**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 :)*