THE GYM OWNER'S PLAYBOOK

THE REACTIVATION CAMPAIGN

How to turn 2,000 cold contacts into live conversations using 3 texts and 2 emails over 11 days.

Every message, every send time, every automation rule. Swap in your gym name and run it.

01 — THE OVERVIEW

WHAT THIS CAMPAIGN IS

Every gym has a graveyard. Two thousand people who called, filled out a form, walked in for a tour, or asked about pricing, and then never joined. Most owners treat that list as dead. It is not dead. It is the cheapest lead source you own.

This campaign was built to re-open those conversations. Not with a mass discount blast. With a tease that required a reply to get the details. Every message had one job: get a positive reply so a human being could take over the conversation.

No booking links in the sequence. No offer reveal in the sequence. Just enough to make them curious enough to answer.

2,000 CONTACTS	**5 TOUCHES 11 DAYS**	**3 TEXTS 2 EMAILS**	**1 GOAL GET THE REPLY**

02 — THE OFFER

WHAT SITS BEHIND THE CURTAIN

The offer never appears in the messages. But your team has to know it cold so they can deliver it the second someone replies. This is the offer we ran. Substitute your own, but keep the structure: high perceived value, zero risk, and a reason for them to bring somebody with them.

FREE VIP WEEK	Three real training sessions. Not a tour. Not a consultation. Actual workouts with the team.

FULL BODY SCAN	Body fat percentage, basal metabolic rate, hydration levels, weight distribution and balance to catch imbalances before they become injuries, plus flexibility and range of motion.
STRENGTH TEST	A baseline so both sides know exactly where they stand and can measure progress from day one.
5 GUEST PASSES	They can bring up to five friends, at the same times or different times. This kills the "I don't want to walk in alone" objection and turns one lead into six.
PROMO TO CONTINUE	If they want to keep going after the week, they get a members-only rate. If not, they keep the data and the experience. Nobody loses.

03 — THE STRATEGY

WHY IT IS BUILT THIS WAY

TEASE, DON'T TELL	The messages never reveal the offer. They say it exists and it is for past contacts only. Exclusivity plus an open loop is what drives the reply. Reveal the offer in the text and you have handed them everything they need to say no.
REPLY-FIRST	No booking links anywhere in the sequence. The only call to action is to reply. A reply gets you a human conversation, and human conversations close better than any landing page.
TEXT IS THE ENGINE	Roughly 85% of a typical gym list has a mobile number. Text reply rates beat email by a wide margin. Email exists to fill the gaps between texts and to reach the email-only contacts.
AUTOMATION STOPS ON REPLY	The moment anyone replies, the sequence shuts off for that person. A human takes over. Nothing damages a warm lead faster than an automated follow-up landing after they already answered.
STAGGER THE SENDS	Split the list into 5 batches and launch them on consecutive days. This is the step most people skip and it is the one that decides whether the campaign works.

04 — THE SEQUENCE

FIVE TOUCHES OVER ELEVEN DAYS

Three texts and two emails. Enough to stay in front of them without becoming noise. Every send time is late morning or early morning on purpose. That is when this demographic actually reads and replies.

DAY	CHANNEL	TIME	PURPOSE
Day 1	Text	9:30 AM	Open the door. Name the exclusive offer. Handle the opt-out language.
Day 3	Email	7:30 AM	Reinforce exclusivity. Ask for a one-word reply.
Day 5	Text	10:00 AM	Add urgency. Spots are filling. One word to find out.
Day 8	Email	7:30 AM	Tease what has changed at the gym. Introduce the deadline.
Day 11	Text	9:30 AM	Final touch. Last-chance framing. Close the loop cleanly.

05 — THE COPY

EVERY MESSAGE, WORD FOR WORD

Copy these exactly. Swap XYZ Gym for your gym name, your city for the location, and your name where the sender name appears. Change nothing else until you have run it once and have your own numbers.

Day 1 · 9:30 AM

> Hey [First Name], it's [Your Name] from XYZ Gym here in [City]. You reached out to us a while back. We're opening something up right now for past contacts only, not the general public. Want the details? Reply STOP to opt out.

Day 3 · 7:30 AM | Subject: You're on a short list, [First Name]

> Hey [First Name], [Your Name] here from XYZ Gym in [City]. You reached out to us at some point and life probably got busy. Happens to everyone. Here's why I'm writing. We put together an offer that's only going to past contacts like you. It's not on our website and we're not running ads for it. I'd rather tell you personally than paste it in a mass email. Reply with the word DETAILS and I'll send it over.

Day 5 · 10:00 AM

Hey [First Name], [Your Name] again. That offer I mentioned is limited to a small group and spots are filling. Takes one word to find out what it is. Curious?

Day 8 · 7:30 AM | Subject: Closing this out Friday

Hey [First Name], quick one. A lot has changed at XYZ Gym since you first reached out. New programming, small groups capped at six, and every member now gets a complete personal plan built around their body and their goals. The offer I mentioned wraps up Friday. If you've been thinking about getting back to feeling strong and having energy again, this is the easiest window you'll get. Reply DETAILS and I'll send everything.

Day 11 · 9:30 AM

[First Name], last text from me on this. The offer closes Friday and I didn't want you finding out after. If the timing is off, no hard feelings. If you want to hear it, reply YES and I'll send it over.

The opt-out line belongs in the first text only. Do not repeat it in every message.

06 — REPLY HANDLING

WHAT HAPPENS WHEN THEY ANSWER

Four kinds of replies come back. Each one needs a different automation. Build all four before you send a single message.

