



BLACK

FRIDAY

EXTENDED

**OFFER EXTENDED THROUGH
FRIDAY, NOVEMBER 30!**

JOIN FOR \$0*

Call **(XXX) XXX-XXXX** to Get Started!
If you'd prefer to email us, [click here.](#)

*Some restrictions apply. \$0 initiation fee does not include regular monthly dues. Membership is month-to-month.
Cannot be combined with any other offer. Offer valid through Friday, November 30, 2018.

FOOTER



EXTENDED

BLACK

FRIDAY

SALE

OFFER EXTENDED THROUGH FRIDAY, NOVEMBER 30!

JOIN FOR \$0*

Call **(XXX) XXX-XXXX** to Get Started!

If you'd prefer to email us, **click here.**

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FOOTER



F L A
S H S
A L E

JOIN FOR \$59*
LIMITED TIME ONLY

Call (XXX) XXX-XXXX to Get Started!
If you'd prefer to email us, [click here](#).

**Some restrictions apply. \$59 initiation fee does not include regular monthly dues.
Cannot be combined with any other offer. Offer expires 10/31/18.*



ClubSport
7090 Johnson Drive, Pleasanton, CA 94588

Questions or comments about our club?
Call us: XXX-XXX-XXXX

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TAKE \$200 OFF

A NEW MEMBERSHIP!*



ClubSport **LOCATION** is joining the Bay Club family! Join now and get access to the Bay Club properties during the month of December.

Call **(XXX) XXX-XXXX** to Get Started!
If you'd prefer to email us, [click here](#).

Some restrictions apply. \$200 off initiation fee does not include regular monthly dues. Cannot be combined with any other offer. Offer expires 12/31/18.



ClubSport
7090 Johnson Drive, Pleasanton, CA 94588

Questions or comments about our club?
Call us: XXX-XXX-XXXX

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HAPPY BIRTHDAY

FROM CLUBSPORT



Happy Birthday Katie,

It's your Birthday this month so celebrate your special day with a special treat on us.

Present this email to Member Services anytime during your birthday month and pick up a coupon for your **Free Birthday Smoothie!**

We hope your next year is one of health and happiness.

Live Healthy,
Your friends at ClubSport



ClubSport Pleasanton
7090 Johnson Drive, Pleasanton, CA 94588

Questions or comments about our club?
Call us: XXX-XXX-XXXX



Refer a FRIEND

Refer a Friend & Win!

Receive an entry to win a \$500 Visa Gift Card with every referral who joins. Friends & Family Referral Cards with a special offer and 3-day guest pass are available at the Membership Department or click the link below to download.

[REFER A FRIEND](#)



REV32® Weight Loss Program

Designed to optimize metabolism, burn fat, and increase lean muscle mass, REV32's progression-based, results-driven approach has changed the lives of more than 3,000 people. See how REV32 can transform you.

[REGISTER TODAY](#)



Family Yoga for Toys for Tots

Sunday, December 9, 1:00pm - 2:15pm

Breakfast with Santa

Saturday, Dec 15, 9:00am and 10:30am



Holiday Celebration Dinners

Order before Friday, December 14

Winter Camps

December 26-28 and January 2-5

UPCOMING EVENTS

Early Club Closure

Renaissance ClubSport Walnut Creek will be closing early at 5:00pm for an all staff meeting on Sunday, December 2.

[LEARN MORE](#)

Holiday Gifting at R Spa

Spoil yourself and your loved ones over the holiday season at R Spa.

[MORE INFO](#)



RENAISSANCE CLUBSPORT WALNUT CREEK
2805 Jones Road, Walnut Creek, CA 94597

Questions or comments about our club?
Members: (925) 938-8700 | Guests: (925) 266-3536



Refer a FRIEND

Refer a Friend & Win!

Receive an entry to win a \$500 Visa Gift Card with every referral who joins. Friends & Family Referral Cards with a special offer and 3-day guest pass are available at the Membership Department or click the link below to download.

