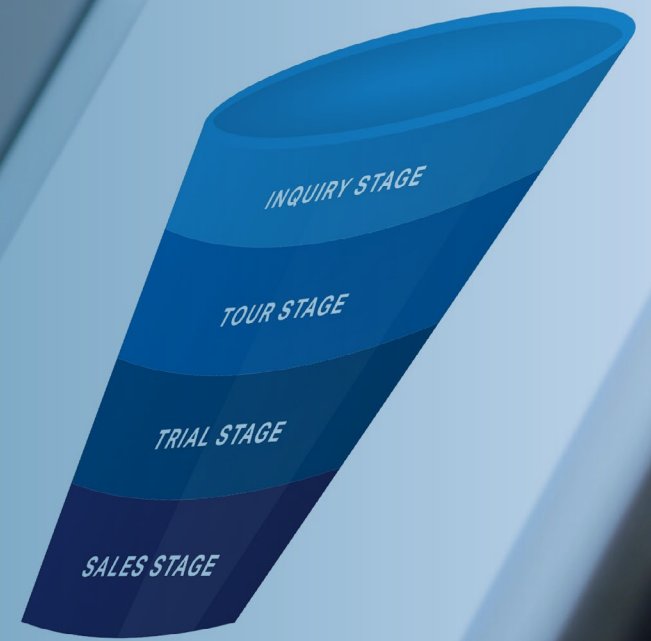


ABC™

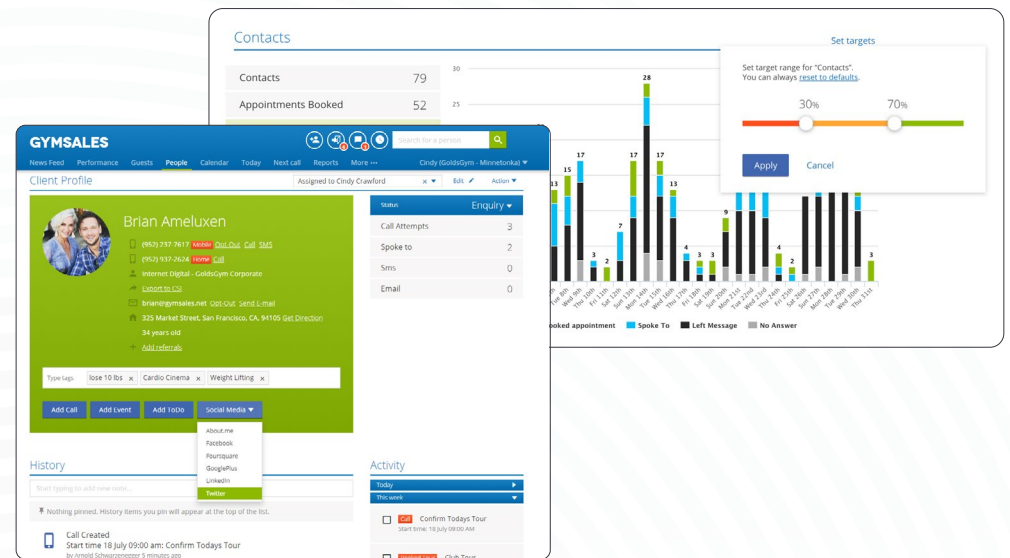
FITNESS
SOLUTIONS

17 Templates for Your Gym Lead Management Email and SMS Automation

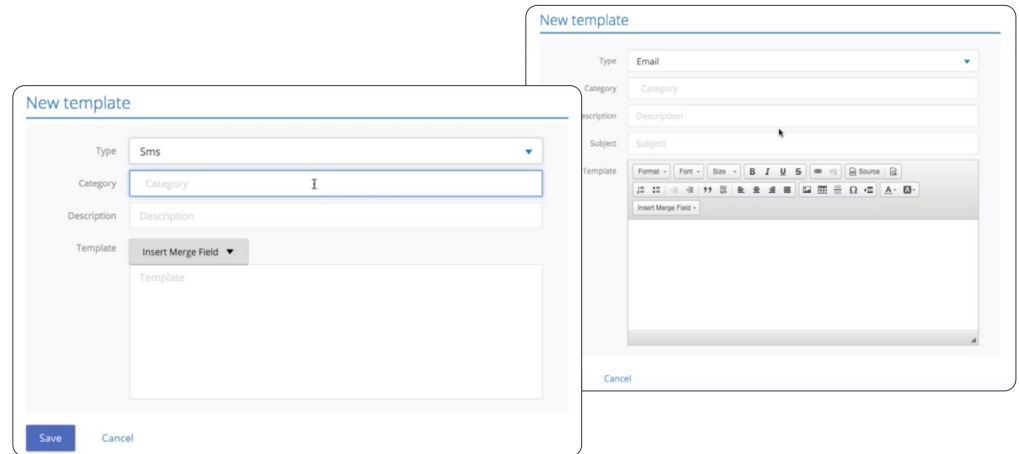


A lead management tool is a powerful piece of software that can help you nurture your leads, close more sales and manage communication with your gym members. GymSales powered by ABC, a lead management tool created exclusively for gym owners, features email automation capabilities that make it easy to automate and personalize your sales follow-up.

