
Copy-Paste Outreach Templates

Ready-to-use outreach language for SSI Dive Centers

Use these templates to start better conversations with local partners, groups, parents, travelers, inactive divers, and activity-seekers. Adjust the wording so it sounds like your store, your market, and your customers.

Create customer contact first. Registrations come after conversations.

How to Use This Toolkit

Pick one audience, choose one simple offer, copy the matching template, personalize the first two lines, and make the next step obvious. Do not send every template to everyone. That is not marketing - that is a paperwork grenade with a logo.

Quick Rules Before You Send Anything

- Keep the first message short. The goal is to get a reply, not explain the entire SSI system.
- Lead with the customer benefit: vacation prep, family activity, teen adventure, group experience, or getting comfortable again.
- Make one clear ask: a referral, a flyer placement, a group date, a newsletter mention, or a quick conversation.
- Follow up once or twice. The first message is rarely the whole win.
- Track who you contacted, what you offered, and what happened next.

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Start With the Right Audience

These templates are organized by who the dive center is trying to reach. Each one can be used as an email, direct message, printed letter, or starting point for a phone call.

The Simple Formula

Who is this for? A specific audience.

Why should they care now? A trip, a summer activity, a group event, a rusty-diver need, or a reason to try something new.

What is the simple next step? Call, message, share a flyer, reserve a date, or ask for more information.

Use These Templates For:

- Try Scuba events for families, teens, couples, groups, and local activity seekers.
- Vacation-prep conversations for travelers, honeymooners, cruise guests, and resort customers.
- Reactivation campaigns for certified-but-rusty divers.
- Local partnerships with businesses, schools, youth groups, employers, pools, and community organizations.
- Referral-building through people and groups that already have access to the customers you want.

Do not promote everything. Pick one audience and make one clear offer.

Travel Advisor / Cruise Planner

Use this for local travel advisors, cruise planners, honeymoon specialists, and warm-water vacation planners. The goal is to become their local before-you-go scuba and snorkeling resource.

Subject: Local scuba and snorkeling resource for your travelers

Hi [Name],

I wanted to introduce myself as a local scuba and snorkeling resource for your clients traveling to warm-water destinations.

Many travelers are heading to cruises, Mexico, the Caribbean, Hawaii, and resort destinations where scuba and snorkeling are popular trip activities. We can help those clients prepare before they leave with scuba certification, Try Scuba pool experiences, refresher sessions for certified divers, and snorkeling gear guidance.

The goal is simple: help your clients arrive better prepared, more comfortable, and more likely to enjoy the water-based activities they are already considering.

If you ever have clients asking about diving or snorkeling before a trip, we would be happy to help.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Share a flyer or link with clients.
- Offer a quick vacation-prep call.
- Invite travelers to a local Try Scuba, refresher, or snorkeling gear fitting.

Destination Wedding / Honeymoon Planner

Use this for destination wedding planners, honeymoon planners, wedding venues, bridal show contacts, and wedding vendor directories.

Subject: Fun pre-trip idea for destination wedding clients

Hi [Name],

I wanted to introduce myself and share a simple idea for your destination wedding and honeymoon clients.

We work with local travelers who are heading to Mexico, the Caribbean, cruises, and other warm-water destinations and want to make diving or snorkeling part of the trip.

For destination wedding couples, wedding parties, or honeymooners, we can offer a fun local Try Scuba pool experience before they travel, or help them begin scuba certification locally so they are more prepared when they arrive at the resort.

It can work as a couple's activity, wedding party outing, bachelor/bachelorette alternative, or just a way for guests to get more out of the trip.

If you ever have clients asking about diving, snorkeling, or unique pre-wedding activities, we would be happy to be a local resource.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Share a flyer or link with clients.
- Offer a quick vacation-prep call.
- Invite travelers to a local Try Scuba, refresher, or snorkeling gear fitting.

Swim School / YMCA / Community Pool

Use this for swim schools, YMCAs, JCCs, community pools, and facilities with families already invested in water comfort.

Subject: Teen and family Try Scuba idea

Hi [Name],

I wanted to reach out with a local activity idea for families and teens who are already comfortable in the water and may be ready for the next adventure.

We offer Try Scuba experiences in a supervised pool setting. It is designed for people who are curious about scuba but not ready to commit to a full certification course yet.

This could work well as a family activity, teen event, swim-family opportunity, or special program for students looking for something different to do.

If you ever want to offer something unique for your families or members, we would be happy to discuss a simple Try Scuba option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer a supervised Try Scuba event or family information night.
- Ask about age ranges, group size, and facility access.
- Provide a simple flyer they can share with parents.

Scout / Youth Group

Use this for Scout troops, youth groups, church youth ministries, 4-H clubs, Sea Scouts, outdoor youth programs, and family activity leaders.

Subject: Try Scuba activity for your group

Hi [Name],

I wanted to introduce a possible activity idea for your group.

