YOGA INTRO OFFER FOLLOW-UP TEMPLATES

FREE PRINTABLE · PDF

Four messages for the stretch between someone's first booking and the end of their intro offer. Three can run on autopilot. The teacher's check-in should come from a real teacher. Copy them, swap the placeholders, and make them sound like your studio.

Studio: _____

Intro offer: _____

Offer length: _____ days

The Four Messages at a Glance

Send them in this order. The nudge and the reminder skip anyone who has already booked or joined.

MESSAGE	WHEN	CHANNEL	SENT BY
1. Welcome	Right after the first booking	Email + text	Automation
2. Teacher check-in	The day after the first class	Text or email	The teacher, personally
3. Second-class nudge	A week after the first class, only if no second class is booked	Email + text	Automation
4. Offer-ending reminder	A few days before the intro offer ends	Email + text	Automation

Placeholders

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

PLACEHOLDER	SWAP IT FOR
{First Name}	the student
{Studio Name}	your studio
{Teacher Name}	the teacher who taught their first class
{Suggested Class}	one class you'd point a beginner to next
{Class 1} to {Class 3}	three upcoming beginner-friendly classes
{Parking Note}	where to park, or how to get there
{Class Name} / {Class Time}	the class they booked
{Booking Link}	where they book or move a class
{Offer End Date}	the last day of their intro offer
{Membership Name} / {Membership Price}	the membership you want them on next
{Join Link}	where they buy it

1 Welcome

When: Right after the first booking

EMAIL + TEXT

Subject: You're booked: {Class Name}, {Class Time}

Hi {First Name},

You're booked for {Class Name} at {Class Time}. Here's what to know before you come in.

Wear something you can move in. We have mats to borrow, so bring yours only if you have one. Water is a good idea.

Get here about 10 minutes early so we can show you around and you can pick a spot. Parking: {Parking Note}.

Tell the teacher if it's your first class, or if anything is sore or injured. They'll give you options.

Need a different time? Move it here: {Booking Link}

See you soon,
{Studio Name}

Text version: Hi {First Name}, it's {Studio Name}. You're booked for {Class Name} at {Class Time}. Mats are here to borrow. Come about 10 minutes early. Need to move it? {Booking Link}

Edit the mat, parking and arrival lines to match your studio. "Do I need my own mat?" stops more first-timers than you'd think.

2 Teacher check-in

When: The day after the first class

TEXT OR EMAIL

Text: Hi {First Name}, it's {Teacher Name} from {Studio Name}. Thanks for coming to {Class Name} yesterday. How did your hips feel the next day? If you'd like another class at a similar pace, {Suggested Class} would be a good one.

Send it from the teacher's own name, or have the teacher send it. Keep this one personal, never automated.

Swap the hips line for whatever that class worked on. One specific question beats a general "How was it?"

Before You Switch It On

Six things to check before the first message goes out.

- [ ] **Rewrite each message in your own words.** These are starting points. Your studio has a voice; use it.
- [ ] **Set the timing** to match your intro offer's length.
- [ ] **Send every message to yourself first** and read it on your phone.
- [ ] **Make the teacher check-in someone's job,** with a name next to it.
- [ ] **Stop the sequence when someone joins** or books their second class, as the timing table on page 1 says.
- [ ] **Count your results once a month:** intro bookings, how many showed up, and how many became members.

3 Second-class nudge

When: A week after the first class, if no second class is booked

EMAIL + TEXT

Subject: Your next class at {Studio Name}

Hi {First Name},

You came to {Class Name} last week, and your intro offer still has room in it before {Offer End Date}.

A few beginner-friendly classes coming up:

{Class 1}
{Class 2}
{Class 3}

Book one here: {Booking Link}

If the times don't work, reply and tell us when you can come. We'll point you to the right class.

{Studio Name}

Text version: Hi {First Name}, it's {Studio Name}. Your intro offer runs until {Offer End Date}. Want to book your next class? {Booking Link}

Only send this if no second class is booked. Most automation tools can check for a booking before it sends.

4 Offer-ending reminder

When: A few days before the intro offer ends

EMAIL + TEXT

Subject: Your intro offer ends {Offer End Date}

Hi {First Name},

Your intro offer at {Studio Name} runs out on {Offer End Date}.

If you'd like to keep coming, {Membership Name} is {Membership Price} a month. Join here: {Join Link}

Not sure yet? Reply and tell us what would help. A different class time, a different teacher, or a question you didn't want to ask in class. We read every reply.

{Studio Name}

Text version: Hi {First Name}, your intro offer at {Studio Name} ends {Offer End Date}. Want to keep coming? {Membership Name} is {Membership Price}/month: {Join Link}

This is the one that asks for the sale, so keep the price and the link in it.

Stop the whole sequence the moment someone joins. Nobody wants a "your offer is ending" email the day after they signed up.

Let the follow-up run itself

Gymdesk's marketing automations send the welcome, the nudge and the reminder on a schedule you set once, and stop when someone joins.

START FREE TRIAL GYMDESK.COM/REGISTER