

14-DAY BJJ TRIAL EMAIL SEQUENCE

Seven ready-to-edit emails for your free-trial students, each with a subject line, preview text, body, and one call to action. Swap the placeholders, fill in the bracketed lines once, and load them into your email tool.

DAY 1

DAY 3

DAY 5

DAY 7

DAY 10

DAY 12

DAY 14

BEFORE YOU LOAD THESE

These seven emails have one job. Get a nervous beginner back on the mat often enough that signing up feels like the obvious next step.

The first four emails don't sell anything. They answer the questions people have but won't ask at the front desk, like what to wear or whether they're too out of shape to start. The offer only shows up on day 10, after they've had a week and a half of classes to decide whether they like it.

Swap each placeholder for whatever your email tool calls it:

- **{First Name}**: the person on the trial (for a kids program, the parent)
- **{Gym Name}**, **{Your Name}**, **{Coach Name}**
- **{Class Time}**: their next class, or your beginner class time
- **{Schedule Link}**: your class schedule or booking page
- **{Membership Link}**: the page where they pick a plan and pay
- **{Trial End Date}**: the last day of their trial
- **{Offer}**: your one-line membership offer (see the day 10 notes)

Anything in **[square brackets]** is yours to write. Fill those in once before you turn the sequence on; they don't change per person.

Use one sender name the whole way through, ideally a real person (" **{Your Name}** at **{Gym Name}** "), so every email reads like it came from someone they've met.

DAY 1 WELCOME AND WHAT TO EXPECT

the day the trial starts

SUBJECT Welcome to **{Gym Name}**, **{First Name}**

PREVIEW What to bring, where to park, and who to ask for

Hi **{First Name}**,

Glad you're coming in. Here's everything you need for your first class.

When: **{Class Time}**

Where: **[address, plus one line on parking or which door to use]**

What to wear: **[gi if you have one, or a rash guard or fitted t-shirt and shorts with no zippers or pockets]**

Bring: water, flip-flops for walking off the mats, and a towel if you sweat a lot

Get here about 10 minutes early. Ask for **{Coach Name}**. They'll show you where to change, introduce you to a couple of people, and keep an eye on you during class.

Your first class is mostly learning how to move. You won't be thrown into a hard round on day one. If you need to sit out a drill, sit out the drill. Nobody minds.

See you on the mat,

{Your Name}

{Gym Name}

CALL TO ACTION **Book your first class** **{Schedule Link}**

DAY 3 A TECHNIQUE TIP AND SOME ENCOURAGEMENT

day 3 of the trial

SUBJECT The one thing to practice before your next class
PREVIEW It takes two minutes and you can do it in your living room

Hi {First Name},

The first few classes can feel like a lot. Your body doesn't want to move the way the coach just showed you, and half the words sound made up. That's normal. Everyone on our mats started there.

Here's one thing worth practicing before your next class: [name one basic movement your beginners learn first, such as the technical stand-up or hip escape].

[Two or three short sentences on how to do it. Write it the way your coach says it in class.]

Do it 10 times on each side tonight. You'll feel the difference the next time you're on your back and trying to get out.

{Your Name}

CALL TO ACTION [Book your next class](#) {Schedule Link}

DAY 5 A STUDENT SUCCESS STORY

day 5 of the trial

SUBJECT [Student first name] started where you are
PREVIEW [One line on where they started, like "Never trained before, 40 years old"]

Hi {First Name},

I want you to meet [student first name].

[Two or three sentences on where they started. When they walked in, what they were nervous about, what shape they were in. Use their real details, with their permission.]

[Two or three sentences on where they are now. A belt or stripe, a first tournament, a habit they built, or something they say about why they keep coming back.]

If you want to hear it from them, ask for [student first name] at [the class they usually train in]. They're happy to talk.

{Your Name}

CALL TO ACTION [Book your next class](#) {Schedule Link}

Owner note: use a real student and ask them first. A short quote in their own words is better than anything you write about them. If you can't get one this week, send the day 3 email's technique-tip format again with a different movement.

