

Fernwood Automated Communications Manual

Last updated: August 2022

The aim of this communications strategy is to implement additional automated communications to improve member loyalty, member retention, member satisfaction and increased buying behaviour, predominantly by existing members. Conversely, this should result in a lower dependency on national communications.

All communications will be reviewed annually to reflect feedback, changes in products and services, and to refresh existing content.

Objectives

Overarching

- Use segmentation and automation to engage regularly and meaningfully with contacts in the Fernwood database
- Utilise behaviour to trigger automated campaigns
- Gather meaningful feedback from members and non-members to improve future communications

Members

- Improve member retention to retain membership longevity
- Incentivize activities to increase buying behaviour
- Enhance the member experience to increase positive word of mouth referrals
- Increase referrals through member rewards programs and offers

Non-members

- Drive new membership sales through automated communications
- Education and awareness

Fernwood Automated Emails

To ensure that all Fernwood members enjoy everything Fernwood has to offer, every interaction we have with them should be of the highest standard, and represent Fernwood as a brand. To support member retention, NSO has created a series of automated emails, which are automatically triggered based on specific events in Exerp.

These emails include:

- Welcome Program Journey
- Member Visit Journey

- 60-day member check in
- One-year anniversary email
- PIF membership ending email
- Cancellation feedback
- Cancellation rejoin
- Monthly newsletter
- Birthday email
- Communications sent from Exerp
 - Membership updates
 - Cancellations
 - Freezes
 - Upgrades/Downgrades
- Empower Welcome Email
- Trial Welcome Email
- Enquired not joined email
- Birthday Email
- MyPassport Completion Email
- SMS Reminders – Sales and Waitlist

For more information about the Welcome Program Journey Emails, and the Member Visit Journey Emails, please refer to the New Member Journey 2020 Induction Toolkit (available under Our Programs > Campaigns).

Additional automated communications will be added in coming months, so please check this document and the What's The Goss updates regularly.

IMPORTANT NOTE

Before signing up a member to any membership, you must ensure their email marketing preferences have been updated in Exerp first. If you do not do this, the member will not receive the welcome email, or any of the welcome journey emails, which include essential information including setting up their Fernwood App and MyFernwood account. You cannot change a member's email or SMS marketing or service preferences without their consent, so you must confirm their preferences with them before making any updates.

Pause messages

Exerp

If at any time you do not want any of the Exerp automated communications to be sent out when processing an update on a membership, please ensure you use PAUSE Messages.

This can be done by clicking on your log in name in the bottom left hand corner of Exerp > Pause Messages. This will stop any automated comms from going out. Please ensure you revert this once you have done your processing to avoid affecting welcome emails not being sent out to members.

Talkbox

If at any time you do not want any of the Talkbox automated communication, please navigate to the automated communications section of your Talkbox account and disable your chosen communications.

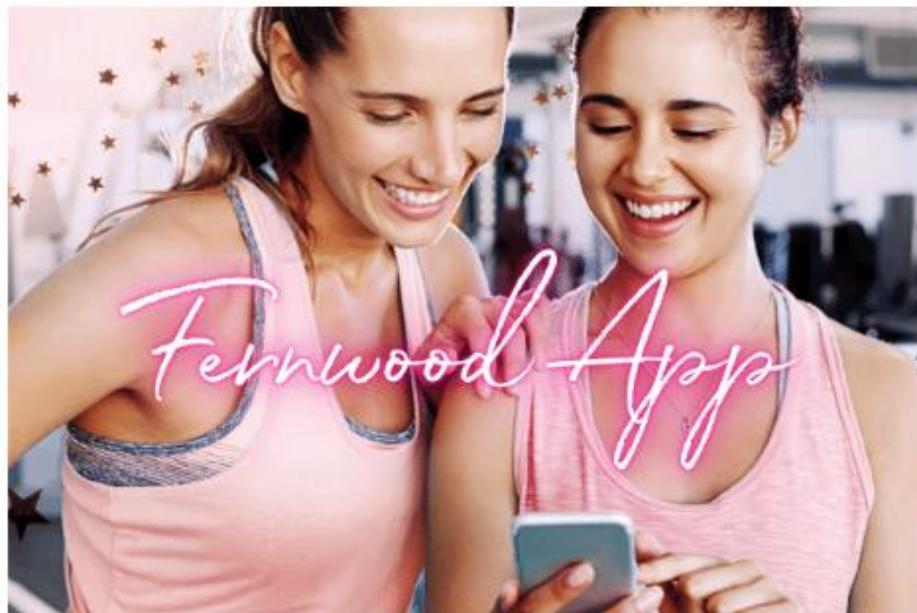
Viewing & resending Exerp communications

All of the communications that are sent out via Exerp can be viewed and resent in the member's profile under Journal > Messages.

Automated communications

TALKBOX	
MEMBER ONBOARDING	
Welcome email 1	<p>Triggered 1 days after start date</p> <p>fernwood FITNESS</p>  <p>Hi [First Name],</p> <p>We bet you know this already - joining Fernwood has so many perks!</p> <p>Exclusive for women, our clubs are purpose-built for perfect balance, with a huge range of fitness and wellness options to suit your style on any given day.</p> <p>Click below to watch a short video on getting started at your club.</p> 

If you have any questions at all, don't hesitate to contact us via (02) 6251 5299 ❤



You can view the class timetable, book classes, view your account information and more via the Fernwood App.

Before you download the app, make sure you have registered your Fernwood Fitness account first. Once you have registered, use this account info to login to the app. Click the button below to register.

[Register](#)

We offer all new members an induction session to show you around the club and how to use the equipment safely and confidently. This session is called Your Fernwood Onboarding, and you can book in via the Fernwood App. When you come in for your onboarding session, chat to reception about booking your 1:1 Fitness Coach appointment.



All Fernwood members get access to Fernwood Pulse, our online platform packed with recipes, workout videos, yoga sessions, meditations and more!

Once you have created your Fernwood account, you can sign into Pulse by clicking below. Your login details will be the same for the Fernwood App, where you can view your timetable and book into classes.

You can also access a range of beginner workouts designed to help you get started if it's your first time at the club, or it has been a while since your last visit.

We are here to support you in any way that we can ❤

[Login](#)



A clean workout is a great workout

We know how important it is for you to have a dedicated space where you can focus on your fitness and wellness. Before you head to the club, please visit our website to find out everything you need to know, including bringing your own water bottle, mat and towel.

[Find out more](#)

Stronger together



Want a little more info? Come and speak to us at reception - you know we love a chat!

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at Fernwood Belconnen



Welcome email 2

Triggered 7 days after start date



Hi [First Name],

Have you logged into Fernwood Pulse?

Pulse is your online program packed with all of the tips, tricks and advice you need to get the most out of your Fernwood experience.

We provide everything you need to know about your fitness, healthy eating, and transforming your mindset, so you can make a change for good.

You'll find loads of recipes, beginner workouts, Pilates sessions, meditations, and stretches - sooooo important!

