

KriyaX Gym's Lead Follow-Up Scripts Playbook

Streamlining Communication for Effective Lead Engagement in Fitness

How to Use

- Choose a script that corresponds to your lead's stage: initial response, first or second follow-up, last attempt, or re-engagement.
- Replace placeholders such as [First Name] and [Gym Name] with actual details.
- Opt for concise, emoji-friendly messages for WhatsApp/SMS; use email scripts when more detail is needed.
- Always include a clear call-to-action: a specific time, YES/NO, or a direct question.

Initial Response

WhatsApp / SMS Scripts

1. Hey there [First Name]! Thanks for checking out [Gym Name]. Want me to reserve a free trial slot for this week? No commitment – just try it!
2. Hello [First Name]! Appreciate your interest in [Gym Name]. We have a coach you'll love – can I introduce you? No commitment – just try it!
3. Yo [First Name]! Appreciate your interest in [Gym Name]. Want me to reserve a free trial slot for this week? Bring a friend if you like
4. Hey [First Name]! Saw your enquiry about [Gym Name]. Shall I keep a spot at 6pm? No commitment – just try it!
5. Hello [First Name]! Appreciate your interest in [Gym Name]. Reply YES and I'll set it up. No commitment – just try it!
6. Hey [First Name]! Great to hear from you about fitness! Can I book a tour + trial for you? Coach guidance included
7. Hey [First Name]! Great to hear from you about fitness! Can I book a tour + trial for you? Locker + towel included
8. Hey [First Name]! Great to hear from you about fitness! Prefer mornings or evenings? Locker + towel included
9. Hey there [First Name]! Thanks for checking out [Gym Name]. We have a coach you'll love – can I introduce you? First session is on us
10. Hey [First Name]! Great to hear from you about fitness! Want me to reserve a free trial slot for this week? Coach guidance included
11. Yo [First Name]! Appreciate your interest in [Gym Name]. What time works best for you? Bring a friend if you like

12. 12. Hi [First Name]! Appreciate your interest in [Gym Name]. What time works best for you? No commitment — just try it!
13. 13. Hey [First Name]! Thanks for checking out [Gym Name]. Can I send you a quick pricing snapshot? Locker + towel included 🧺
14. 14. Hey [First Name]! Thanks for checking out [Gym Name]. Would you like me to share the class schedule? Coach guidance included
15. 15. Hey [First Name]! Appreciate your interest in [Gym Name]. Reply YES and I'll set it up. No commitment — just try it!
16. 16. Hi [First Name]! Appreciate your interest in [Gym Name]. Happy to answer any questions! First session is on us
17. 17. Hi [First Name]! Great to hear from you about fitness! Can I book a tour + trial for you? First session is on us
18. 18. Hi [First Name]! Great to hear from you about fitness! Reply YES and I'll set it up. First session is on us
19. 19. Hi [First Name]! Appreciate your interest in [Gym Name]. Can I send you a quick pricing snapshot? Bring a friend if you like
20. 20. Hello [First Name]! Thanks for checking out [Gym Name]. Can I send you a quick pricing snapshot? Coach guidance included

Email Scripts

Script 1

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 2

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve Saturday 10:00 AM or share a few more time slots.

Best,
[Your Name]

Script 3

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 4

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 5

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 6

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve Saturday 10:00 AM or share a few more time slots.

Best,
[Your Name]

Script 7

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 8

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 9

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 10

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 11

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 12

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 13

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 14

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve Saturday 10:00 AM or share a few more time slots.

Best,
[Your Name]

Script 15

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 16

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 6:00 PM or share a few more time slots.

Best,
[Your Name]

Script 17

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve Saturday 10:00 AM or share a few more time slots.

Best,
[Your Name]

Script 18

Subject: Thanks for your interest in [Gym Name]

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

Script 19

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve Saturday 10:00 AM or share a few more time slots.

Best,
[Your Name]

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Script 20

Subject: Welcome to [Gym Name] — Free Trial Inside

Hi [First Name],

Thanks for reaching out to [Gym Name]. We'd love to offer you a complimentary trial session and a quick tour of the facility.

Would this week work for you? I can reserve 7:00 AM or share a few more time slots.

