



# Campaign: 20 Client 01. NPS (This campaign begins when a prospect becomes a New Client)

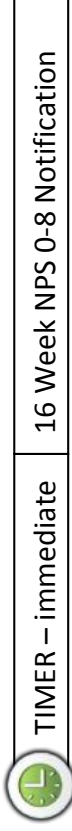
## Sequence: 16 Week NPS



16 Week Survey

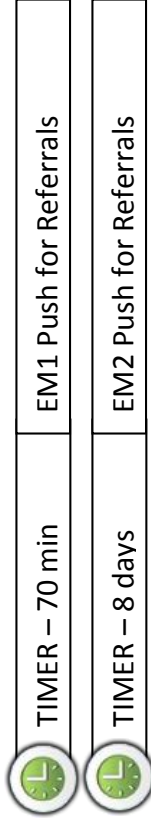
The client will enter either the left side (0-8, for resolution) or the right side (9-10, for referrals) based on their NPS score (from the 16 Week Survey)

## Sequence: 16 Week NPS (0-8)

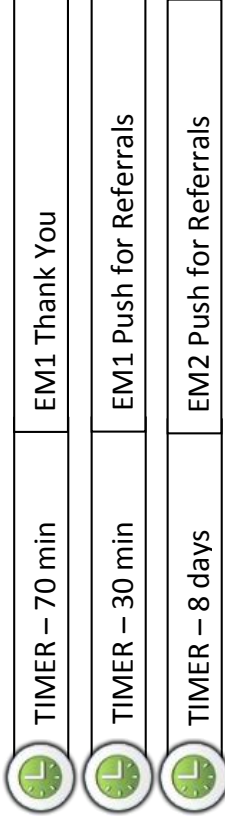


One of the following sequence(s) take place only **when** "Send to Sixteen Week Referral Sequence" is checked on the 05. NPS (0-8) Form ... Infusionsoft logic will determine whether or not the client receives reciprocation.

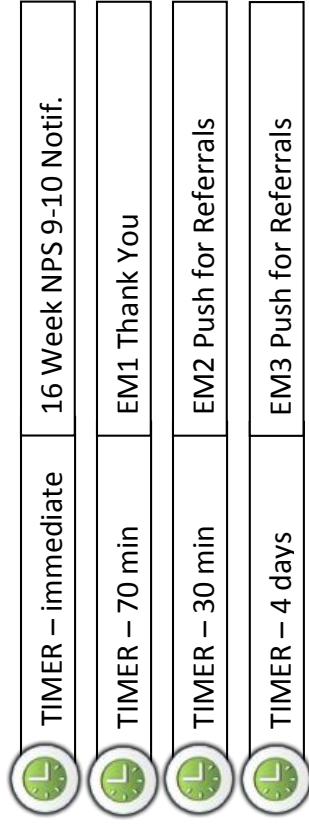
## Sequence: 16 Week NPS (0-8 Reciprocation)



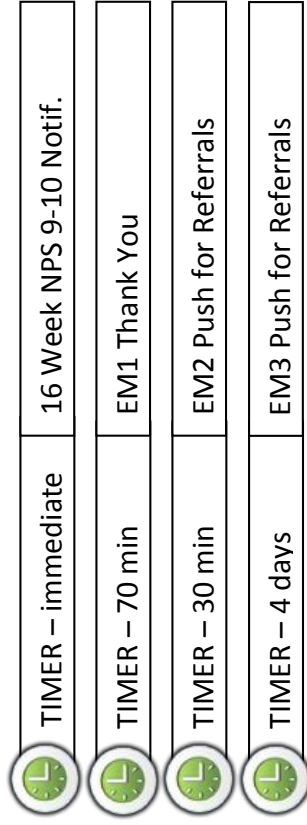
## Sequence: 16 Week NPS (0-8 No Reciprocation)



## Sequence: 16 Week NPS (9-10 Reciprocation)



## Sequence: 16 Week NPS (9-10 No Reciprocation)





## Sequence: 16 Week NPS

**E-mail Name:** EM1 Push to Complete Survey

**Subject Line:** Quick check-in

Hey ~Contact.FirstName~,

I hope you're having a great morning.