Click below to watch a short video to help you get started this week.



Contact us via (02) 6251 5299 or belconnen@fernwoodfitness.com.au if you have any questions! Or just pop into reception ❤️

[Login to Pulse](#)



Weight or resistance training benefits our bodies both inside and out, by improving strength, endurance and muscle tone. Achieving the right

balance of strength and cardio fitness is the key to a stronger and healthier you.

Weights-based HIIT classes like FIIT30 and FIITRIGHT can be beneficial for developing both strength and technique, so be sure to pop into these classes.

If you're new to the world of weights, book a session with a Fernwood PT who can show you the ropes.

Book via the Fernwood App or reception.



1. Lock it up

When you arrive, pop your belongings in a locker. All you'll need is a towel, drink bottle, an exercise mat and headphones to pump up your playlist.

2. Wipe it down

Before and after you've used a machine or any equipment, always give it a spray and wipe. Bring a towel and mat to place on any seats before you sit or lie down.

3. Arrive on time

For group classes, it's best to arrive just before your class to set up any equipment and do a proper warm-up to avoid injury.

4. Know its place

Once you're done lifting those free weights, please pop them back where you found them. Same goes for any attachments you change on strength machines.

5. Take care with your selfies

We love when you share your fitspo snaps using #FernwoodFitness on social media, but before you selfie, make sure it's only you in view.

6. Remember to smile

Do workouts that make your body and soul happy - we're all here for a good time.



Want a little more info? Come and speak to us at reception - you know we love a chat!

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at Fernwood Belconnen



Welcome email 3

Triggered 14 days after start date

FITNESS
fernwood



Hi [First Name],

Time really does fly when you're having fun! We trust you're enjoying your introduction to Fernwood and are on your way to achieving your health and fitness goals.

DOMS

DOMS – delayed onset muscle soreness – is very common when you start to strengthen your muscles.

Our bodies are smart and very adaptive so gradual progressions in intensity, frequency and duration are ideal to prevent DOMS. Stretching works wonders too! It can't stop soreness completely, but stretching can help to maintain the flexibility and mobility of your muscles.

Watch the video below for more info on DOMS and the importance of stretching.



Using foam rollers can also be a great way to help your muscles recover. Foam rolling is a form of self-massage where bodyweight is used to apply pressure to tender areas or knots in your muscles.

After a workout, fascia (the connective tissue that supports our muscles) can become tight and inflamed, causing soreness. Foam rolling can help to relieve some of this tightness and pain. Book a session with your PT for advice on stretching.



Scheduling a one-on-one session with a PT can help to lift your performance, improve technique, and give you an added boost of confidence.

Personal training is for everyone, and it could be the missing link in your health and fitness routine. Your personal trainer is there to support your goals and progress, guide proper form and technique, provide advice on ways to elevate your training and results, and get you through those last 10 seconds of a plank.

What's included in personal training?

- A tailored health & fitness program just for you
- One-on-one coaching
- Goal setting for short- and long-term success
- Regular check-ins to enhance progress
- Expert advice & guidance in women's health, fitness & wellness

Have you had a PT session yet? Pop into reception to organise time with a trainer if you haven't already.



Want a little more info? Come and speak to us at reception - you know we love a chat!

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at Fernwood Belconnen



Welcome email 4

Triggered 21 days after start date

FITNESS
fernwood



Hi [First Name],

We LOVE food, and believe a healthy lifestyle is all about balance.

Have you browsed through the hundreds of recipes available on Fernwood Pulse? These recipes are based on the Mediterranean style of eating, which is sustainable, delicious, satisfying, non-restrictive and healthy, making it super helpful in reaching short- and long-term health goals.

Start your week and your health right with delicious and nutritious recipes from Pulse + watch the video below for nutrition guidance!



[Login to Pulse](#)



Did you know:

- For every kilogram of weight that you lose from managing your diet alone - 69% will be fat loss and 31% will be muscle loss.
- For every kilogram of weight that you lose from a combination of cardiovascular or aerobic exercise, and diet - 78% will be fat loss

and 22% will be muscle loss.

- And, for every kilogram of weight that you lose from a combination of weights, cardio and diet - 97% will be fat loss whilst only 3% will be muscle loss.

So, an exercise program that combines strength training, cardio and a balanced nutritional intake is 40% more effective in lowering your level of body fat than dieting alone.

Looking for nutrition advice? Head to reception to book in a time to chat with one of our Fernwood Nutrition Coaches.



Did you know that what you eat can have a direct impact on your mental and brain health?

Plus, people who have a healthier diet similar to the Mediterranean diet – full of plant foods, lots of fruit and veggies, whole grains, legumes, fish and olive oil – can reportedly reduce their risk of developing depression by 30 per cent and are less likely to have clinical anxiety disorders.

Tap the button below to read our blog about how food impacts your mood.

[Read now](#)



Want a little more info? Come and speak to us at reception - you know we love a chat!

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at Fernwood Belconnen



Welcome email 5

Triggered 28 days after start date

FITNESS
fernwood



Hi [First Name],

Being happy and healthy doesn't start and end with fitness, it's a combination of practices that work together to have you feeling your best.

We believe in a holistic health experience, that's why we offer:

- Mat Pilates classes (available in select clubs)
- Reformer Pilates* (available in select clubs)
- Yoga classes
- Meditation and mindfulness
- World-first wellness programs*

Have you tried any of these classes or programs yet? Let us know your favourites!

*Additional paid services

Please note, not all programs and services are available at all clubs. Speak to your local club for a list of available programs and services.

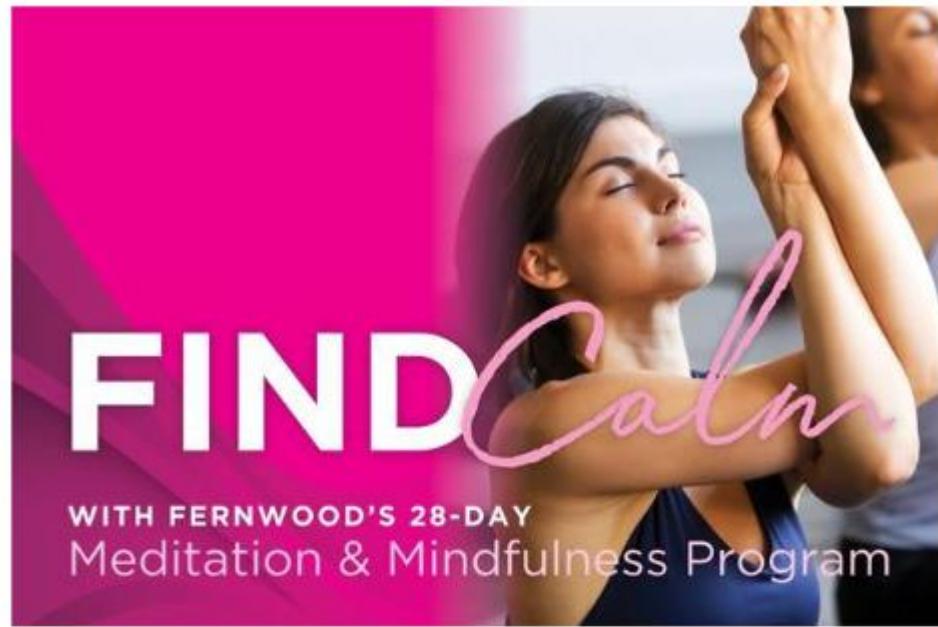


Meditation – it's a practice we're constantly encouraged to make time for these days, but why is meditating so important to our wellbeing?

