

Sample Email/Letter: Reactivation #3

Name
Address
City, State Zip

Dear (CLIENT NAME):

In today's busy, pressure-filled world, I understand how difficult it might have been for you to maintain your regular program visits to our (NAME OF CENTER). But don't be a slave to your schedule! Make weight management a top priority in your life. We created the following "Busy-Day Action Plan" to renew your motivation and commitment to the program.

- **Pat yourself on the back.** When your busy schedule forces you to miss your visits to the center, it really helps to look at all the great progress you've made so far. Perhaps you've lost a few pounds, lowered your blood pressure or made some positive lifestyle changes. Good for you!
- **Continue your record-keeping efforts.** Use your daily food diary and write in your journal. This will help you build momentum and track your progress, even when you can't make it into the center. When you visit the center again, you'll have done your "homework" to keep your weight loss efforts focused and consistent.
- **Get involved in activities to keep your mind and hands busy.** Try these activity ideas: write letters to family or friends, exercise, clean a closet, play a game, read a book, or play the piano. The more you involve yourself in an activity—both physically and mentally—the less time you'll think about food.
- **Don't get discouraged if you have had a lapse.** Lapses are a normal part of any improvement program, so you should look at them in a positive way. View each lapse as a chance to change a bad habit, pinpoint a problem area or make a fresh start.

Use these strategies to help you cope with those "busy-day blues," then call me at (PHONE NUMBER) to schedule your next visit. Just because you haven't been to our center in a while doesn't mean you can't pick up where you left off.

We look forward to hearing from you soon!

Warm Regards,

NAME
TITLE