

****Email #1: Thanks for Purchasing - Here's How to Book a Class - This email will be sent after signing up for Launch****

Subject: Your Free Trial Starts... NOW! 🤗

Hi [%first_name%],

Welcome to McClure Fitness Bentonville! We're thrilled to have you on board for our MF Launch Trial. Get ready to embark on an incredible 7-day fitness journey.

Booking your first class is easy! Here's how:

1. View our [class schedule](#).
2. Select the class you want to attend.
3. Choose your seat using the map.
4. Click "Buy Now."
5. Fill out your info as if you're checking out and hit "Place Order."
7. You're all set!

Once you've placed your order, your instructor and a room full of MFers will be waiting for you. We can't wait to see you in action!

If you have any questions or need assistance, feel free to reply to this email. Get ready to sweat and enjoy the MF Black experience!

See You Soon,

Marietta & Caroline
Owners
McClure Fitness Bentonville

****Email #2a: Here's What to Expect from Your First Class - This email will be sent when the first class is booked after signing up for Launch****

Subject: Welcome To MF Black %first_name%! ❤️

Hi [%first_name%],

We hope you're excited because your first McClure Fitness class is just around the corner! Check out the info below to make your first visit to MF seamless:

1. **Arrive 15 Minutes Early:** Check in at the front desk and show your emailed receipt. Our team will give you a quick tour and get you set up in your class.
2. **What to Wear:** Moisture-wicking, fitted fitness clothing is recommended.
3. **Spin Shoes + Yoga Mat:** We provide rental spin shoes and mats for \$5, or you are welcome to bring your own. Our bikes are compatible with SPD cleats.
4. **Drink Plenty of Water.** We offer water for \$2 per bottle or bring your own.
5. **Amenities.** Bathrooms are stocked with necessities.
6. **Sweat!** Because our trainers are so freaking good, you will sweat a LOT. Be sure to bring a towel.
7. **Modifications:** If you have injuries, are pregnant, or need to avoid certain exercises, please let the trainer know before class so they can help you.
8. **Free Childcare:** Let our staff watch your kids while you get your workout in! Children of any age are welcome. We're now utilizing the reservation system for childcare, so you can book the same way you book a class.

If you choose to cancel your visit, please make sure that it is within our cancellation window. **You must cancel BEFORE 9PM the night before any 5AM class and TWO HOURS before any mid-morning or evening class. Late cancellations or a no-show will result in a \$10 fee.**

Remember, every drop of sweat is a step closer to your goals. We believe in you, and we can't wait to see you crush it in class!

See you soon,

Marietta & Caroline
Owners
McClure Fitness Bentonville

****Email #2b: No class booked yet - X Days Left to Try Our Classes!****

Subject: X Days Left of Your MF Black Trial! ⏳

Hi [%first_name%],

We noticed you haven't booked your first class yet. **Time is running out!**

You only have x days left to experience the transformative power of unlimited classes with our MF Black trial.

Don't miss this opportunity to join our supportive community, work with live instructors, and conquer your fitness goals. [Book your class now before it's too late!](#)

Let's make this week count!

Marietta & Caroline
Owners
McClure Fitness Bentonville

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****Email #3: Mid-Week Check-In - How's It Going? What Do You Think?***

Subject: How Are You Feeling? 😊

Hi [%first_name%],

We hope you've had an amazing start to your McClure Fitness journey! And by amazing, we mean sore from all of the hard work you've been putting in this week! 😄

We're checking in to see how your classes are going. Are you enjoying the workouts? Feeling more energized and confident?

Remember, we're here to support you every step of the way. If you have any questions or concerns, please let us know. Your goals are our goals, and together, we can achieve greatness.

If you haven't had the chance to [book your class yet](#), there's still time! Take action now and make this week the turning point in your fitness journey.

Stay motivated,

Marietta & Caroline
Owners
McClure Fitness Bentonville

****Email #4: Last Push - Your Trial Is Almost Over - Let's Talk Plans!****

Subject: Your Trial is Almost Over. Let's Talk Plans! ✨

Hi [%first_name%],

Time flies when you're having fun, doesn't it? Your 7-day trial with MF Black is almost over, but you don't have to miss out on the incredible benefits this program offers.

By joining MF Black, you'll enjoy:

- Unlimited Classes 7 Days a Week.
- 60+ Classes Per Week
- Access to MF Online Classes
- 10% off Boutique Purchases

Plus, you'll become a part of our empowering community that believes in your potential and supports your journey to a healthier, more confident you.

Ready to continue your fitness journey with us? [Explore our membership options](#) and choose the plan that best fits your goals.

We can't wait to continue working with you and help you achieve remarkable results. Remember, with determination and support, there's no limit to what you can achieve!

Can't wait to see you again,

Marietta & Caroline
Owners
McClure Fitness Bentonville