
Client: Milluminati personal training studio
Context: A lapsed client we want to entice back to the gym

From: Betsy, Milluminati Gym
Subject line: Jeans too tight? New Year's offer ends Jan 4
Preview text: Come back to Milluminati!

Dear [NAME],

We all love the delicious goodies that come with the holidays: turkey, mashed potatoes, pie and cookies...

But there's something else that can come with that: weight gain. (I struggle with this too! My daughter bakes the *best* gingerbread.)

Milluminati can help! Our personal trainers stand ready to help you get fit and ready to conquer 2024. It's been a while since you trained with us, and we'd love to have you back.

Personal training is a great way to:

- Build muscle
- Lose fat
- Gain endurance
- Feel great in your body!

Our personal trainers are ready to get you in the best shape of your life. We have the best people and state-of-the-art equipment, the better to serve YOU!

And, **we're running a New Year, New You special!** For a limited time, we're offering a discount on our personal training packages. [Click here to find out more](#). This discount on personal training is amazing--don't miss it!

[Click here](#) to learn more and schedule your first session back with us. I can't wait to see you!

Your body will thank you. And remember, summer is coming.

Your good health,

Betsy, owner, Milluminati

P.S. Schedule before Jan 4, and get a **free foot detox** with our personal training session packages. Bonus!