Best,
[Your Name]

First Follow-Up

WhatsApp / SMS Scripts

1. Hello [First Name]! Just checking in on your enquiry. Reply YES and I'll set it up. Bring a friend if you like.
2. Yo [First Name]! Following up on your interest. We have a coach you'll love — can I introduce you? Bring a friend if you like.
3. Hey [First Name]! Hope you're still considering a visit to us. Can I book a tour + trial for you? Coach guidance included.
4. Hello [First Name]! Hope you're still considering a visit to us. Reply YES and I'll set it up. Locker and towel included.
5. Hey there [First Name]! Hope you're still considering a visit to us. Prefer mornings or evenings? Coach guidance included.
6. Hi [First Name]! Hope you're still considering a visit to us. Happy to answer any questions. Locker and towel included.
7. Hey there [First Name]! Quick nudge about your trial pass. Shall I keep a spot at 7am? Coach guidance included.
8. Hello [First Name]! Following up on your interest. We have a coach you'll love — can I introduce you? Bring a friend if you like.
9. Hi [First Name]! Quick nudge about your trial pass. Would you like me to share the class schedule? First session is on us.
10. Hi [First Name]! Just checking in on your enquiry. Would you like me to share the class schedule? Locker and towel included.
11. Yo [First Name]! Hope you're still considering a visit to us. Want me to reserve a free trial slot for this week? Coach guidance included.
12. Hey [First Name]! Just checking in on your enquiry. We have a coach you'll love — can I introduce you? Bring a friend if you like.
13. Hello [First Name]! Just checking in on your enquiry. Can I book a tour + trial for you? No commitment — just try it.

14. Hey there [First Name]! Just checking in on your enquiry. Reply YES and I'll set it up. No commitment — just try it.
15. Hello [First Name]! Just checking in on your enquiry. Prefer mornings or evenings? Bring a friend if you like.
16. Hey [First Name]! Hope you're still considering a visit to us. We have a coach you'll love — can I introduce you? Bring a friend if you like.
17. Hey [First Name]! Just checking in on your enquiry. Reply YES and I'll set it up. First session is on us.
18. Hey [First Name]! Following up on your interest. Reply YES and I'll set it up. No commitment — just try it.
19. Yo [First Name]! Quick nudge about your trial pass. Reply YES and I'll set it up. No commitment — just try it.
20. Hello [First Name]! Following up on your interest. Prefer mornings or evenings? Bring a friend if you like.

Email Scripts

1. Subject: Following up on your gym trial

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

2. Subject: Quick check-in from [Gym Name]

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

3. Subject: Quick check-in from [Gym Name]

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

4. Subject: Following up on your gym trial

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

5. Subject: Quick check-in from [Gym Name]

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

6. Subject: Following up on your gym trial

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

7. Subject: Quick check-in from [Gym Name]

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

8. Subject: Quick check-in from [Gym Name]

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

9. Subject: Following up on your gym trial

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

10. Subject: Following up on your gym trial

Hi [First Name],

Just checking in on your enquiry about [Gym Name]. If you're free, I can block a trial session for you and introduce you to a coach who fits your goals.

Would you prefer mornings or evenings?

Cheers,
[Your Name]

11–20: Same structure as above (alternate subject lines between “Following up on your gym trial” and “Quick check-in from [Gym Name]”), adjusting the closing line if you want (e.g., “Happy to share options for this weekend as well.”)

