



## Auto-Email Examples / Templates

**\*To manage emails in Mindbody log in under an owner or manager log in.**

### **General Adjustments:**

Go to Manager Tools (top right area) > in the Communications and Marketing section select Auto Emails > from the drop down select the appropriate email. Be sure the enable box is selected to make the email active.

### **To Adjust who Receives an Email:**

Go to Manager Tools > Pricing Options > Select appropriate pricing option > scroll to the bottom Auto Emails > check the boxes for desired emails > adjust delivery times based on preference

\*Note: unlimited passes will only require time running out auto emails whereas limited passes will usually use visit count remaining low, but if your numbered passes also have an expiry date you may additionally select time running out options for these passes.

### **Special Notes: Business Mode vs Consumer Mode**

Business Mode indicates an email as a result of an action on the business (employee) side of the action (eg. Registering via paper in the business for the first time, and the employee enters the new student in to the system).

Consumer Mode indicates an email sent as the result of an action on the part of the client (eg. A client preregisters online prior to entering the business).

## New Client / Welcome Email (Business/Consumer Mode)

<STUDIOLOGO>

Welcome <CLIENTFIRSTNAME>, to <STUDIONAME>! Thank you for your registration. We are excited to have you as a new student to our studio.

The numerous benefits of a regular yoga practice are tremendous and may include: Weight optimization, relief from chronic ailments, improved range of motion, increased strength, and just gal darn great feeling mind and body!

If you haven't grabbed an intro pass yet be sure to do so asap! **Get 1 month of unlimited Yoga for only \$39.** [Click here to grab your 1 month pass now!](#) *\*\*(hyperlink these to your intro pass)\*\**

Before your first class check out the [Newbies page on our website.](#) *\*\*(link to your new student section of your webpage)\*\**

For future reference don't forget about your username and password. You can use these to pre register for classes, get free access to our phone app, and make purchases online.

Your Username is <CLIENTEMAIL>

To change or update your password (as in you've forgotten already!) go here <PASSWORDLINK>

See you in the yoga room,  
The <STUDIONAME> Crew  
Web: <STUDIOURL>  
Phone: <STUDIOPHONE>

## First Visit Email (Reservation)

\*(First Visit (appointment) – only for appointment based businesses, not class/reservation based)

<STUDIOLOGO>

Hey <CLIENTFIRSTNAME>,

Congratulations on your first class with us! We truly hope that you enjoyed your experience and felt amazing after. A regular yoga practice will change your life in the most wonderful ways. Benefits include: stress relief, increased energy and focus, improved muscle tone, weight loss, relief of chronic joint and back pain, and a radiant sense of well-being. **The more you practice the better it feels and the better YOU feel.**

\*\*(For Hot Yoga)\*\*

If you felt overwhelmed by the heat or experienced dizziness, headache or nausea during or after the class, don't be alarmed. This can be normal when you're acclimating to the environment and cleansing your body of toxins. These sensations will go away as you continue to practice. Practicing yoga in a heated room reveals to us our present condition and inspires us to take much better care of ourselves. **Be sure to hydrate well and take your next class as soon as possible!** The highly trained teachers of our studio are here to help you succeed so be sure to speak with them about your experiences and ask any questions that come up.

*If for some strange reason you opted out of our Intro Pass... huh?! Here's another chance to jump on board and really start getting the tremendous benefits that come from practicing yoga with us, and that you deserve!*

### **Intro Special - \$39 for 1 month unlimited**

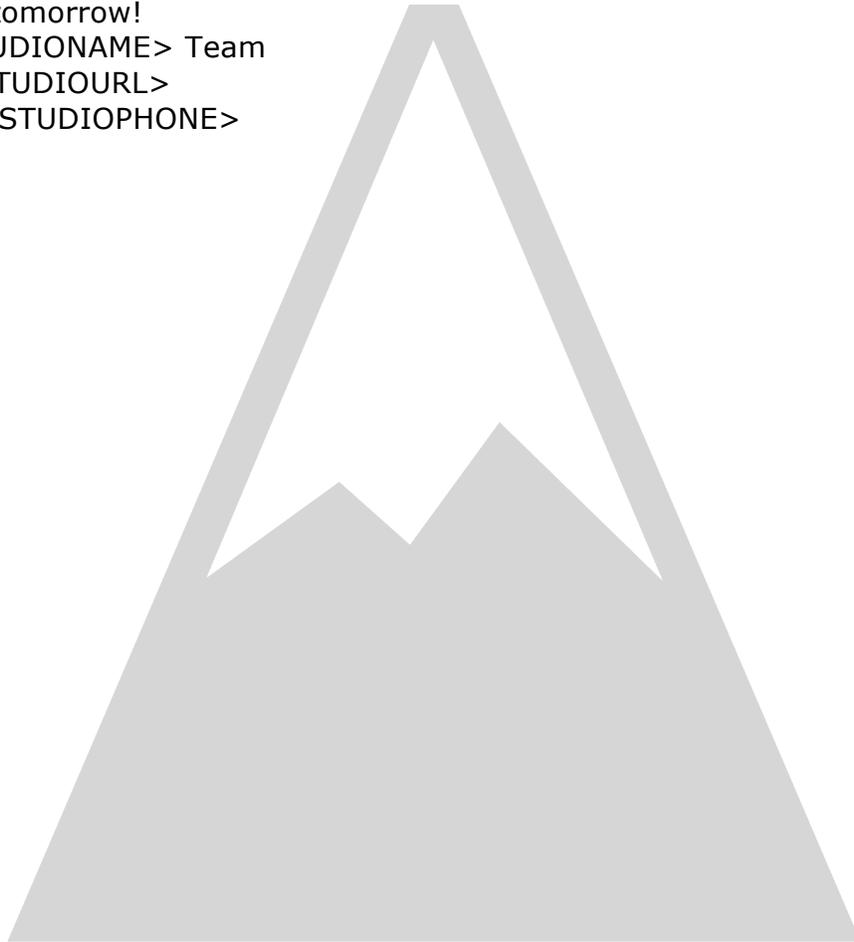
[Grab it online here](#) *\*\*(link to your intro pass)\*\** or simply [give us a shout](#) *\*\*(link to the contact section of your webpage)\*\**. For the price of 2 drop ins, this is the most cost effective way to try Nomad Yoga. Get buff, get grounded, get fit, get calm, whatever you're looking for, yoga can help you find it.

