

Win-Back Scripts

Use these as starting points, not a sequence to send automatically. Check the student's recent attendance and plan status first. Write as the coach who knows them, keep the message short, and make it easy to reply.

Choose the right moment

- **7 days away:** a light check-in. One missed week can be a schedule change, not a decision to leave.
- **14 days away:** ask how training is going and offer a practical way back.
- **30 days away:** acknowledge the gap without blame and ask whether a pause or another adjustment would help.
- **First 90 days:** use the same stages, but reach out sooner and make the next class feel familiar. Early attendance patterns matter; do not assume a new student has settled in.

Use the student's preferred channel and your normal academy contact hours. Stop if they ask you not to contact them.

7 days away — a friendly check-in

WhatsApp

Hey {first_name}, we missed you at {academy} this week. How are you doing? No pressure — if you want, I can help find a class that fits your schedule. — {coach_name}

Email

Subject: A quick check-in from {academy}

Hi {first_name},

We haven't seen you in class this week and I wanted to check in. How are things going? If your schedule has shifted, tell me what days work and I'll help you find a good class.

Take care,
{coach_name}

If there is no reply, after a few days

Just leaving this here, {first_name} — you're welcome back whenever it works for you. If a different class time would help, reply and we'll look at options. — {coach_name}

14 days away — make returning easy

WhatsApp

Hi {first_name}, checking in because it's been a couple of weeks since we trained together. Is everything okay? I can save you a spot in {class_name} on {day} if you'd like to ease back in. — {coach_name}

Email

Subject: Want help finding your way back to class?

Hi {first_name},

It's been a couple of weeks since your last class at {academy}. If work, family, or your schedule has changed, that's understandable. Would a different training time help? Reply here and I'll help you choose a class.

You're welcome back whenever you're ready,
{coach_name}

If there is no reply, after a few days

Hi {first_name}, one more note from me: if you need a little time away, we can talk about a membership pause instead of cancelling. If you'd rather not hear from us, just say so and I'll update our notes. — {coach_name}

30 days away — ask, don't assume

WhatsApp

Hey {first_name}, it's been a while since you've been at {academy}. I wanted to ask how you're feeling about training and whether anything would make returning easier. No pressure to decide today. — {coach_name}

Email

Subject: Is there anything we could make easier?

Hi {first_name},

I noticed you haven't been in for a month and wanted to ask how things are going. If the schedule, cost, or something else has changed, I'm happy to listen. If a pause would help more than cancelling, we can talk through that too.

Whatever you decide, thanks for being part of {academy}.
{coach_name}

If there is no reply, after a week

Hi {first_name}, I'll leave the next step with you. You're welcome to come back, ask about a pause, or let us know if you'd prefer no more check-ins. Wishing you well either way. — {coach_name}

First 90 days — help a new student get started

For a newer student, ask about the first-class experience before suggesting a plan change. Offer to introduce them to a coach or training partner, explain what to expect, and name one beginner-friendly class.

WhatsApp

Hi {first_name}, how did your first few weeks at {academy} feel? Starting somewhere new can take time. I can meet you before {class_name} and help you settle in if that would be useful. — {coach_name}

Email

Subject: How are your first weeks at {academy} going?

Hi {first_name},

I wanted to check how training has felt so far. Is there anything about the schedule, class format, or getting started that we could explain better? If you'd like, I'll meet you before your next class and help you get settled.

See you soon,
{coach_name}

Offer a pause without pressure

Use this only when a student says a temporary break would help. Explain the academy's actual pause rules and dates; don't promise a fee, date, or policy you haven't checked.

If you need some time away, we can look at pausing your membership rather than cancelling. I can explain the dates and how restarting works. Would you like to talk through that?

Do / don't

Do

- Personalize one detail: their usual class, a coach, or the time they normally train.
- Ask one open question and give them room to answer.
- Respect a request to stop messaging and record it in your usual notes.
- Follow your academy's membership, privacy, and messaging policies.

Don't

- Say they are letting the team down or imply that you are disappointed.
- Guess why they are away, especially about health, money, or family.
- Send repeated messages across several channels after no response.
- Treat an attendance score as proof that someone intends to cancel.

Simple follow-up log

Date	Student	Stage	Channel	Reply / next step	Came back by
{date}	{student_name}	{7 / 14 / 30 days / first 90 days}	{WhatsApp / email / call}	{short note}	{date / not yet}

How GymClass does it

The manual method is to review attendance, choose a respectful message, and note whether the student returns. GymClass can surface students in the at-risk list with the “Why this score” breakdown, record interventions, and track return outcomes within the academy's return window. Its “Send re-engagement email” action drafts a personalized note from attendance context; the registered email subject and body are currently in Spanish, so review the language before sending. The email registry has no confirmed English equivalent for that generated template. Explore the [GymClass demo academy](https://demo.gymclass.cc) to see the retention workflow.

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