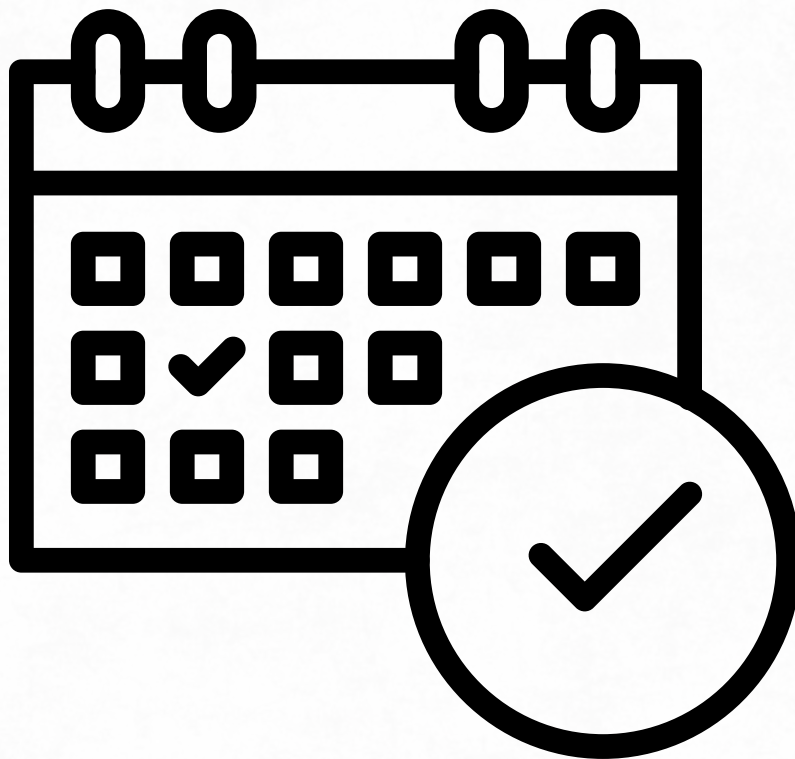


FILL-YOUR- BOOKINGS KIT



SPEED • VOLUME • BOOKING

A QUICK NOTE BEFORE YOU DIVE IN

Most businesses lose potential clients before they ever walk through the door.

- Bookings never get booked
- Prospects don't hear back fast enough
- Follow-ups slip through the cracks

That's money left on the table every single week. I built this kit to fix that. Inside, you'll find:

- 7-day promo calendar with ready-to-use posts, texts, and emails
- Intro-to-enroll scripts that turn interest into memberships
- Revenue calculator to show what you're leaving behind
- 10-point enrollment audit to plug the biggest leaks fast
- Bonus nurture system to keep every lead warm until they sign

Use these tools to book more intro sessions, close more memberships, and stop the leaks that slow your growth.

And when you're ready to put growth on autopilot, we'll install the full Revenue Engine, automations, and systems that run 24/7, so you can stay focused on coaching and serving your community.

– Emily Humphress

7-DAY PROMO CALENDAR (POSTS + TEXTS + EMAILS)

This is designed for speed. Every post, text, and email is timed to create urgency, build trust, and remove friction. Don't overthink, just run it as written. Once you've tested it, you can adapt the messaging to fit your brand.

Day 1 → Scarcity and urgency drive replies fast.

Post: "We opened 20 free intro spots this week for new clients. First come, first served. Comment 'INTRO'."

Text: "Hey [Name], want 1 of 20 FREE intro spots? Reply INTRO."

Email: Subject: "Claim 1 of 20 Intro Spots"

Body: "Book your free session this week, click to grab a time: [link]."

Day 2 → Clarity on what to expect removes hesitation.

Post: "People love us for the mix of structure + results. Book a free intro sessions this week."

Text: "2-min booking link for your free spot: [link]. We'll send reminders."

