



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

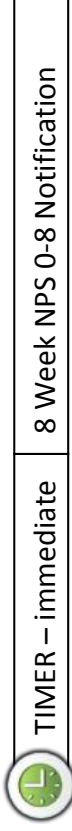
Sequence: 8 Week NPS



8 Week Survey

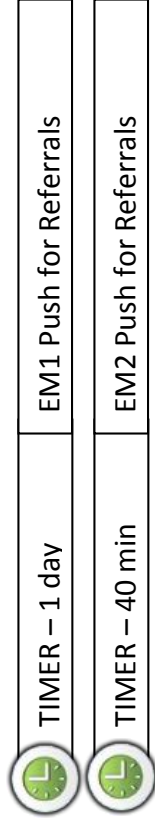
The client will enter either the left side (0-8, for resolution) or the right side (9-10, for referrals) based on their NPS score (from the 8 Week Survey)

Sequence: 8 Week NPS (0-8)



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

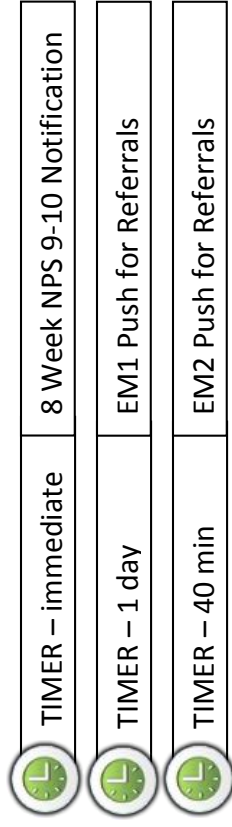
Sequence: 8 Week NPS (0-8 Reciprocation)



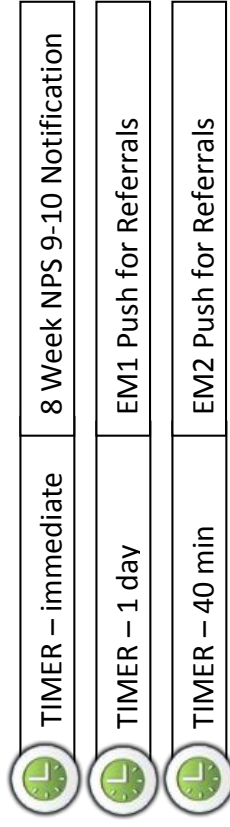
Sequence: 8 Week NPS (0-8 No Reciprocation)



Sequence: 8 Week NPS (9-10 Reciprocation)



Sequence: 8 Week NPS (9-10 No Reciprocation)





Sequence: 8 Week NPS

E-mail Name: EM1 Push to Complete Survey

Subject Line: prepping for your assessment

Hi ~Contact.FirstName~,

I hope you're well this morning.

We've got your first re-assessment coming up in the next couple of weeks ... and I just wanted to gather a little info on how you're feeling so far ... with respect to your results.

I've got a couple of quick questions for you (3 actually) ... that will provide valuable feedback for us as we prep for your re-assessment.

Please take just a minute to "help me help you" (little Jerry MacGuire reference) ...

[Click Here](#) to take the quick results feedback survey.

Thanks in advance and have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



Sequence: 8 Week NPS

E-mail Name: EM2 Push to Complete Survey

Subject Line: re: prepping for your assessment

Hi ~Contact.FirstName~,

I hope your morning is off to a great start ... I just wanted to follow up on the e-mail we sent a few days ago ... I'm know you're busy so I've copied it below, just in case you missed it or didn't get a chance to respond. Thanks ...

We've got your first re-assessment coming up in the next couple of weeks ... and I just wanted to gather a little info on how you're feeling so far ... with respect to your results.

I've got a couple of quick questions for you (3 actually) ... that will provide valuable feedback for us as we prep for your re-assessment.

Please take just a minute to "help me help you" (little Jerry MacGuire reference) ...

[Click Here](#) to take the quick results feedback survey.

Thanks in advance and have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



Sequence: 8 Week NPS (0-8)

E-mail Name: 8 Week 0-8 Notification

Subject Line: 8 Week NPS Submitted: Score Requires Resolution

**8 Week NPS Submitted: Score Requires Resolution
~Contact._PreferredLocation~**

First Name: ~Contact.FirstName~

Last Name: ~Contact.LastName~

Strength and Conditioning: ~Contact._Strengthandconditioning0~

Physical Appearance: ~Contact._Physicalappearance0~

Mental Attitude and Energy: ~Contact._Mentalattitudeandenergy0~

Additional Comments: ~Contact._Week8NPSadditionalcomments~



Sequence: 8 Week NPS (0-8 Reciprocation)

E-mail Name: EM1 Push for Referrals

Subject Line: Thanks ~Contact.FirstName~!

Hey ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for taking the time to chat. I'm really looking forward to keeping things moving in the right direction and to seeing some great results ...

