



Certified But Rusty?

Diver Reactivation Toolkit

A practical campaign kit for helping SSI Training Centers reconnect with inactive certified divers, create refresher conversations, and turn those conversations into training, gear service, travel, and continuing education opportunities.

These customers already said yes to scuba once. The job is to give them a simple reason to come back.

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Why This Campaign Works

Most dive centers spend a lot of energy trying to find brand-new customers. That still matters, but inactive certified divers are a different kind of opportunity. They already learned to dive. They already invested time and money. They may still own gear. They may already be thinking about a trip. They just need a clear, comfortable path back in.

The Core Message

Certified but haven't been diving in a while? Let's get you comfortable again before your next trip.

Who This Is For

- Past Open Water students who never continued after certification.
- Certified divers who have not been in the water for one year or more.
- Travel customers preparing for warm-water trips.
- Gear owners whose equipment has been sitting in a closet, garage, or basement.
- Certified family members who want to dive with a newly interested spouse, teen, or friend.
- Former customers who need a low-pressure reason to reconnect with the shop.

What It Can Lead To

- Scuba refresher sessions
- Perfect Buoyancy, Nitrox, Computer Diving, or Stress & Rescue
- Equipment service and gear replacement conversations
- Travel nights and local dive events
- Family Try Scuba referrals
- A long-term customer coming back into the shop ecosystem

The Campaign Setup

This campaign should not feel like a guilt trip. Do not make people feel bad for being out of the water. Make the return feel easy, normal, and smart.

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|----------------|---|
| Weak message | "You need a refresher." |
| Better message | "If it has been a while, let's get you comfortable before the next dive." |
| Weak message | "Your skills are probably rusty." |
| Better message | "A quick refresher can make the next trip feel a lot less like guessing." |
| Weak message | "Your gear needs service." |
| Better message | "Before the next trip, let's make sure both you and your gear are ready." |

Recommended Campaign Hooks

- Going somewhere warm soon?
- Certified but haven't been underwater in a while?
- Gear been sitting longer than you want to admit?
- Before your next trip, get comfortable again.
- Your next dive should feel familiar, not stressful.

Simple Offer Builder

- 1 Audience:** Certified divers who have been inactive.
- 2 Reason to care now:** Upcoming trip, gear service, summer season, local dive event, or family activity.
- 3 Offer:** Refresher session, gear check, or refresher plus continuing education path.
- 4 Next step:** Call, message, complete an interest form, or reserve the next refresher date.

Copy-Paste Campaign Messages

Use these as starting points. Centers should adjust the wording so it sounds like their store and their customers.

Email Blast

Subject: Certified but rusty? Let's fix that before your next trip.

Hi [Name], If it has been a while since your last dive, you are not alone. Life gets busy, gear sits, and skills get a little fuzzy. A refresher session is a simple way to rebuild comfort, review key skills, ask questions, and feel better prepared before your next trip or local dive. If you have travel coming up, or if you just want to get back in the water with more confidence, message us and we will help you find the right next step. Thanks, [Shop Name]

Short Email / Newsletter Blurb

Certified but rusty?

Before your next dive trip, let's get you comfortable again. Our refresher options help certified divers review key skills, rebuild confidence, and get ready for the water without turning it into a giant production. Message us for upcoming refresher dates.

Text Message

Text / SMS

Hi [Name], it's [Shop Name]. If you haven't been diving in a while and have a trip or summer plans coming up, we're offering refresher options to help certified divers get comfortable again. Reply if you want upcoming dates.

Social Post Starter Pack

These posts should speak to divers like humans, not like course-code robots. Keep the next step simple.

Trip Prep Post

Certified but haven't been underwater in a while? If you have a trip coming up, now is a great time to get comfortable again. A refresher session can help rebuild confidence, review key skills, and make your next dive feel a lot less like guessing. Message us before your next trip.

Gear Sitting Post

Has your dive gear been sitting longer than planned? Before your next trip or local dive, let's make sure you and your gear are ready. A refresher session and gear check can make the return to diving much smoother. Message us for refresher options.

No Shame Post

Been out of the water for a while? No shame. It happens. The smart move is getting comfortable again before you are standing on a dive boat trying to remember everything at once. Ask us about upcoming refresher sessions.

