



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

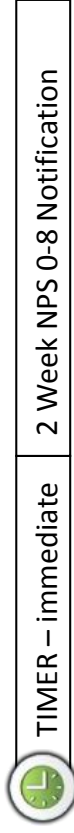
## Sequence: 2 Week NPS



2 Week Survey

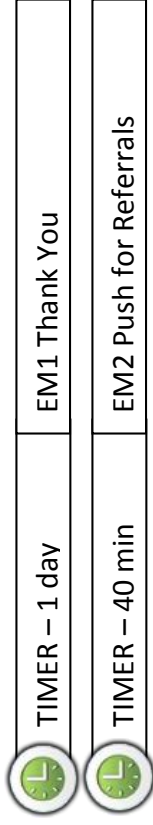
The client will enter either the left side (0-8, for resolution) or the right side (9-10, for referrals) based on their NPS score (from the 2 Week Survey)

## Sequence: 2 Week NPS (0-8)

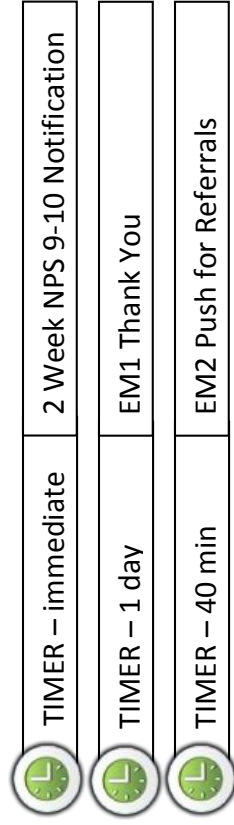


The next sequence only takes place **only when** "Send to Two Week Referral Sequence" is checked on the 05. NPS (0-8)

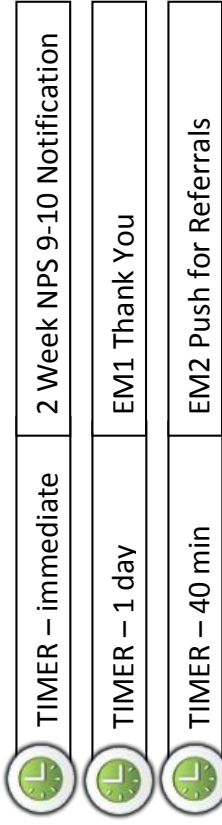
## Sequence: 2 Week NPS (0-8 No Reciprocation)



## Sequence: 2 Week NPS (9-10 Reciprocation)



## Sequence: 2 Week NPS (9-10 No Reciprocation)



## Campaign: 20. Client 01. NPS



### Sequence: 2 Week NPS

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

**Subject Line:** 2 weeks in / 30 second favor

Hi ~Contact.FirstName~,

I hope you're well this morning.

Well ... you're about two weeks in and I really hope you're enjoying your time with FT so far. We have certainly enjoyed welcoming you to the family.

I'm reaching out to you because I know that one of the biggest keys to your success at this point, is making a great connection with the staff.

We've put together a very short survey (which will literally take you less than 30 seconds) to make sure we're on the right track. Hopefully we are ... but if not, we need to know about it, so we can fix it. Please take just a minute to fill it out.

Here's the link: [Click Here](#)

Thanks in advance and have a great day!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



**Sequence:** 2 Week NPS

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

**Subject Line:** re: 2 weeks in / 30 second favor

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 experience with FT so far.

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

*Well ... you're about two weeks in and I really hope you're enjoying your time with FT so far. We have certainly enjoyed welcoming you to the family.*

*I'm reaching out to you because I know that one of the biggest keys to your success at this point, is making a great connection with the staff.*

*We've put together a very short survey (which will literally take you less than 30 seconds) to make sure we're on the right track. Hopefully we are ... but if not, we need to know about it, so we can fix it. Please take just a minute to fill it out.*

*Here's the link: [Click Here](#)*

*Thanks in advance and have a great day!*

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



**Sequence:** 2 Week NPS (0-8)

**E-mail Name:** 2 Week NPS 0-8 Notification

**Subject Line:** 2 Week NPS Submitted: Score Requires Resolution

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

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

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

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**My trainer has a personality I connect**

**with:** ~Contact.\_MytrainerhasapersonalityIconnectwith0~

**I feel I'm getting value out of my time with my**

**trainer:** ~Contact.\_IfeelImgettingvalueoutofmytimewithmytrainer0~

**Overall level of customer**

**service:** ~Contact.\_Howwouldyourateouroveralllevelofcustomerservice0~

**Additional Comments:** ~Contact.\_Week2NPSadditionalcomments~



**Sequence:** 2 Week NPS (0-8 No Reciprocation)

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

**Subject Line:** Thank you

Hi ~Contact.FirstName~,

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

Thanks again!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 2 Week NPS (0-8 No Reciprocation)

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

**Subject Line:** one more thing

Hey ~Contact.FirstName~,

I forgot to mention ... in addition to great connection with staff, a great connection with other clients at FT is a really solid indicator of future success ... it can take some time, but hopefully you've met some other folks you connect with.