You may not realize it, but you've been part of the FT family for just about 4 months now.

We've got two quick things for you ...

First, we just wanted to send a quick note and let you know how much we appreciate you and what a pleasure you are to work with ... you're awesome

Second, we also want to make sure that we remain deliberate with your training ... we know that for you to continue to be successful, we need to keep you motivated and engaged ... and to remind you that if you are feeling a little complacent or burned out (which happens to everyone at some point), we need to know about it, so we can fix it and we can keep those results coming.

We wanted to make this super easy, so we've set this up so all you have to do is point and click ... (FYI - We're pretty proud of ourselves ... we're getting pretty fancy with technology)

Ask yourself 2 quick questions .... "Am I still 100% involved in my training?" .. and .. "Am I getting everything out of my training that I want?"

If you can answer both of those questions with a resounding "yes" ... GREAT! ... we'll keep on truckin' ... please click here so that we know we're on the same page .... [I'm loving it ~Owner.FirstName~ ... thanks for checking!](#)

However, If you feel like you're either losing or have lost your "mojo" GREAT! also ... welcome to the human race. We ALL go through ebbs and flows in motivation. That's what we're here for ... and we've got 101 tricks up our sleeve that'll throw a little gas on the fire ... please click here so that we know we're on the same page ... [Yup, my fire could use a little stoke ... thanks for checking!](#)

Thanks ~Contact.FirstName~! See you soon.

Have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 16 Week NPS

**E-mail Name:** EM2 Push to Complete Survey

**Subject Line:** Quick check-in

Hi ~Contact.FirstName~,

I hope you're having a great day so far ... I just wanted to follow up with you on the e-mail we sent you a few days ago regarding your motivation and engagement.

I've copied it below in case you missed it or haven't had time to respond yet ... thanks!

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Hey ~Contact.FirstName~,

I hope you're having a great morning.

You may not realize it, but you've been part of the FT family for just about 4 months now.

We've got two quick things for you ...

First, we just wanted to send a quick note and let you know how much we appreciate you and what a pleasure you are to work with ... you're awesome

Second, we also want to make sure that we remain deliberate with your training ... we know that for you to continue to be successful, we need to keep you motivated and engaged ... and to remind you that if you are feeling a little complacent or burned out (which happens to everyone at some point), we need to know about it, so we can fix it and we can keep those results coming.

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Thanks ~Contact.FirstName~! See you soon.

Have a great day!

Sincerely,

~Owner.FirstName~

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**Sequence:** 16 Week NPS (0-8)

**E-mail Name:** 16 Week 0-8 Notification

**Subject Line:** 16 Week NPS Submitted: Losing Mojo

**16 Week NPS Submitted: Losing Mojo**  
**~Contact.\_PreferredLocation~**

**First Name:** ~Contact.FirstName~

**Last Name:** ~Contact.LastName~

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## Sequence: 16 Week NPS (0-8 Reciprocation)

**E-mail Name:** EM1 Push for Referrals

**Subject Line:** here's a little mojo

Hey ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks again for taking the time to chat. I'm really looking forward to keeping things moving in the right direction and to helping you get your mojo back.

I wanted to do something special for you ... so I'm adding **2 sessions** to your account, on us!

Here's to mojo!

~Owner.FirstName~

P.S. On occasion I set up special link for a client ... I usually do it when I find myself thinking "Man, I wish I had a hundred clients just like them".

... well, you certainly fit that description ;)

If I recall correctly, I created one of these for you a while back (which says a lot about what we think of you).

I'm counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

Would you please forward this e-mail (or, if you prefer, just the link below) to anyone you think would enjoy checking us out?

All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 16 Week NPS (0-8 Reciprocation)

**E-mail Name:** EM2 Push for Referrals

**Subject Line:** heads up ... fwd: here's a little mojo

Hey ~Contact.FirstName~,

Hope you had a great weekend ... just wanted to shoot you a quick heads up that I can only leave this link active for another couple of days (then the webmaster guy is going to make me disable it ... to keep our site clean)

Anyway, if any of your friends or family are ready to rock ... they need to jump on this in the day or so ... Carpe Diem!

Thanks ... have a great night!