Meditation gives you space to be more mindful and more reflective, and find calm amongst the chaos. You'll find meditation sessions via the Fernwood Pulse platform.

Find a quiet space, get into a comfy position and take a deep breath.

[Login to Pulse](#)



Find calm and self-connection with this introductory 4-week practice. At Fernwood we believe in 'flexing the wellness muscle' and it is through our Meditation & Mindfulness program that we teach mental and emotional 'fitness' to assist with slowing down, de-stressing, and clearing your mind through meditation and mindfulness advice.

Discover balance, and support your fitness with wellness with Fernwood. We'd love to see you take advantage of the benefits of our Meditation & Mindfulness program.

Want 10% OFF your program? Simply head to our online shop and enter **BLISS** in the 'Campaign Code' box at checkout and click 'APPLY' to receive your discount.

[Shop now](#)



Want a little more info? Come and speak to us at reception - you know we love a chat!

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at Fernwood Belconnen



Welcome email 6

Triggered 35 days after start date

FITNESS
fernwood



Hi [First Name],

How are you liking our group fitness classes? We have so many different classes available including strength-based, cardio, dance, yoga and more...

Tap the video below to learn more about group fitness at Fernwood.



Head to the Fernwood App to check out our group fitness timetable. If you have any questions at all, give us a buzz or pop into reception for a chat!



We often hear that HIIT workouts make us fitter and stronger, but we don't always hear 'the how'. Put simply:

- HIIT workouts combine strength/resistance training with aerobic cardio to burn fat and build muscle simultaneously.
- This leads to a better basal metabolic rate (BMR).
- A better BMR burns more energy at rest, which means we reap the benefits of our workout well after we have left the gym.
- Burning energy at rest leads to less body fat.

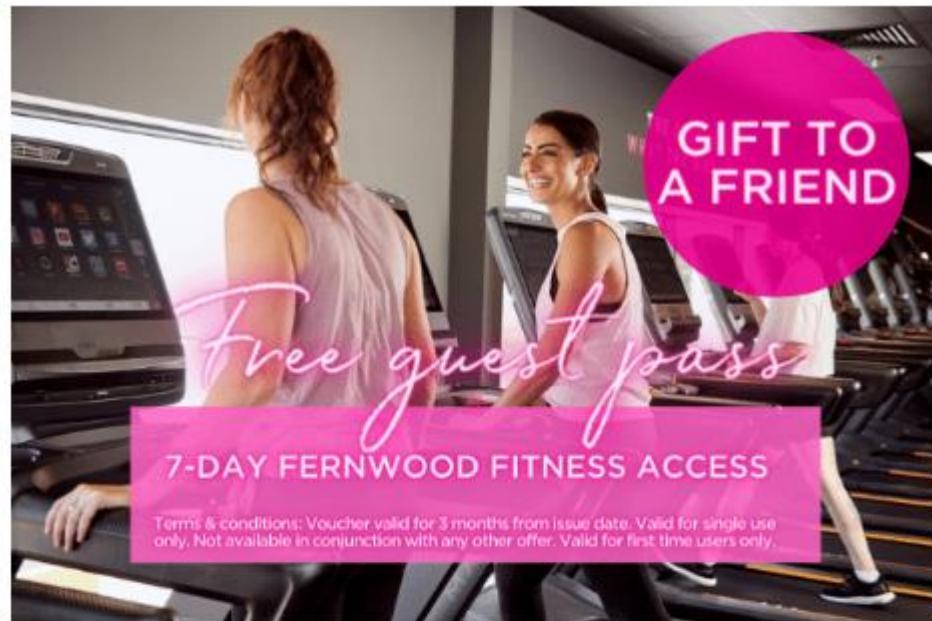
FIIT30 & FIITRIGHT are Fernwood's premium fitness high intensity interval training (HIIT), designed to deliver a full-body workout, in just 30 minutes.

These specially designed HIIT sessions have a limited capacity per session so you can benefit from a small group training environment, with the added perk of having a dedicated personal trainer by your side.

Book a session via reception (if you haven't already) and discover why women love HIIT!

FIIT30 & FIITRIGHT services are available at most clubs.

[Find out more](#)



We love welcoming new people to the club! Share the Fernwood love with one of your friends by gifting them this 7 Day Guest Pass.

All you need to do is bring them along to the club with you, present this email to reception, and start working out together.

How likely would you be to recommend us to a friend?

(0 - Not Likely, 10 - Very Likely)

0 1 2 3 4 5 6 7 8 9 10



We hope you are loving your Fernwood experience. If you're ever looking for health, fitness & wellness advice, or have any questions, please come and speak to us at reception - you know we love a chat!

From the team at Fernwood Belconnen

60-day check-in active

New member + days since last visit is less than 28 days



Hey [First name]!

We like to get in touch and check in on our members. We are always here to support you in any way we can, whether that be fitness advice, recommended group classes, how often you should hit the gym each week, or where we keep the straighteners!

If you need assistance with anything, or have any questions, simply pop into reception - we love to chat!

XX



You've no doubt heard of HIIT workouts, which are short burst of intense exercise followed by short rest periods. HIIT is a type of metabolic training, and this type of workout boasts maximal benefits in a short amount of time. At Fernwood, we have a specialised program called FIIT30.

[About FIIT30](#)



We all have the best of intentions to get to the gym, but sometimes work runs late, we have dinner with friends, and so on. Pulse has been designed to help you integrate fitness and wellness with your lifestyle, so you can workout when it suits you.

[Login](#)



We talk about wellness a lot at Fernwood and the need to incorporate a wellness workout into your routine – reformer Pilates, yoga, meditation etc. - as we believe a healthy and sustainable lifestyle is not just about how far you run, the weights you lift or what you eat. Of course these are all important factors in maintaining good health and fitness, but so too is how we nurture and nourish our minds and mental wellbeing.

[About wellness](#)



Regular sessions with a personal trainer who understands your goals, such as increasing muscle mass, decreasing body fat, boosting strength or improving overall fitness, can be the ideal way to get sustainable and long-term results.

[Find out more](#)

Scrolling through Insta? Check out [@fernwoodfitness](#) for workouts, recipes, motivation & more!



Sometimes, finding the right nutrition guidance can be a little challenging. A Fernwood Nutrition Coach can help with tracking progress and making lifestyle tweaks, creating healthy relationships with food, sustainable weight loss and management, and more.

