



[AUTOMATION STARTER KIT]

NO MORE MISSED OPPORTUNITIES



AUTOMATION FLOW #1: NEW PROSPECTS LEAD NURTURE.

One of the most common ways in our digital world to get new prospects and leads is through a website form where someone would input their email address with your business. Of course, this might be in exchange for something free like a newsletter or first class free, but this is a human's digital way of effectively saying "Hi there! I think you're doing something interesting and I want to know more!"

If someone walked up to you and said that, you might be a little confused but ultimately, you'd say something like "Thank you. Here's a good way to stay in touch with me," and that's exactly what this automation flow should do for you.

A SAMPLE FLOW FOR PROSPECTS MIGHT LOOK LIKE:

- Day 1:** Welcome email. In this message you would say something along the lines of, thanks for submitting your email with us, here's who we are as a business and the deals/ offers we have at the moment.
- Day 3:** Check-in communication. In this message you would reach out if clients haven't bought anything yet and/or haven't been to your business yet. Provide a friendly reminder to them that they expressed interest in you and offer to help them get booked.
- Day 7:** End of 1st week check-in. In this message place your lowest cost offer/ deal in front of the interested prospect so they could experience your business with minimal commitment and cost.
- Day 14:** End of 2nd week check-in. In this message you'd really want to take a more heart-felt style of communication with them because, it would have been great to meet them but something might not be working for their schedule right now, they might have found something else, etc. but start to end the conversation and let them know where to find you if they are interested in your services again.

AUTOMATION FLOW #2: THE NEW CLIENT JOURNEY.

If you offer a New Client Special or what we call, an Intro Offer, that is the next best way to utilize automation flows so you can ensure communications are going on in a timely manner but also helping to educate and welcome these new clients.

A SAMPLE FLOW FOR A 2 WEEK UNLIMITED DEAL MIGHT LOOK LIKE:

- Day 1:** Thanks for your purchase communication. In this message you should go above and beyond with the client to welcome them and clearly communicate any New Client perks clearly.
- Day 3:** Behavior based communication. If the client hasn't been in, encourage them to do so and truly support them. If the client has attended, continue to encourage them to get the most out of their offer with your business.
- Day 7:** End of week 1 communication that is behavior based. If the client hasn't been very active with their offer, keep encouraging them to get the most out of it. If the client has been utilizing the intro offer, support them, encourage them, and have them start thinking about the next steps when this offer does end.
- Day 10:** Pure encouragement. If you have the opportunity to share a previous client's story that did the same intro offer and made significant progress towards their personal goals, highlight them. Why? Because you want to help your new clients see themselves achieving success and making plans to keep up the good work.
- Day 12:** Next steps communication. If possible, try to communicate the next best steps to clients based on their Intro Offer utilization so that way you are personalizing the experience for each client and truly giving them the best options.
- Day 14:** Last day on offer communication & next steps recap. In this two week scenario, day 14 would be the last day and in this communication you want to congratulate them for participating in the offer and continue to support them in their next steps.

AUTOMATION FLOW #3: CLIENT RE-ENGAGEMENT.

This is an important type of campaign to plan around your unique pricing offers so you can try to catch clients when their utilization drops but before they are lost all together.

NOW THIS TYPE OF A CAMPAIGN IS HIGHLY UNIQUE SO WE'LL HIGHLIGHT SOME KEY GROUPS OF CLIENTS TO FOCUS ON FOR RE-ENGAGEMENT.

- Clients that have purchased an Intro Offer and utilized the offer but have not bought anything else within 3 days of that offer expiring.
- Clients that have a membership but haven't been in to utilize that membership in 7-10 days.
- Clients that have displayed a drop in utilization - an example might be when a client has attended less than 4 times in the last month.

The LoopSpark logo features the word "Loop" in blue and "Spark" in orange, with a small orange star above the "a" in "Spark".

"LoopSpark has been at the core of our sales strategy for the last year and a half, and I can't imagine life without it."



"It's legit like having an AI personal assistant that WORKS!"

