**Price Increase Sequence for NON Clients**

**Email 1 -- send 2 weeks out from price increase date.**

**Subject:** PRICE INCREASE -- come in today for the best deal! (time sensitive)

Hey, I’ll keep this quick because time is of the essence…

On [DATE] I’m going to increase my prices by 10% -- but ONLY NEW members.

That means all my current members will stay at their current rate…

**...and YOU can get my ultimate fat-burning transformation program for the best deal I’ll ever offer -- and you’ll be grandfathered in FOR LIFE at this lower price!**

And in case you’ve been “on the fence” about joining us at Fit Body Boot Camp, let me make this even easier for you..

**Come in any time before [DATE] and I’ll give you two free weeks of boot camp!**

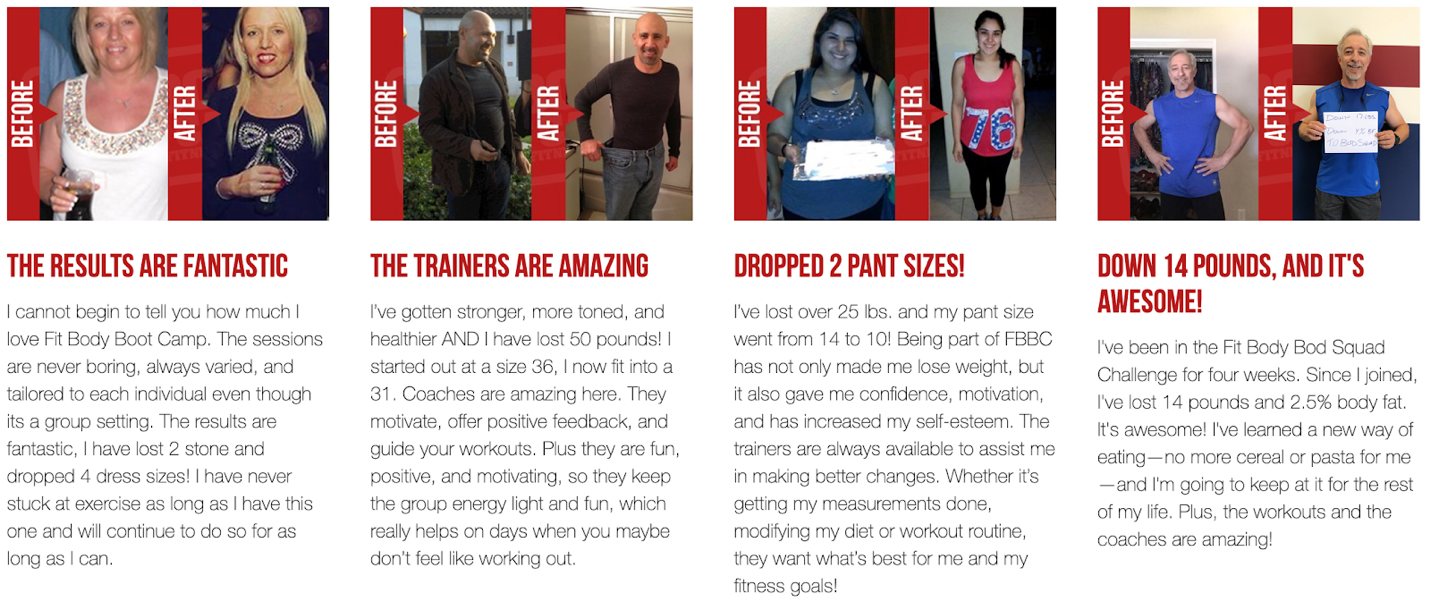
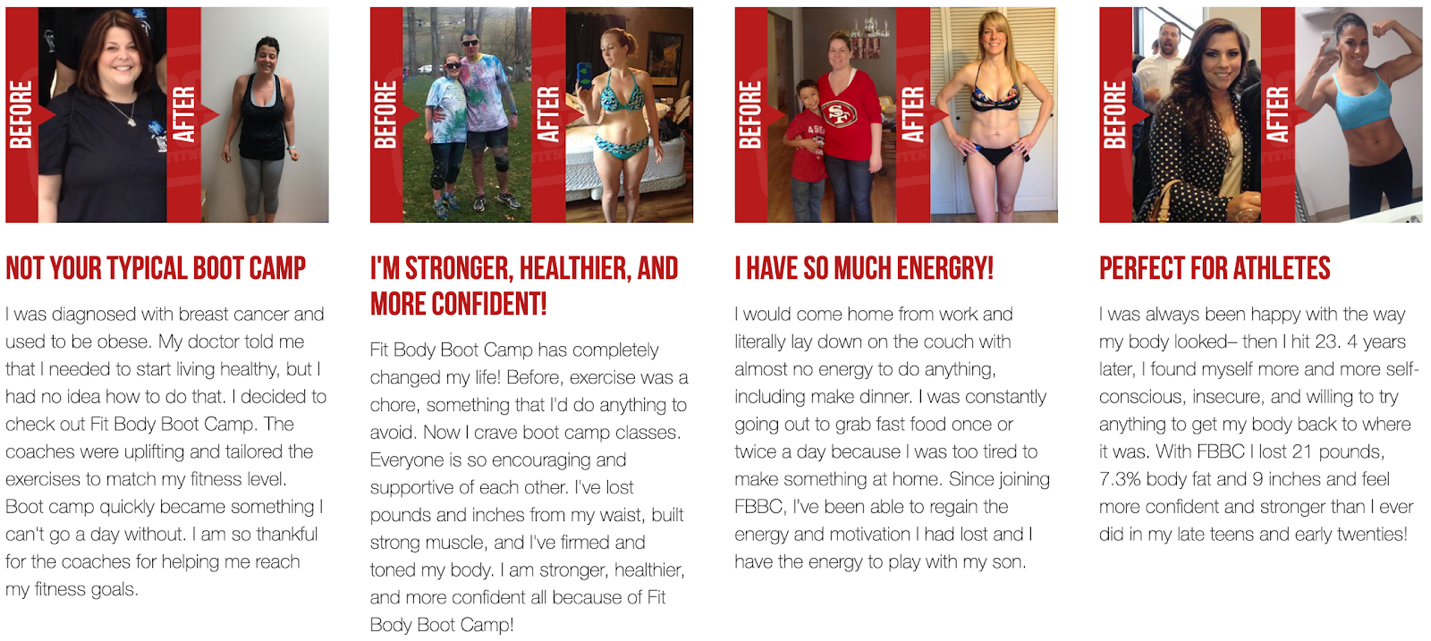
That way, you can see the fast results, positive community, and smart, lifestyle-friendly nutrition coaching for yourself and see if Fit Body Boot Camp is right for you.

