but [locationname] is switching over to a new software platform called ClubReady and we need your help.

This is great news because ClubReady will make it even easier for you to keep track of your results, progress, scheduling, and even your membership info!

Speaking of which, we need you to login right now to your new profile and add in your payment info. That way, you can keep on training without any interruption.

Here's how to do that:

1. **Login with your personal Fit Body Boot Camp login:** CLICK HERE (this will be hyperlinked to the Club URL)
2. [Username] & [Password]
3. **Update your payment profile information:** Click on 'My Profile' tab > click on 'My Payment Preferences' tab > click 'New Payment Profile' button > Add new credit card information > click 'Add' button

Thank you so much for helping out with this -- see you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 3 Text**

*[firstname], did you get my message? FBBC is switching systems - please add your CC info! Check your email or text back for instructions. Thank you!*

**Day 3 Call**

*Hey [firstname],*

*This is [ADMIN] calling again from [locationname]. I wanted to let you know that we are moving over to a new software platform called ClubReady.*

*This is great news because ClubReady will make it even easier for you to keep track of your results, progress, scheduling, and even your membership info!*

*That’s why right now we need you to go in and add your credit card info, so that we can keep training you without interruption!*

*Here’s how to do that:*

*Login with your personal Fit Body Boot Camp login. To get the correct login link, username, and password, check your text messages and your email inbox.*

*Once you’re logged in, click on ‘My Profile’ tab, then click on ‘My Payment Preferences’ tab, then click the ‘New Payment Profile’ button, then click “Add new credit card information” then click the ‘Add’ button.*

*Thank you so much for helping us out with this! See you in boot camp!*

**Day 3 FB Message**

*Hey [firstname],*

*Not sure if you got my earlier messages about this, but Fit Body Boot Camp is switching over to a new software platform called ClubReady and we need your help.*

*This is great news because ClubReady will make it even easier for you to keep track of your results, progress, scheduling, and even your membership info!*

*Speaking of which, we need you to login right now to your new profile and add in your payment info. That way, you can keep on training without any interruption.*

*Here’s how to do that:*

*1.****Login with your personal Fit Body Boot Camp login:****CLICK HERE (this will be hyperlinked to the Club URL)*

*[Username] & [Password]*

*2.****Update your payment profile information:****Click on ‘My Profile’ tab > click on ‘My Payment Preferences’ tab > click ‘New Payment Profile’ button > Add new credit card information > click ‘Add’ button*

*Thank you so much for helping out with this -- see you in boot camp [FLEX EMOJI]*

**Day 4 Email**

**Subject:** Don't hit pause on your results!

Hi Sue,

Hopefully you've heard by now that [locationname] is switching over to ClubReady, which is an awesome new software platform that will make your results tracking, scheduling, and even membership info so much easier to manage!

However, we are about to retire our old system, so if we don't get your payment info into ClubReady by then, we'll have to put a pause on your membership to sort that out.

You don't want to lose your momentum, and we want to keep training you and getting you results! So, let's just go ahead and add your payment info to your new ClubrReady account right now.

Here's how to do that:

1. **Login with your personal Fit Body Boot Camp login:** CLICK HERE (this will be hyperlinked to the Club URL)
2. [Username] & [Password]
3. **Update your payment profile information:** Click on 'My Profile' tab > click on 'My Payment Preferences' tab > click 'New Payment Profile' button > Add new credit card information > click 'Add' button

Thank you so much for helping with this - we love having you here and we definitely don't want to put your results on pause!

See you in boot camp,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 4 Text**

*[firstname], if we don’t get your CC info today, we’ll have to put your training on hold! Check your email or text back for instructions. Thank you!*

**Day 4 Call**

*Hey [firstname],*

*Hopefully you’ve heard by now that [locationname] is switching over to ClubReady, which is an awesome new software platform that will make your results tracking, scheduling, and even membership info so much easier to manage!*

*However, we are about to retire our old system, so if we don’t get your payment info into ClubReady by then, we’ll have to put a pause on your membership to sort that out.*

*You don’t want to lose your momentum, and we want to keep training you and getting you results! So, let’s just go ahead and add your payment info to your new ClubrReady account right now.*

*Here’s how to do that:*

*Login with your personal Fit Body Boot Camp login. To get the correct login link, username, and password, check your text messages and your email inbox.*

*Once you’re logged in, click on ‘My Profile’ tab, then click on ‘My Payment Preferences’ tab, then click the ‘New Payment Profile’ button, then click “Add new credit card information” then click the ‘Add’ button.*

*Thank you so much for helping with this - we love having you here and we definitely don’t want to put your results on pause.*

*Have a great day!*

**Day 4 FB Message**

*Hey [firstname],*

*Hopefully you’ve heard by now that we are switching over to ClubReady, which is an awesome new software platform that will make your results tracking, scheduling, and even membership info so much easier to manage!*

*However, we are about to retire our old system, so if we don’t get your payment info into ClubReady by then, we’ll have to put a pause on your membership to sort that out.*

*You don’t want to lose your momentum, and we want to keep training you and getting you results! So, let’s just go ahead and add your payment info to your new ClubrReady account right now.*

*Here’s how to do that:*

*1.****Login with your personal Fit Body Boot Camp login:****CLICK HERE (this will be hyperlinked to the Club URL)*

*[Username] & [Password]*

*2.****Update your payment profile information:****Click on ‘My Profile’ tab > click on ‘My Payment Preferences’ tab > click ‘New Payment Profile’ button > Add new credit card information > click ‘Add’ button*

*Thank you so much for helping with this - we love having you here and we definitely don’t want to put your results on pause!*

*See you in boot camp!*