

---

# Lead Follow-Up Script Pack

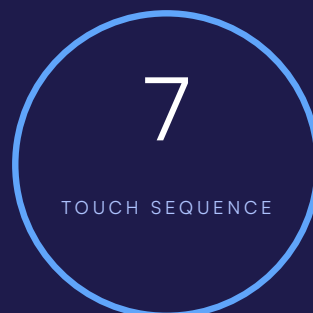
The 7-touch sequence that turns "maybe later" into "let's start"

BRIXFIT

A free playbook by BrixFit

Built for online and hybrid fitness coaches

[brixfit.app](https://brixfit.app)



## Introduction

Most coaches lose leads not because the lead wasn't interested, but because the follow-up stopped too early. Research consistently shows it takes multiple touches to convert a cold lead — yet most coaches give up after one or two messages. This pack gives you all seven touches: timing, channel, and the exact words to send.

## THE CASE FOR SPEED

## Why Speed + Persistence Win

Two numbers decide whether a lead becomes a client.

The 5-minute rule. A lead contacted within 5 minutes of enquiring is dramatically more likely to convert than one contacted after an hour. They are thinking about their fitness goal right now — in an hour, life takes over. Set up instant lead notifications so your phone pings the second a form is submitted, and send Touch 1 immediately.

The 7-touch rule. Most sales happen between the 4th and 7th contact, but most coaches stop at 2. Every touch below has a different angle — you are never "just following up." You are adding value, removing doubt, or creating a reason to act now.

## TIP

Read the BRIXO AI lead brief before every call or important message. Walking in knowing their goal, struggle, and budget signals turns a generic pitch into a personal conversation.

## THE SEQUENCE

## The 7-Touch Sequence at a Glance

### 7-Touch Sequence

| Touch | Timing           | Channel          | Angle                  |
|-------|------------------|------------------|------------------------|
| 1     | 5 min after lead | WhatsApp/message | Fast personal welcome  |
| 2     | 3 hours later    | WhatsApp/message | Booking nudge          |
| 3     | Next morning     | WhatsApp/message | Value + question       |
| 4     | Day 3            | Message/email    | Free value (tip/audit) |
| 5     | Day 5            | WhatsApp/message | Social proof           |
| 6     | Day 8            | Message          | Breakup or close       |
| 7     | Day 14           | WhatsApp/message | Re-engagement          |

## Touch 1 — 5 Minutes After the Lead (WhatsApp/message)

Goal: Strike while the intent is hot. Be human, not a bot.

"Hey [Name]! This is [Your Name], your fitness coach. Just saw your enquiry — love that your goal is [their goal from the form]. Quick question so I point you right: what's been your biggest struggle with [goal] so far?"

If they reply: Have a real 3-4 message conversation, then move to booking: "This is exactly what I help with. Want me to map this out properly on a free 15-min call? Here's my calendar: [booking link]."

If they don't reply: Move to Touch 2 on schedule. Don't double-send.

## Touch 2 — 3 Hours Later (WhatsApp/message)

Goal: Catch the ones who got distracted. Short and easy to answer.

"Hey [Name], circling back — did my last message come through? If a call feels like too much right now, just reply with your main goal in one line and I'll send you my honest take on your best first step. No pitch, promise."

## Touch 3 — Next Morning (WhatsApp/message)

Goal: Add value and ask a question that restarts the conversation.

"Morning [Name]! Quick thought for your [goal]: most people I work with struggle with [common struggle for their goal] — the fix is usually [one specific tip], not what Instagram says. What's your current routine looking like?"

### TIP

This message works because it's specific to THEIR goal (use the AI brief), not generic fitness advice. Specificity is what gets replies.

## Touch 4 — Day 3, Free Value (Message/email)

Goal: Prove your coaching quality with zero ask. Give something genuinely useful.

"Hey [Name], I put together a quick [2-min video / one-page checklist] on [their specific struggle] — thought of you when I made it: [link]. No strings attached. If you want me to personalise it for your situation, that's what the free call is for: [booking link]."

What to send: A short loom video, a one-page PDF, or a voice note walking through their struggle. Ten minutes of your effort; massive trust earned.

