

Sample Email/Letter: Reactivation #2

Name
Address
City, State Zip

Dear (CLIENT NAME):

We miss you—and I hope you miss us too!

Take a moment to look at how far you've come in the program and how much you've learned so far. Think about how good you felt—both physically and mentally—knowing that you took positive steps to reduce your weight and improve your health. Wouldn't it be great to capture that "feel-good" feeling again?

Keep the momentum going and build on your achievements by coming back to our center. We'd like to know how you're doing! In fact, we'd like to invite you to a free "Welcome Back" session. During your visit, I'll check your weight, provide a mini-health check and bring you up-to-date on our programs and services since your last visit. You'll find that we offer some great new ways to better meet your individual needs.

Let us be your weight loss partner again! Schedule your complimentary "Welcome Back" session today to get started. Call us at (PHONE NUMBER).

Warm Regards,

NAME
TITLE

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

One Free "Welcome Back" Visit

(Center Name / Address / Phone Number)