

FitnessGiftCards.com

Campaign #1: Little Black Pouch

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INSTRUCTIONS: This referral marketing campaign is a multi-step sequence you will send to your **clients/members only**.

1. Email #1
2. Letter (with gift cards)
3. Email #2

Those 3 marketing tools are provided for you below.

In addition, you will need:

- Picture of you with your family/significant other and/or staff and/or pets
- Velveteen Black Pouches from Amazon (or anywhere you can find something similar) <https://www.amazon.com/Black-Velveteen-Jewelry-Supplies-Pouches/dp/B013J6YVXS/>
- Gift Cards from <https://fitnessgiftcards.com/>
- 6x10 poly mailer envelopes (in color of your choice) available from Amazon (or other office supply store) <https://www.amazon.com/Metronic-Bubble-Mailers-Padded-Envelopes/dp/B07XRC4QFS/>

Mailing Cost Breakdown

Poly mailer envelope	\$0.30 each
Velveteen Pouch	\$0.25 each
Gift Cards	\$0.30 each X 3 = \$0.90
US First Class Postage (approx)	\$1.00

TOTAL **\$2.45 PER CLIENT/MEMBER**

===== EMAIL #1 =====

ONLY USE THIS EMAIL IF YOU DO **NOT** HAVE YOUR CLIENT/MEMBER MAILING ADDRESS.

Subject: Reply Requested: Updating Our Records

Hi Client/Member Name,

We are updating our records here at **Your Business Name** and realized we don't have a home mailing address for you. Which is a problem because we have a package to mail you.

Please reply to this email with your mailing address and we'll get the package into the mail to you immediately.

Thanks very much,

Your Name

Your Business Name

Your Phone Number

===== LETTER =====

INSTRUCTIONS:

1. If you had to send email #1 to get the address, you obviously have to wait for a reply to mail this letter. If you already have your clients' mailing addresses, then this letter is your first step in the campaign.
2. Customize the letter wherever you see yellow highlighting.
3. Read the letter closely and make sure it aligns perfectly with your experience - with how you would describe the last year during COVID. If it does NOT align with your experience, make necessary adjustments before mailing. Make sure this letter accurately represents YOU.
4. Insert pictures where indicated.
5. Personalize with the client's name.
6. Print on your letterhead, or plain white paper.
7. Hand sign in BLUE ink.
8. Insert 3 gift cards into the black velveteen pouch, seal pouch and tape/staple to top of letter (so pouch comes out when the client pulls the letter out of the envelope).
9. Fold letter in middle one time and insert into mailing envelope.
10. Use labels or hand write return address and client's address.
11. Seal envelope.
12. Affix adequate first class postage stamps. TAKE IT TO POST OFFICE to make sure you have correct postage.

Your Letterhead

Date

Dear Client Name,

Saying “Thank You” doesn’t seem like enough.

Because there were days in the past year when I thought everything might come to a screeching halt...that my business I grew from nothing into something...might die.

But you [stuck with me through it all, keeping my hope alive/came along to show me there was still hope].



Picture of You with Family and/or Staff Here. Add caption with **NAMES** of each person in pic

Maybe that sounds overly dramatic to you, I don’t know. But I can tell you I’ve never been so worried about the future of my business as I was this past year.

Even now, I don’t feel like we’ve got our feet completely back under us. Things are still wobbly, because people are still very nervous about COVID.

And I get it. Nobody wants to get sick. But the irony is that **there may be nothing else out there more likely to keep people from getting sick than consistent exercise.**

Because nothing makes our immune system perform better than regular exercise, good nutrition and a solid 8 hours of sleep.

I know I’m preaching to the choir. You get it. You understand. *That’s why you show up.* And that’s why I’m so grateful for you. Truly grateful.

I just wish I could “clone” you. :) I wish it wasn’t so hard to find more folks like you who “get it”. Who realize that giving into fear, staying cooped up and inactive is possibly the riskiest thing they can do for their health.

And then it occurred to me that “birds of a feather flock together”. So I’ll bet you know at least a few other people like you, who want to get active and fit, and...*Reclaim Control.* Which brings me to...

That Little Black Pouch

Take a look inside and you’ll see three \$XXX Gift Cards...

(Go to the next page ⇒)

You can give these to friends and family who are like you...or want to be like you. And when you do, you'll gift them far more than \$XXX. *In fact, I doubt there is another gift you can give them that's more valuable.*

Because what price can you put on being healthy and fit...on feeling strong, confident and in control...on being the best version of yourself?

The Velvet Rope Treatment

Feel that velvet pouch. Think about how we take care of you. That's the kind of "velvet rope treatment" we'll give your friends and family. We'll treat them like royalty, and if they choose to become a Member, they'll get \$XXX off our best price by using this card.

And for each person who redeems one of the \$XXX Gift Cards you give them, I will [add two free weeks to your membership/whatever reward you normally use].

That way everybody wins.

I know how easy it is to open that drawer in the kitchen and just toss these cards into it. **And I'm really, really hoping you won't do that.**

Yes, I have a selfish motive: I want to grow my business. But I also have an unselfish motive: I want to keep thrilling Members like you, keep my staff employed, and introduce new people to something I think we both agree is the closest thing to a 'panacea' - something that cures everything - as exists today.

But I need your help to do that. Will you help me? Just put these cards into the hands of 3 people you care about and tell them to call us. We'll do the rest.

Thank you, Client Name. Deeply and sincerely.

Your Name

Business Name

P.S. Like I said at the beginning of this letter - saying "THANK YOU" doesn't feel like enough. That's why I'm holding one of our awesome Your Business Name shirts here for you. You can pick it up the next time you come in. I would have mailed it, but I want to make sure we get you the right size and color.



===== EMAIL #2 =====

In the US, local mail usually takes about 3 business days to arrive. So this email should go out 4-5 days after you mail the letter.

Subject: Did you get my letter?

Hi **Name**,

I'm just following up to see if you got the letter with the black velvet pouch I sent you?

If not, please let me know - because it's important.

But if you got it, then I only want to ask that you please share the awesome gift of health and fitness with someone you care about by giving them one of those cards.

And if you can't think of anyone right now - that's okay. Just put one or two of those cards in your wallet or purse so it's handy when you do run into the right person.

Because, like I said in my letter...

I doubt there is another gift you can give someone you care about, that's more valuable.

I appreciate you,

Your Name

Business Name