[Nutrition Coaching](#)



Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

We can't wait to see you in club soon!

From the team at [[company_name]]



The section name `fernwood_club_social_media_links` will appear here.

FITNESS
fernwood

[[company_name]]
[[street_address]]
[[public_phone]]
[[public_email]]
www.fernwoodfitness.com.au

This email was sent by Fernwood Women's Health Clubs Pty Ltd

6-month retention email

Members with a 12- or
18-month memberships



Hey [First name]!

Just checking in to say hello ❤️

You are doing an amazing job staying committed to your health and fitness, and you should be so proud of yourself.

We are always here to support you in any way we can, whether that be fitness advice, recommended group classes, how often you should hit the gym each week, or where we keep the straighteners!

Make every day exactly what you want it to be, and remember to smile!

XX



Groups Fitness

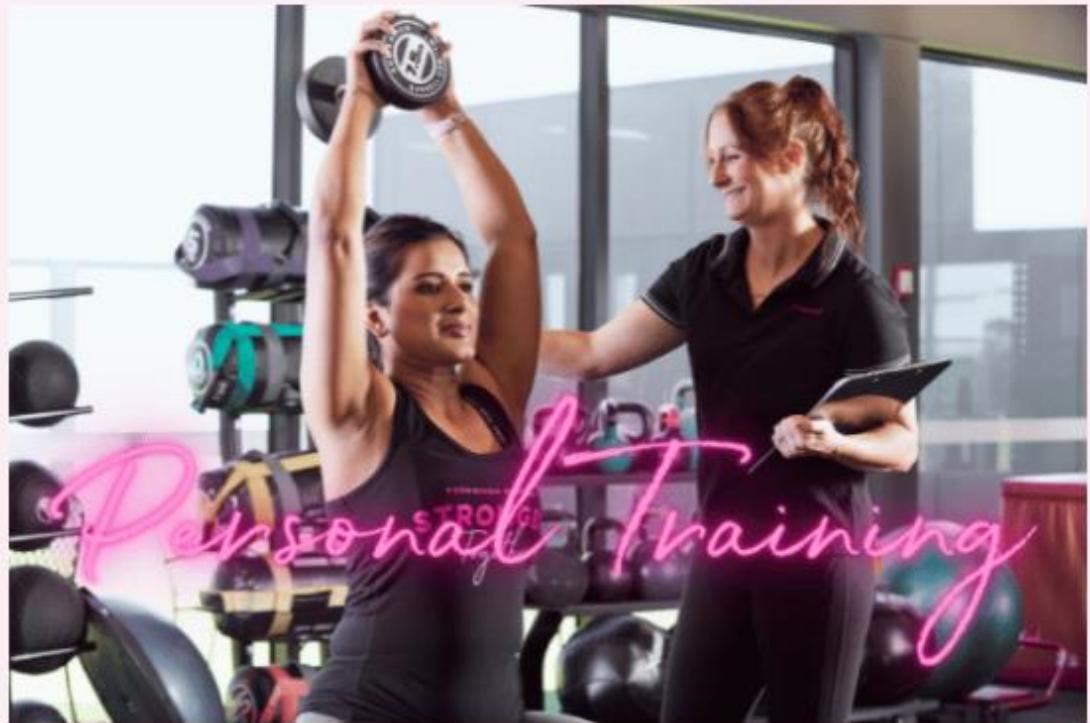
Whether you're new to the gym scene or you've been bench pressing for years, group fitness classes are the ideal way to learn new and correct techniques, trigger motivation and find new exercises to include in your own exercise circuits.

[About group fitness](#)



We talk about wellness a lot at Fernwood and the need to incorporate a wellness workout into your routine – Pilates, yoga, meditation etc. - as we believe a healthy and sustainable lifestyle is not just about how far you run, the weights you lift or what you eat. Of course these are all important factors in maintaining good health and fitness, but so too is how we nurture and nourish our minds and mental wellbeing.

[About wellness](#)



Regular sessions with a personal trainer who understands your goals, such as increasing muscle mass, decreasing body fat, rehabilitation, boosting strength or improving overall fitness, can be the ideal way to get sustainable and long-term results. These regular sessions are also a great way to stay accountable!

[About PT](#)



Say hello to our workout podcast series, Fernwood Pod Coach, with real workouts guided by our fitness guru Lisa, and yoga and meditation sessions led by the incredible Emma.

[Listen now](#)

Scrolling through Insta? Check out **@fernwoodfitness** for workouts, recipes, motivation & more!



Sometimes, finding the right nutrition guidance to support your goals can be a little challenging. A Fernwood Nutrition Coach can help with tracking progress and making lifestyle tweaks, creating healthy food relationships, sustainable weight loss and management, and more.

Nutrition Coaching



Want a little more info? Come and speak to us at reception - you know we love a chat! Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

We can't wait to see you in club soon!

From the team at [[company_name]]

<p>PIF retention email</p> <p>Members with a 3-, 6- or 12-month PIF memberships</p> <p>Sent 30 days before membership ends</p>	 <p>Hey [First Name]!</p> <p>We are touching base to let you know that your Fernwood Fitness 3-Month Paid in Full Membership at Fernwood Belconnen will be expiring in 30 days. We hope you have loved every second of being part of the Fernwood community.</p> <p>To ensure you can continue attending the club, simply give us a call on (02) 6251 5299 or email us via belconnen@fernwoodfitness.com.au to reactivate your membership.</p> <p>If you have any questions about your membership, our friendly team will be able to assist you.</p> <p>If we don't hear from you before your membership expires, we will assume your time with Fernwood Fitness has come to an end for now and we wish you all the best on your health and fitness journey.</p> <hr/> <p>Stronger together</p>  <p>Want a little more info? Come and speak to us at reception - you know we love a chat!</p>
<p>10-day SMS</p> <p>Sent 10 days after last visit</p>	<p>A motivational SMS, with copy updated every two weeks, encouraging the member to return to the club.</p>

National newsletters

These emails are sent once a month, every month, to members (with a visit in the last 30 days), leads, contacts, prospects and cancelled members.

Here is an example of a recent national newsletter



Hey [First Name]!

Lots of juicy info in this month's newsletter! There's a delish pumpkin soup recipe and an explanation of how HIIT workouts actually burn fat. We start a conversation around menopause, have a free meditation session for you, shine a light on challenge winner Caroline, and offer tips for getting back to the gym if it's been a little while in between workouts.

And...

We have an exclusive offer for you. Simply scroll down to see it 😊

XX



The pumpkin soup you love with a few fresh flavours – this is one recipe you're going to fall in love with. This delicious recipe comes from our MyFernwood program.

[Get recipe](#)



We often hear that HIIT workouts make us fitter and stronger, but we don't always hear 'the how'. We will explain metabolic training in much more detail, but put simply, HIIT workouts combine strength/resistance training with aerobic cardio to burn fat and build muscle simultaneously, which leads to a better basal metabolic rate (BSM). And what does a better BSM mean?

