**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*](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)