We offer supervised Try Scuba experiences that give participants the chance to experience breathing underwater in a controlled pool environment. It is a fun and memorable introduction for teens and families who are interested in water, travel, science, or outdoor adventure.

No previous scuba experience is required.

If your group ever looks for unique activities or adventure-based programming, we would be happy to discuss an option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer a supervised Try Scuba event or family information night.
- Ask about age ranges, group size, and facility access.
- Provide a simple flyer they can share with parents.

Parks & Recreation / Community Program Coordinator

Use this for city recreation departments, community centers, seasonal program guides, teen activity planners, and family event coordinators.

Subject: New local activity idea for teens and families

Hi [Name],

I wanted to reach out with a possible program idea for your community activity calendar.

Our dive center offers supervised Try Scuba experiences in a pool setting for people who are curious about scuba and want a safe, controlled first experience. This can be a strong fit for teens, families, summer programs, and local residents looking for something different to do.

We can discuss a single event, a family night, a teen activity, or a seasonal program option depending on facility access and scheduling.

If you are open to local program ideas, I would be happy to talk through what could work.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer a supervised Try Scuba event or family information night.
- Ask about age ranges, group size, and facility access.
- Provide a simple flyer they can share with parents.

School Activity Director / Teacher

Use this for school activity directors, science teachers, swim coaches, PTO contacts, homeschool groups, and summer enrichment programs.

Subject: Student activity idea: Try Scuba introduction

Hi [Name],

I wanted to share a possible student activity idea.

Our dive center offers supervised Try Scuba experiences and scuba-related presentations that can connect water confidence, science, travel, environmental awareness, and adventure. For students who are interested in marine science, outdoor activities, travel, or trying something new, scuba can be a memorable introduction.

Depending on age, facility access, and scheduling, this could be a classroom presentation, a family information night, or a supervised pool-based Try Scuba experience.

If this could be useful for your students or families, I would be happy to discuss options.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer a supervised Try Scuba event or family information night.
- Ask about age ranges, group size, and facility access.
- Provide a simple flyer they can share with parents.

Corporate / Employee Group

Use this for HR managers, employee engagement teams, corporate wellness committees, executive assistants, and local employers looking for group activities.

Subject: Unique team-building idea for your employees

Hi [Name],

I wanted to reach out with a local team-building idea that is a little different from the usual dinner, escape room, or bowling night.

We offer private Try Scuba experiences in the pool for groups that want a fun, supervised, and memorable activity. No previous experience is required, and it works well for employee engagement events, wellness groups, incentive trip prep, or just giving your team something different to talk about on Monday.

If your company ever plans employee outings, wellness events, or travel-related incentives, we would be happy to put together a simple group option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer one private Try Scuba date.
- Ask how many people may be interested.
- Suggest a short call to match the event to their group.

Gym / Fitness / Outdoor Club

Use this for gyms, climbing gyms, outdoor clubs, running stores, bike shops, kayak groups, and fitness communities.

Subject: Member activity idea: Try Scuba

Hi [Name],

I wanted to reach out with a unique activity idea for your members.

Our dive center offers Try Scuba experiences in a supervised pool setting. It is a fun, skill-based introduction for people who enjoy fitness, outdoor activity, travel, and trying something different.

This could work well as a private member event, small-group activity, or local adventure night. No previous scuba experience is required.

If you ever want to offer your members something different from the usual workout or group event, we would be happy to discuss an option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer one private Try Scuba date.
- Ask how many people may be interested.
- Suggest a short call to match the event to their group.

Apartment Community / HOA

Use this for apartment communities, HOAs, neighborhood associations, resident event coordinators, and lifestyle managers.

Subject: Resident activity idea: Try Scuba night

Hi [Name],

I wanted to share a resident activity idea that is a little different from the usual food truck or community social.

We offer supervised Try Scuba experiences that can work well as a private resident event, family activity, or summer adventure night. It gives participants a chance to experience breathing underwater in a controlled pool environment with professional supervision.

No previous scuba experience is required.

If you are looking for a memorable resident event or family-friendly activity, we would be happy to discuss a simple option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer one private Try Scuba date.
- Ask how many people may be interested.
- Suggest a short call to match the event to their group.

Local Business Cross-Promotion

Use this for local businesses that serve similar customers: outdoor shops, travel businesses, coffee shops, restaurants, hotels, photographers, gyms, and family activity providers.

Subject: Simple local partnership idea

Hi [Name],

I wanted to reach out with a simple local partnership idea.

Our customers often overlap with people who enjoy travel, family activities, outdoor adventure, fitness, and trying something new. I thought there may be an opportunity for us to support each other with a flyer exchange, shared event, customer offer, or cross-promotion.

For example, we can promote Try Scuba, vacation-ready scuba and snorkeling prep, family adventure activities, or certified-diver refreshers depending on what fits your customers.

If you are open to a quick conversation, I would be happy to explore whether there is a simple way to work together.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Ask if they are open to a quick conversation.
- Offer a flyer or link they can share.
- Keep the first step small and easy.

