



EASY-TO-USE SCRIPTS FOR

EMAILS, PHONE CALLS & TEXTING

Simplify your sales and retention communication with these helpful scripts.



www.club-os.com



hello@club-os.com



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WHY SHOULD YOU USE SCRIPTS?

The Benefits:

- Overall consistency of your message with each and every prospect or member.
- Less time spent training new employees on proper phone, email, and text etiquette. (Allowing them to get started faster!)
- Increase the volume of follow-ups when there is no time wasted worrying about what to say or typing out each message individually.

Whether you are an owner, salesperson, personal trainer, or all of the above, using scripts will free up time for the things that matter.

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DYNAMIC TAG KEY



{{recipient-first}}: First name of recipient

{{club-name}}: Name of health club or studio

{{location-name}}: Physical location of health club or studio (if multiple locations)

{{location-phone}}: Phone number associated with the gym or studio location

{{m-follow-up-first}}: Name of the employee following up (Membership Follow-Up First)

{{referred-by}}: Name of current member who referred the guest being followed-up with



EMAIL

Hello {{recipient-first}}, Thanks for reaching out, We are really excited about this next step you are looking to take and would love for {{club-name}}, {{location-name}} to help you meet and exceed your goals. So now it's time to claim your guest pass and workout FREE for 5 days with no strings attached! To claim your guest pass, simply call or text {{club-name}}, {{location-name}} at {{location-phone}}, reply to this email, or come in to the gym and show the front desk employee this email to get set up. We look forward to adding you to the {{club-name}}, {{location-name}} family! {{m-follow-up-first}}



TEXT

Hi {{recipient-first}}! This is {{m-follow-up-first}} with {{club-name}}. Call {{location-phone}} or reply to this text to claim your FREE 5-day pass.



CALL ANSWERED

Hi, is this {{recipient-first}}? This is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. How are you doing? I saw that you were interested in learning more about what we offer, and I wanted to give you a call and go over any questions you may have. What are you looking for in a gym? I think we can really help you with your goals, {{recipient-first}}. I would like to offer you a 5-day free guest pass that allows you to use anything within our facility. I can get you set up with an appointment to come in and get your guest pass, would tomorrow work for you? Sounds great. We look forward to seeing you, and thank you for reaching out to {{club-name}}, {{location-name}}!



CALL VOICEMAIL

Hi {{recipient-first}}, This is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. I saw that you were interested in learning more about our gym and what we can offer you. If you are still interested, give me a call back at this number or email me at {{email}}. I am excited to hear from you, thanks for your time.



EMAIL

Hi {{recipient-first}}! Thanks for submitting your information through our website. We are so glad that you have chosen {{club-name}}, {{location-name}} as a top contender for your fitness needs. To start off, I am sending you a guest pass that allows you to workout in our facilities FREE for 5 days! Simply respond to this email, or text or call {{location-phone}} to claim your guest pass! If you have any questions at all, please don't hesitate to reach out to me. I look forward to hearing from you! {{m-follow-up-first}}



TEXT

Hi {{recipient-first}}! This is {{m-follow-up-first}} from {{club-name}}, {{location-name}}. Come in or reply to this text to receive your free guest pass!



CALL ANSWERED

Answered: Hi, is this {{recipient-name}}? This is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. How are you doing? I saw that you submitted your information into our website, and I wanted to give you a call and offer you a FREE 5-day free guest pass that allows you to use anything within our facility. Does that sound like something you would be interested in? I can get you set up with an appointment to come in and get your guest pass, would tomorrow work for you? Sounds great. We look forward to seeing you, and thank you for reaching out to {{club-name}}, {{location-name}}!



CALL VOICEMAIL

Hi {{recipient-first}}, This is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. You recently submitted your information into our website, and I wanted to reach out to answer any questions and go over what we can offer you. If you are still interested, give me a call back at this number or email me at {{email}}. I am excited to hear from you, thanks for your time.

