Email wording pack

Copy each email into your email tool and edit it to sound like you. Read it aloud: if it doesn't sound like you, change it. Replace everything in [square brackets].

Before you send: put your business name, contact details and an unsubscribe link in every nudge and reminder. Only mention an offer or a deadline that is real and approved by finance. Stop reminders once someone has done the step. See the *Email and subscription rules* checklist.

1. Getting new customers started

WITHIN AN HOUR OF SIGNUP

Subject: Welcome to [business name], here's your first step

Hi [first name],

Welcome! You're all set. To get going, there's just one thing to do: [one action], which takes about [X] minutes.

[Button: Start here]

Stuck on anything? Just reply and [owner's name] will help.
[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

DAY 3, ONLY IF THEY HAVEN'T STARTED

Subject: Need a hand getting started?

Hi [first name],

I noticed you haven't had a chance to [one action] yet. No pressure at all. It only takes a couple of minutes, and then you can [benefit].

If anything is confusing, just reply and I'll sort it out for you.

[Button: Pick up where you left off]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

DAY 7, ONLY IF THEY STILL HAVEN'T STARTED

Subject: Should I close your setup?

Hi [first name],

You signed up a week ago and haven't [finished setup / made your first visit] yet. If now isn't the right time, that's fine. If something went wrong, I'd like to fix it.

Could you reply with one word: **later**, **stuck** or **not for me**? Or I'm happy to help on a quick call or [in person].

[Owner's name], [Business name]

[Business name] · [contact details] · Unsubscribe

1 DAY AFTER SOMEONE STARTS SIGNING UP BUT DOESN'T FINISH

Subject: Your [business name] membership is nearly ready

Hi [first name],

You started signing up yesterday, and it looks like something got in the way. No worries. It only takes a minute to finish.

If something stopped you, such as a question about price, the minimum term or how payment works, just reply. A real person will get back to you.

[Button: Finish signing up]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

2. Getting to a first result

THE DAY THEY JOIN OR FINISH SETUP

Subject: Your first week at [business name]: 3 easy steps

Hi [first name],

Here's the quickest way to get your money's worth in your first week:

1. [Step 1]
2. [Step 2]
3. [Step 3, such as come back for a second visit before [date]]

Stuck on anything? Our quick how-to guides are here: [link].

[Button: See where to start]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

DAY 7, ONLY IF THEY HAVEN'T REACHED THE FIRST RESULT

Subject: Want a hand getting started, [first name]?

Hi [first name],

I noticed we haven't seen much of you yet. That's fine, and I'd love to help you get more from your [membership / account].

Reply and tell me what you're hoping for, and I'll suggest [three things to try / a quick walk-through].

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

DAY 14 AFTER JOINING

Subject: How are your first two weeks going, [first name]?

Hi [first name],

You joined [business name] two weeks ago. How's it going so far?

If you haven't had a chance to try [thing suggested at the welcome] yet, it's a good place to start. Just reply and tell me what you're enjoying or what's getting in the way.

[Button: Reply and tell us]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

3. Trials and quotes

3 DAYS BEFORE A TRIAL OR QUOTE ENDS

Subject: Your [business name] [trial / quote] ends on [day]

Hi [first name],

Your [trial / quote] ends on [end date], just 3 days from now.

If you've enjoyed it, [membership / going ahead] means [one or two real benefits]. [Only if finance has approved it: Join by [end date] and [offer].]

Not sure yet? Reply and tell me what's holding you back. It comes straight to me.

[Button: Join now]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

1 DAY BEFORE IT ENDS

Subject: Last day tomorrow, [first name]

Hi [first name],

Your [trial / quote] ends tomorrow. After that, [say what really happens].

Joining takes about [X] minutes. Our plan is [minimum term], then [what happens after]. Your payment is [how it's taken].

Got a question first? Reply and I'll answer today.

[Button: Join before it ends]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

WITHIN A DAY OF LEAVING CHECKOUT WITHOUT PAYING

Subject: Did something get in the way?

Hi [first name],

You got as far as the payment page for [plan] yesterday, and I wanted to check in. It may have been the price, a question or just bad timing.

Could you reply with one word? **Price** · **Questions** · **Later**

I'll come back to you personally.

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

BY HAND, TO KEEN PEOPLE WHOSE TRIAL OR QUOTE IS STILL OPEN

Subject: Good to see you back, [first name]

Hi [first name],

I noticed you've [been in [number] times / something true, such as asked about membership]. That's great to see.

If it would help, I can talk you through how [members / customers] get the most from their first week.

Is there anything you'd like to know before you decide?

[Button: See the options]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

LAST DAY, TO KEEN PEOPLE WHO HAVEN'T JOINED (ONLY IF YOUR EXTENSION RULE ALLOWS)

Subject: A few more days to decide

Hi [first name],

I know it's a decision, so I've added [X] days to your [trial / quote]. It now ends on [new date].

If you join, your plan is [minimum term], then [what happens after]. Your payment is [how it's taken].

Any questions at all, reply and I'll answer today.

[Button: Join now]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

4. Failed payments

THE DAY A PAYMENT FAILS

Subject: Your [business name] payment didn't go through

Hi [first name],

Your latest payment of $[amount] didn't go through. This happens a lot, often when a card has expired or been replaced. Nothing is wrong with your [membership / account].