A good number of our clients discover Fitness Together because a friend, family member or colleague was a client first, and suggested that they give us a try ... and that's obviously something I (we) appreciate greatly ...

Attention: Here comes the shameless plug .... ;)

Think about your circle a second. You likely know someone that would enjoy joining the Fitness Together family. Would you do me a favor? Would you please let them know about us? We would be honored by your referral and it would be our privilege to help them determine whether FT is the right place for them.

I'll make it really easy ... check it out ... here's all you need to do:

1. Forward this e-mail (or just the link below, if you prefer) to anyone you think would enjoy checking us out.
2. Ask them to click this link: [I know ~Contact.FirstName~, so hook me up with some free training please!](#) and fill out the short form. **We'll hook each of them up with a week of training ... on us!**
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 comp them a week to come check us out.

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.

Thanks in advance for your trust!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



**Sequence:** 2 Week NPS (9-10 Reciprocation)

**E-mail Name:** 2 Week 9-10 Notification

**Subject Line:** 2 Week NPS Submitted: Score 9-10 (Recip)

**2 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~

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**My trainer has a personality I connect**

**with:** ~Contact.\_MytrainerhasapersonalityIconnectwith0~

**I feel I'm getting value out of my time with my**

**trainer:** ~Contact.\_IfeelImgettingvalueoutofmytimewithmytrainer0~

**Overall level of customer**

**service:** ~Contact.\_Howwouldyourateouroveralllevelofcustomerservice0~

**Additional Comments:** ~Contact.\_Week2NPSadditionalcomments~



**Sequence:** 2 Week NPS (9-10 Reciprocation)

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

**Subject Line:** Thank you

Hi ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for making the effort to fill out the survey. I'm pumped that we're off to a great start and am looking forward to seeing some great results ...

Thanks again!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 2 Week NPS (9-10 Reciprocation)

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

**Subject Line:** one more thing

Hey ~Contact.FirstName~,

I forgot to mention 2 things ...

**First** ... We appreciate how hard you've been working, as well as taking the time to provide feedback ... 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!

Thank you!

**Second** ... in addition to great connection with staff, a great connection with other clients at FT is a really solid indicator of future success ... it can take some time, but hopefully you've met some other folks you connect with.

A good number of our clients discover Fitness Together because a friend, family member or colleague was a client first, and suggested that they give us a try ... and that's obviously something I (we) appreciate greatly ...

Attention: Here comes the shameless plug .... ;)

Think about your circle a second. You likely know someone that would enjoy joining the Fitness Together family. Would you do us a favor? Would you please let them know about us? We would be honored by your referral and it would be our privilege to help them determine whether FT is the right place for them.

We'll make it really easy ... check it out ... here's all you need to do:

1. Forward this e-mail (or just the link below, if you prefer) to anyone you think would enjoy checking us out.
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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 comp them a week to come check us out.

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.

Thanks in advance for your trust!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



**Sequence:** 2 Week NPS (9-10 No Reciprocation)

**E-mail Name:** 2 Week 9-10 Notification

**Subject Line:** 2 Week NPS Submitted: Score 9-10 (no recip)

**2 Week NPS Submitted: Score 9-10**  
**~Contact.\_PreferredLocation~**

**(Split Test - No Reciprocation)**

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

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

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**My trainer has a personality I connect**

**with:** ~Contact.\_MytrainerhasapersonalityIconnectwith0~

**I feel I'm getting value out of my time with my**

**trainer:** ~Contact.\_IfeelImgettingvalueoutofmytimewithmytrainer0~

**Overall level of customer**

**service:** ~Contact.\_Howwouldyourateouroveralllevelofcustomerservice0~

**Additional Comments:** ~Contact.\_Week2NPSadditionalcomments~



**Sequence:** 2 Week NPS (9-10 No Reciprocation)

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

**Subject Line:** Thank You

Hi ~Contact.FirstName~,

Hope you're having a great day. I just wanted to say thanks for making the effort to fill out the survey. I'm pumped that we're off to a great start and am looking forward to seeing some great results ...

Thanks again!

Sincerely,

~Owner.FirstName~

~Owner.HTMLSignature~



## Sequence: 2 Week NPS (9-10 No Reciprocation)

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

**Subject Line:** one more thing

Hey ~Contact.FirstName~,

I forgot to mention ... in addition to great connection with staff, a great connection with other clients at FT is a really solid indicator of future success ... it can take some time, but hopefully you've met some other folks you connect with.

A good number of our clients discover Fitness Together because a friend, family member or colleague was a client first, and suggested that they give us a try ... and that's obviously something I (we) appreciate greatly ...

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Sincerely,

~Owner.FirstName~

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