[Read more](#)



As women, we hear the word 'menopause' dropped into conversation more frequently as we age, which essentially means saying goodbye to our menstrual cycle – period. An expert in this field, Jean Hailes Naturopath Sandra Villella (BAppSci (Naturopathy), MAppSci (Acupuncture)), joins our podcast to discuss 'the menopause', an important topic that some people still consider a little taboo, but should be normalised in our everyday conversations so we can better support women's wellbeing.

[Listen now](#)

Say Hello To Fresh



Hello Fresh offers delicious meal kits, delivered directly to your doorstep! And right now, they are offering Fernwood members \$90 off the first four boxes!

\$40 off your first box (including standard delivery)
\$30 off your second box
AND \$10 off your third and fourth boxes.

All you need to do is...

1. Create an account at hellofresh.com.au or on the HelloFresh app
2. Select a meal plan and choose your recipes
3. Enter the unique code at checkout: BAQ2FN90

[Shop now](#)

Terms & conditions: Total promotional value of \$90. Only valid on a household's first four boxes. Excludes upgrades and add-ons. By using this voucher, you will be signed up to an ongoing weekly subscription. Not valid in conjunction with any other offer. Full T&Cs available online.



Meditation is a way of relaxing the body while simultaneously focusing the mind to find calm and contentment – a safe space to connect with your thoughts, feelings and emotions. Regular meditation practice can help rest the mind, reduce stress and promote relaxation. So, relax as we guide you through an 8-minute meditation.

[Meditate](#)



After 18 years of always putting her family first, Caroline decided this year's Shine Challenge was the time to prioritise herself and spend six weeks dedicated to her health, fitness and nutrition. Caroline followed a program and tried new exercises, going from not being able to do one push up on her toes to five in a row!

[Meet Caroline](#)



Having a regular exercise routine definitely has its benefits. Aside from being healthier and fitter, regular exercise often provides more vitality for everyday activities, improved mood, better quality sleep and relaxation. It can also reduce your risk for lifestyle illnesses by improving bodily functions. So if this is your first time heading to the gym, or it's been a long time since your last workout, there are a few things to consider.

[Get started](#)

Stronger together



If you have any questions, come and speak to us at reception - you know we love a chat! Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

We can't wait to see you in club soon!

One-year anniversary

**12-month PIF members
only, sent one year after
start date**



It's your Fern-iversary [First name]!

A whole year of Fernwood, and hasn't it been fabulous!? Your commitment is an inspiration to all the women in our community. Prioritising your health, fitness and wellbeing is so important, and we are so proud of you.

As a community of women dedicated to supporting each other, we wanted to congratulate your achievement with a small gift.



Simply present this voucher to reception and select your favourite in-club service to apply the voucher to.

Terms & conditions: Minimum spend \$50. Voucher valid for 3 months from issue date. This voucher can be redeemed on in-club services only. Voucher cannot be used for direct debit or membership fees.

Stronger together



Stay motivated and moving! The more often you visit the club, the more rewards you'll get.

We can't wait to see you in club soon!

From the team at [[company_name]]

FITNESS
fernwood

[[company_name]]
[[street_address]]
[[public_phone]]
[[public_email]]

www.fernwoodfitness.com.au

This email has been sent by Fernwood Women's Health Clubs Pty Ltd

Please note: If you choose to unsubscribe from these emails, you can do so by clicking the Unsubscribe link below.

At-risk members**35-day non-attendee email**

Sent 35 days after last visit

FITNESS
fernwood



Hey [First Name],

Our busy schedules often have us run off our feet, and sometimes we don't quite make it to the gym or miss that group fitness class we were looking forward to.

At Fernwood we want to make your life as convenient as possible, so you can easily take a moment to put yourself first.

Get the most out of your workout by bringing your bestie along on your next visit – fitness and socialising truly is our idea of a good time! Our free class passes are super simple to share.

And if there's anything else you need, just reach out. We're here any time, or you can book an appointment at reception for when it suits you.

Pop in and let us know how you're going.

Fernwood xx



Head to your Fernwood App to share a free class pass with your best gal pal, or hit the button below!

You can also check class timetables and book via your app, so you can easily plan your week around your fave classes.

[REFER A FRIEND](#)

The Fernwood Pulse logo features the word 'pulse' in large grey letters with a heart rate line through it, and 'FERNWOOD' above it in smaller pink letters. To the right is a pink heart with a white 'f'. Below the logo is the text 'Online health + fitness'. Below this text is a photograph of a woman in a purple tank top and grey leggings doing a split pose, with a brown and white dog standing between her legs and a laptop showing a video of her on the floor next to her.

Don't forget about your member-exclusive Fernwood Pulse account!

Jam-packed full of delicious recipes, online workouts, yoga and Pilates classes, meditations and more, Pulse is a one-of-a-kind online resource that complements all aspects of your life.

[LOGIN NOW](#)

Stronger together



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From the team at Fernwood Belconnen