Email: "What to expect in your first session (and what to bring). Book here: [link]."

Day 3 → Highlighting limited evening slots builds FOMO.

Post: "Evening spots go first (4–6pm). Free sessions this week only."

Text: "Evening times filling. Want today or tomorrow? Reply 4PM/5PM."

Email: "Today + Tomorrow openings (4–6pm). Pick your time: [link]."

7-DAY PROMO CALENDAR (POSTS + TEXTS + EMAILS)

Day 4 → Buddy offers double sign-ups with one action.

Post: “Bring a buddy! Book an intro session, two people welcome.”

Text: “Want a buddy spot for a friend? We’ll seat you together. Reply BUDDY.”

Email: “Buddy option, two spots side-by-side. Book: [link].”

Day 5 → Personal connection builds trust.

Post: “Meet your trainer/mentor/team member. Real people, real support.”

Text: “Want [Name] or [Name] as your guide? Reply A or B.”

Email: “Meet your team + choose your session style. Book: [link].”

Day 6 → Scarcity + deadline force action.

Post: “Last 48 hrs: free intro window closes.”

Text: “48 hrs left. Want Saturday AM or next week? Reply SAT or NEXT.”

Email: “48 hours left, grab a free session now: [link].”

Day 7 → Urgency + fear of missing out = last push.

Post: “Last call. Free intro spots close tonight.”

Text: “Last call. I can hold a spot for you if you reply HOLD.”

Email: “Final reminder, free intro ends tonight. Book: [link].”

7-DAY PROMO CALENDAR (POSTS + TEXTS + EMAILS)

Pro Tips

- Reply fast, most leads go cold in 5 minutes.
- Keep texts under 20 words for best response rates.
- Always give a clear next step (link, reply keyword, or booking).
- Run this calendar every 30–60 days to keep bookings flowing.

Here's the math

If this fills just 10 extra spots and you convert half → that's **5 new clients**.

At \$150/month, that's \$750 in recurring revenue from one week of work.
Run it every month and you've added \$9,000/year.

WANT THIS RUNNING ON AUTOPILOT?

**MOST BUSINESS OWNERS WASTE 10+ HOURS A
WEEK CHASING LEADS. WE SET UP THE
FOLLOW-UPS AND SYSTEMS FOR YOU, SO YOU
NEVER LOSE ANOTHER LEAD.**

[BOOK A FREE GROWTH CALL HERE](#)

INTRO-TO-ENROLL SCRIPT PACK

Most intro sessions never convert because staff don't know what to say in the key moments: confirmation, close, objection, and no-show. These scripts handle that for you. Run them exactly as written then adapt once you see what works best in your business.

Phone confirm (night before):

"Hi [Name], it's [Business]. You're set for [time]. Bring [item], arrive 10 early, and we'll intro you to [staff]. If you love it, want me to hold a starter spot for you while you're here?"

Close (after intro session):

"On a scale of 1–10, how was today?"

If 8+: "Great, here are 2 starter options:

A) Month-to-month \$____

B) Prepay 3 months for \$____ and get [bonus/add-on].

Which works best for you?"

Objection (think it over):

"I need to think about it."

"Totally, what info would make this an easy yes?" [Answer].

"If we hold a spot for 48 hours, want me to pencil you in so you don't lose today's bonus?"

INTRO-TO-ENROLL SCRIPT PACK

No-show text:

“We missed you! Want me to hold a new time? Reply A (weekday evening) or B (weekend). I’ll lock it in.”

Bonus: Intro-to-Referral

“Glad you loved it! Do you have a friend who’d want to try it with you? I can send them a free intro session invite today.”

Pro Tips

- Smile while calling, people hear it in your voice.
- After stating price, stay silent. Let them respond first.
- Always collect both phone + email on sign-ups (text first, email second).
- Handle objections with empathy, not pressure.
- Track objections, the most common 2–3 are your script goldmine.