And as long as you make your decision to sign up as a VIP member before [DATE], you’ll be grandfathered in FOR LIFE at my current low membership rate.

**But** [DATE] **is coming up fast, and I can only offer those two free weeks BEFORE then -- so don’t wait!**

Come in today (or reply to this email or call [PHONE NUMBER]) and see the incredible fat loss results only Fit Body Boot Camp can deliver…

And for a sneak peek, check out these stories from real clients:



**With 2 free weeks, you truly have nothing to lose -- only the once in a lifetime opportunity to get the body and healthy lifestyle of your dreams for the lowest price I’ll EVER offer again.**

**BUT ONLY IF YOU COME IN OR REACH OUT BEFORE** [DATE]!!

Talk soon,

[SIGN OFF]

**Email 2 -- send one week out from price increase date**

**Subject:** did you see this?  (time sensitive)

Hey, I sent you an email a week ago to let you know about my price increase coming up…

...and I noticed you still haven’t started your 2 week trial, which means you might miss out on the best deal I’m ever going to offer on training!

**Maybe you missed the message, so here’s what I sent before:**

On [DATE] I’m going to increase my prices by 10% -- but ONLY for new members.

That means all my current members will stay at their current rate…

**...and YOU can get my ultimate fat-burning transformation program for the best deal I’ll ever offer -- and you’ll be grandfathered in FOR LIFE at this lower price!**

And in case you’ve been “on the fence” about joining us at Fit Body Boot Camp, let me make this even easier for you..