~Owner.FirstName~

-----  
Hey ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks again for taking the time to chat. I'm really looking forward to keeping things moving in the right direction and to helping you get your mojo back.

I wanted to do something special for you ... so I'm adding **2 sessions** to your account, on us!

Here's to mojo!

~Owner.FirstName~

P.S. On occasion I set up special link for a client ... I usually do it when I find myself thinking "Man, I wish I had a hundred clients just like them"... well, you certainly fit that description ;)

If I recall correctly, I created one of these for you a while back (which says a lot about what we think of you).

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Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~

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**Sequence:** 16 Week NPS (0-8 No Reciprocation)

**E-mail Name:** EM1 Thank You

**Subject Line:** thanks for the chat

Hey ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks again for taking the time to chat. I'm really looking forward to keeping things moving in the right direction and to helping you get your mojo back.

Here's to mojo! ... Have a great day!

~Owner.FirstName~

~Owner.HTMLSignature~



**Sequence:** 16 Week NPS (0-8 No Reciprocation)

**E-mail Name:** EM2 Push for Referrals

**Subject Line:** re: thanks for the chat

Hey ~Contact.FirstName~,  
Hello again!

On occasion I set up special link for a client ... I usually do it when I find myself thinking "Man, I wish I had a hundred clients just like them".

... well, you certainly fit that description ;)

If I recall correctly, I created one of these for you a while back (which says a lot about what we think of you).

I'm counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

Would you please forward this e-mail (or, if you prefer, just the link below) to anyone you think would enjoy checking us out?

All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 16 Week NPS (0-8 No Reciprocation)

**E-mail Name:** EM3 Push for Referrals

**Subject Line:** heads up ...

Hey ~Contact.FirstName~,

Hope you had a great weekend ... just wanted to shoot you a quick heads up that I can only leave this link active for another couple of days (then the webmaster guy is going to make me disable it ... to keep our site clean)

Anyway, if any of your friends or family are ready to rock ... they need to jump on this in the day or so ... Carpe Diem!

Thanks ... have a great night!

~Owner.FirstName~

-----  
Hey ~Contact.FirstName~,

Hello again!

On occasion I set up special link for a client ... I usually do it when I find myself thinking "Man, I wish I had a hundred clients just like them"... well, you certainly fit that description ;)

If I recall correctly, I created one of these for you a while back (which says a lot about what we think of you).

I'm counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

Would you please forward this e-mail (or, if you prefer, just the link below) to anyone you think would enjoy checking us out?

All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~



**Sequence:** 16 Week NPS (9-10 Reciprocation)

**E-mail Name:** 16 Week 9-10 Notification

**Subject Line:** 16 Week NPS Submitted: Still Engaged

**16 Week NPS Submitted: Still Engaged**  
**~Contact.\_PreferredLocation~**

**Split Test - Reciprocation**

**\*IMPORTANT\* ... this client has been comped 2 sessions. Be sure to add these sessions to MBO ... then print out an invoice and present it to the client "Hey Mary, thought you might want this for your records ... again, Great Job! ... also, I wanted to make sure you received my e-mail with the link for your family and friends" .... etc.)**

**First Name:** ~Contact.FirstName~

**Last Name:** ~Contact.LastName~



**Sequence:** 16 Week NPS (9-10 Reciprocation)

**E-mail Name:** EM1 Thank You

**Subject Line:** awesome ...

Hey ~Contact.FirstName~,

Awesome ... glad to hear you're still in the groove ... not that we had any doubt ;)

Have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 16 Week NPS (9-10 Reciprocation)

**E-mail Name:** EM2 Push for Referrals

**Subject Line:** re: awesome ...

Hey ~Contact.FirstName~,

Hello again!

I want you to know how much we appreciate how hard you've been working ... it shows that you're "in it to win it" and I can't tell you enough how much we love that, so I'll show you ...

We're adding **2 sessions** to your account, on us!

Great Job!

~Owner.FirstName~

P.S. On occasion we set up special link for a client ... we usually do it when we find ourselves thinking "Man, we wish we had a hundred clients just like them"... well, you certainly fit that description ;)

If I recall correctly, we created one of these for you a while back (which says a lot about what we think of you).