REPLY	WHAT IT LOOKS LIKE	WHAT HAPPENS
POSITIVE	DETAILS / YES / Tell me more	Sequence stops. New lead created in the sales pipeline. Team notified immediately.
NEGATIVE	Not interested / Bad timing	Sequence stops. Contact removed from this campaign only.
OPT-OUT	STOP / Take me off your list	Sequence stops. Global do-not-disturb applied. Removed from all future sends.
NO REPLY	Nothing through Day 11	Sequence ends on its own. Contact stays in the database for the next campaign.

07 — BATCH DELIVERY

THE STEP MOST PEOPLE SKIP

Do not send to the whole list at once. Split it into five batches of roughly 400 and launch one per day. Each batch runs its own independent 11-day clock off its own start date.

Here is the math that makes this non-negotiable. Send 2,000 messages at 9:30 on a Tuesday and a 5% reply rate hands your team 100 live conversations in one afternoon. Nobody answers them fast enough, and speed-to-reply is the entire game. Stagger it and the same 100 replies arrive as 20 a day, which one person can actually handle.

BATCH	STARTS	SIZE	WHY
Batch 1	Tuesday	~400	First replies land Wednesday while the team is fresh.
Batch 2	Wednesday	~400	Spreads reply volume across the week.
Batch 3	Thursday	~400	Keeps the pipeline filling at a steady rate.
Batch 4	Friday	~400	Weekend replies get worked first thing Monday.
Batch 5	Monday	~400	Final batch avoids a weekend send entirely.

One more layer: throttle inside each batch too. Drip the 400 over two to three hours instead of firing them in one minute. Carriers and email providers both punish you for spikes.

Because each batch runs on its own clock, the "closes Friday" line lands on a different date for each group. Treat the deadline as rolling per batch, or set one fixed date and adjust the copy to name it.

08 — LIST EXCLUSIONS

WHO NEVER GETS THIS CAMPAIGN

Scrub the list before you build anything. If a current paying member gets a text asking whether they want to come back, you look disorganized and you burn trust with the exact people who pay you every month. Remove all of these:

- Anyone tagged as a current or active member
- Anyone with an active recurring payment or membership product

- Anyone sitting in the Won stage of your pipeline
- All staff, family, and internal test contacts

If a contact's status is unclear, leave them out. Missing one lukewarm lead costs you nothing. Texting a member costs you credibility.

09 — THE REVEAL SCRIPT

WHAT YOUR TEAM SAYS ON THE CALL

A positive reply triggers a notification. The goal is a phone call within minutes, not hours. The offer gets revealed on the phone, never in a text, because the phone is where you can handle the objection and put a day and time on the calendar.

OPENING	“Hey [First Name], this is [Name] from XYZ Gym. You replied to my text about the offer, so I wanted to call and walk you through it personally instead of dumping it all in a text. Got two minutes?”
THE REVEAL	“We're giving a small group of past contacts a free VIP week. Three full training sessions with our team. Not a tour, not a consult. Real workouts. Before your first session we run a full body scan. Body fat, metabolic rate, hydration, weight distribution and balance. That last one matters, because imbalances are usually where joint pain and injuries start. We also test flexibility, range of motion, and strength. By the end of the week you'll know exactly where your body is today and whether that's where it should be for your age and your goals. It also comes with five guest passes for friends, so you don't have to do it alone. At the end of the week, if you want to keep going we've got a promotional offer. If it's not for you, the free week is yours either way.”
THE CLOSE	“So the only question left is scheduling. What does your week look like? Would mornings or afternoons work better for you?”
IF THEY STALL	“Totally fair. Here's the thing though, this round is capped at a small group and we're filling it now. If you're even 60% curious, grab a spot. Worst case you get a free body scan and three workouts. What day works?”

IF THEY DON'T ANSWER AND TEXT BACK ASKING FOR THE DETAILS

Give it to them. They asked a direct question and dodging it costs you more trust than the mystery is worth. Keep it tight and end on the booking question.

> “Sure thing, [First Name]. It's a free VIP week. Three real training sessions with our team, plus a full body scan (body fat, metabolic rate, hydration, balance, flexibility) and a strength test. You'll know exactly where your body is today versus where it should be. It also comes with five guest passes for friends if you want company. No card, no catch. If you like it, we talk. If not, the free week was still yours. Want me to grab you a spot this week or next?”

THE THREE OBJECTIONS YOU WILL HEAR EVERY TIME

“How much is it after?”	“Depends on the plan you'd pick, and honestly it doesn't matter until you know whether you even like it. That's the whole point of the free week. Come experience it first. We'll talk numbers if you want to.”
“I have a bad knee.”	“You're describing most of our members. Everything we do gets modified around your body. That scan we run up front exists exactly for this. Bring the bad knee. We know what to do with it.”
“I don't have time.”	“It's three sessions in a week. About three hours total. If this was a priority, when would those three hours exist? Let's find them.”

10 — THE RULES

WHAT MAKES OR BREAKS THIS

1	Speed-to-reply is everything. A positive reply that sits for an hour is a dead lead. Minutes, not hours.
2	Never reveal the offer in the automated messages. The curiosity gap is the entire mechanism. Kill it and the reply rate goes with it.
3	Scrub current members before launch. Texting a paying member asking if they want to come back destroys trust with your best customers.
4	One call to action per message, and it is always the same one: reply. No links, no booking pages, no menus.
5	When someone opts out, apply a global do-not-disturb, not just a campaign removal. Honor it completely and permanently.
6	The sequence stops the instant anyone replies. No exceptions. From that moment it is a human conversation.

7	Stagger the batches. Volume you cannot answer is worse than volume you never generated.

Run it once exactly as written. Get your own reply rate, book rate, and close rate. Then start changing things, one variable at a time.