

## FREE TEMPLATES · CHAPTER 17

# BRANCHED FOLLOW-UP SEQUENCES

Four sequences. One universal, three objection-specific. Stop sending the same "just checking in" text to every lead. Match the sequence to what they actually said.

**How to use this:** After a consult, classify the "no" or "not yet" by the real objection (use the Sales SOP objection handlers to surface it). Drop them into the matching path. If you can't tell, default to Universal.

## PATH 1 · UNIVERSAL

DEFAULT WHEN YOU CAN'T CLASSIFY THE OBJECTION

**D1**

SMS

SAME DAY · 5 MIN AFTER VISIT

"Hey [First Name], [Your Name] here from [Gym]. Great meeting you today. **I know [their goal] is on your mind.** Here's a quick video I made for people in your spot. Watch when you have 90 seconds: [link]"

**D3**

SMS

VALUE TOUCH · NO ASK

"[First Name], saw this and thought of you. Most useful 3 min I've seen on [their topic] this year: [link to your podcast or blog post]"

**D7**

EMAIL

SOCIAL PROOF

**Subject:** The story of [Member Name]

Six months ago, [Member Name] walked in saying almost exactly what you said. **Here's what changed in her first 90 days:** [3 sentence story]. If any of that sounds like you, hit reply. Or come back in for a paid intro session anytime this week.

**D14**

EMAIL

GRACEFUL CLOSE

**Subject:** Last note from me

"[First Name], I won't keep hitting your inbox. If now isn't the right time, that's totally fair. If something changes in the next 30 days, here's my direct line: [phone]. Text me. No form, no pitch. Either way, rooting for you. — [Your Name]"

# PATH 2 · PRICE OBJECTION

For leads who said it was "too expensive" or "more than I budgeted." Goal: reframe value, not drop price.

D1

SMS

SAME DAY

"Hey [First Name], [Your Name] here. I know price was on your mind today. **Quick thought: most members tell us the membership saved them more than it cost in the first 3 months.** Here's how: [\[link to ROI breakdown\]](#)"

D3

EMAIL

REFRAME · WHAT \$X ACTUALLY BUYS

**Subject:** What your gym membership replaces

"Members tell us this membership replaced: their old gym (\$60/mo), supplements they don't need (\$80/mo), and an injury they were going to have anyway (\$2,000+ in PT). **The number that mattered wasn't the price. It was the cost of not doing anything.** — [Your Name]"

D5

SMS

SOCIAL PROOF · PEER STORY

"[First Name], [Member Name] thought we were too expensive too. 6 months in, she said it was the best money she's spent on herself since college. Want me to introduce you?"

D7

EMAIL

PAID INTRO OFFER · NOT A DISCOUNT

**Subject:** One way to be sure

"If you want to be 100% sure before committing, our 2-week paid intro is \$97 and includes 4 sessions plus a coaching call. **That's the lowest-risk way to know.** Want me to set you up?"

**What NOT to do:** Don't drop the price. Sherman's principle: "Three clients paying \$1,000 a month beats nine paying \$133." Discounting devalues the offer and trains future leads to ask for the same.

# PATH 3 · SPOUSE OBJECTION

For leads who said "I need to talk to my spouse/partner." Goal: arm them with the 3 things their partner will ask, so the conversation is short.

D0

SMS

END OF VISIT · BEFORE THEY DRIVE HOME

"[First Name], one more thing before tonight's conversation. **The 3 things [spouse name] is going to ask:** Will you actually use it? How much is it? When does the contract end? Send me a text if any of those are sticking points and I'll help."

D1

EMAIL

RESOURCE FOR THE PARTNER

**Subject:** A short note for [spouse name]

"[First Name], here's a 2-minute video I made specifically for partners. Shows what the membership actually includes, what the schedule looks like, and what happens if you need to pause. **Forward this to [spouse name] tonight.** — [Your Name]"

D3

SMS

SOFT CHECK-IN

"Hey [First Name], how did the conversation go? **Genuine question, no pitch.**"

D5

EMAIL

JOINT INVITE

**Subject:** Bring [spouse name] in

"[First Name], if it would help, bring [spouse name] in this week for a tour. **10 minutes, no pressure. Most spouses leave wishing they'd joined years ago. Saturday at 10am or Wednesday at 6pm?**"

**Why this works:** "Need to talk to my spouse" is almost never about the spouse. It's price uncertainty, fear of failing again, or doubt they'll use it. By arming them with the 3 questions, you remove the spouse as a roadblock and surface the real objection.

# PATH 4 · TIME OBJECTION

For leads who said "I'm too busy right now" or "the timing isn't right." Goal: shrink the perceived time cost, then book a structured next step.

D1

SMS

SAME DAY

"Hey [First Name], [Your Name] here. I get the time thing. **For context: our average member trains 3 hours a week. Less than a Netflix episode a day.** Want me to send the 3 most popular member schedules?"

D3

EMAIL

SCHEDULE TEMPLATES

**Subject:** 3 schedules that actually work for busy people

"[First Name], here are the 3 most common member schedules: **(1) The 5:30am Crew · (2) The 12pm Lunch Block · (3) The 7pm Wind-Down.** Most of our members fit one of these. Reply with which one looks closest and I'll show you what your week could look like."

D7

SMS

REFRAME · THE COST OF WAITING

"[First Name], real talk: every member I've ever signed waited an average of 6 months before pulling the trigger. They all said the same thing after: 'I wish I'd done this sooner.' **What's actually changing in 6 months that makes it easier?**"

D14

EMAIL

SOFT REOPEN

**Subject:** When you're ready

"[First Name], not going to keep emailing. If now's not the right time, just say **WHEN** and I'll save your file and reach back out in 60 days. Or if anything changed, here's my direct line: [phone]. — [Your Name]"

## 02 SUBJECT LINE VARIANTS (FOR A/B TESTING)

| PATH         | VARIANT A                         | VARIANT B                      |
|--------------|-----------------------------------|--------------------------------|
| Universal D7 | The story of [Member Name]        | This used to be you            |
| Price D3     | What your gym membership replaces | The cost of not doing this     |
| Spouse D1    | A short note for [spouse name]    | 2 minutes for [spouse name]    |
| Time D3      | 3 schedules that actually work    | How busy people actually train |

**The rules:** Use first name in every message. Never use "Just following up." Never use emojis in email subjects. **If they reply at any point, drop the sequence and answer as a human.** Most automated sequences fail because they keep firing after someone responds.