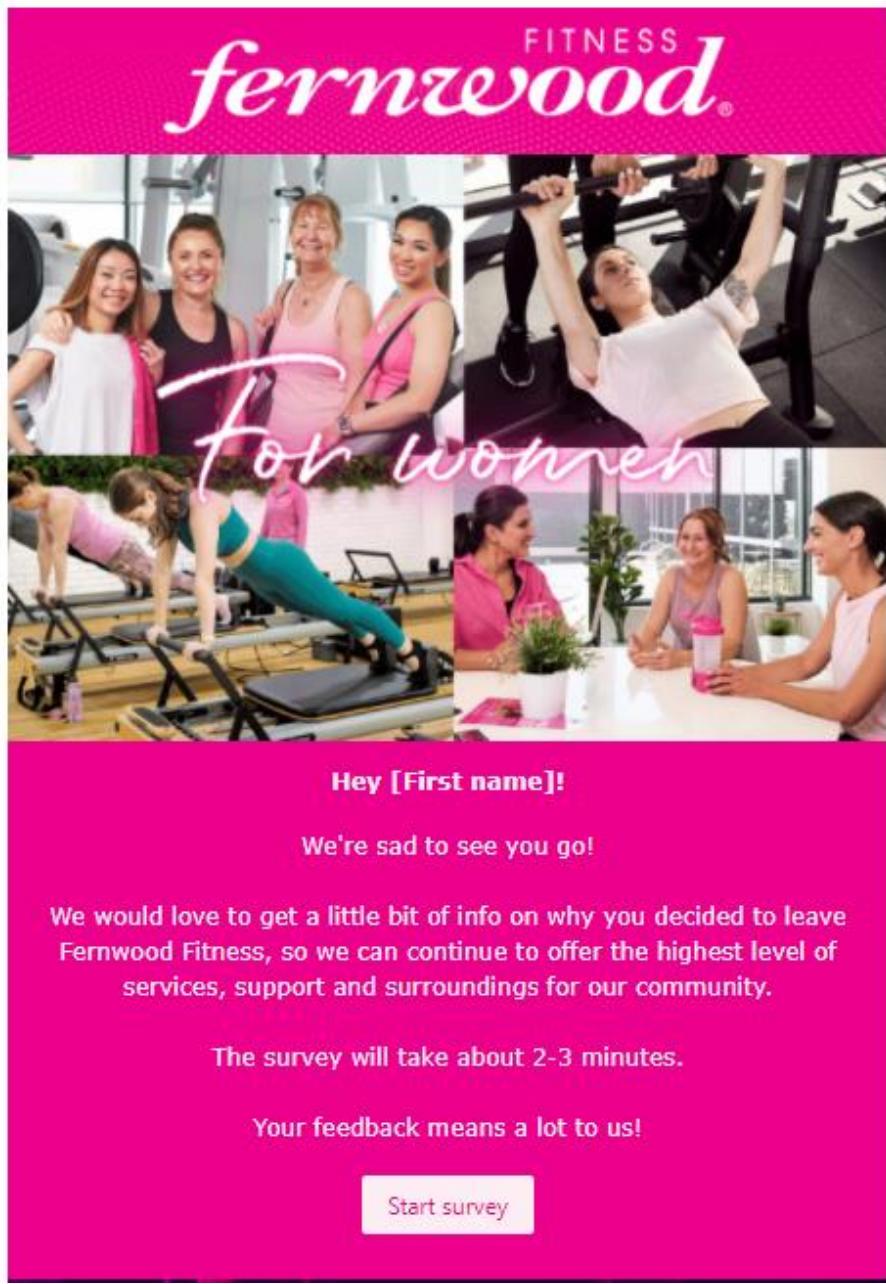


Cancelled members

Sent 32 days after end date

Survey link:

<https://www.surveymonkey.com/r/T9RYQ6C>



The image shows a survey email template for Fernwood Fitness. The header features the Fernwood logo with 'FITNESS' above 'fernwood.' Below the logo is a collage of four photographs: two women smiling together, a woman exercising on a machine, a woman doing a plank on a mat, and three women sitting at a table. The main body of the email is pink. It starts with 'Hey [First name]!' followed by 'We're sad to see you go!'. It then asks for feedback on why they left, stating 'We would love to get a little bit of info on why you decided to leave Fernwood Fitness, so we can continue to offer the highest level of services, support and surroundings for our community.' It also mentions that the survey will take about 2-3 minutes and that feedback is important. A 'Start survey' button is at the bottom.

FITNESS
fernwood.

For women

Hey [First name]!

We're sad to see you go!

We would love to get a little bit of info on why you decided to leave Fernwood Fitness, so we can continue to offer the highest level of services, support and surroundings for our community.

The survey will take about 2-3 minutes.

Your feedback means a lot to us!

Start survey



Did you know, Fernwood Fitness has an exclusive online health and fitness hub packed with loads of at-home workouts and recipes?

Our Fernwood Pulse platform has been designed with life in mind. We all have the best of intentions to get to the gym, but then work runs late, the kids have sport, we have dinner with friends, and so on.

If you're not close by to a Fernwood club, or you've found it difficult to find the time, you can purchase an online Pulse membership, which includes:

- Online workouts (scroll down for more info!)
- Yoga flows
- Pilates classes
- Meditation sessions
- Loads of recipes
- And more

[Find out more](#)

Stronger together



Want a little more info? Send us an email and we'll get in touch to answer any questions you might have.

From the team at [[company_name]]



The section name fernwood_club_social_media_links will appear here.



[[company_name]]
[[street_address]]
[[public_phone]]
[[public_email]]

www.fernwoodfitness.com.au

This email was sent by Fernwood Women's Health Clubs Pty Ltd

Cancelled members

Sent 42 days after end date



Hey [First name]!

Fernwood Fitness has an exclusive online health and fitness hub packed with loads of at-home workouts, including HIIT, tabata, cardio, strength, Pilates, yoga flows and more, so you can workout whenever it suits you!



Our Pulse platform has been designed with life in mind. We all have the best of intentions to get to the gym, but then work runs late, the kids have sport, we have dinner with friends, and so on.

That's why we have Pulse. All Fernwood members get access to Pulse as part of their membership. If you're not close by to a Fernwood club, you can purchase an online MyFernwood membership, which includes:

- Online workouts (scroll down for more info!)
- Yoga flows
- Pilates classes
- Meditation sessions
- Loads of recipes

[Find out more](#)

A preview of a yoga flow, and home workout session. We bring Fernwood to your home.



Here is a sneak peak at just a few of the online workouts you'll have access to as part of a Pulse or Fernwood membership:

- HIIT
- Abs & core
- Flexibility & mobility
- Strength & conditioning
- Boxing
- Tabata
- Aerobics
- Barre
- Yoga
- Yin yoga
- Pilates
- And more!

Find out more about our MyFernwood Membership by clicking the button below.

[Pulse Membership](#)

As women, we are always very good at putting everyone else first, but it's important to prioritise our own health and wellbeing too. Stress can be detrimental to our short- and long-term health, so it's important that we take the time to address how we feel and find 'me time' to look after ourselves.

Regular exercise often provides more vitality for everyday activities, improved mood, better quality sleep and relaxation. It can also reduce your risk for lifestyle illnesses by improving bodily functions, help with your heart health, boost memory, increase your productivity and manage your stress. So basically, we know it's good for us to maintain a regular fitness routine.



Want a little more info? Send us an email and we'll get in touch.

Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

From the team at [[company_name]]



The section name fernwood_club_social_media_links will appear here.



[[company_name]]
[[street_address]]
[[public_phone]]
[[public_email]]
www.fernwoodfitness.com.au

This email was sent by Fernwood Women's Health Clubs Pty Ltd

NON-MEMBERS

Trial not joined

Triggered 5 days after a trial's end date

FITNESS
fernwood.



We hope you loved your taste of Fernwood [First name]!

You've experienced what it's like to workout in our beautiful club, and we'd love for you to join our community of empowered women!

We've made it even easier for you to purchase your membership.
Simply click the link below to get started...

[Browse memberships](#)

We're the health, fitness & wellness clubs women love...



Just in case you forgot, we wanted to remind you of all the incredible perks you get when you have an exclusive Fernwood Fitness membership...

Fitness

- Loads of group classes
- A huge range of cardio machines
- Weight training equipment and machines
- Gym floor to set up freestyle circuits
- Virtual workouts
- Fernwood-exclusive FIIT30 sessions + FIITRIGHT sessions*
- Experienced PTs, Food Coaches & Fitness Trainers*

Wellness

- Yoga classes
- Mat Pilates classes
- Meditation and mindfulness
- World-first wellness programs, including Empower*
- More than 250 MHFA trained staff across our clubs

Bonus perks

- Hundreds of recipes accessible via Fernwood Pulse
- Sparkling clean change rooms and amenities
- Hair products, hair dryers and straighteners
- Free breakfast every morning
- Creche services to watch your little ones* (available in most clubs)*
- And much more

*Paid programs and services.

