

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! We're running a limited time Black Friday deal that's perfect for kick-starting your fitness journey with us—when you join as a Premier or Elite member, you'll get your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! That's HUGE savings of up to \$279—but we're only running this deal for two days (November 29th and 30th)! Sign up NOW to get in on this ALL OUT deal! And don't forget, your first class is FREE! I would love to help get you booked, and I'm here if you have any questions! See you super soon! - [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 about our HUGE Black Friday deal with ALL OUT savings! It's perfect for kick-starting your fitness journey with us—but it's not available for long! When you join as a Premier or Elite member on November 29th or 30th, you'll get your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! You could save up to \$279! Plus, your first class is FREE—I'd love to help get you booked! Now, how does all of that sound? - [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 ALL OUT Black Friday deal! For two days ONLY (November 29th and 30th), we're offering YOU your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! Join as a Premier or Elite member and you could earn savings of up to \$279! How does that sound? - [Your Name] OTF [Studio Name]



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Hi [Prospect Name]! We loved seeing you under the orange lights recently, and we're excited to have you back soon! In fact, I have some exciting news to share with you. At OTF [Studio Name], we're celebrating Black Friday for two days ONLY with an ALL OUT deal! We're running an awesome promotion that's perfect for kick-starting your fitness journey with us. When you decide to join as a Premier or Elite member on the 29th or 30th of November, you'll get your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! That's savings of up to \$279! Now, how does that sound? - [Your Name] OTF [Studio Name]



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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 ALL OUT Black Friday deal—for two days ONLY! When you decide to join as a Premier or Elite member on the 29th or 30th of November, you'll get your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! That's savings of up to \$279! Now, when will we see you back under the orange lights? - [Your Name] OTF [Studio Name]



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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 an ALL OUT Black Friday deal, running for two days ONLY (November 29th and 30th)! When you join as a Premier or Elite member, you'll get your next month FREE + a gift from OTF [Studio Name], a \$100 gift card! That's \$279 worth of savings! Now, when will we see you back under the orange lights? - [Your Name] OTF [Studio Name]



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