REFERRAL



EMAIL

Hello {{recipient-first}}, Your friend {{referred-by}} was looking out for you and let us know that you might be interested in trying out {{club-name}}, {{location-name}}. Simply reply to this email to set up a time to come in and pick up your guest pass or you can call or text {{location-phone}} to get setup. We look forward to seeing you and {{referred-by}} around the gym! Talk soon. {{m-follow-up-first}}



TEXT

Hey {{recipient-first}}, {{referred-by}} just sent you a free 5-day guest pass at {{club-name}}. Stop by or simply reply to this text to claim it!



CALL ANSWERED

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}, how are you? I wanted to give you a call and let you know that your friend {{referred-by}} sent you a free 5 day guest pass that gives you access to our facility, classes, and 1 free personal training session! Has she already told you about the guest pass? Does that sound like something you would like to try? Great, when would be a good time for you to come in and get your guest pass, does tomorrow work for you? Sounds great, I look forward to seeing you in the gym, have a great rest of your day!



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}, I hope you are doing well! Your friend {{referred-by}} sent you a free 5-day guest pass. When you get this message, give me a call back at {{location-phone}} or stop by the gym and ask for {{m-follow-up-first}} to get started. Talk to you soon, have a great day!

ORIENTATION BOOKED



EMAIL

Dear {{recipient-first}}, Thank you for booking an appointment with {{m-follow-up-first}} at {{club-name}}, {{location-name}}. We look forward to seeing you on (DATE AND TIME). If you have any questions between now and then, please don't hesitate to reach out to us. We look forward to seeing you! {{m-follow-up-first}}



TEXT

Hi, {{recipient-first}}. This is to remind you about your appointment today with {{trainer-name}} at (TIME) on (DATE). Just reply "yes" to confirm.



CALL ANSWERED

Hi, {{recipient-first}}, this is {{m-follow-up-first}} from {{club-name}}, {{location-name}}. How is your day going? I was calling to confirm your appointment tomorrow at (TIME), does that time still work? **If Yes:** Great, remember to ask for {{m-follow-up-first}} when you arrive and we will get you all set up. Looking forward to seeing you! Have a great rest of the day. **If No:** No problem, I would be happy to go ahead and reschedule your appointment for another day or time that works better for you. Which day this week works best? Great. You are rescheduled and we will see you soon. Have a great rest of your day!



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} calling from {{club-name}}, {{location-name}}. This is just a reminder for your appointment tomorrow at (TIME). If you have any questions or need to reschedule, just give us a call back at {{location-phone}}. If not, I will see you tomorrow, have a great day!

ORIENTATION NO-SHOW



EMAIL

Hi {{recipient-first}} We were sad to miss you at your appointment yesterday with {{club-name}}, {{location-name}}! We know life can get hectic, so don't worry about missing your appointment. We do want to set up another time that might work better for you so that you don't miss out on the beginning of something great. Give us a call at {{location-phone}} or email me back here to get another time setup. We look forward to speaking with you! {{m-follow-up-first}}



TEXT

Oops! Looks like we missed you today for you appt. at {{club-name}}, {{location-name}}. Give us a call or reply to this text to set a new appt.



CALL ANSWERED

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. How are you doing? We missed you at your appointment earlier at (time), and wanted to call to reschedule and see what works best for you. Does another day this week work better? What time on those days would work for you? We are excited about showing you what all our membership can do for you. I have you down for (DATE & TIME), and look forward to seeing you! Have a great rest of your day.



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. We missed you at your appointment today and wanted to call make sure to reschedule your visit. We understand busy schedules, so just give us a call back and we will make sure to find a time that works for you! Just call {{location-phone}} or drop by and ask for {{m-follow-up-first}} anytime. I look forward to hearing from you! Have a great day.



EMAIL

Hello {{recipient-name}}, I hope that you are enjoying your guest pass at {{club-name}}, {{location-name}}! If you are ready to sign a membership so you don't have to give up all of these amenities, we would be happy to help you out! Give us a call at {{location-phone}} or email me back here with any feedback, questions, or concerns. I look forward to hearing from you! {{m-follow-up-first}}



TEXT

How's your guest pass treating you? We hope you're enjoying it! When you're ready to take the next step, just give me give me a call or stop by the front desk.