**If you've already purchased the Intro Special**, good for you! You have 30 days to experience the incredible benefits of Nomad Yoga for yourself. **If you practice even just 2 times per week, be sure to sign up for one of the Crew packages before your Intro expires and get sweet PERKS and a BIG DISCOUNT!** We'll be in touch, or stop by the front desk to get more details on the special Newbie Deals available to you only during your Intro Month.

You can always learn more by visiting us at <STUDIOURL>. Be sure to sign up for [Perkville](#) to earn points and redeem them for awesome swag at the studio and download the [Nomad Yoga Studio App](#) **\*\***(link to your app if you have one)**\*\*** for your smart phone!

If you have any suggestions, comments, or requests about future services, then please let us know. New clients are very important to us. We deeply appreciate your willingness to try <STUDIONAME> and encourage you to visit our website and come back to see us in person.

See you tomorrow!  
The <STUDIONAME> Team  
Web: <STUDIOURL>  
Phone: <STUDIOPHONE>



## Series Notification – Time Running Out (General)

**\*Note: This version is useful when sending to ALL of your time related passes.**

<STUDIOLOGO>

Hi <CLIENTFIRSTNAME>,

Your <PRODUCTDESCRIPTION> from <STUDIONAME> expires on  
<EXPDATE>!

We hope you were able to take full advantage of your pass and experience the benefits of practicing yoga such as decreased stress, better sleep, increased flexibility, strength and so much more.

If you like what you've experienced so far, right now is the time to keep committing to your health and wellness with Nomad Yoga Studio. Check out our class tuition options at <STUDIOURL>, contact us by phone at <STUDIOPHONE>, or stop by the front desk to chat about how to keep getting the most out of your yoga practice!

It is our mission to help you become a healthier and happier version of yourself with the practice of yoga and we hope you enjoyed being part of our crew. We appreciate your willingness to give us a try and hope to see you in the yoga room. If you have any questions or concerns, let us know.

Thank you!

The <STUDIONAME> Crew  
Web: <STUDIOURL>  
Phone: <STUDIOPHONE>

## Series Notification – Time Running Out (Intro Specific)

**\*Note: This version is useful when specifically targeting your intro pass clients and would NOT go out to all expiring passes. This requires that only your intro pass(es) have the time running out email(s) check boxes selected and that ALL OTHER PASSES MUST HAVE THE TIME RUNNING OUT CHECK BOXES LEFT UNCHECKED. This allows for a more customized message and special discounting to be offered to intro students during the intro pipeline.**

<STUDIOLOGO>

Hi <CLIENTFIRSTNAME>,

Your <PRODUCTDESCRIPTION> from <STUDIONAME> expires on <EXPDATE>!

First of all, thanks for giving Nomad Yoga Studio a try! I am dropping you a line to check in and see how your experience on our Introductory offer is going? And to also let you know about discounts we have available before your intro expires. We hope you enjoyed your classes and that you experienced the benefits of practicing yoga such as decreased stress, better sleep, increased flexibility, strength and so much more. If you have any feedback, questions, or concerns, don't hesitate contact us.

**THE BEST DEAL:** Get our [monthly unlimited yoga membership](#) for only \$65 per month (regular price \$80 per month) if you sign up before your intro offer expires! **Pay only \$7.50 per class** if you attend two times per week, less if you attend more. This is the most cost effective way to pay for your yoga and we only ask for a 3 month minimum commitment.

If you prefer to pay per class, get 10% off the [5-pack](#) (\$72 instead of \$80) or the [10-pack](#) (\$126 instead of \$140), which have a one year expiration. You'll pay only \$13-14 per class with these options.

If you like what you've experienced so far, right now is the best time to keep committing to your health and wellness with yoga. [You may sign up online clicking the links above, give us a call, or stop by the front desk.](#)

It is our mission to help you become a healthier and happier version of yourself with the practice of yoga and we hope you enjoyed being part of our oasis. We appreciate your willingness to give us a try and hope to see you on the mat. If you have any questions or concerns, let us know.

The <STUDIONAME> Crew

Web: <STUDIOURL>

Phone: <STUDIOPHONE>

## Series Notification - Visits Remaining Low

**\*Useful for number of sessions, such as 10 class passes. Schedule this email to be sent with at least 3 classes remaining, and potentially again at 1 class remaining.**

<STUDIOLOGO>

Hi <CLIENTFIRSTNAME>,

This is a notification that your <PRODUCTDESCRIPTION> has <REMAINING> visits left. We hope you've enjoyed your classes and experienced the benefits of practicing yoga such as decreased stress, better sleep, increased flexibility, strength and so much more!

If you like what you've experienced so far, right now is the best time to keep committing to your health and wellness with yoga. Please visit <STUDIOURL>, check out our [Online Store](#) or stop by the studio soon to learn more about how you can continue to change your life with Nomad Yoga.

We'd love to hear about your experience and discuss any questions or concerns you may have by email, phone, or in person.  
Thank you!

The <STUDIONAME> Crew  
Web: <STUDIOURL>  
Phone: <STUDIOPHONE>