[REFER A FRIEND](#)



REV32® Weight Loss Program

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[MORE INFO](#)



RENAISSANCE CLUBSPORT WALNUT CREEK
2805 Jones Road, Walnut Creek, CA 94597

Questions or comments about our club?
Members: [\(925\) 938-8700](#) | Guests: [\(925\) 266-3536](#)

FORMULA³ FITNESS



Welcome to Formula3

Thank you for your interest in Formula3, .

At Formula3 you get to choose your Focus: Forge (strength), Fire (cardio) or Flow (mobility) and then get to work knowing that every workout is carefully designed to help you reach your goals.

Someone from our team will contact you shortly to set up your free trial class. Don't want to wait? Call us at [\(925\) 269-4061](tel:(925)269-4061).

Our coaches can't wait to take you through your first workout at Formula3. We know that whether you choose Forge, Fire or Flow you are going to have an awesome experience.

[VIEW CLASS SCHEDULE](#)



Formula3 - Lafayette
983 Moraga Rd. Lafayette, CA 94549
[\(925\) 269-4061](tel:(925)269-4061)



Send Email 1
Survey

EMAIL 1 (Marketo)

Message:
How can we do better? - take the survey

When to send:
Sends automatically when member status changes to "TERMINATE" in Marketo

20 days

Send Email 2
\$0 Enrollment/
PT Package

EMAIL 2 (Marketo)

Message:
Last chance to rejoin with \$0 enrollment.

Comes from:
Sales Director

When to send:
Schedule to send 20 days after email 1

14 days

Send Email 3
Nutrition Blog Post

EMAIL 3 (Marketo)

Message:
Blog post and get a free nutrition consultation.

Comes from:
Sales Director

When to send:
Schedule to send 14 days after email 2

14 days

Send Email 4
Guest Pass

EMAIL 4 (Marketo)

Message:
Get two free guest passes.

Comes from:
Sales Director

When to send:
Schedule to send 14 days after email 3

14 days

Send Email 5
Rejoin

EMAIL 5 (Marketo)

Message:
Rejoin and get a \$100 gift card.

Comes from:
Sales Director

When to send:
Schedule to send 14 days after email 4

CANCELED MEMBER NURTURE

Email 1: Survey

Send Time: when Member Status changes to TERMINATE
From: info_location@clubsports.com
Subject Line: Tell us what you think - 3 minute survey

To view this email as a web page, [click here](#)

FIND A CLASS | UPCOMING EVENTS | BLOG | SHOP

RENAISSANCE ClubSport
HOTEL + FITNESS + SPA
ALISO VIEJO BEACH

HOW CAN WE DO BETTER?

Hello {{lead.First Name:default=friend}},

You are receiving this email because you canceled your ClubSport membership and your feedback would be very helpful to us.

We actively use feedback to improve our services and member experiences. We know your time is valuable, so we've kept the survey short. It typically takes less than 3 minutes to complete. Thank you for your feedback.



[TAKE THE SURVEY](#)

f t i p a

CLUBSPORT ALISO VIEJO
50 Enterprise, Aliso Viejo, CA 92656
Questions or comments about our club?
Contact Us: (949) 546-3999
©2018 LEISURE SPORTS HOSPITALITY

Email 2: \$0 Enrollment/PT Package

Send Time: 20 days after Email 1
From: Sales Directors
Subject Line: [First Name], We Want You Back

To view this email as a web page, [click here](#)

FIND A CLASS | UPCOMING EVENTS | BLOG | SHOP

RENAISSANCE ClubSport
HOTEL + FITNESS + SPA
ALISO VIEJO BEACH

LAST CHANCE TO REJOIN WITH \$0 ENROLLMENT*



Hello {{lead.FirstName}},

I hope this email finds you well. This is a friendly reminder that you have just a few more days left to rejoin with \$0 enrollment fee. Plus, when you reinstate your membership, you'll also receive 20% off a personal training program. Call me within the next ten days to activate this offer. I look forward to hearing from you!

