



GROW YOUR GROUP CLASS

A five-step path from having the classes to building the group. The messages are ready to copy; replace the bracketed text with your details. The platform can fill these in automatically.

1

PROMOTE YOUR GROUP

Post to status updates, stories and your contacts. The goal is to invite conversations and trial bookings.

2

INVITE THEM TO A TRIAL SESSION

Invite each person who replies to a specific session with a clear day and time.

3

RUN THE TRIAL SESSION

Make it achievable so every person leaves thinking, "I can do this."

4

FOLLOW UP

Send a short message the same day. Most people join when someone personally invites them back.

5

RETAIN AND REACTIVATE

Welcome new clients, make progress visible and reconnect with anyone who stops attending.

PROMOTE YOUR GROUP

WHATSAPP STATUS OR STORY

Post it 2 or 3 times during the week.

New functional training group in [LOCATION]
[DAYS].

Circuit classes with strength, cardio and mobility, adapted to your level. No experience is needed.

Want to try a session? Reply to this status and I'll save you a place

PROMOTE YOUR GROUP

MESSAGE TO YOUR CONTACTS

Send it one-to-one or through a broadcast list, never in a mass group chat.

Hi! How are you? I'm [NAME]

I'm starting a functional training group in [LOCATION], [DAYS]. These circuit classes suit all ability levels.

I'd love you to try a session. Shall I save you a place?

PROMOTE YOUR GROUP

INSTAGRAM POST

Pair it with a class photo or video.

Want to start training but not sure where to begin?

[GROUP]: fully coached group circuit classes from start to finish. Every exercise has an easier and a more challenging option, so you can train at your own pace.

[LOCATION]
[DAYS]

Message me "I'D LIKE TO TRY" and I'll book you into a trial session.

INVITE THEM TO A TRIAL SESSION

REPLY TO AN INTERESTED LEAD

Reply within an hour if you can.

Great to hear you're interested!

Classes run on [DAYS] in [LOCATION]. Classes last one hour and every exercise can be adapted to your level.

Would it suit you better to come on [DAY] or [DAY]? I'll save your place.



INVITE THEM TO A TRIAL SESSION

DAY-BEFORE CONFIRMATION

Send this the afternoon before the trial session.

Hi! I'll see you tomorrow at **[TIME]** in **[LOCATION]**

Bring comfortable training clothes, trainers and water. Arrive 10 minutes early so we can complete a short intake form.

Message me here if you need anything.

RETAIN AND REACTIVATE

WELCOME A NEW CLIENT

Use this when someone joins the group.

Welcome to **[GROUP]**!

During the first week we'll complete a short assessment to establish your starting point. We'll repeat it in week 12 so you will see how much you have improved.

See you **[DAYS]** in **[LOCATION]**

RETAIN AND REACTIVATE

RECONNECT WITH A CLIENT WHO STOPPED ATTENDING

Send after 2 weeks without attendance.

Hi! How are you? We've missed you in class

Life gets busy sometimes. You're welcome to return whenever you're ready and ease in at your own pace, with no pressure.

Shall I save you a place for **[DAY]**?

FOLLOW UP

SAME-DAY FOLLOW-UP

Send it a few hours after the trial session.

Thanks for coming today! How did you feel?

It was great to have you. The next class is on **[DAY]** at **[TIME]**. Shall I book you in?

FOLLOW UP

IF THEY HAVEN'T REPLIED AFTER 2 DAYS

Send one friendly, low-pressure reminder.

Hi! Just checking how your body feels after the session

If you'd like to continue, this week's classes are on **[DAYS]**. If right now now is not the right time, no problem; the door is always open.

RETAIN AND REACTIVATE

BRING A FRIEND

Use once a month.

Hi, team!

This is bring-a-friend week. If you know someone who wants to start training, invite them to try a class at no cost.

Training with a friend is always easier

RETAIN AND REACTIVATE

PROGRESS REPORT (WEEK 12)

Send with the Bonus 2 report.

Hi! We've completed the 12 weeks, and I wanted to show you your progress

[PASTE YOUR CALCULATOR RESULT HERE]

Congratulations on your effort! We're now starting the next program with new challenges



TRIAL SESSION SCRIPT

A trial session is an experience, not a sales pitch. If the person finishes thinking "I can do this", the invitation to continue is almost a formality.

BEFORE THE SESSION

- Choose a Beginner class with 6 or 8 stations in the class finder (filter by "Beginner").
- Arrive 15 minutes early, set up the stations and have printed copies of the intake form and health questionnaire ready.
- Welcome each person by name and ask them to complete the form while the rest of the group arrives.

WELCOME • 3 MIN

- Introduce yourself and explain the session in one sentence: "Today we're doing a circuit with [N] stations: we'll work at each one for a set time and rotate."
- Explain the effort scale: "On a scale of 0 to 10, we'll work between 5 and 7 today-challenging, but you should still be able to talk."
- Explain that every exercise has an easier option: "If something doesn't feel right, I'll give you another option. Everyone can take part."

DURING THE SESSION

- Follow the class plan: warm-up, circuit, group activity and cool-down.
- Use each person's name at least twice and coach one correction at a time.
- Offer the regression before anyone becomes frustrated. The goal is for everyone to finish successfully.

WRAP-UP • 3 MIN

- Ask, "How did that feel?" and highlight one specific thing each new person did well.
- Invite without pressure: "The next class is on [DAY]. If you'd like to continue, I can book you in now."
- If someone is unsure, do not push. Send the follow-up message later that day.

Which class should you choose? in the class finder, filter by level **Beginner**, 6 or 8 stations and your location. Classes focused on **General conditioning** and **Team training** work especially well as a first experience because they are varied, social and easy to complete.