The 3-Step Objection Framework

Use this for any objection:

1. Acknowledge → Show you understand (“I get it...”)
2. Reframe → Show how others overcame the same thing (“Most members felt that too, but...”)
3. Offer a Next Step → Make it easy to say yes (“Want me to hold a spot for 48 hours?”)

REVENUE UPLIFT CALCULATOR (INPUTS & ASSUMPTIONS)

How much more could you make from the same customer?

Most businesses focus only on new sign-ups. Smart ones maximize revenue per customer. Add-ons and prepay options quietly create thousands in extra cash every year.

How to use:

1. Enter your bookings, show rate, enroll rate, and price
2. Toggle add-ons and prepay
3. See monthly lift and upfront cash

You will see:

- Likely new customers per month
- Lift in ARPU (average revenue per customer per month)
- Extra monthly recurring revenue from upgrades
- Upfront cash collected from prepay offers
- Total 12-month impact at your current numbers

Inputs Explained

- B = Bookings/month (how many intro sessions you run)
- S = Show % (percent who actually show up)
- E = Enroll % (percent who join after booking)
- P = Price (your base monthly fee)
- F% = Add-on % (how many buy an upgrade)
- F_up = Add-on \$ (extra revenue per month per upgrade)
- PP% = Prepay % (how many prepay multiple months)
- PP_term = Prepay length (e.g., 3 months)
- PP_price = Prepay price/month (after discount)
- Fees/Other = Optional extras (annual fees, sign-up fees, converted to monthly)

REVENUE UPLIFT CALCULATOR

[SEE MY UPLIFT NOW](#)

Revenue Uplift Calculator

Inputs

Scenario
Base

Bookings per month (B)
20

Show rate (S, %)
60

Enroll rate (E, %)
40

Base monthly price (P, \$)
149

Annual / signup fee (\$/yr)
99

Add-on take rate (PN, %)
30

Add-on uplift (U_{up}, \$/mo)
40

Prepay take rate (PPN, %)
20

Prepay uplift (PP_{price}, \$/mo)
135

Prepay term (PP_{term}, \$/mo)
3

☐ Include prepay effect in monthly ARPU
☐ Include prepay effect in monthly ARPU

Results

New customers	5
Effective ARPU (monthly)	\$169
Base MRR	\$745
Extra MRR (add-ons + fees)	\$101
Total MRR	\$846
Upfront cash from prepay (Day 1)	\$405
Annualized extra (from monthly upgrades)	\$1,215
Added yearly revenue (Total MRR × 12)	\$10,155

Tip: Add-ons lift monthly. Prepay boosts cash now. Show both.

How to use the Calculator

1. Enter your numbers in the yellow boxes.
2. See instant results (new enrollments, new ARPU, added monthly + yearly revenue).
3. Try the Scenario dropdown to compare conservative vs aggressive assumptions.

The numbers produced by this calculator are estimates only and do not guarantee revenue, conversions, or financial results. They are based on the inputs you supply and assumptions that may not reflect your business. Use these figures for planning only. For tailored financial or legal advice, consult a qualified professional.

WANT US TO BUILD THIS INTO YOUR FUNNEL?

WE'LL DESIGN YOUR ADD-ON AND PREPAY OFFERS, BUILD THEM INTO YOUR SIGN-UP FLOW, AND AUTOMATE THE UPSELL, SO YOU EARN MORE FROM EVERY MEMBER.

[BOOK A FREE GROWTH CALL HERE](#)

ENROLLMENT LEAK AUDIT (10-POINT)

Every intro-to-member funnel leaks somewhere. Each unchecked box below is money lost. Fixing even 2–3 leaks can mean thousands in extra recurring revenue.