There are many instances when it's important to reach out to your leads and members via email. A "swipe file" of email templates makes it easy for your sales team to copy, paste, tweak and schedule triggered messages for their leads.



Why Use Email Templates to Nurture Leads?



Email templates can improve your success rate with all incoming leads. As we continue to navigate and come out of the pandemic, gyms aren't getting as many walk-ins as before. If you want to maximize success with your inbound leads, you can accomplish this through personalized email communication.

Your templates should support each stage of the funnel. In GymSales, these are categorized in five statuses:

- **Inquiry**
- **Tour**
- **Trial**
- **Sale**
- **Not Interested**

Throughout the lead nurturing process, your leads will always be categorized into one of the above statuses.

There are quite a few cases in which you should consider using automated and triggered communications. Some of these include:

- **Top-of-funnel messages during the inquiry stage**
- **Winning back previous members who have canceled their membership**
- **Referral-specific email messages**
- **Leads that come in via walk-ins vs. your website**
- **Personalized emails based on a person's custom tag inside of GymSales**

You can further personalize your communications with leads by targeting their specific interests, such as a certain sport (tennis, yoga, etc.) or activity. The objective is to keep your leads warm and engaged as you move them through your sales funnel.

Email Templates You Can Use to Stay in Touch With Your Gym Members and Leads

Today, we've pulled together 17 email and text messaging templates for your sales team's lead management email automation. We also dropped them into a handy PDF document you can download and keep on your machine.

Templates are a great jumping-off point for your team to customize and personalize the specific messaging your company needs. [You can find a tutorial on configuring and customizing your own templates here.](#)

Now, let's dive into the templates!



Inquiry Stage – Top of Funnel

SMS Templates

SCENARIO

01 Can't Reach Lead on the Phone

Template: Hi **[person.first_name]**, thanks for your inquiry at **[company.name]**, I haven't been able to reach you, so please give me a call at **[company.phone]** when you're free. Thanks, **[salesperson.first_name]**

SCENARIO

03 New Lead – Trial Downloaded

Template: Congratulations **[person.first_name]** on downloading your complimentary pass at **[company.name]**! I am really looking forward to showing you around and getting you started on your fitness journey. Call me today to get started! Best, **[salesperson.first_name]** **[company.name]** **[company.phone]**

SCENARIO


02 Web Lead Follow-Up

Template: Hi **[person.first_name]**, thank you for your recent web inquiry. We're excited to hear from you! Would you like to arrange a time to come meet the team today or tomorrow? Best, **[salesperson.first_name]** **[company.name]** **[company.phone]**

SCENARIO

04 New Lead – Trying to Schedule a Tour

Template: Hi **[person.first_name]**, thanks for reaching out to us at **[company.name]**. We are dedicated to motivating our members to reach their fitness goals. What day and time would you like to schedule a tour of our facility? Best, **[salesperson.first_name]** **[company.name]** **[company.phone]**



Hi **Allison**, thanks for your inquiry at **TotalGym**, I haven't been able to reach you, so please give me a call at **855-855-2977** when you're free. Thanks, **John**

Inquiry Stage – Top of Funnel

Email Templates

SCENARIO

05 Web Lead Inquiry

Subject: Thanks for your interest!

Hi **[person.first_name]**,

Thank you for your inquiry at **[company.name]**. We're excited to hear from you!

If you're looking for a club that offers everything you have always wanted in a gym, personal trainers, top-of-the-line equipment and best of all, guaranteed results, then look no further!

Our club offers **[Insert club-specific information here]**. All of this while working out!

If you want to know more about membership, you can call **[salesperson.first_name]** on **[company.phone]** or come on in for a free tour.

Best,
[salesperson.first_name]
[company.name]

SCENARIO

06 Trial Downloaded

Subject: Congratulations on starting your journey!

Dear **[person.first_name]**,

Thank you for downloading your Free Pass. We're looking forward to helping you get started on your fitness journey.

