**Scenario**

Power Zone Fitness Clubs provide a wide variety of strength, cardio, and functional training equipment, as well as group fitness classes and personal training sessions. Power Zone is just about to launch their new app, *Zone on the Go*, which features online classes, progress tracking, virtual personal training, custom workout routines, and exclusive deals. To encourage existing club members to try the app, Power Zone is offering a free, three-month trial.

You’ve been tasked with writing a retention email to announce the launch of the app. You are currently working on a version of the email targeting current customers who have identified themselves as parents or caregivers. Your goal for this campaign is to get at least 5% of these customers to download the new app and sign up for the trial.

**Step-By-Step Instructions**





**Step 2: Write a subject line**

Write a subject line that grabs the reader’s attention and tells them what you are offering (e.g., a new product to help them improve their fitness). Remember to prioritize clarity over catchiness.

**Step 3: Begin the body of your email**

Begin the body of your email with a personalized introduction. The body is the main text of your email. Acknowledge the reader’s responsibilities as a parent or caregiver and their value as a customer. Then, introduce the *Zone on the Go* app.

The body of your email should also:

* Address the reader in the second person (e.g., “you,” “your,” “yours”).
* Be clear, conversational, and concise.

**Step 4: Complete the body of your email**

Complete the body of your email. Use simple, straightforward language to tell the reader about the new app, explain its features, and describe the free trial you are offering. Express that you understand their needs by using empathetic language, and explain how the new app will benefit their life. Using formatting like bulleted lists and bold or color fonts to help you organize and emphasize the text.

**Step 5: Include a call to action**

Write a clear, compelling call to action that clearly tells the reader what you want them to do. Refer back to the scenario for the goal of this campaign, which should inform your call to action.

The call to action should also be:

* Two-to-five words long
* Formatted so that it stands out, such as with shading or bolded text

**Step 6: Add a closing**

End the email with a simple, sincere closing that expresses your gratitude for their continued business.

**What to Include in Your Response**



Be sure to include the following elements in your completed email:

* Subject line
* Body
* Call to action
* Closing