

TWO-CLASS ABSENCE CALL

Three triggers, three scripts, one Wednesday. The list arrives on its own; the coach who knows the student makes the call.

When: every Wednesday

Who: the coach they know

THE LOOP

One or two missed classes, not a month. That's the trigger Jorge Britto runs at Etobicoke BJJ, and it's tighter than most gyms run. It catches people well before the fifth-class cliff, it catches the nervous first-timer before they decide the gym isn't for them, and it catches the student who competed once, lost badly, and quietly stopped coming.

The call happens on Wednesday. The person making it is a coach the student knows. The whole thing takes under three minutes, and the point is that somebody noticed.

You can only call the people you noticed. That's what the triggers below are for. Set them up once, in whatever tracks your attendance, and the list arrives every Wednesday morning without anyone having to remember.

THE THREE TRIGGERS

TRIGGER	WHO IT CATCHES	FIRES WHEN	WHO CALLS
1. The regular who went quiet	Anyone with a normal rhythm who broke it	Two consecutive scheduled classes missed. Members who train once a week: one missed class.	Their usual coach
2. The first-timer who didn't come back	New members inside their first month	One missed class in the first two weeks	The coach who ran their first class
3. The competitor who lost	Anyone who competed in the last 14 days	Any missed class inside two weeks of a competition, win or lose. Losses get the call first.	The coach who cornered them

Set the thresholds by each member's rhythm. A three-times-a-week student who misses two classes has been gone three days. A once-a-week student who misses two has been gone a fortnight. Both are on the list, but the second one needed the call a week ago.

SCRIPT 1: THE REGULAR WHO WENT QUIET

TRIGGER two consecutive missed classes · **CHANNEL** text first, call if no reply by the next day

Text:

Hey {First Name}, it's {Coach Name}. Haven't seen you on the mat this week. Everything alright?

That's the whole text. No link, no offer, no "we'd love to see you back." A question a friend would send.

If they reply: answer like a person. If it's work or family, "No stress, see you when you're back." If it's an injury, ask what happened and tell them what they can still do. If it's a mood, "Come Thursday. I'll put you with people who'll make it easy."

If no reply by the next day, call:

"Hey {First Name}, {Coach Name}. Nothing urgent, just noticed you weren't in this week and wanted to check in. Everything okay?"

Let them talk. Then one specific thing about the next class:

"We're doing {topic} Thursday. Come for that one."

Done. Under two minutes.

SCRIPT 2: THE FIRST-TIMER WHO DIDN'T COME BACK

TRIGGER one missed class in the first two weeks · **CHANNEL** call, from the coach who ran their first class. This one gets a voice, because a new member doesn't know your number yet and a text from a stranger reads like marketing.

"Hi {First Name}, it's {Coach Name} from {Gym Name}. I ran your first class on {day}. Noticed you weren't in for the second one and wanted to make sure nothing put you off."

Most of the time the answer is nerves, and they'll say it sideways: "just been busy." Answer the real thing:

"For what it's worth, the second class is easier than the first. You've already done the hard part, which was walking in. Come {day} and I'll pair you up with someone who started a month ago."

If they were put off by something specific (too rough, too fast, nobody talked to them): thank them for saying so, tell them what you'll do differently, and give them a class time where that thing won't happen. Then make sure it doesn't.

If it goes to voicemail:

"Hi {First Name}, {Coach Name} from {Gym Name}. Just checking in after your first class, nothing urgent. I'll send you a text. Hope to see you {day}."

Then text:

{First Name}, {Coach Name} here. Tried to call. Second class is easier than the first, promise. {Day} at {time} if you're up for it. Just reply if anything's in the way.

SCRIPT 3: THE COMPETITOR WHO LOST

TRIGGER any missed class inside two weeks of a competition · **CHANNEL** call. Always a call. From the coach who was in their corner.

This is the one no bracket you run in your own gym will find. They competed, it went badly, and they've decided they're not a competitor, or not a jiu-jitsu person, or not good enough to be in the room. None of that is true and none of it can be fixed by text.

"Hey {First Name}, it's {Coach Name}. I've been thinking about your match on Saturday."

Then say the specific thing you saw that was good. Skip "you did great." Say what you actually noticed:

"You held that guard for a full minute against someone who'd been doing this two years longer than you. Two months ago you'd have been passed in ten seconds."

Then the thing Britto tells his own daughter after a loss:

"Winning wasn't the point of Saturday. The point was seeing how you'd handle it. You handled it. That's the part I wanted you to hear."

Then the ask, and it's small:

"Come Thursday. We'll work on the one thing that got you, and that's all. No pressure to compete again until you want to."

If they say they're done competing: "That's completely fine. Plenty of people in the room never compete. I just want you on the mat." Then drop it, and mean it.

If it goes to voicemail: leave the first line and the specific good thing, then: "Call me back when you get a sec, or I'll see you Thursday." Text the same afternoon:

{First Name}, {Coach Name}. Tried to call about Saturday. You did the hard thing by showing up. Thursday we'll fix the one thing that got you. See you there.

THE CADENCE

DAY	WHAT	WHO
Wednesday	The list arrives. Text (Script 1) or call (Scripts 2 and 3).	Coach
Thursday	Call anyone who didn't reply to the text.	Coach
Following Wednesday	Still not back? One more text: "Door's open, {First Name}. {Day} at {time} if you're up for it."	Coach
Two weeks out	Stop chasing. Hand them to whoever runs retention, who checks the billing side: a member who's stopped coming is the one whose card is about to fail and sit there.	Owner

Two touches from the coach, then stop. A third message from the same person starts to feel like pressure, and pressure is what makes people leave for good.

THE RULES

- **Wednesday, every week.** The value is that it happens without fail. Any one call can be clumsy.
- **The coach who knows them makes the call.** A front-desk call about attendance is admin. A coach asking "everything alright?" is a relationship.
- **No offer, no link, no "we miss you" template.** The text reads like it was typed with a thumb, because it was.
- **One specific thing, every time.** The match on Saturday, the guard they held, the sweep they landed last week. Specifics are how they know you actually noticed.
- **Write down what they said.** Injury, work, nerves, a bad match. Next Wednesday's call starts from there.

SETTING UP THE TRIGGERS

In Gymdesk, absence automations fire when a member's last check-in passes a threshold you set, and can open a task for a named coach instead of sending a generic message. Set trigger 1 at two missed sessions for regulars (one for once-a-weekers), trigger 2 at one missed session for members under 30 days, and trigger 3 by tagging anyone entered in a competition and watching their attendance for two weeks after. The software does the noticing. The call is still yours.