Promotional Mail outs

Target the 2 main database groups with a promotional bulletin and these are ex-members and enquiries.

**Cancelled Members i.e. have previously had a membership at YZ45 but cancelled membership**

Subject line: New 6 week Body Transformation Programme

“Dear [Name]

We are delighted to bring you news of our own unique body transformation programme called **Leanin6.** Our scientifically proven workouts and an easy to follow 3-phase eating plan from our fabulous nutritionist Kyla Newcombe, we offer you the best chance ever to embark on creating the body you have always wanted:

* Unlimited workouts
* The Leanin6 app for easy access
* Our expert nutritionist has created exclusively for us a new 3 phase eating plan **Fat Adapt, Fat Burn** and **Metabolism Boost**
* Body composition measurements before and after
* Group meeting
* Lead Trainer motivation and encouragement throughout

You have tried YZ45 before so why not take do the Leanin6 programme that could transform your body and the way you feel about yourself!

Hit the reply button with Yes and we will do the rest.

**Prospective Members i.e. have enquired but never joined YZ45**

Subject line A 6 week Body Transformation Programme to change your life

“Dear [Name],

We are delighted to offer our own unique body transformation programme called **Leanin6.** Our scientifically proven workouts and an easy to follow 3-phase eating plan from our fabulous nutritionist Kyla Newcombe combine to offer you the best chance ever to embark on creating the body you have always wanted:

* Unlimited workouts
* The Leanin6 app for easy access
* Myzone belt Heart Rate Monitor
* Our expert nutritionist has created exclusively for us a new 3 phase eating plan **Fat Adapt, Fat Burn** and **Metabolism Boost**
* Body composition measurements before and after
* Group meeting
* Lead Trainer motivation and encouragement throughout

Maybe every gym you have joined has let you down, not this time. If you follow our programme we can guarantee that you will get results. So why not transform the way you eat and the way you exercise with us?

Hit the reply button with Yes and we will do the rest.