

Prospect - Lead

Subject: 🍊 Your First FREE Orangetheory Class Awaits, [Prospect Name]!

Hi [Prospect Name],

I hope this email finds you happy and healthy! This is [Your Name] from OTF [Studio Name], and I wanted to reach out and thank you for showing interest in our fitness studio. We're super excited to have you join us for your first FREE Orangetheory class!

Now, I have some exciting news to share with you. At OTF [Studio Name], we're 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 in the month of November, you'll get your next month FREE! That's savings of up to \$179/\$169 (Region Specific)—the perfect opportunity to kick-start your journey to #MoreLife! 🔥

Being a part of our OTF family comes with a wealth of benefits—from our science-backed and results-driven workouts to our supportive community that encourages and motivates each other, inside and outside of the studio. I know you'll love it at OTF [Studio Name]!

Don't miss out on this opportunity to transform your fitness routine and embrace the challenge of crushing your goals with us. Let's work together to make your fitness aspirations a reality!

Give us a call today, and our dedicated team will be more than happy to answer any questions you may have and guide you through the membership process:

[Phone Number: (XXX) XXX-XXXX]

Joining our studio means contributing to something truly special. Our highly educated coaches and community-oriented members are here to uplift and inspire you every step of the way.

We're beyond excited to have you as a valued member of OTF [Studio Name]. So, what are you waiting for? Let's take off on this incredible fitness journey together!

We're looking forward to officially welcoming you to our OTF family!

Best regards,

[Your Name] OTF [Studio Name] Team [Your Contact Information]

Prospect - Missed Guest

Subject: 🔥 Join OTF [Studio Name] - Black Friday ALL MONTH LONG!

Hi [Prospect Name],

I hope this email finds you healthy and happy! This is [Your Name] from OTF [Studio Name], and I wanted to extend a warm thank you for visiting our studio recently. We absolutely loved having you here, and we hope you enjoyed your time under the orange lights!

Now, I have some exciting news to share with you. At OTF [Studio Name], we're 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 in the month of November, you'll get your next month FREE! That's savings of up to \$179/\$169 (Region Specific)—the perfect opportunity to kick-start your journey to #MoreLife! 🍊

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We're beyond excited to have you as a valued member of OTF [Studio Name]. So, what are you waiting for? Let's take off on this incredible fitness journey together!

We're looking forward to officially welcoming you to our OTF family!

Best regards,

[Your Name] OTF [Studio Name] Team [Your Contact Information]

Prospect - Winback

Subject: 🍊 Welcome Back to OTF [Studio Name], [Name]!

Dear [Prospect Name],

We hope this email finds you healthy and happy. It's [Your Name] from OTF [Studio Name], and we've missed seeing you at our studio! We believe there's no better time than now to reignite your fitness journey with us and enjoy good health during the holidays!

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)—the perfect opportunity to rekindle your journey to #MoreLife! 🔥

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. To get started, simply give us a call at the number below to book your complimentary welcome back session:

[Phone Number: XXX-XXX-XXXX]

Don't miss this opportunity to get back on track with your fitness journey while taking advantage of our exclusive offer. Remember, you're not alone in this—the OTF [Studio Name] family is here to support you every step of the way!

Let's make this holiday season one to remember! We can't wait to welcome you back to OTF [Studio Name]!

Best Regards,

[Your Name] OTF [Studio Name] Team [Your Contact Information]