You can fix it in about a minute. We'll also try the payment again on [date]. If you need a hand, just reply.

[Button: Update my card]

[Your name], [Business name]

[Business name] · [contact details]

DAY 3, ONLY IF STILL UNPAID

Subject: Still need to sort your payment, [first name]

Hi [first name],

A quick reminder that your payment of $[amount] is still outstanding.

If your bank may have blocked it, a quick call to them usually clears it up. Prefer to talk it through? Reply here or call [phone number].

[Button: Update my card]

[Your name], [Business name]

[Business name] · [contact details]

DAY 7, ONLY IF STILL UNPAID (DEADLINE CONFIRMED BY FINANCE)

Subject: Action needed by [date] to keep your [membership / account]

Hi [first name],

We still haven't been able to take your payment of $[amount]. To keep your [membership / account] active, we need it by [date].

If we don't receive it, [what happens next, as agreed with finance].

If something has changed and you'd like to talk about your options, reply and tell us.

[Button: Update my card]

[Your name], [Business name]

[Business name] · [contact details]

AFTER THE SECOND FAILURE, IF YOU CAN'T REACH THEM BY PHONE

Subject: Can I help with your [business name] payment?

Hi [first name],

It's [name] from [business name]. We've tried your payment of $[amount] twice now and it hasn't gone through. I'd hate for you to lose your spot over something so easy to fix.

If money is tight or your plans have changed, tell me. We can talk about [pausing your membership / other approved options]. Just reply or call [phone number].

[Button: Update my card]

[Your name], [Business name]

[Business name] · [contact details]

ABOUT 30 DAYS BEFORE A CARD ON FILE EXPIRES

Subject: Your card on file is about to expire

Hi [first name],

The card we use for your [membership / account] expires in [month]. Your next payment of $[amount] is due on [date].

To keep things running smoothly, please update your card before then. It takes about a minute. If you've already done it, thank you.

[Button: Update my card]

[Your name], [Business name]

[Business name] · [contact details]

5. At-risk customers and renewals

WHEN A CUSTOMER HASN'T VISITED OR LOGGED IN FOR [3 WEEKS]

Subject: We've missed you, [first name]

Hi [first name],

It's [staff name] from [business name]. I noticed we haven't seen you for a few weeks and wanted to say hello.

We have [something new] on now, and I'd love to hear what you'd like more of. If something hasn't been working for you, just reply and tell me. I read every message.

[Button: See what's new]

[Staff name], [Business name]

[Business name] · [contact details] · Unsubscribe

30 DAYS BEFORE A MINIMUM TERM OR RENEWAL

Subject: Your [business name] [membership / plan], [first name]

Hi [first name],

Your [minimum term / plan] ends on [date]. After that, [what happens, such as it moves to month to month at [price]].

Since you joined, you've [visits, results or usage, if known]. We'd love to hear what you've enjoyed most and what we could do better.

If life is getting busy, you can also [pause / change your plan]. If you'd like to cancel, you can do it here: [link].

[Button: Tell us how it's going]

[Staff name], [Business name]

[Business name] · [contact details] · Unsubscribe

6. Cancellations and win-back

AS SOON AS SOMEONE ASKS TO CANCEL

Subject: Before you go, can we try something else?

Hi [first name],

Thanks for letting us know. Before we finish up, here are two options that might suit you better:

• Pause for [length], then pick up where you left off.
• Move to [lower option] so you pay less while you use less.

If you'd still rather cancel, no hard feelings, and we'll do it straight away. Could you reply with the number that fits best?

1. Not getting enough out of it · 2. Too busy · 3. Money is tight · 4. Moving or too far · 5. Found somewhere else · 6. Something about a visit · 7. Other

[Button: Choose a pause or change]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

AFTER THEY CANCEL, IF THEY DIDN'T GIVE A REASON

Subject: Thanks for being with us

Hi [first name],

Your [membership / plan] has now ended, and you won't be charged again. Thank you for being part of [business name].

If you've got ten seconds, I'd love to know the main reason you left. Just reply with a word or two. There's no right answer.

You're always welcome back.

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

WIN-BACK 1: 30 DAYS AFTER THEY LEAVE

Subject: We've kept a spot for you

Hi [first name],

It's been about a month since you left [business name]. I hope things are going well.

If you'd like to come back, it's easy. [Offer or way back, only if approved.]

Not the right time? Just reply and tell me what would make it worth it.

[Button: Come back]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

WIN-BACK 2: 60 DAYS AFTER THEY LEAVE

Subject: What's new at [business name]

Hi [first name],

A quick update since you last visited: [one real thing that's new or fixed].

If you left because you weren't getting enough out of it, I'd love to help you get more. [Pop in / reply] and ask for [name].

[Button: See what's new]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

WIN-BACK 3: 90 DAYS AFTER THEY LEAVE

Subject: Still thinking about us?

Hi [first name],

This is my last note for now. If [a season or event] sounds like a good time to come back, we'd love to see you.

[Offer, only if approved, with a real end date.] Whatever you decide, thanks for being a customer.

[Button: Rejoin]

[Your name], [Business name]

[Business name] · [contact details] · Unsubscribe

Stop the win-back series for anyone who comes back. Only email past customers who agreed to hear from you.