**Come in any time before** [DATE] **and I’ll give you two free weeks of boot camp!**

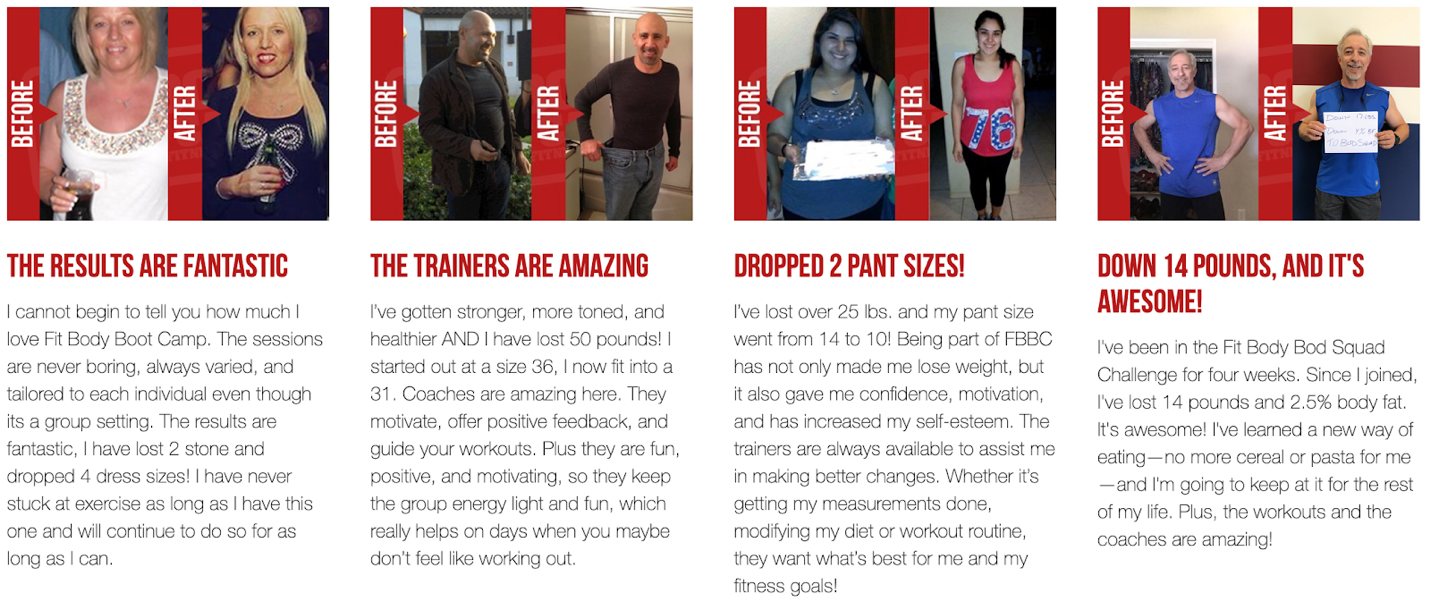
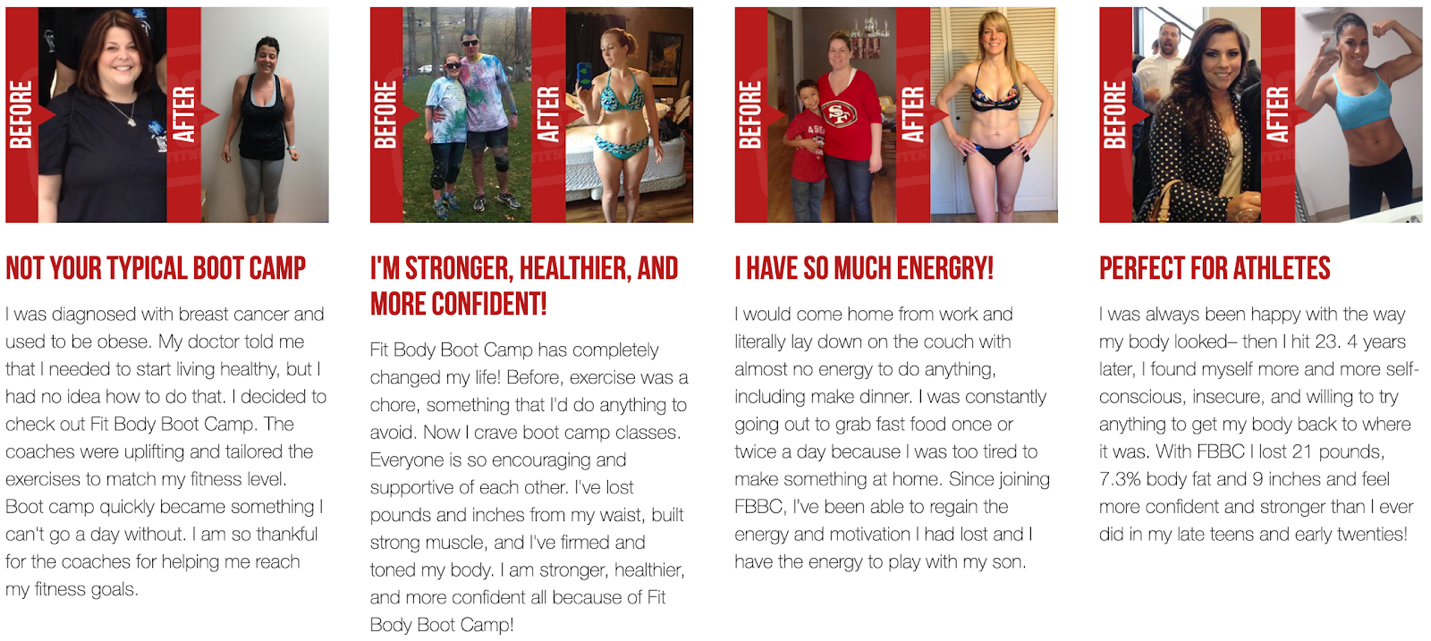
That way, you can see the fast results, positive community, and smart, lifestyle-friendly nutrition coaching for yourself and see if Fit Body Boot Camp is right for you.