Live Healthy,

Michell Bell
Sales Director
(949) 330-5525
michell.bell@clubsports.com

*Some restrictions apply. Cannot be combined with any other offer. Offer valid 30 days from the date of cancellation.

f t i p a

CLUBSPORT ALISO VIEJO
50 Enterprise, Aliso Viejo, CA 92656
Questions or comments about our club?
Contact Us: (949) 546-3999
©2018 LEISURE SPORTS HOSPITALITY

Email 3: Blog Post/Nutrition Consultation

Send Time: 14 days after Email 2
From: Sales Directors
Subject Line: 6 Simple Ways

To view this email as a web page, [click here](#)

FIND A CLASS | UPCOMING EVENTS | BLOG | SHOP

RENAISSANCE ClubSport
HOTEL + FITNESS + SPA
ALISO VIEJO BEACH

6 SIMPLE WAYS TO INCREASE YOUR METABOLISM



Hello {{lead.First Name:default=friend}},

The ClubSport Life blog is a great resource for nutritional information like this article below, written by our Regional Director of Nutrition.

6 Simple Ways to Increase Your Metabolism
The most powerful tool you have to change your health is your fork. Food isn't just calories; food contains messages that tell your genes to turn on or off, affecting their function moment-to-moment. Additionally, not all calories are created equal... [read more](#)

Get personalized nutrition advice at ClubSport. Reinstate your membership this month and get a complimentary nutrition consultation, a \$98 value! Give me a call, and I will be happy to get you started.

Live Healthy,

Michell Bell
Sales Director
(949) 330-5525
michell.bell@clubsports.com

f t i p a

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50 Enterprise, Aliso Viejo, CA 92656
Questions or comments about our club?
Contact us: (949) 546-3999
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Email 4: Guest Pass

Send Time: 14 days after Email 3
From: Sales Directors
Subject Line: Missed us? Here's two free guest passes.

To view this email as a web page, [click here](#)

FIND A CLASS | UPCOMING EVENTS | BLOG | SHOP

RENAISSANCE ClubSport
HOTEL + FITNESS + SPA
ALISO VIEJO BEACH

GET TWO FREE GUEST PASSES



Hello {{lead.First Name:default=friend}},

It's been a while since you canceled your ClubSport membership. I would love to invite you to come back for a visit! Call me, and I'll set aside two free guest passes for you and a friend. Working out with a friend is a great way to get inspired. Hope to see you back at the club!

Live Healthy,

Michell Bell
Sales Director
(949) 330-5525
michell.bell@clubsports.com

f t i p a

CLUBSPORT ALISO VIEJO
50 Enterprise, Aliso Viejo, CA 92656
Questions or comments about our club?
Contact Us: (949) 546-3999
©2018 LEISURE SPORTS HOSPITALITY

Email 5: Rejoin

Send Time: 14 days after Email 4
From: Sales Directors
Subject Line: Waiting for the "right" moment?

To view this email as a web page, [click here](#)

FIND A CLASS | UPCOMING EVENTS | BLOG | SHOP

RENAISSANCE ClubSport
HOTEL + FITNESS + SPA
ALISO VIEJO BEACH

GET TWO FREE GUEST PASSES



Hello {{lead.First Name:default=friend}},

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Live Healthy,

Michell Bell
Sales Director
(949) 330-5525
michell.bell@clubsports.com

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50 Enterprise, Aliso Viejo, CA 92656
Questions or comments about our club?
Contact Us: (949) 546-3999
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Member status changed to
"NEW MEMBER"



Add to Nurture Campaign:
"New Member"
(9 Emails)

Send Email 1
"Welcome"

EMAIL 1 (Marketo)
Message:
Welcome to ClubSport
When to send:
Schedule to send 7 days after join date.

