

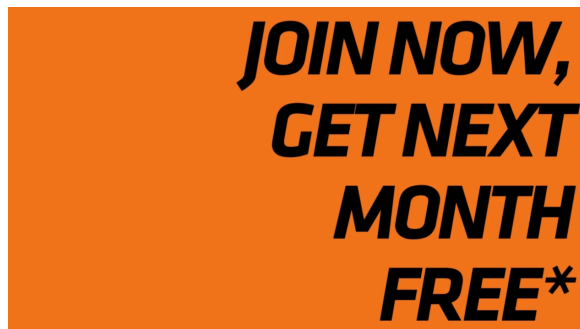
## Prospect - Lead

Hi [Prospect Name]! It's time to get out of the Green Zone, and this month is the perfect time to fall into action with Orangetheory Fitness! 🍊 Your first class is FREE & I would love to help get you booked. We're also running an AWESOME Black Friday deal all month long—when you join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor, you'll get your next month FREE! That's savings of up to \$179/\$169 (Region Specific)! 🔥 Now, are you ready to get booked for your first FREE class and start your journey to #MoreLife? - [Your Name] OTF [Studio Name]



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Hi [Prospect Name]! It's me, [Your Name] from OTF [Studio Name] again! I wanted to remind you that your first class is FREE—and I'd love to get you booked! We're also running an AMAZING Black Friday deal all November long that's perfect for kick-starting your fitness journey with us. When you join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor, you'll get your next month FREE! 🔥 You could save up to \$179/\$169 (Region Specific)! Let's get started today by getting you booked for that first FREE class! 🍊 - [Your Name] OTF [Studio Name]



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## Prospect - Missed Guest

Hi [Prospect Name]! This is [Your Name] from OTF [Studio Name], and I wanted to reach out and see how you enjoyed your recent class with us! We absolutely loved having you—so much

so that we just had to share this special offer! 🧡 During the month of November, we're celebrating Black Friday all month long with your next month FREE! When you join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor, you could save up to \$179/\$169 (Region Specific)! 🔥 Now, are you ready to get started with #MoreLife? - [Your Name] OTF [Studio Name]

**JOIN NOW,  
GET NEXT  
MONTH  
FREE\***

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Hi [Prospect Name]! We loved seeing you under the orange lights recently, and we're so excited to have you back soon! 🍊 In fact, I have some exciting news to share with you—Orangetheory Fitness is celebrating Black Friday ALL MONTH LONG! We're running an awesome deal that's perfect for kick-starting your fitness journey with us. When you decide to join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor, you'll get your next month FREE! 🔥 That's savings of up to \$179/\$169 (Region Specific)—but we're only running this promotion during the month of November! Hurry in now to get this AWESOME deal and find #MoreLife at OTF [Studio Name]. We're looking forward to seeing you soon! - [Your Name] OTF [Studio Name]

**JOIN NOW,  
GET NEXT  
MONTH  
FREE\***

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Prospect - Winback

Hi [Prospect Name]! It's [Your Name] from OTF [Studio Name], and we've missed seeing you at our studio! 🧡 To give you the extra motivation you need to achieve your fitness goals, we're thrilled to offer you an awesome Black Friday deal—ALL MONTH LONG! When you decide to join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor in the month of November, you'll get your next month FREE! 🔥 That's savings of up to \$179/\$169 (Region

Specific)! Are you ready to reignite your journey to #MoreLife? - [Your Name] OTF [Studio Name]

**JOIN NOW,  
GET NEXT  
MONTH  
FREE\***

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Hi [Prospect Name]! We know how much you loved our results-driven workouts and the sense of community at OTF [Studio Name], and we'd love to have you back. 🍊 That's why we're so excited to offer you a special Black Friday deal, running all November long! When you join as a Premier or Elite member and purchase an OTbeat™ Heart Rate Monitor, you'll get your next month FREE! 🔥 That's \$179/\$169 (Region Specific) worth of savings on your membership! Are you ready to rekindle your journey to #MoreLife with OTF [Studio Name]? - [Your Name] OTF [Studio Name]



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