

# STAYING CONSISTENT WITH GENTLE FOLLOW UPS TO KEEP LEADS WARM

Consistency is the difference between leads going cold and leads staying warm. Most people need multiple gentle touchpoints before they feel ready to take the next step.

**Regular, friendly communication ensures your club remains familiar and approachable.**

## THE PROBLEM:

Many clubs follow up once and then stop. With busy schedules and competing priorities, leads quickly forget or lose momentum without consistent engagement.

## THE SOLUTION:

Schedule gentle, spaced-out follow ups that feel natural, helpful and human.

## ACTION STEPS:

### USE A SIMPLE WEEKLY CHECK-IN MESSAGE

Ask how they are getting on or remind them you are available for questions. **This method keeps communication open without pressure.**

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## SHARE ONE HELPFUL RESOURCE EACH WEEK

Examples include a short video, a blog link, a tip for beginners or a class highlight. **Regular value keeps them warm and reminds them of your club's strengths.**

## CELEBRATE SOMETHING FROM YOUR CLUB

Share a student success, a fun class moment or club achievement. **These small celebrations help leads feel connected to your community.**

## INVITE THEM TO ENGAGE LIGHTLY

Ask a question such as "Are you looking more for fitness or confidence building?" **Engaging questions encourage conversation and deepen connection.**

Gentle, consistent nurturing keeps your club top of mind and builds familiarity over time. Leads feel supported, not pressured, and eventually become more emotionally ready to progress naturally when the moment is right.