Certified But Rusty / Past Student Reactivation

Use this for past students, inactive certified divers, gear buyers, travel customers, and old customer lists. These people already said yes to scuba once.

Subject: Ready to get comfortable again before your next dive?

Hi [Name],

I hope you are doing well. I wanted to check in because many certified divers take some time away from the water and then wonder what the best next step is before their next trip or local dive.

If it has been a while since your last dive, a refresher session can help rebuild comfort, review key skills, and make the next dive feel a lot better. It is also a good time to check gear, ask questions, and look at options like Perfect Buoyancy, Nitrox, or other continuing education.

If you have a trip coming up, or if you simply want to get back in the water, we would be happy to help.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Ask about upcoming travel.
- Offer a refresher or comfort-building session.
- Tie in gear service and continuing education options.

Parent / Teen Try Scuba

Use this for parent groups, swim families, schools, summer camps, orthodontist waiting rooms, family fitness centers, and youth activity contacts.

Subject: Looking for something different for your teenager this summer?

Hi [Name],

I wanted to share a local activity idea for parents and teens.

Try Scuba is a supervised pool experience that lets teens discover what it feels like to breathe underwater. No previous scuba experience is required. It is a fun, controlled first step for curious teens and families who want something different from the usual summer routine.

If your family is looking for a new activity, a confidence-building experience, or something that may connect to future travel, we would be happy to help you get started.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple next step to offer:

- Offer a supervised Try Scuba event or family information night.
- Ask about age ranges, group size, and facility access.
- Provide a simple flyer they can share with parents.

Follow-Up Templates

The first contact is rarely the whole win. These short follow-ups keep the conversation alive without burying the person in details.

Subject: Quick follow-up

Hi [Name],

I wanted to quickly follow up on the scuba / Try Scuba idea I sent over. I know schedules get busy, so I will keep this simple.

If this could be useful for your clients, members, families, employees, or group, I would be happy to send a short flyer or talk through a simple option.

Thanks,
[Name]

Subject: Next step

Hi [Name],

Thanks for getting back to me. The easiest next step is to figure out what kind of option fits your group or customers.

A few quick questions:

- Who would this be for?
- About how many people may be interested?
- Are you thinking family activity, teen activity, employee event, travel prep, or something else?
- Would a flyer or short link help you share the idea?

Once I know that, I can suggest a simple next step.

Thanks,
[Name]

Subject: Thanks for reaching out

Hi [Name],

Thanks for reaching out. We can definitely help you figure out the best starting point.

A few quick questions:

- Are you interested in Try Scuba, full certification, a refresher, or snorkeling gear help?
- Are you preparing for a trip or just looking for something new to try?
- How many people may be interested?
- What is the best phone number if we need to follow up quickly?

Once we know that, we can point you toward the right option.

Thanks,
[Name]

Phone / In-Person Conversation Starters

Not every outreach message has to be an email. Sometimes the best version is a simple phone call or face-to-face conversation.

Opening Line

"I wanted to introduce a local activity idea that may be useful for your families, members, employees, or customers. We offer supervised Try Scuba experiences and vacation-prep scuba and snorkeling support, and I thought there may be a good fit."

Useful Questions

- Do your families, members, clients, or employees look for unique local activities?
- Do you ever have people asking about travel, cruises, snorkeling, or scuba before vacation?
- Would a flyer, link, or short event description be helpful?
- Would a private group date make this easier?
- Who would be the best person to talk with about a family, teen, group, or employee activity?

What to Avoid

- Do not lead with the full course catalog.
- Do not use agency jargon with non-divers.
- Do not ask for too much too soon.
- Do not turn the first conversation into a standards lecture.
- Do not assume they understand what Try Scuba or Open Water means.

The goal of first contact is not to close every sale. The goal is to create the next conversation.

Lead Capture and Tracking

A good conversation is only useful if the center captures enough information to follow up. A lead that is not captured is usually just a nice conversation that disappears.

Capture the Basics

- Name
- Phone number
- Email address
- Reason for interest
- Travel date or event date, if applicable
- Program of interest
- How they heard about the center
- Next promised follow-up action

Track Outreach

- Date contacted
- Organization or group
- Contact person
- Audience type
- Offer presented
- Response
- Follow-up date
- Result: Try Scuba, Open Water, refresher, snorkeling gear, continuing education, or travel

Simple Reminder

Do not confuse sending messages with progress. Progress is a reply, a conversation, a scheduled date, a referral, a captured lead, or a customer who takes the next step.

Disclaimer

These resources are provided as general business-development ideas for SSI Training Centers. Each center should adapt the examples to fit its local market, business model, staffing, facility access, and training schedule.

All programs, promotions, and training activities must follow current SSI Training Standards, applicable laws, insurance requirements, facility rules, and safe industry practices. Results will vary by market and execution. This material does not guarantee specific sales results, student registrations, revenue, or customer response.

Questions?

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