And as long as you make your decision to sign up as a VIP member before the end of those 2 free weeks, you’ll be grandfathered in FOR LIFE at my current low membership rate.

**But** [DATE] **is coming up fast, and I can only offer those two free weeks BEFORE then -- so don’t wait!**

Come in today (or reply to this email or call [PHONE NUMBER]) and see the incredible fat loss results only Fit Body Boot Camp can deliver…

And for a sneak peek, check out these stories from real clients:



**With 2 free weeks, you truly have nothing to lose -- only the once in a lifetime opportunity to get the body and healthy lifestyle of your dreams for the lowest price I’ll EVER offer again.**

**BUT ONLY IF YOU COME IN OR REACH OUT BEFORE [DATE]!**

Talk soon,

[SIGN OFF]

**Email 3 -- send this 2 days before price increase.**

**Subject:** 48 HOURS LEFT -- best price EVER on fat loss

Heads up: only two days left before I raise my prices **permanently** for all NEW members.

**That means for the next 48 hours only, you can sign up and be grandfathered in FOR LIFE at my lowest rate -- and get a bargain on the weight loss and ideal body you desire!**

And, truth be told, I’m bending the rules for a little bit because I know you’ve been thinking about Fit Body Boot Camp for a while now.

If this is the nudge you need to finally achieve your dream body, take back control of your health find your confidence again, and experience a head-turning physical transformation…

Then I’m happy to bend the rules for you!