We're counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

Would you please forward this e-mail (or, if you prefer, just the link below) to anyone you think would enjoy checking us out?

All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~



## Sequence: 16 Week NPS (9-10 Reciprocation)

**E-mail Name:** EM3 Push for Referrals

**Subject Line:** heads up ... fwd: awesome ...

Hey ~Contact.FirstName~,

Hope you had a great weekend ... just wanted to shoot you a quick heads up that we can only leave this link active for another couple of days (then the webmaster guy is going to make us disable it ... to keep our site clean)

Anyway, if any of your friends or family are ready to rock ... they need to jump on this in the day or so ... Carpe Diem!

Thanks ... have a great night!

~Owner.FirstName~

-----  
Hey ~Contact.FirstName~,

Hello again!

I want you to know how much we appreciate how hard you've been working ... it shows that you're "in it to win it" and I can't tell you enough how much we love that, so I'll show you ...

We're adding **2 sessions** to your account, on us!

Great Job!

~Owner.FirstName~

P.S. On occasion we set up special link for a client ... We usually do it when we find ourselves thinking "Man, we wish we had a hundred clients just like them" ... well, you certainly fit that description ;)

If I recall correctly, we created one of these for you a while back (which says a lot about what we think of you).

We're counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

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All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~

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**Sequence:** 16 Week NPS (9-10 No Reciprocation)

**E-mail Name:** 16 Week 9-10 Notification

**Subject Line:** 16 Week NPS Submitted: Still Engaged

**16 Week NPS Submitted: Still Engaged**  
**~Contact.\_PreferredLocation~**

**Split Test - No Reciprocation**

**First Name:** ~Contact.FirstName~

**Last Name:** ~Contact.LastName~



**Sequence:** 16 Week NPS (9-10 No Reciprocation)

**E-mail Name:** EM1 Thank You

**Subject Line:** awesome ...

Hey ~Contact.FirstName~,

Awesome ... glad to hear you're still in the groove ... not that I had any doubt ;)

Have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 16 Week NPS (9-10 No Reciprocation)

**E-mail Name:** EM2 Push for Referrals

**Subject Line:** re: awesome ...

Hey ~Contact.FirstName~,

Hello again!

On occasion we set up special link for a client ... we usually do it when we find ourselves thinking "Man, we wish we had a hundred clients just like them".

... well, you certainly fit that description ;)

If I recall correctly, we created one of these for you a while back (which says a lot about what we think of you).

We're counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

The link below will hook your family, friends, co-workers, etc. up with a week of free training ... all they need to do is click the link and fill out the short form.

Would you please forward this e-mail (or, if you prefer, just the link below) to anyone you think would enjoy checking us out?

All they need to do is click the link and fill out the form. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll hook 'em up.

Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~



## Sequence: 16 Week NPS (9-10 No Reciprocation)

**E-mail Name:** EM3 Push for Referrals

**Subject Line:** heads up ... fwd: awesome ...

Hey ~Contact.FirstName~,

Hope you had a great weekend ... just wanted to shoot you a quick heads up that we can only leave this link active for another couple of days (then the webmaster guy is going to make us disable it ... to keep our site clean)

Anyway, if any of your friends or family are ready to rock ... they need to jump on this in the day or so ... Carpe Diem!

Thanks ... have a great night!

~Owner.FirstName~

-----  
Hey ~Contact.FirstName~,

Hello again!

On occasion we set up special link for a client ... we usually do it when we find ourselves thinking "Man, we wish we had a hundred clients just like them"... well, you certainly fit that description ;)

If I recall correctly, we created one of these for you a while back (which says a lot about what we think of you).

We're counting on 3 things ... one, that you think as highly of us as we think of you ... two, that you'll do us the honor of sharing Fitness Together with those in your circle ... and three, that birds of a feather do stick together (because we really do wish we had a hundred clients just like you).

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Whether or not they choose to stick around after that, I promise that we will provide a great experience and let things happen naturally ... not pressure them with sales ...

Here's the link: [~Contact.FirstName~ is awesome ... and because of that, you get to train for free.](#)

Thanks for being awesome ... Have a great day!

~Owner.FirstName~

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