7 days

Send Email 2
"Survey"

EMAIL 2 (Marketo)
Message:
How did we do? Survey
When to send:
Schedule to send 7 days after email 1

7 days

Send Email 3
"Share"

EMAIL 3 (Marketo)
Message:
Share ClubSport With Friends
When to send:
Schedule to send 7 days after email 2

7 days

Send Email 4
"Get Connected"

EMAIL 4 (Marketo)
Message:
Get the App and Get Connected
When to send:
Schedule to send 7 days after email 3

7 days

Send Email 5
"Manage Your Account"

EMAIL 5 (Marketo)
Message:
Manage your account
When to send:
Schedule to send 7 days after email 4

7 days

Send Email 6
"Group Fitness"

EMAIL 6 (Marketo)
Message:
Scoop on Group Fitness
When to send:
Schedule to send 7 days after email 5

7 days

Send Email 7
"Wellness"

EMAIL 7 (Marketo)
Message:
Reach a new level of fitness - letter from wellness director
When to send:
Schedule to send 7 days after email 6

7 days

Send Email 8
"Nutrition"

EMAIL 8 (Marketo)
Message:
Set yourself up for success, one bite at a time
When to send:
Schedule to send 7 days after email 7

7 days

Send Email 9
"Don't Stop Playing"

EMAIL 9 (Marketo)
Message:
Don't Stop Playing
When to send:
Schedule to send 7 days after email 8

NEW MEMBER NURTURE

Email 1: Welcome

Send Time: 7 days from join date
From: info_location@clubsports.com
Subject Line: Welcome to ClubSport (Location)

WELCOME TO CLUBSPORT!

On behalf of the member services team I'd like to welcome you to ClubSport and congratulate you on your new fitness membership! Below you'll find insider tips that will help you get started on the right track.

Over the course of your membership, you can expect to receive periodic email surveys from our partner, Medabla. The information gathered is used in our continuous improvement process. When you receive the survey, please take a minute to give us your opinion. I look forward to seeing you in the club!

Sincerely,
Brenda Blaine

Get Connected
Receive in-club discounts and important updates.

Visit the Member Self-Service Portal
View your bill, sign up for programs, or purchase training.
Click here to log in to your member account or download our quick guide to help you get started.

- View your account history
- Manage contact and billing info
- See your usage history
- Make a payment online
- Sign up for select programs and classes
- Purchase and schedule personal training

Click here for our FAQ's regarding our Member Self-Service Portal.

View the Schedules
Bookmark your favorite schedule for quick access.

- Group Fitness
- REV32®
- Absolute Barre
- Aquatics
- Court Sports
- TEAM ClubSport
- Group Training
- SOLO Activities
- Upcoming Events

Schedule Your New Member Health & Fitness Consultation
You'll get a comprehensive fitness assessment and a plan of action to help you reach your fitness goals. Using bodyfat, we will determine your body composition, followed by a complete review of your fitness, health, and lifestyle. We will then identify your goals and work with you to develop an achievable action plan. You will also get an overview of the fitness equipment to ensure you are ready to work out. [Click here](#) if you haven't scheduled your Health & Fitness Consultation!

Download the App

- Check In Easily: Upload your membership card for easy check-in and in-club purchases.
- Get Schedules: Access classes, training, and event schedules.
- Manage your Membership Account: Log in from the app to easily register for classes or check your account.

Group Activities, Teams, & Leagues
Meet new people. Bask in the camaraderie, accountability, and excitement of group training.

- TEAM ClubSport
- The EDGE Sports
- REV32®

Refer a Friend
Download a free Referral Pass for your friends. If you have further questions, please contact us at (510) 226-8531 or email us at info_fref@clubsports.com.

Read Our Blog
Find nutrition information, workouts, and inspiration at ClubSport Life, our lifestyle blog! [Start reading.](#)

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 2: Survey

Send Time: 7 days after Email 1
From: info_location@clubsports.com
Subject Line: How did we do?

HOW DID WE DO?

We are so excited to have you as part of our ClubSport family and want to make sure that your initiation process was smooth and easy from start to finish.

Please take a moment to click the link below to take a short 3-minute survey.

From time to time we will ask for your feedback. The information you provide is invaluable in helping us create a club that lives up to your expectations.

Thank you!

TAKE THE SURVEY

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 3: Share ClubSport with Friends

Send Time: 7 days after Email 2
From: info_location@clubsports.com
Subject Line: Share ClubSport With Friends

INSIDER TIP: SHARE CLUBSPORT WITH FRIENDS

As a new member you can share ClubSport with your friends.

