

FOLLOW-UP AFTER THE TRIAL TO ENCOURAGE RE-ENGAGEMENT

Most prospects need a brief follow-up after their trial to help them reflect on their experience and take the next step. **A timely, supportive message shows genuine care and reinforces the positive emotions from their session.**

THE PROBLEM:

If you leave trial students without follow-up, their initial motivation can fade quickly. Life gets busy, doubts return and even great experiences can be forgotten.

THE SOLUTION:

Reach out soon after the trial to acknowledge their effort, answer questions and help them see the value of continuing.

ACTION STEPS:

SEND A SAME-DAY THANK YOU MESSAGE

A simple “Great to see you today” reminds them of the positive experience. **Early contact increases the likelihood of continued engagement.**

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SHARE ONE HIGHLIGHT OF THEIR SESSION

Mention something they did well. **Personal acknowledgement strengthens emotional connection.**

ASK A SIMPLE REFLECTIVE QUESTION

For example: “How did you find the class?”. **Questions invite conversation and reveal what they need to feel confident joining.**

OFFER A CLEAR, FRIENDLY NEXT STEP

Suggest returning for another session or invite them to explore membership options. **Clear direction keeps momentum going.**

A thoughtful post-trial follow-up shows students you care about their journey. This creates a natural pathway from first visit to ongoing training.