CALL ANSWERED

Hi {{recipient-first}}, this is {{m-follow-up-first}} at {{club-name}}, {{location-name}}. How is your day going today? I wanted to check in to see how your workouts were going? Your guest pass expires in (#) days, and we wanted to make sure you had everything you needed to move forward with a membership. Would you be interested in going ahead and setting up an appointment for a membership now? Great, does tomorrow work for you? We look forward to seeing you (DATE AND TIME). Talk soon, have a great day!



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. I wanted to check in and see how your workouts were going this week, and let you know that your free guest pass expires in (#) days. So that you can continue working out with us, stop by or give me a call back at this number so we can get your membership set up. I look forward to hearing from you! Thanks

FREE TRIAL NO-SHOW

ClubOS



EMAIL

Hello {{recipient-first}}, How is your free 5-day guest pass going? I noticed that you hadn't had a chance to come in and use your guest pass, so I wanted to make sure you didn't have any last minute questions or concerns. Give me a call at {{location-phone}} or stop by the front desk if you want to extend your guest pass 3 more days, because we understand that life can get busy. Talk soon, {{m-follow-up-first}}



TEXT

Everything ok {{recipient-first}}? I noticed you haven't used your guest pass. Let me know if I can answer any questions for you!



CALL ANSWERED

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. How are you doing? You came in and claimed your free guest pass, but it looks like you haven't used it yet. Would you be interested in getting an extension on that guest pass? I would hate for you to miss out on what we have to offer. What time works for you today or tomorrow to come in? I look forward to seeing you (DATE & TIME), just ask for {{m-follow-up-first}} when you get to the front desk. Thanks for your time, have a great day!



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. You came in the other day to pick up your guest pass, but I noticed you haven't used it quite yet. We would be happy to get you a new one and make sure you are able to try all that we offer. Just give me a call back at {{location-phone}} or stop by and we will get you set up. Thanks, have a great day.

EXPIRED GUEST PASS



EMAIL

Can you believe it's over, {{recipient-first}}? Your guest pass has expired, making it the perfect time to come in and find a membership plan that works for you. We offer a variety of options that range in price and offerings so that there is something for everyone. You can either sign up online at [WEBSITE] or come in to {{club-name}}, {{location-name}} and we will get you all setup. We look forward to seeing you and hope that you enjoyed your free guest pass! {{m-follow-up-first}}



TEXT

Your guest pass has expired from {{club-name}}, but let's keep this going! Come in or call {{location-phone}} to find membership that fits your needs.



CALL ANSWERED

Hi {{recipient-name}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. How are you doing today? I wanted to check in and see how your workouts went during your free trial period. Did everything go well? Because your trial is now up, it's time to go ahead and sign up with a membership package so that you can continue working out and reaching your goals. Would tomorrow be a good time to come in and get signed up? What time works best? Great, I am really excited that you chose us to be a part of your fitness journey, I look forward to seeing you (DATE & TIME). Have a great day!



CALL VOICEMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} calling from {{club-name}}, {{location-name}}. I wanted to call and make sure that all your workouts went well while on your 5-day trial. I hope you enjoyed our amenities, and would love to set up a time for you to come in and check out our membership packages. Give me a call back at {{location-phone}} or stop by the front desk and ask for {{m-follow-up-first}}. I look forward to hearing from you, have a great day!

NEW MEMBER

ClubOS



EMAIL

Hi {{recipient-first}}, We are so glad that you are now an official member of the {{club-name}}, {{location-name}} family! We want to kick off your membership by setting up your free personal training session. Click [HERE](#) to schedule your free session. We know you just got here, but let's not keep this to ourselves! If you have any friends or family members who you know would love a free guest pass, send us their information and we will get them all set up. Thanks for your time. {{m-follow-up-first}}



TEXT

I'm happy to officially welcome you to the {{club-name}}, {{location-name}} family! Don't hesitate to reach out with any questions. We are happy to have you!