Please note, not all programs and services are available at all clubs. Speak to your local club for a list of available programs and services.

[Join now](#)

Stronger together



Want a little more info? Come and speak to us at reception - you know we love a chat! Stay up-to-date with what's happening in the Fernwood community via our social channels and blog!

We can't wait to see you in club soon!

From the team at [[company_name]]

Terms & conditions apply.



The section name **fernwood_club_social_media_links** will appear here.



[[company_name]]

[[street_address]]

[[public_phone]]

[[public_email]]

www.fernwoodfitness.com.au

This email was sent by Fernwood Women's Health Clubs Pty Ltd

Member visit program

This will be sent to the member when they swipe into the club for the 50th/ 100th/ 250th/ 500th/ 750th/ 1000th time.

They will receive a \$15/ \$25/ \$35/ \$50/ \$75/ \$100 voucher for the club

FITNESS fernwood



Congrats [First name]!

You've reached 50 Fernwood visits!

That's 50 times you've put yourself first, and made your health, fitness and wellness a priority. You should be so incredibly proud of yourself for what you have achieved.

Your commitment is an inspiration to all the women in our community, and we couldn't be happier that we are all taking this journey together.

As a community of women dedicated to supporting each other, we wanted to congratulate your achievement with a small gift.



\$15 FERNWOOD VOUCHER

Please present in club to redeem

TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.



Go on, treat yourself. You've earned it!

Simply present this voucher to reception and select your favourite in-club service to apply the voucher to. This voucher can be redeemed on in-club services only. Voucher cannot be used for direct debit or membership fees.



Stay motivated and moving! The more often you visit the club, the more rewards you'll get.

We can't wait to see you in club soon!

From the team at [[company_name]]



The section name fernwood_club_social_media_links will appear here.

fernwood
FITNESS

[[company_name]]
[[street_address]]
[[public_phone]]
[[public_email]]
www.fernwoodfitness.com.au

This email has been sent by Fernwood Women's Health Clubs Pty Ltd

**EXERP
COMMUNICATIONS**

MEMBERSHIP UPDATES

<p>Confirmation of freeze email</p> <p>This is sent to the member when their freeze is processed for their membership in Exerp.</p> <p>The MyFernwood Portal link will take the member straight through to the online MyFernwood login page.</p>	 <p>Dear Fernwood,</p> <p>Thank you for your request to freeze your membership with us.</p> <p>We have frozen your membership from: 11/11/21, which means you can come back in the club as of 13/11/2021.</p> <p>Please be aware a freeze fee will be processed inline with your membership terms and conditions. Please note, the freeze fee is calculated as a pro-rata amount so depending on when your freeze starts and ends may effect the amount you are charged during this period.</p> <p>We are going to miss you! You can stay in touch whilst you are away by liking our social pages and logging into the members app and taking advantage of the workouts and healthy recipes on the My Fernwood portal.</p> <p>We look forward to seeing you back in club soon!</p> <p>From the team at Fernwood HQ</p> <p>Fernwood HQ Level 1, 49 Elizabeth Street RICHMOND , VIC, 3121 P: +61 3 9830 8800 E:</p>
<p>Freeze processed on a recurring clip card</p> <p>This sent out to members when they process a freeze on their clip card component of their membership i.e. personal training. The highlighted section of the email will change depending on which service they have put on hold.</p> <p>Which recurring clip card subscriptions will trigger this email?</p> <ul style="list-style-type: none"> • Personal Training Sessions • FIIT30 Sessions • Outdoor Bootcamp • Virtual FIIT30 • Food Coaching Sessions • Master Personal Training Sessions • Reformer Pilates Sessions 	 <p>Hey Mark ,</p> <p>Your request to freeze your Personal Training Sessions has been processed.</p> <p>Please note, this does not impact your Fernwood membership, and you can continue to attend your home club as per your membership agreement.</p> <p>We hope to see you in the club soon!</p> <p>From the team at Fernwood St Kilda</p> <p>Fernwood St Kilda 203 Fitzroy Street (opposite Junction Oval) ST KILDA , VIC, 3182 P: +61 3 9534 8088 E:</p>

<p>Return from freeze email reminder</p> <p>This email is sent to members that are currently on freeze 3 days before they are due to come back to the club as a friendly reminder.</p>	<p>Dear Test,</p> <p>We are excited to see you back in the club as of the 08/07/2020.</p> <p>Coming back from a break is a great time to refresh, set new goals or check in with our team. Why not jump on our Fernwood App and schedule yourself something new to try in club. If you would like our advice or you need to make any changes please call us at the club and we would be happy to help.</p> <p>We look forward to seeing you back in club soon!</p> <p>From the team at Fernwood Campbelltown</p> <p>Fernwood Campbelltown Level 1 LG01 Macarthur Square Kellicar Road AMBARVALE , NSW, 2560 P: +61 2 4620 0500 E:</p>
<p>Confirmation of cancellation email</p> <p>This email goes out to the member when their request to cancel their membership is processed in Exerp.</p> <p>This will only be triggered when membership subscription i.e. 12 month ongoing, flexi membership etc. is cancelled.</p>	<p>Dear Mark,</p> <p>We are sorry to hear you are leaving 😞</p> <p>The final payment for your membership will be on the 24/06/21, which will mean you can still come in and train with us right up until the 7/07/21 and please do.</p> <p>Thank you for being a member with us. We wish you all the best with your future health and fitness endeavours and hope to see you back in club one day in the future.</p> <p>Love your Furry Fam</p> <p>Fernwood Melton Level 1 413 High Street (above Foodworks) MELTON , VIC, 3337 P: +61 3 9743 3119 E:</p>
<p>Upgrade Email</p> <p>This email will be sent out when a member upgrades onto a recurring clip card.</p> <p>The highlighted section will change depending on what service the member signs up to.</p> <p>Which recurring clip card subscriptions will trigger this email?</p> <ul style="list-style-type: none"> • Personal Training Sessions • FIIT30 Sessions • Outdoor Bootcamp 	<p>fernwood FITNESS</p> <p>Hey Mark,</p> <p>Congratulations for taking on a new challenge and upgrading your membership with us to include Personal Training Sessions. Please find attached the details of your upgrade.</p> <p>We look forward to helping you reach your health and fitness goals!</p> <p>From the team at Fernwood St Kilda</p> <p>Fernwood St Kilda 203 Fitzroy Street (opposite Junction Oval) ST KILDA , VIC, 3182 P: +61 3 9534 8088 E:</p>

<ul style="list-style-type: none"> • Virtual FIIT30 • Food Coaching Sessions • Master Personal Training Sessions • Reformer Pilates Sessions 	
<p>Downgrade Email</p> <p>This will be sent to members when they downgrade their membership and remove a clip card component.</p> <p>Which recurring clip card subscriptions will trigger this email?</p> <ul style="list-style-type: none"> • Personal Training Sessions • FIIT30 Sessions • Outdoor Bootcamp • Virtual FIIT30 • Food Coaching Sessions • Master Personal Training Sessions • Reformer Pilates Sessions 	 <p>Dear Mark,</p> <p>Your request to stop Personal Training Sessions has been approved. Your membership has been updated to reflect this update.</p> <p>Please note, this cancellation does not impact your Fernwood membership, and you can continue to attend your home club as per your membership agreement.</p> <p>We hope to see you in the club soon!</p> <p>From the team at Fernwood St Kilda</p> <p>Fernwood St Kilda 203 Fitzroy Street (opposite Junction Oval) ST KILDA, VIC, 3182 P: +61 3 9534 8088 E:</p> <p style="text-align: right;">✉</p>

**MyFernwood Online
Subscription Cancellation**

This is sent when a person cancels their subscription to the MyFernwood Online membership.