Download a free referral guest pass today and earn a \$50 account credit* for each friend who becomes a new member within 60 days of your join date.

Don't Forget to Schedule Your New Member Health & Fitness Consultation! (Up to \$120 value)

- Comprehensive fitness assessment and a plan of action to help you reach your fitness goals
- Body composition analysis
- Review of your fitness, health, and lifestyle
- Fitness equipment overview to ensure you are ready to work out

Click here if you haven't scheduled your Health & Fitness Consultation!

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 4: Get the App & Get Connected

Send Time: 7 days after Email 3
From: info_location@clubsports.com
Subject Line: Get the App & Get Connected

INSIDER TIP: GET THE APP & GET CONNECTED

Download our app and add a little convenience to your day.

Download Your Membership Card for easy check-in and in-club purchases.

View Schedules Access group fitness, group training, kids activities, sports schedules and more.

Special Deals Find out about sales and specials on all products and services.

Thank You! Download with promo code to help you get started.

Get Fitness Goals Set your goals and the app will prompt you to help you hit your schedule.

Manage Your Payment Log in from the app to easily register for classes or check your account.

Get Alerts! Receive push notifications with important information from your club.

Plus, more great features!

First time users, the barcode number on your membership card will serve as your login and password. You will then be prompted to change both login and password. Use your username for easy recovery in case you forget your new password.

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 5: Manage Your Account

Send Time: 7 days after Email 4
From: info_location@clubsports.com
Subject Line: Manage Your Account Online

INSIDER TIP: MANAGE YOUR ACCOUNT ONLINE

Here's Everything You Can Do in the Member Self-Service Portal.

- Reserve Classes**
Some classes are very popular, don't miss out by reserving your space. Registration is available 24 hours in advance.
- Manage Your Account**
Edit personal and billing information, view your account history and check your statements.
- View Your Account History**
View detailed billing information, print invoices and receipts.
- Purchase Personal Training or Specialty Classes**
Conveniently purchase time with a trainer or enroll in a specialty class.

LOG IN TO THE MEMBER SELF-SERVICE PORTAL

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 6: Group Fitness

Send Time: 7 days after Email 5
From: info_location@clubsports.com
Subject Line: The Scoop on Group Fitness

INSIDER TIP: THE SCOOP ON GROUP FITNESS

Hi (First Name Default=ClubSport Member), I'm Cherie Schultz, the Group Fitness Coordinator at ClubSport Fremont. Group Fitness classes are a great way to get started on your fitness journey. We have a variety of classes to suit your workout style from high intensity to gentle movement for flexibility. Regardless of your fitness level, you can easily find a group fitness class that's right for you.

Tips for Group Fitness Success

- The first thing you need to know is that no one is judging you. Everyone in class has a similar goal – to feel good. Have fun, follow along, and go with the flow.
- All classes on the Group Fitness Schedule are free with your membership. Try them all and see which is best for you.
- Class descriptions can be found on the website Group Fitness Schedule. We provide all the equipment you need, from towels to ropes and weights, but if you want to bring your own mat, feel free.
- There are classes available for every level of fitness. Check the class descriptions to find a class that's right for you. Instructors will provide modifications to ensure a great workout for beginners as well as advanced participants.
- Bring a friend, it's a sure-fire way to make you feel more comfortable. Share [this link](#) with a friend to get a free guest pass.
- Dress comfortably for ease of movement. Bring water in a non-breakable container and remember to leave other personal belongings in your locker.

See You In Class!

VIEW THE GROUP FITNESS SCHEDULE

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 7: Wellness

Send Time: 7 days after Email 6
From: info_location@clubsports.com
Subject Line: Reach a New Level of Fitness

INSIDER TIP: REACH A NEW LEVEL OF FITNESS

Hi (First Name Default=ClubSport Member), I'm King Reussman, the Wellness Director at ClubSport Fremont. Working with a personal trainer, one-on-one or in a small group training program, is a great way to help jump start your fitness routine. I'm here to help you find a personal trainer or a small group training program that fits your goals. Below is some information to help you decide which program is right for you.