CALL ANSWERED

Hi {{recipient-first}}, this is {{m-folllow-up-first}} with {{club-name}}, {{location-name}}. How is your day going? I wanted to officially welcome you to the {{club-name}}, {{location-name}} family and remind you about your 1 free personal training session. This expires next month, so you have some time to figure it out, but I didn't want you to miss out on anything free! Is this something you would want me to get set up for you right now? Great. Also, if you have any friends or family members who would enjoy a free 5-day pass, let us know and we can get one setup for them. Have a great day, thanks!

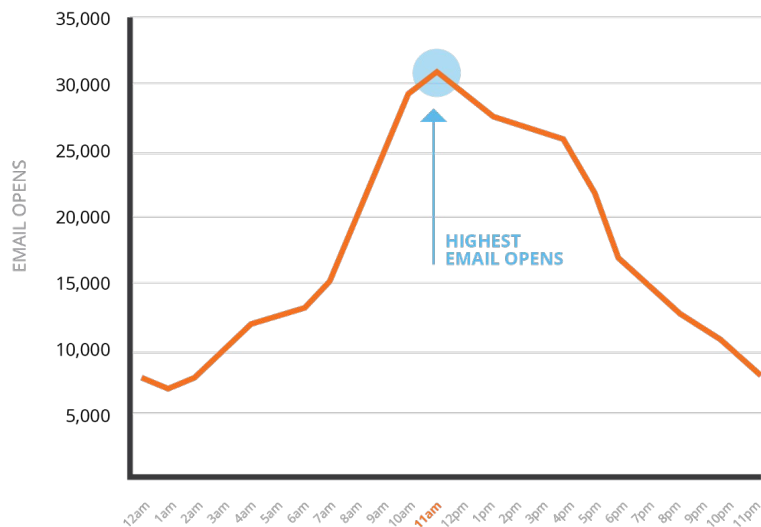


CALL VOICEMAIL

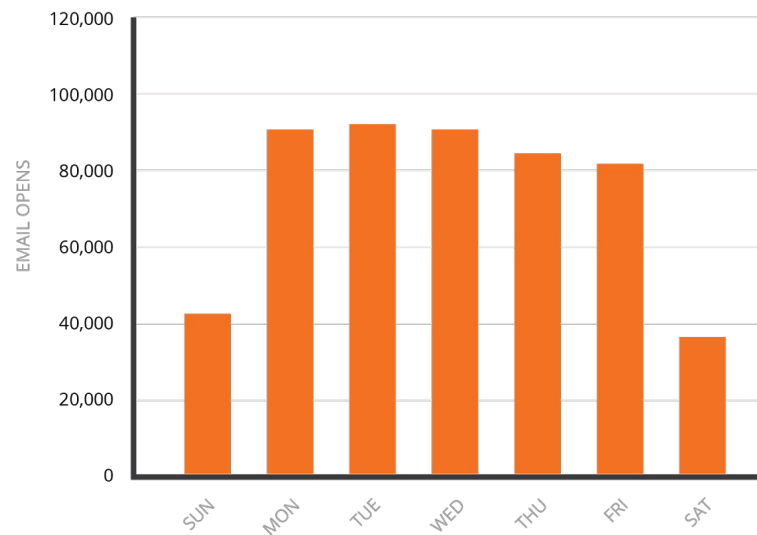
Hi {{recipient-first}}, this is {{m-follow-up-first}} with {{club-name}}, {{location-name}}. I wanted to officially welcome you to the {{club-name}}, {{location-name}} family and remind you that you had 1 free personal training session to use. Stop by the front desk or give me a call back at {{location-phone}} to get that set up. Again, welcome to the family! See you around the gym.

OPTIMIZE YOUR EMAIL SEND TIMES

HUBSPOT
Average Email Opens by Hour



HUBSPOT
Average Daily Email Opens



SEE HOW CLUB OS CAN HELP YOU

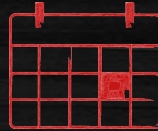
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