

POST-TRIAL FOLLOW-UP SEQUENCE

Welcome, expectations, check-in, offer. Then a text from the coach and a call about the kid.
Paste-ready for any autoresponder.

Messages 1–4: automated

Messages 5–6: from the coach

BEFORE YOU LOAD THESE

The sequence is welcome, expectations, check-in, offer. Then a text 24 hours after the trial ends, and a call from the instructor. That order matters. The first three messages exist so that by the time you make the offer, the person has already had a good week, and the call at the end works because it's a coach they've met, calling about their kid or their training, and the membership comes up second.

The pack uses {First Name}, {Student Name}, {Gym Name}, {Coach Name}, {Class Time}, {Trial End Date}, {Offer}, {Booking Link}, and {Your Name}. Swap them for whatever your system calls them. {First Name} is the person who signed up; for a kids program that's the parent, and {Student Name} is the kid. For adult programs the two are the same person, so drop the kid lines.

Days 1 to 5 go out automatically from the gym. The text on day 6 and the call on day 7 come from a named coach, because by then they need to.

Test the subject lines as one-off broadcasts before you automate anything. You find out what lands with your parents by sending it.

MESSAGE 1: WELCOME (SENT THE MOMENT THEY BOOK)

CHANNEL email · FROM {Gym Name}

SUBJECT You're booked for {Class Time}

Hi {First Name},

{Student Name} is booked in for {Class Time}. Here's what to bring: comfortable clothes, a water bottle, and about ten minutes early so we can show you around.

When you arrive, ask for {Coach Name}. They'll be the one running the class and the one meeting you at the door.

If the time doesn't work anymore, you can move it here: {Booking Link}

See you soon, {Gym Name}

Text version (same moment):

Hi {First Name}, it's {Gym Name}. {Student Name} is booked for {Class Time}. Ask for {Coach Name} when you get here. Need to change it? {Booking Link}

MESSAGE 2: EXPECTATIONS (THE DAY BEFORE THE FIRST CLASS)

CHANNEL email, plus a text the morning of · FROM {Gym Name}

SUBJECT What tomorrow looks like

Hi {First Name},

Quick note before tomorrow so nothing is a surprise.

The first class is mostly getting comfortable. {Coach Name} will keep {Student Name} next to them, walk through the basics, and nobody gets thrown into anything they didn't sign up for. Parents are welcome to watch from the side.

Two things that help: get here ten minutes early, and don't worry if {Student Name} is quiet the first time. Most kids are.

{Booking Link} if you need to move it.

{Gym Name}

Text version (morning of):

Morning {First Name}, {Gym Name} here. {Student Name}'s class is today at {Class Time}. Ten minutes early is perfect. {Coach Name} is expecting you.

MESSAGE 3: CHECK-IN (THE EVENING AFTER THE FIRST CLASS)

CHANNEL email · FROM {Coach Name} at {Gym Name}

SUBJECT How did {Student Name} find it?

Hi {First Name},

Good to meet you both today. {Student Name} did well for a first class.

If there's anything that felt off, or anything you want to ask before the next one, just reply here. I read these.

Next class is {Class Time}. Same drill: ten minutes early, ask for me.

{Coach Name}

If you're doing it right, this one gets replies. Answer every one, the same day, from the coach. The parent who replies to message 3 is the parent who signs.

MESSAGE 4: THE OFFER (THE DAY THE TRIAL ENDS)

CHANNEL email, plus a text · FROM {Gym Name}

SUBJECT {Student Name}'s spot after the trial

Hi {First Name},

The trial wraps up {Trial End Date}. Here's what comes next if {Student Name} wants to keep going:

{Offer}

You can lock it in here: {Booking Link}. It takes about two minutes and {Student Name} keeps the same class and the same coach.

If you're on the fence, that's fine too. Reply and tell me what's holding you back and I'll give you a straight answer.

{Gym Name}

Text version:

Hi {First Name}, {Gym Name} here. {Student Name}'s trial ends {Trial End Date}. To keep the spot: {Booking Link}. Questions? Just reply.

Write the offer in one sentence with a number in it. "First month at \$X, no contract, same class." An offer that needs a paragraph is a pricing page, and they already have one of those.

MESSAGE 5: THE 24-HOUR TEXT (THE DAY AFTER THE TRIAL ENDS)

CHANNEL text · FROM {Coach Name}, from a number they can reply to

Hey {First Name}, it's {Coach Name}. {Student Name} was good to have on the mat this week. If you want to keep the spot in {Class Time}, here's the link: {Booking Link}. If not, no hard feelings. Either way, thanks for coming in.

Send this one from the coach's name, and mean the "no hard feelings." The people who don't sign today are the ones who come back in January, and they remember how you handled the no.

MESSAGE 6: THE INSTRUCTOR CALL (48 HOURS AFTER THE TRIAL ENDS, IF NO REPLY)

CHANNEL phone · **FROM** the coach who ran the class

The call is about the kid's progress. The parent wants to know whether their kid is getting something out of this. Tell them, specifically, and the membership conversation takes care of itself.

THE CALL

"Hi {First Name}, it's {Coach Name} from {Gym Name}. Got a minute? I wanted to tell you how {Student Name} did this week."

Then say the specific thing. Skip "great." Say the thing you actually noticed.

"By the third class {Student Name} was doing the warm-up without watching the other kids. That's usually the sign it's clicking."

Then ask, and stop talking:

"Is this something you'd want to keep going with?"

If yes: "Great. I'll text you the link right now. Same class, same time, and I'll see {Student Name} on {Class Time}."

If it's the money: "Okay. What would make it work? We've got a couple of ways to do this." Then listen. Try a smaller plan or a later start date before you reach for a discount.

If it's the schedule: "Which days actually work? Let me look at what we've got there." Offer one specific alternative and leave the rest of the timetable out of it.

If it's a no: "That's alright. Thanks for giving it a go. If {Student Name} ever wants to come back, the door's open and I'll remember them."

Close the same way every time:

"Thanks for picking up. See you around."

IF IT GOES TO VOICEMAIL

"Hi {First Name}, {Coach Name} from {Gym Name}. Nothing urgent. I wanted to tell you how {Student Name} got on this week. I'll send you a quick text, or give me a call back whenever."

Then text within the hour:

{First Name}, {Coach Name} here. Tried to call. {Student Name} did really well this week, especially {one specific thing}. If you want to keep the spot: {Booking Link}. Happy to talk it through on this number too.

LATER TOUCHES (IF THEY STILL HAVEN'T DECIDED)

Day 7 after the trial. Email, from the gym. Share one member story or one result. A parent talking about their kid's first belt, a member who started nervous and now runs the warm-up. Re-state the offer in one line at the end. No new pitch.

SUBJECT One of ours, six months in

Day 14 after the trial. Text, from the coach.

Hey {First Name}, {Coach Name}. The door's open whenever {Student Name} wants to come back. Here's the link if the timing's right now: {Booking Link}. If not, no problem at all.

After that, stop. Move them to your general list, and let the next back-to-school or new-year campaign find them again.

NOTES ON TONE

- The coach's name goes on messages 3, 5, and 6, and on nothing before that. The parent should meet the coach on the mat before the coach's name shows up in their inbox.
- Say the offer once, with a number. Every message after that just links to it.
- One link, everywhere. Same booking link in every message so nobody has to hunt.
- Never send message 4 to someone who didn't attend. If they booked and didn't show, they get a different sequence: a "want to rebook?" text and nothing else.
- Everything after message 4 should still make sense if the answer is no. You're going to see these people at the grocery store.