Your Pass will give you full access to the club so you can see for yourself how great **[company.name]** is. You'll have the chance to take full advantage of everything our facility has to offer, including **[Insert club-specific information here]**.

Please give us a call on **[company.phone]** to set your start date. We can't wait to see you!

Yours in Health & Fitness,
[salesperson.first_name]
[company.phone]

Tour Stage

SMS Templates

SCENARIO

07 Completed Tour

Template: Hi **[person.first_name]**, it was great to meet you today. We look forward to getting you started on your fitness journey! Feel free to reach out to me when you're ready to get started as a member of our club. I'll connect with you again soon to see how I can help or answer any questions you may have. Best, **[salesperson.first_name] [company.name] [company.phone]**

SCENARIO

08 Trial Offer (and Referral)

Template: Hi **[person.first_name]**, thank you for stopping by **[company.name]** the other day to take a tour of our fantastic facility. I'd like to personally offer you (and a friend!) a trial membership so you can test out our gym. What day and time would work best for you to come in and get started? Talk soon, **[salesperson.first_name] [company.name] [company.phone]**

Tour Stage

Email Templates

SCENARIO

09 Completed Tour

Subject: Thank you for your time!

Hi **[person.first_name]**,

Thanks for visiting us at **[company.name]** for a tour today! It was great to meet you.

Joining a gym and starting a fitness journey is a big decision. We want you to know we're here for you, and available to answer any questions you may have.

Feel free to reach out to us at **[company.phone]** if there's anything we can do to help you take the next step.

Yours in health and fitness,
[salesperson.first_name]

Trial Stage

SMS Templates

SCENARIO

10 Trial Check-in

Template: Hi **[person.first_name]**, are you enjoying your free trial membership? Let me know what I can do to help you have the best experience with us! Thanks, **[salesperson.first_name] [company.name] [company.phone]**

SCENARIO

11 Halfway Point Trial Check-in

Template: Well done, **[person.first_name]**! You are halfway through your trial. Contact us today to find out the great rates we can offer you if you join. Thanks, **[salesperson.first_name] [company.name] [company.phone]**

SCENARIO

12 Completed Trial Follow-Up (Trial Expired)

Template: Hi **[person.first_name]**! How was your experience at **[company.name]**? Please let me know if you have any questions about starting your membership. Best, **[salesperson.first_name] [company.name] [company.phone]**

Trial Stage

Email Templates

SCENARIO

13 Halfway Point Trial Check-in

Subject: You're halfway there!

Dear **[person.first_name]**,

By now you're halfway through your trial. We hope you've enjoyed your experience so far.

I would love to meet with you again to help guide you through the process of taking the next steps. When you start your membership, you'll get full access to our fantastic facilities and all the amenities we have to offer.

We have a great special going on right now at **[company.name]**. If you join today, I think you'll be delighted with the benefits and savings you'll enjoy with your membership.

Are you available for a quick call or meetup today or tomorrow?

Yours in Health & Fitness,
[salesperson.first_name] [company.phone]

Sales Stage SMS Templates

SCENARIO

14 New Member Personal Training Offer 1

Template: Hi **[person.first_name]**, welcome to **[company.name]**! We are delighted to have you as a new member. Call us today and let's get you booked for your comp PT session so you can start seeing and feeling those great results ASAP. Best, **[salesperson.first_name]**

SCENARIO

15 New Member Personal Training Offer 2

Template: Hi **[person.first_name]**, congratulations on joining the club! We are so excited to have you on board. Call us today and let's get you booked in for your free class so you can really start to see those results ASAP! Best, **[salesperson.first_name]** **[company.name]** **[company.phone]**

SCENARIO

16 New Member Referral

Template: Welcome to **[company.name]**! We're so excited to have you here. But why not bring a friend? Refer a friend today — because fitness is more fun TOGETHER. Reply to this message to get started!

Sales Stage Email Templates

SCENARIO

17 New Member Personal Training Offer

Subject: Welcome!

Hi **[person.first_name]**,

Congratulations on becoming a new member at **[company.name]**! We're delighted you chose us to guide you on your fitness journey.

We are looking forward to getting you started and helping you get the results you're looking for. To get your membership off to the best start, we invite you to attend a complimentary Personal Training session. You'll work one-on-one with one of our fitness experts to design a custom workout just for you.

To schedule your session, call us today at **[company.phone]** or stop by the front desk on your next visit. We can't wait to work with you!

Again, welcome to **[company.name]**!

Yours in Health & Fitness,
[salesperson.first_name] **[company.phone]**



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Have questions about how [GymSales email automation](#) can help your business grow? Reach out to us here and let us know!

info@abcfitness | 800-551-9733