- ☐ Speed-to-lead under 2 minutes?
Faster contact = more appointments with fewer total touches. Slow contact forces more work and kills show rates.
- ☐ 12-touch, 7-day follow-up live?
Front-load volume (double dial + text) to catch hot intent; then taper. More days passing = lower scheduling odds.
- ☐ Calendar link inside first SMS?
Remove steps. Self-scheduling + immediacy boosts bookings without human bottlenecks.
- ☐ Customer FAQs answered in nurture?
Kill fear and raise perceived value before the visit (what to bring, safety, coach, parking). Reduces no-shows.
- ☐ Day-before + day-of reminders sent?
Stacks touches at the decision window, lifts show rate materially.
- ☐ Staff intro text sent pre-class?
Personalization increases show-up, customer feel known & welcomed.
- ☐ Front-desk has 2-option close sheet?
Choice architecture beats “think it over.” Two clear options (monthly vs prepaid w/ bonus) simplify decisions and raise close rate.

ENROLLMENT LEAK AUDIT (10-POINT)

- ☐ Prepay and add-on bundle visible on counter?
ARPU is decided at the counter. Visibility raises take-rate on bundles/bonuses; more revenue per customer from the same traffic.
- ☐ No-show reschedule automation?
Most “dead” bookings aren’t dead, hit them immediately with two new times. Saves wasted ad spend.
- ☐ Pipeline tracks Bookings > Shows > Enrolls daily?
What gets measured gets improved. Rank by rep and fix the real constraint (speed, volume, or close).

How to use this audit: check each item that’s in place.

Score 1 = Yes, 0.5 = Partial, 0 = No.

Add up your points (max 10).

8–10 points = Elite (your funnel is tight, time to scale traffic).

5–7 points = Average (big leaks to plug, easy wins available).

0–4 points = Leaky Bucket (you’re losing more than you gain, fix before scaling).

WANT IMMEDIATE WINS?
DO THESE THREE FIRST.



BONUS: INSTALL THE LEAD NURTURE SYSTEM

1. Speed-to-Lead (Under 2 Minutes)

- **What to do:** Call + text new leads within 120 seconds.
- **Why it matters:** Leads contacted in under 2 minutes are 8x more likely to book.
- **Quick fix:** Route all new leads to your phone instantly. Offer same-day or next-day intro slots.

2. Reminder Stack (Day-Before + Day-Of)

- **What to do:** Automate reminders at 24h, 12h, 3h. Add a manual night-before or morning-of text.
- **Why it matters:** Each reminder lifts show rate 10–15%. Stacking reminders drives 30%+ more show-ups.
- **Quick fix:** Use SMS + email. Keep it short, clear, and friendly.

3. No-Show Reschedule Automation

- **What to do:** Text no-shows immediately with 2 new options. Example: “We missed you! Want evening or weekend? Reply A or B.”
- **Why it matters:** Most “dead” bookings aren’t dead, fast reschedules save wasted ad spend.
- **Quick fix:** Automate this text to fire as soon as a no-show is marked.

READY TO STOP LEAKS AND FILL YOUR BOOKINGS?

You've now got the tools: calendar, scripts, objection handlers, revenue calculator, leak audit, and nurture system.

But here's the truth:

Most owners never install it all consistently. They're too busy running classes, managing staff, and serving clients. That's why growth stalls.

We build and automate the entire system for you:

- Ads that bring in new bookings weekly
- Follow-ups that fire instantly (text + email)
- Reminder stacks and reschedules on autopilot
- Simple close sheets that convert bookings into memberships

So you only focus on coaching, training, and delivering your service.

What You Get With a Free Growth Call

- A 30-minute funnel audit
- Identification of your 3 biggest leaks
- A step-by-step plan to fix them
- Clarity on how to install the system so it runs itself

[BOOK MY FREE 30-MIN AUDIT](#)

This guide is provided for educational purposes only. We make no guarantees of income, results, or performance. Your outcomes depend on factors beyond our control, including your market, offer, pricing, and execution. This material is not legal, financial, or business advice. By using this guide, you accept full responsibility for how you apply the content to your own business.