Specialized Group Training
Work out with a small group of motivated and supportive individuals led by a trainer that will get the most out of you. Choose from Edge Conditioning – a functional athletic training with battle ropes, kettlebells, speed ladders, and agility hurdles – or Obstacle Race Training – where you will learn how to climb a rope, scale a wall, throw a spear and move heavy objects.

REV32® Weight Loss Program
With this program you will build a healthier body from the inside out by focusing on developing your metabolism through exercise and nutrition. You'll exercise in a small group setting to draw motivation from others as everyone works towards a similar goal. You will also receive individualized attention and tailored workouts from your REV32 Coach, plus daily nutrition guidance through food logs.

Personal Training
Get the education and support you need to lose weight, improve athletic performance, or come back stronger from injury. Your trainer will coach you one-on-one through workouts that will help you surpass former plateaus and reach a new level of fitness.

	SPECIALIZED GROUP TRAINING	REV32® WEIGHT LOSS PROGRAM	PERSONAL TRAINING SESSIONS
BEGINNER	✓	✓	✓
INTERMEDIATE	✓	✓	✓
ADVANCED	✓	✓	✓
VERSATILE AND CHALLENGING	✓	✓	✓
ACCOUNTABILITY	✓	✓	✓
ENERGY CATABOLISM	✓	✓	✓
NUTRITIONAL SUPPORT	✓	✓	✓
RETURNS AFTER INJURY	✓	✓	✓
COST	\$100 per month, unlimited sessions	\$100 8-week program, 32 sessions	\$75-\$100 per session

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 8: Nutrition

Send Time: 7 days after Email 7
From: info_location@clubsports.com
Subject Line: Set Yourself Up for Success, One Bite at a Time

INSIDER TIP: SET YOURSELF UP FOR SUCCESS, ONE BITE AT A TIME

Hi (First Name Default=ClubSport Member), I'm Lisa Judy, the Nutrition Coach at ClubSport Fremont. A well-balanced lifestyle includes paying attention to the foods you eat and how they affect you. I am here to help you with all your nutrition questions and to provide the coaching and counseling you need to control your weight, manage medical conditions, and improve performance. Good news, your new membership comes with a free 20-minute nutrition consultation!

Did You Know?

- Sometimes people retain weight because they aren't eating enough! Often see clients who aren't seeing results because their calorie intake is too low or the timing and/or balance of their meals isn't in line with their body's optimal needs.
- Portions do count. Eating healthy but eating too much to get to – and stay at – a healthy weight can be very frustrating. I can show you how to balance your meals so you get results without feeling hungry all of the time.
- A goal-focused nutrition plan comes in many forms. I'll make sure the strategy we adopt works for you.

Click here to schedule your 20-minute nutrition consultation today!

CLUBSPORT FREMONT
4600 Landing Parkway, Fremont, CA 94538
T: 510-226-8500

Email 9: Rejoin

Send Time: 7 days after Email 8
From: info_location@clubsports.com
Subject Line: Don't Stop Playing

INSIDER TIP: DON'T STOP PLAYING

As the saying goes, "We don't stop playing because we grow old; we grow old because we stop playing." We agree! Think of ClubSport as recess from work and all your responsibilities. Shoot some hoops with friends or join a basketball league. Learn to play a new sport like racquetball, or round up your buddies for a game of handball.

Another option is to join TEAM ClubSport to run, bike, and swim. Do it just for the fun of it or to reach a personal goal of completing an endurance event, a 10K run, a 100-mile bike ride or go all out and do a triathlon. With TEAM ClubSport you'll get the support you need and make new friends along the way.

Quick Links

- Aquatics
- Volleyball
- Racquetball
- Squash
- TEAM ClubSport

REJOIN CLUBSPORT ALSO VIDEO
101 PROGRESS AND TIPS TO SUCCESS
T: 510-226-8500

Part of ClubSport Sports. A Family of Fitness Brands.