Second Follow-Up

WhatsApp / SMS Scripts

1. Hey there [First Name]! Still keen to try a session? Can I send you a quick pricing snapshot? No commitment – just try it.
2. Hey [First Name]! Still keen to try a session? Happy to answer any questions. Coach guidance included.
3. Hi [First Name]! Still keen to try a session? Want me to reserve a free trial slot for this week? Coach guidance included.
4. Hello [First Name]! Still keen to try a session? Happy to answer any questions. First session is on us.
5. Hi [First Name]! Your trial pass is still active. Happy to answer any questions. No commitment – just try it.
6. Hello [First Name]! We'd love to host you for a quick tour. Would you like me to share the class schedule? Locker and towel included.
7. Hello [First Name]! Spots are open this week if you'd like one. Prefer mornings or evenings? No commitment – just try it.
8. Hello [First Name]! Spots are open this week if you'd like one. Prefer mornings or evenings? Bring a friend if you like.
9. Hello [First Name]! We'd love to host you for a quick tour. Want me to reserve a free trial slot for this week? Bring a friend if you like.
10. Hey [First Name]! We'd love to host you for a quick tour. Can I send you a quick pricing snapshot? Bring a friend if you like.
11. Hey there [First Name]! Spots are open this week if you'd like one. Shall I keep a spot at 6pm? Locker and towel included.
12. Yo [First Name]! Spots are open this week if you'd like one. What time works best for you? Bring a friend if you like.
13. Hi [First Name]! Spots are open this week if you'd like one. Happy to answer any questions. Coach guidance included.
14. Hello [First Name]! We'd love to host you for a quick tour. Would you like me to share the class schedule? Bring a friend if you like.
15. Hey there [First Name]! We'd love to host you for a quick tour. Reply YES and I'll set it up. Bring a friend if you like.
16. Hi [First Name]! Spots are open this week if you'd like one. Reply YES and I'll set it up. Bring a friend if you like.
17. Hi [First Name]! We'd love to host you for a quick tour. Can I send you a quick pricing snapshot? First session is on us.
18. Hello [First Name]! Your trial pass is still active. Happy to answer any questions. Bring a friend if you like.
19. Hello [First Name]! Spots are open this week if you'd like one. Prefer mornings or evenings? Locker and towel included.
20. Hi [First Name]! Spots are open this week if you'd like one. Prefer mornings or evenings? Locker and towel included.

Email Scripts

1. Subject: Still interested in a trial session?

Hi [First Name],

Your trial pass is still available. We have beginner-friendly and advanced classes — I can recommend one based on your goals.

Shall I book 6:00 PM?

Thanks,
[Your Name]

2. Subject: We saved a spot for you

Hi [First Name],

Your trial pass is still available. We have beginner-friendly and advanced classes — I can recommend one based on your goals.

Shall I book Saturday 10:00 AM?

Thanks,
[Your Name]

3. Subject: We saved a spot for you

Hi [First Name],

Your trial pass is still available. We have beginner-friendly and advanced classes — I can recommend one based on your goals.

Shall I book 7:00 AM?

Thanks,
[Your Name]

4–20: Keep the same structure, rotate the subject lines between “Still interested in a trial session?” and “We saved a spot for you”, and vary the times (7:00 AM, 6:00 PM, Saturday 10:00 AM).

Last Attempt

WhatsApp / SMS Scripts

1. Hey there [First Name]! Last call for this month’s trial slots. Reply YES and I’ll set it up. Locker and towel included.
2. Yo [First Name]! Last call for this month’s trial slots. Can I book a tour + trial for you? Locker and towel included.
3. Hi [First Name]! Last call for this month’s trial slots. Prefer mornings or evenings? No commitment — just try it.

4. Hey there [First Name]! Final reminder from our side. Prefer mornings or evenings? Bring a friend if you like.
5. Yo [First Name]! Closing out pending trials today. Can I book a tour + trial for you? Locker and towel included.
6. Yo [First Name]! Last call for this month's trial slots. Prefer mornings or evenings? First session is on us.
7. Yo [First Name]! This will be my last follow-up. We have a coach you'll love — can I introduce you? Coach guidance included.
8. Hey [First Name]! Last call for this month's trial slots. Would you like me to share the class schedule? Locker and towel included.
9. Hello [First Name]! This will be my last follow-up. Can I book a tour + trial for you? First session is on us.
10. Hey [First Name]! Final reminder from our side. Reply YES and I'll set it up. Coach guidance included.
11. Hey [First Name]! Final reminder from our side. Can I book a tour + trial for you? Coach guidance included.
12. Hey there [First Name]! This will be my last follow-up. We have a coach you'll love — can I introduce you? No commitment — just try it.
13. Yo [First Name]! Final reminder from our side. Would you like me to share the class schedule? No commitment — just try it.
14. Hey there [First Name]! Closing out pending trials today. What time works best for you? No commitment — just try it.
15. Hey [First Name]! This will be my last follow-up. Reply YES and I'll set it up. No commitment — just try it.
16. Hey there [First Name]! This will be my last follow-up. We have a coach you'll love — can I introduce you? Locker and towel included.
17. Hi [First Name]! This will be my last follow-up. Reply YES and I'll set it up. Coach guidance included.
18. Hi [First Name]! Final reminder from our side. Can I book a tour + trial for you? Bring a friend if you like.
19. Yo [First Name]! This will be my last follow-up. We have a coach you'll love — can I introduce you? No commitment — just try it.
20. Yo [First Name]! Final reminder from our side. Prefer mornings or evenings? Locker and towel included.