DAY 7 AN ANSWER TO A COMMON FEAR

day 7 of the trial

SUBJECT "Am I too out of shape for this?"
PREVIEW The question almost every beginner asks, usually only in their head

Hi {First Name},

Most people who try jiu-jitsu worry about one of two things. Either they think they're too out of shape, or they feel out of place in a room full of people who already know what they're doing.

On fitness: you don't need to get in shape before you start. Plenty of people start jiu-jitsu to get in shape. Go at your own pace and take breaks when you need them. Nobody will think twice.

On feeling out of place: every person on the mat was new once. [One or two sentences on how your classes look after beginners, such as how you pair new students, when they start live rolling, a beginners-only class, and that tapping early is always fine.]

If something's holding you back that I didn't cover, hit reply and tell me. I read every one.

{Your Name}

CALL TO ACTION [Reply to this email with your question]

DAY 10 MEMBERSHIP OPTIONS AND AN OFFER

day 10 of the trial

SUBJECT What happens after your trial

PREVIEW Your options for keeping your spot, plus [your offer in a few words]

Hi {First Name},

You've been training with us for over a week now, so here's what keeping it going looks like.

[Membership option 1: name, what's included, price]

[Membership option 2: name, what's included, price]

[Membership option 3, if you have one]

If you sign up before {Trial End Date}: {Offer}

Most people starting out pick [the option you recommend for beginners], because [one honest reason, such as it covers the beginner classes they've been taking].

If you're not sure which one fits your schedule, reply and I'll help you pick.

{Your Name}

CALL TO ACTION **Choose your membership** {Membership Link}

Owner note: write the offer in one sentence with a number in it, like "first month for \$X, no contract" or "no sign-up fee if you join before your trial ends." Only offer a deadline you'll actually hold to. If people learn the offer comes back next week, it stops working.

DAY 12 A REMINDER THAT THE TRIAL ENDS SOON

day 12 of the trial

SUBJECT Your trial ends {Trial End Date}

PREVIEW Two days left to keep your spot at the trial offer

Hi {First Name},

Quick reminder: your free trial at {Gym Name} ends on {Trial End Date}.

If you want to keep training, sign up here and you'll stay in the classes you've been taking. The offer from my last email ({Offer}) is good until your trial ends.

If now's not the right time, no problem. Reply and let me know, and I won't keep emailing you about it.

{Your Name}

CALL TO ACTION **Keep my spot** {Membership Link}

DAY 14 A FINAL INVITATION

the last day of the trial

SUBJECT Last day of your trial, {First Name}

PREVIEW Thanks for training with us. Here's the door if you want to keep going.

Hi {First Name},

Today's the last day of your trial. Thanks for giving jiu-jitsu a go with us.

If you want to keep training, here's the link to sign up. It takes a couple of minutes, and you'll be on the mat at your usual time.

If the timing's wrong, that's fine. The door stays open, and you're welcome back whenever you're ready. Just reply to this email and I'll set you up.

Hope to see you on the mat,

{Your Name}

{Gym Name}

CALL TO ACTION **Sign up today** {Membership Link}

NOTES BEFORE YOU SWITCH IT ON

- **One call to action per email.** Each email has one link, so the person reading it knows exactly what to do next.
- **Stop the sequence when they join.** Someone who signs up on day 8 shouldn't get a "your trial ends soon" email on day 12. Every email tool can do this; set it up before you turn the sequence on.
- **Answer every reply the same day.** The day 7 email is written to get replies. Someone who writes back about a worry is still deciding, so answer the way a coach would.
- **Back the emails up on the mat.** When a trial member walks in, have the coach greet them by name.
- **No-shows need a different message.** If someone signed up for a trial and never came to a class, they don't need the day 10 offer. Send them one short "want to pick a new time?" email with your schedule link instead.

LOADING THIS INTO GYMDESK

If you run your gym on Gymdesk, you don't need to build this from a blank page. The automation template library includes a trial-conversion template. Open it, paste in these seven emails, and set the delay between each one in days (Day 1, 3, 5, 7, 10, 12, 14).

Add an exit condition so the automation stops when the person gets a membership. That covers the "stop the sequence when they join" note above, and it runs on its own.

From [Your Guide to Jiu-Jitsu Marketing: 7 Proven Strategies for Growing Your BJJ School](#). Read more on writing each email in the guide to [BJJ email marketing](#).