**FROM: COACH [YOUR NAME]**

Anyone can plainly see…

I have enclosed a **BIG** eraser for **BIG** mistakes

because I think you’ve made one.

To help correct, erase, and make this innocent mistake like it never happened,

you’re about to be given a FREE month of membership ($XXX value) and,

even more tempting, FREE GIFTS valued at $XXX.

In this letter, I’ll explain how, by not wanting to make a mistake,

you unwittingly made one!

Please read on…

Dear [PROSPECT NAME],

You are reading this letter for two important reasons:

#1: You are a [NAME OF GYM] “lost prospect.” You had an interest in training with us. Now you’re “missing.” I’m pretty sure that I know why, but I’ll get to that in a second.

#2: I candidly believe you made a mistake by not becoming a member here at [NAME OF GYM]. The simple fact is: there is NO OTHER workout program, NO OTHER comparable community of training partners, and NO OTHER trainers who can help you achieve results like we can here at [NAME OF GYM].

I get it. You didn’t become a member because, for one reason or another, you felt like signing up on the spot would be a mistake. Maybe your fear is due to your past experience signing up for a membership that you never used. If you not becoming a member is in any way related to this, I want to help with that.

**I’m giving you a FREE one-month membership so you can see the results.**

You can use this FREE membership to prove to yourself that you’ll actually use it. At the same time, we’ll prove to you that we can help you get the results you’re looking for.

Plus, if you take advantage right now, you’ll get these three bonus “sign up encouragement” incentives:

Bonus #1) [INSERT BONUS 1] ($XX Value)  
Bonus #2) [INSERT BONUS 2] ($XX Value)  
Bonus #3) [INSERT BONUS 3] ($XX Value)

Given what is at stake, I humbly believe you’d be making another BIG mistake by staying “missing.” The good news is, you can erase this mistake here and now.

I put a lot of effort, work, time, and [XX] years of experience into everything I deliver at [NAME OF GYM]. I do that for you, my member.

**My job is to help you succeed in reaching your goals.**

It pains me to see you (or anybody) work up the courage to take a trial, only to wander away and give up on your goals. I measure my success by the number of loyal, successful members who’ve been with me for 3, 5, 10 years, or more. A lot of them have been with me—and me with them—through thick and thin for a long time. I would very much appreciate you being in that group, and I will work tirelessly to deserve it.

**This one-time offer will expire soon.**

This gigantic Welcome Back “bribe” offer really does expire forever on the marked date. I'm here, holding the door open for you now, but it will slam shut!

Act on this now. Today. Before it gets lost in the shuffle. Before it's too late.

Call me at [PHONE NUMBER] to get started again. I look forward to hearing from and helping you.

Thank you for your membership,

YOUR NAME

BUSINESS NAME

PHONE NUMBER

ADDRESS

P.S. In case you skip to the end (like me), here’s the deal:

You get your first month for FREE to really try out our program and see the results for yourself. That’s a value of $XXX dollars.

Plus, you get all of the bonuses that I mentioned above for an additional $XXX total value!