Email Scripts

1. Subject: Final reminder: trial pass ends today

Hi [First Name],

A quick final reminder: we're closing this month's trial passes today. If you'd like to keep one, reply to this email and I'll reserve it immediately.

No pressure either way — happy to help when you're ready.

Regards,
[Your Name]

2. Subject: Last call for your free session

Hi [First Name],

A quick final reminder: we're closing this month's trial passes today. If you'd like to keep one, reply to this email and I'll reserve it immediately.

No pressure either way — happy to help when you're ready.

Regards,
[Your Name]

3–20: Use the same paragraph and rotate the subject between “Final reminder: trial pass ends today” and “Last call for your free session.”

Re-engagement

WhatsApp / SMS Scripts

1. Hey [First Name]! We'd love to see you back. We have a coach you'll love — can I introduce you? Coach guidance included.
2. Hey there [First Name]! It's been a while since we spoke. Would you like me to share the class schedule? No commitment — just try it.
3. Hey [First Name]! Fresh schedule and offers this month. We have a coach you'll love — can I introduce you? Locker and towel included.
4. Hi [First Name]! New programs launched that you might like. Reply YES and I'll set it up. No commitment — just try it.
5. Yo [First Name]! It's been a while since we spoke. Reply YES and I'll set it up. First session is on us.
6. Hey [First Name]! New programs launched that you might like. Happy to answer any questions. Bring a friend if you like.
7. Hello [First Name]! It's been a while since we spoke. Would you like me to share the class schedule? First session is on us.
8. Hi [First Name]! Fresh schedule and offers this month. We have a coach you'll love — can I introduce you? Bring a friend if you like.
9. Hi [First Name]! We'd love to see you back. Happy to answer any questions. First session is on us.
10. Hey there [First Name]! New programs launched that you might like. Would you like me to share the class schedule? First session is on us.
11. Hey there [First Name]! It's been a while since we spoke. What time works best for you? Coach guidance included.
12. Hey [First Name]! New programs launched that you might like. What time works best for you? No commitment — just try it.

13. Hello [First Name]! It's been a while since we spoke. We have a coach you'll love – can I introduce you? First session is on us.
14. Yo [First Name]! We'd love to see you back. What time works best for you? Coach guidance included.
15. Hello [First Name]! We'd love to see you back. Happy to answer any questions. Locker and towel included.
16. Yo [First Name]! We'd love to see you back. Reply YES and I'll set it up. No commitment – just try it.
17. Hello [First Name]! Fresh schedule and offers this month. Reply YES and I'll set it up. Locker and towel included.
18. Hey there [First Name]! It's been a while since we spoke. Prefer mornings or evenings? No commitment – just try it.
19. Hello [First Name]! Fresh schedule and offers this month. Shall I keep a spot at Sunday 10am? Coach guidance included.
20. Hey [First Name]! Fresh schedule and offers this month. Prefer mornings or evenings? Coach guidance included.

Email Scripts

1. Subject: We'd love to see you back at [Gym Name]

Hi [First Name],

It's been a while – hope you've been well. We've launched new programs at [Gym Name] (including HIIT Express), and I think you'd enjoy them.

Would you like a free session to try it out?

Warm regards,
[Your Name]

2. Subject: New programs you might like

Hi [First Name],

It's been a while – hope you've been well. We've launched new programs at [Gym Name] (including Yoga Flow), and I think you'd enjoy them.

Would you like a free session to try it out?

Warm regards,
[Your Name]

3–20: Same structure; rotate the program names (HIIT Express, Yoga Flow, Mobility & Rehab, Fat Loss Bootcamp, Strength & Conditioning) and the subject line between “We'd love to see you back at [Gym Name]” and “New programs you might like.”