Hello Mark,

Your MyFernwood Online membership has been cancelled. This means you will no longer be able to access all the delicious recipes, fabulous workouts and mindful meditations on MyFernwood.

If you would like to rejoin MyFernwood at any time, please get in touch! We'd love to welcome you back.

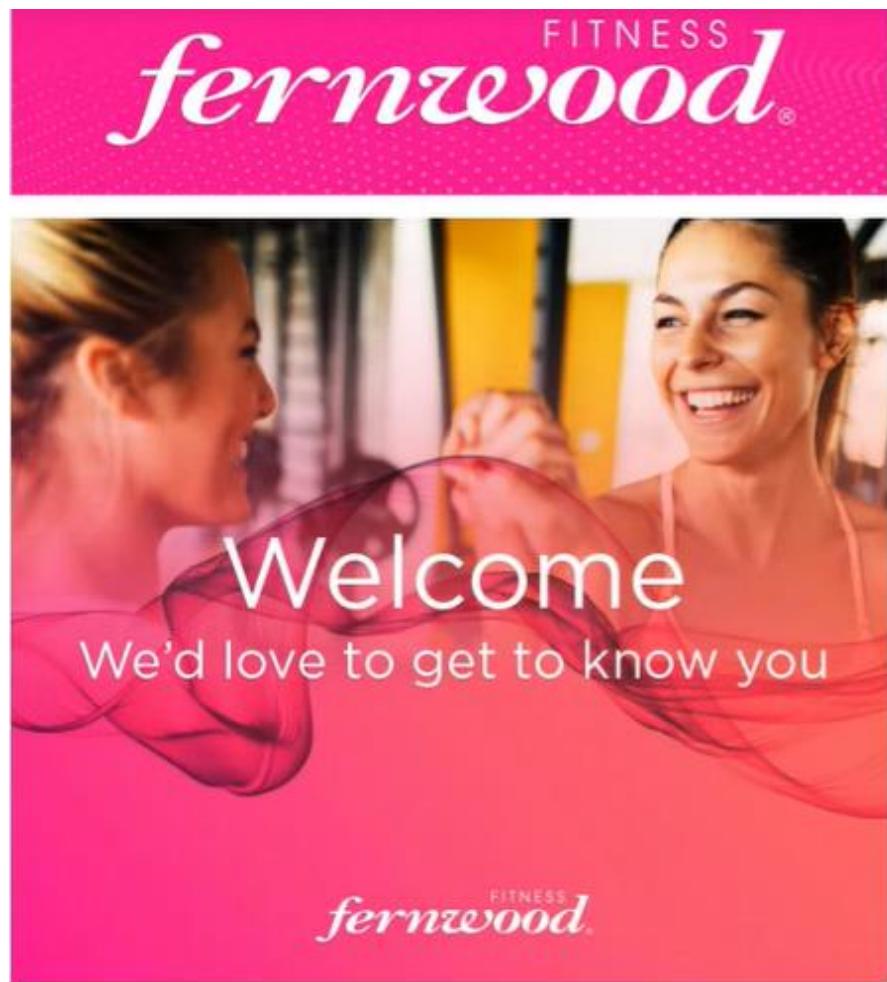
From the team at Fernwood St Kilda

Fernwood St Kilda
203 Fitzroy Street (opposite Junction Oval)
ST KILDA, VIC, 3182
P: +61 3 9534 8088
E:

GTKYF Email

This will be sent out to any lead when they are booked into a sales appointment via the CRM.

When the lead clicks on Take Questionnaire, it will take them through to the online webpage to complete the Getting to Know You Form. Once answers are completed they will load into the members profile in Exerp for clubs to review the answers.



Dear Mark ,

Thanks for making an appointment with Fernwood St Kilda.

We're so excited to welcome you to the Fernwood community and can't wait to show you around the club!

Before you come in for your appointment, please fill out this short questionnaire to help us get to know you a little better.

It only takes a few minutes (promise!) and helps us tailor your Fernwood experience to your individual health and fitness needs.

[Take Questionnaire](#)

Thank you again and we look forward to seeing you in club.

The Fernwood team

Empower Welcome Email
This welcome email is sent out to all members or non-members when they sign up to the Empower program.



Hi Mark,

Welcome to Empower Online, the Fernwood Wellness Program designed especially for women, by women.

To access the Empower Online content, you will need to create your account.

[Create your account here](#)

Once you've created your account, take some time to watch the welcome video below and read through the introduction page of the Empower website to help you prepare for the next six weeks and start to explore why you're here. There are also a few important details on the pre-program activities.



[Log in to Empower](#)

Once you've completed the pre-program activities, it's time to start familiarising yourself with all the empowering content we'll be running through in the first week.

As you read through the Week 1 content, start to explore some of the foundations of positive mental health and general wellbeing, including emotional intelligence, mindfulness and intention setting.

	<p>Don't forget to download your program eJournal and start familiarising yourself with the own time activities. Be sure to download and complete both the Emotional Intelligence and Personal Wellbeing Index questionnaires before your first live webinar workshop (you will find these links on the introduction page of the website). These activities are just for you; you won't be sharing your answers with anyone else (unless of course you want to).</p> <p>That's about all you need to know before we begin. We'll chat to you really soon in week one's webinar workshop!</p> <p>Keep an eye on your inbox and the Empower Facebook Group for the webinar links to join each week.</p>  <p>Membership Terms and Conditions</p> <p>Privacy Policy</p>
Trial Welcome Email This will be sent to any new trial member once their trial is processed in the system. This will go out for 7-day, 14-day and 30-day trials. This will include their Trial Agreement which includes their dates etc.	TBC
Trial Ending SMS This will go out to anyone on a trial, 1 day before their trial is about to end. SMS will read:	"Hi Mary – your Fernwood trial ends tomorrow. Keep those feel-good endorphins flowing – become a member today!"
Appointment Reminders Sales Appointment SMS – 24 Hours before the sales appointment	"Hi Mary. A quick reminder that your appointment at Fernwood Mitcham is today @10:30am. We cannot wait to see you in club soon. Thanks!"