

Sample Email/Letter: Reactivation #1

Name
Address
City, State Zip

Dear (CLIENT NAME):

We miss you!

It's been (INSERT WEEKS/MONTHS) since you visited us at (NAME OF CENTER), and we're concerned that you've abandoned your weight loss efforts. Because you've already achieved such excellent progress on our program, (CITE WEIGHT LOSS, HEALTH IMPROVEMENTS, ETC.), we want you to continue making positive strides toward your goal of losing (___) pounds.

Follow this three step strategy to get back on track toward your weight management goal:

1. Remember when you initially enrolled in the program, you took a positive step to improve your health and your life. Remember how good you felt when you first started our program? You learned health behaviors, increased your daily activity level, made positive lifestyle changes and watched the pounds drop away—all thanks to your commitment to the program. You can make that positive step again.
2. You're not alone. As your "weight loss coach," I care about your health, and want to help you achieve your weight management goals. In fact, we have several brand new programs and services to better meet your individual needs.
3. Take action today. Even though you haven't visited us in a while, you can pick up where you left off by scheduling your next appointment. Also, save money by taking advantage of our special offer below. Don't procrastinate—call us today at (PHONE NUMBER) to resume your progress toward a healthier life.

I look forward to seeing you again soon.

Sincerely,
NAME
TITLE

Redeem this "Preferred Client" coupon by (date) to receive

10% off Program Fees

(Center Name / Address / Phone Number)