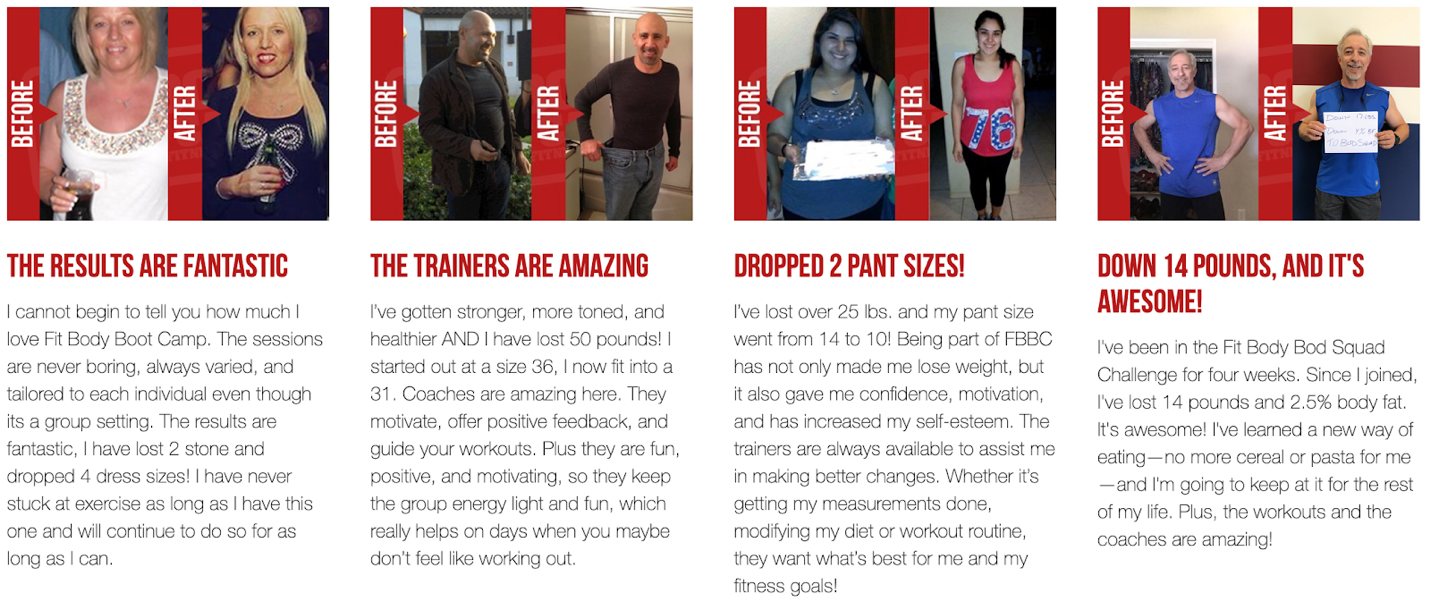
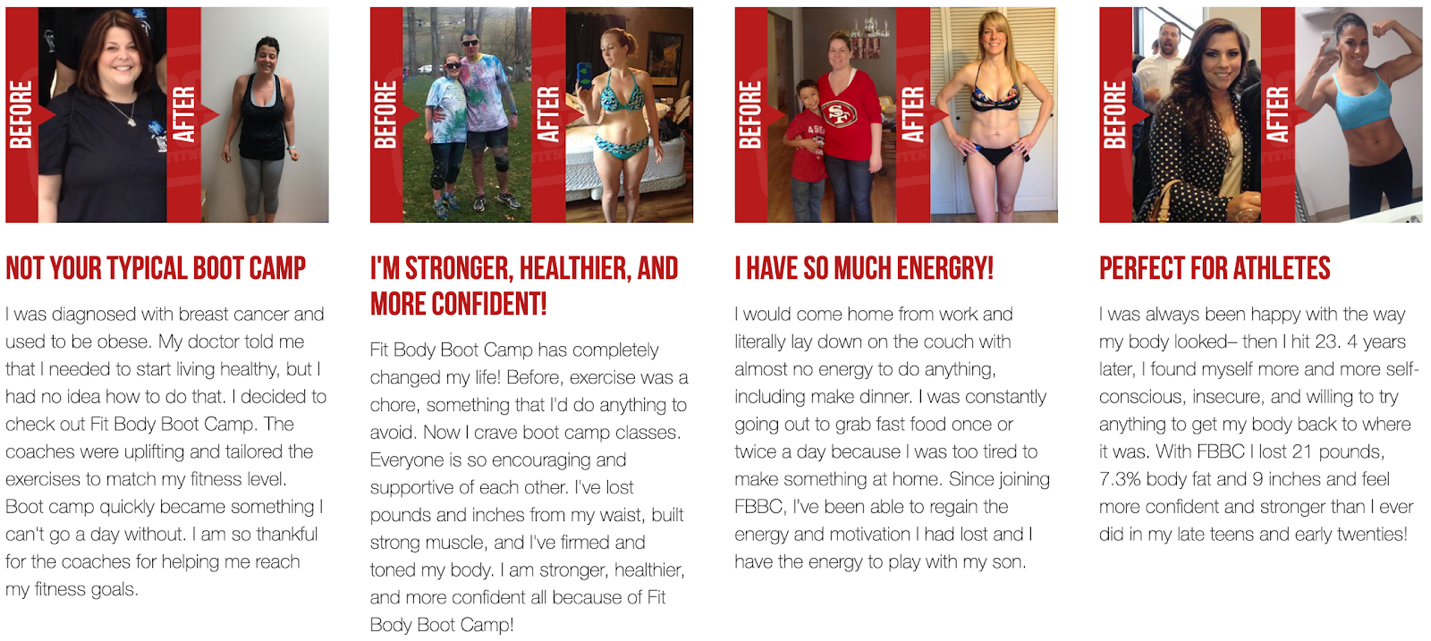
**So here’s the deal: reply to this email, call me at [PHONE NUMBER] or come into boot camp within the next 48 hours and I’ll start you on a 2 WEEK FREE TRIAL with the option to take advantage of my current, low membership rate at the end.**

Yes, this means you’ll technically be past the deadline for the price increase…

BUT, I want to make sure you’re 100% confident in your decision to sign up, which is why I’m giving you those 2 week free.

Take the two week trial and see if the fast results, positive community, and smart, lifestyle-friendly nutrition coaching here at Fit Body Boot Camp is right for you.

And for a sneak peek, check out these stories from real clients:



**With 2 free weeks, you truly have nothing to lose -- only the once in a lifetime opportunity to get the body and healthy lifestyle of your dreams for the lowest price I’ll EVER offer again.**

**BUT ONLY IF YOU COME IN OR REACH OUT WITHIN THE NEXT 48 HOURS!**

Talk soon,

[SIGN OFF]