I also 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. you know ~Contact.FirstName~ ... we really enjoy training you ... you work hard, you bring great energy to the studio, and you're a blast to train. In short ... you make this a great place to be ... We would love to have a studio full of ~Contact.FirstName~'s!

Sooooooo

I'm going to activate this link for a couple of weeks:

[~Contact.FirstName~ is awesome, and because of that, friends and family of ~Contact.FirstName~ get to come train with at Fitness Together for a week ... for Free!](#)

Please forward it to any family and/or friends that you think would benefit from working with us ... I'd like to offer them a week free ... just for knowing you

... here's all you need to do:

1. Forward this e-mail (or just the link above) to anyone you think would enjoy checking us out.
2. Ask them to click the link and fill out the short form.
3. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll gladly hook them up at no cost.

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 ...

~Owner.HTMLSignature~



Sequence: 8 Week NPS (0-8 Reciprocation)

E-mail Name: EM2 Push for Referrals

Subject Line: Heads up fwd: Thanks ~Contact.FirstName~!

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~

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~Owner.HTMLSignature~



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

E-mail Name: EM1 Push for Referrals

Subject Line: Thanks ~Contact.FirstName~!

Hi ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for taking the time to chat. I'm really looking forward to keeping things moving in the right direction and to seeing some great results ...

Thanks again ... Have a great day!

~Owner.FirstName~

P.S. you know ~Contact.FirstName~ ... we really enjoy training you ... you work hard, you bring great energy to the studio, and you're a blast to train. In short ... you make this a great place to be ... We would love to have a studio full of ~Contact.FirstName~'s!

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~Owner.HTMLSignature~

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

E-mail Name: EM2 Push for Referrals

Subject Line: Heads up fwd: Thanks ~Contact.FirstName~!

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!

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Sequence: 8 Week NPS (9-10 Reciprocation)

E-mail Name: 8 Week 9-10 Notification

Subject Line: 8 Week NPS Submitted: Score 9-10

8 Week NPS Submitted: Score 9-10
~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~

Strength and Conditioning: ~Contact._Strengthandconditioning0~

Physical Appearance: ~Contact._Physicalappearance0~

Mental Attitude and Energy: ~Contact._Mentalattitudeandenergy0~

Additional Comments: ~Contact._Week8NPSadditionalcomments~



Sequence: 8 Week NPS (9-10 Reciprocation)

E-mail Name: EM1 Push for Referrals

Subject Line: Thanks ~Contact.FirstName~!

Hey ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for taking the time to fill out the survey. I'm excited that you're pleased with your progress so far and am looking forward to your assessment! .

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. you know ~Contact.FirstName~ ... we really enjoy training you ... you work hard, you bring great energy to the studio, and you're a blast to train. In short ... you make this a great place to be ... We would love to have a studio full of ~Contact.FirstName~'s!

Soooooooo

I'm going to activate this link for a couple of weeks:

[~Contact.FirstName~ is awesome, and because of that, friends and family of ~Contact.FirstName~ get to come train with at Fitness Together for a week ... for Free!](#)

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3. We'll give 'em a ring, chat for a few, and if it seems like FT may be the right fit, we'll gladly hook them up at no cost.

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 ...



Sequence: 8 Week NPS (9-10 Reciprocation)

E-mail Name: EM2 Push for Referrals

Subject Line: Heads up fwd: Thanks ~Contact.FirstName~!

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~

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Sequence: 8 Week NPS (9-10 No Reciprocation)

E-mail Name: 8 Week 9-10 Notification

Subject Line: 8 Week NPS Submitted: Score 9-10

8 Week NPS Submitted: Score 9-10
~Contact._PreferredLocation~

Split Test - No Reciprocation

First Name: ~Contact.FirstName~

Last Name: ~Contact.LastName~

Strength and Conditioning: ~Contact._Strengthandconditioning0~

Physical Appearance: ~Contact._Physicalappearance0~

Mental Attitude and Energy: ~Contact._Mentalattitudeandenergy0~

Additional Comments: ~Contact._Week8NPSadditionalcomments~



Sequence: 8 Week NPS (9-10 No Reciprocation)

E-mail Name: EM1 Push for Referrals

Subject Line: Thanks ~Contact.FirstName~!

Hi ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for taking the time to fill out the survey. We're excited that you're pleased with your progress so far and am looking forward to your assessment!

Have a great day!

~Owner.FirstName~

P.S. you know ~Contact.FirstName~ ... we really enjoy training you ... you work hard, you bring great energy to the studio, and you're a blast to train. In short ... you make this a great place to be ... We would love to have a studio full of ~Contact.FirstName~'s!

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Sequence: 8 Week NPS (9-10 No Reciprocation)

E-mail Name: EM2 Push for Referrals

Subject Line: Heads up fwd: Thanks ~Contact.FirstName~!

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)

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