GYM WIN-BACK MESSAGE PACK

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Three messages for members who canceled, a version of the second one for each reason people leave, and a short script for the calls worth making yourself. Copy them, swap the placeholders, and make them sound like your gym.

Gym: _____

Coach sending: _____

Start date: ____/____/_____

The Sequence at a Glance

Send them in this order. Everything stops the moment someone rejoins or books a class.

MESSAGE	WHEN	WHAT IT DOES	SENT BY
1. Thank-you	About a week after canceling	Leaves the door open. No offer.	Automation, in the coach's name
2. Check-in + offer	30 to 45 days out	Names their reason and what changed. Waives the sign-up fee.	Automation, one version per reason
3. Event invite	60 to 90 days out	A lower bar than rejoining. The offer still stands.	Automation
Then	Every month	Your regular newsletter. No more asks.	Newsletter

Placeholders

Swap these for whatever your email or text tool calls them.

PLACEHOLDER	SWAP IT FOR
{First Name}	the former member
{Gym Name}	your gym
{Coach Name}	a coach they actually trained with
{Their Reason}	what they told you when they left (schedule, cost, an injury)
{What Changed}	the new class time, plan, or fix that answers their reason
{Event} / {Event Date}	a belt test, seminar, or bring-a-friend week
{New Class Time} / {Injury}	the reason-specific details in Message 2's versions
{What Went Wrong} / {The Fix}	for anyone who left unhappy: the problem, and what you changed
{What's New}	for anyone who gave no reason: the newest thing at your gym

1 Thank-You

When: About a week after canceling

EMAIL + TEXT

Subject: Thanks for training with us

Hi {First Name},

This is {Coach Name} from {Gym Name}. Thanks for training with us.

If you ever want to come back, even for a single class, just reply here and we'll set it up. No pressure at all.

{Coach Name}

Text version: Hi {First Name}, this is {Coach Name} from {Gym Name}. Thanks for training with us. If you ever want to come back, even for a single class, just reply and we'll set it up. No pressure at all.

No offer, no hard sell. This one leaves the door open and puts a real person's name on it.

2 Check-In and Offer

When: 30 to 45 days out

EMAIL + TEXT

Subject: We've been thinking about you at {Gym Name}

Hi {First Name},

It's {Coach Name}. We've been thinking about you at {Gym Name}.

You mentioned {Their Reason} when you left, and we've {What Changed}.

If you want to come back, your sign-up fee is waived. Want me to save you a spot this week?

{Coach Name}

Text version: Hi {First Name}, it's {Coach Name} at {Gym Name}. You mentioned {Their Reason} when you left, and we've {What Changed}. Your sign-up fee is waived if you come back. Want me to save you a spot this week?

This is the message that names their reason. Use the matching version on the next page.

If nothing has changed for their reason, say what's new at the gym in general and keep the fee waiver.

Message 2, One Version per Reason

Swap the middle line of Message 2 for the one that matches their reason. The opening and the fee waiver stay the same.

REASON	MIDDLE LINE FOR MESSAGE 2	THE OFFER BEHIND IT	SKIP THIS
Cost	You mentioned the cost when you left. We've got a two-day-a-week plan now, and we can lock your rate for 12 months.	A cheaper plan (two classes a week, off-peak), or a locked rate for 12 months.	Half off for one month.
Schedule	You mentioned the schedule when you left. We've added {New Class Time}, and we can build a plan around the times you can make.	The new class times, or a plan built around the times they can make.	A generic discount.
Injury or health	You mentioned your {Injury} when you left. If you're ready, we'd start you with a week in fundamentals, and I'll let the coach know you're coming back.	A first week back in fundamentals, with the coach told they're returning.	Hard sparring on day one.
Lost motivation	{Event} is coming up on {Event Date}, and it would be a good one to aim for. We'd love to help you get ready for it.	A specific goal: the next belt test, a seminar, an in-house tournament.	A coupon.
Bad experience	You told us about {What Went Wrong} when you left. You were right, and here's what we changed: {The Fix}.	Proof that the thing changed, from you directly.	Any automated offer. Send this one yourself, or call.
No reason given	A lot has changed since you trained with us: {What's New}.	What's new at the gym in general, plus the fee waiver.	Guessing at their reason.

3 Event Invite

When: 60 to 90 days out

EMAIL + TEXT

Subject: {Event} on {Event Date}

Hi {First Name},

{Coach Name} again. Quick heads up: {Event} is on {Event Date}.

You'd be welcome, member or not. And the offer still stands if you want to get back on the mat.

{Coach Name}

Text version: Hi {First Name}, {Coach Name} again. {Event} is on {Event Date}. You'd be welcome, member or not, and the offer still stands if you want to get back on the mat.

"Come to the seminar" is easier to say yes to than "rejoin." Plenty of people come back for an event first.

The Call Script

For your top 10 or so: the drifted regulars, and anyone who left unhappy once you've fixed what bothered them. Keep it short and curious.

- [ ] **Say who you are and why you're calling.** "Hi {First Name}, it's {Coach Name} from {Gym Name}. We noticed you'd canceled and wanted to ask how we could have done better."
- [ ] **Then listen.** Don't pitch yet. Write down what they say, word for word if you can.
- [ ] **If the reason has changed, or you've fixed it, say so.** "We've {What Changed}. Your sign-up fee is waived if you want to come back."
- [ ] **If it hasn't, thank them and stop.** "Thanks for telling me. The door's open whenever you want it."
- [ ] **Log the reason on their record and tag them.** It decides which Message 2 they get.

Before You Switch It On

Eight things to set up once.

- [ ] **Tag each member by their reason when they cancel** (cost, schedule, injury, motivation, bad experience). A split on the tag picks the right Message 2.
- [ ] **Make a returning-member plan with the sign-up fee set to zero,** so the waiver happens without anyone remembering it.
- [ ] **Stop the sequence the moment someone rejoins or books a class.** Nobody wants a "we miss you" text the morning after they came back.
- [ ] **Skip anyone who moved away.** A discount won't shorten a 400-mile commute.
- [ ] **Send every message to yourself first** and read it on your phone.
- [ ] **Block an hour a week for calls** to your drifted regulars, and to the unhappy ones whose issue you've fixed.
- [ ] **After Message 3, stop asking.** Move them to your monthly newsletter.
- [ ] **Track your reactivation rate by group:** former members who rejoined, divided by former members you contacted.

Let the win-back run itself

Gymdesk's marketing automations can start this sequence when a member cancels, send each reason its own Message 2, and stop when they rejoin.

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