Family / Buddy Post

Have a friend or family member who wants to dive, but you have not been in the water in years? A refresher is a great way to get comfortable again before helping someone else start their scuba journey. Message us and we'll help you plan the next step.

Inquiry & Phone Scripts

The goal is not to shame the customer into a refresher. The goal is to make the return feel easy, responsible, and normal.

When someone says: "I haven't been diving in years."

Response

That is extremely common. The good news is you do not have to start over. We can help you review the important skills, rebuild comfort in the water, and make sure you are ready before your next dive or trip. When was your last dive, and do you have anything coming up?

When someone says: "Do I really need a refresher?"

Response

Maybe, maybe not - but if you are asking the question, it is probably worth a conversation. The refresher is not about checking a box. It is about making sure the next dive feels comfortable and safe. Tell me when you last dove and what kind of diving you are planning next.

When someone says: "I'm going on vacation next month."

Response

Perfect timing. Let's get you comfortable here before you arrive there. That way the first few minutes of your vacation dive are not spent trying to remember what everything does. Are you certified already, and when was your last dive?

Questions to Ask

- When was your last dive?
- Where are you hoping to dive next?
- Do you own gear, and has it been serviced recently?
- Do you want a pool-only refresher or a path into a local dive?
- Are you traveling alone, with family, or with another certified diver?

Tie It to Gear, Travel, and What Comes Next

A refresher should not be the end of the conversation. It should reopen the customer relationship.

Gear Service Tie-In

- Ask whether they own gear.
- Ask when it was last serviced.
- Offer regulator, BCD, computer, battery, mask, fins, snorkel, exposure protection, and travel bag conversations.
- Position service as part of being ready - not as an upsell ambush.

Travel Tie-In

- Ask where they are traveling.
- Ask whether dives are already booked.
- Discuss destination conditions, comfort level, and gear needs.
- Invite them to travel nights, local dive events, or group trips.

What Comes After the Refresher?

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|--|---|
| If they struggled with trim or comfort | Perfect Buoyancy |
| If they are going warm-water diving | Nitrox / Computer Diving / Specialty options |
| If they are nervous or lack confidence | Additional pool session or private coaching |
| If they want to dive with family | Try Scuba or Open Water pathway for spouse, teen, or friend |
| If they want to travel | Travel night, local dive, or group trip invitation |

Hashtags, Tracking, and Follow-Up

Hashtags can help with discovery, but they are not the strategy. The strategy is creating a clear reason to reconnect and then following up.

Useful Hashtags

- #CertifiedDiver
- #RustyDiver
- #DiveRefresher
- #BackToDiving
- #DiveReady
- #RefreshYourSkills
- #NextDiveTrip
- #ScubaDiving
- #TravelReady
- #[City]Divers
- #[City]Travel

Simple Tracking Sheet

| Lead Name | Last Dive | Trip Date | Gear? | Next Step | Follow-Up |
|-----------|-----------|-----------|-------|-----------|-----------|
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Follow-Up Reminder

A rusty diver who asks a question is a warm lead. Do not let that conversation disappear. Capture the contact, give them the next step, and follow up.

Quick Campaign Checklist

- Choose a refresher date or available appointment window.
- Create one simple message for certified-but-rusty divers.
- Send an email to past students and certified customers.
- Post the social content with a clear call to action.
- Ask every travel customer if they are certified and when they last dove.
- Tie refresher conversations to gear service and travel planning.
- Capture every lead and schedule a follow-up.

Bottom Line

Certified-but-rusty divers are not cold leads. They are previous yeses. Give them a simple, friendly reason to reconnect, make the next step easy, and do not bury them in every program the shop offers. Get them comfortable, get them active, and then help them decide what comes next.

Disclaimer

This toolkit is intended as a general business-development resource for SSI Training Centers. The ideas, examples, and templates provided are meant to help dive centers create more customer conversations and should be adapted to fit each center's local market, staffing, facility access, training schedule, and business model.

All training activities, promotional programs, and customer experiences must be conducted in accordance with current SSI Training Standards, applicable laws, insurance requirements, facility rules, and safe industry practices. This toolkit does not guarantee specific sales results, student registrations, revenue, or customer response.

Questions?

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