## Touch 5 — Day 5, Social Proof (WhatsApp/message)

Goal: Show them someone like them who got results.

"Hey [Name], wanted to share this — [Client Name] came to me with the exact same struggle ([brief detail]). [X weeks] later: [specific result]. Here's what they said: '[one-line testimonial]'. If you want the same roadmap, let's talk: [booking link]."

Rules: Only use real clients with permission. One specific result beats ten vague claims. Never invent testimonials.

## Touch 6 — Day 8, Breakup or Close (Message)

Goal: Force a decision. The "breakup" email is the highest-replying message in the sequence because it removes pressure.

"Hey [Name], I'll be honest — I've reached out a few times and I don't want to be that annoying coach. So this is my last message: if [goal] is still a priority, reply YES and I'll send my calendar link. If the timing's wrong, reply LATER and I'll check back in a month. Either way, no hard feelings — I just don't want you stuck where you are."

If YES: Send the booking link immediately + read the AI brief before the call.

If LATER: Tag them for long-term nurture (below) and stop the sequence.

If no reply: Move to Touch 7.

## Touch 7 — Day 14, Re-Engagement (WhatsApp/message)

Goal: One last pattern-break. New angle, new reason to reply.

"Hey [Name], quick one — I'm opening [2-3] spots for [month] and thought of you before I post publicly. If [goal] is still on your mind, want one? [booking link]. If not, all good — I'll stop here."

### TIP

After Touch 7, STOP the active sequence. Continuing to message someone who never replies burns your reputation. Move them to nurture.

## After 7 Touches — Long-Term Nurture

Not every lead is ready now. Nurture keeps you top-of-mind until they are.

- Tag the lead "Nurture" in your pipeline — separate from active leads

- Send ONE value message per week: a useful post, a client win, a quick tip related to their goal. No pitch.
- Invite them to every free challenge, webinar, or live Q&A you run
- Check the AI brief quarterly — if their situation changes (new goal, new struggle), that's your reason to re-engage personally
- Leads in nurture convert in month 2-6. This list becomes your most profitable asset over time.

## Nurture System

- ☐ Non-responders tagged "Nurture" after Touch 7, not deleted
- ☐ One value message per week scheduled
- ☐ Added to next challenge invite list automatically
- ☐ AI brief re-checked before any re-engagement message
- ☐ Converted nurture leads tracked separately to measure the real ROI

## RUN IT IN BRIxFIT

# Running It in the BrixFit Pipeline

The sequence only works if no lead slips through. Run it on your pipeline, not your memory.

- Pipeline stages: New > Contacted > Engaged > Call Booked > Proposal Sent > Won / Lost / Nurture. Every lead sits in exactly one stage.
- Follow-up reminders: Set a reminder on every lead for the next touch date. When Touch 3 is done, the reminder for Touch 4 is already set.
- Lead views: Use Board view for the daily overview, List view for working through today's touches, Grid view for spotting stuck leads at a glance.
- Speed: Instant lead notifications mean Touch 1 goes out in under 5 minutes, every time — even when you're training a client.
- Automation: Use the n8n node to auto-create pipeline entries from new form submissions and to trigger reminder tasks. The messages stay personal and manual; the tracking stays automatic.

### TIP

Automate the tracking, never the conversation. A personal message sent 10 minutes late beats an automated message sent instantly — but a personal message sent in 5 minutes beats everything.

## WORKSHEET

# Tracking Worksheet

Review this every Monday. It shows exactly where leads are leaking.

Leads this week: \_\_\_\_\_

Touch 1 sent within 5 min (%): \_\_\_\_\_

Replies by touch (1/2/3/4/5/6/7): \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Booking calls booked: \_\_\_\_\_

Calls completed: \_\_\_\_\_

New clients from follow-up: \_\_\_\_\_

Leads moved to nurture: \_\_\_\_\_

Biggest leak in my sequence: \_\_\_\_\_

One fix for next week: \_\_\_\_\_

\_\_\_\_\_

BRIXFIT

## ABOUT BRIxFIT

# Start free on BrixFit

BrixFit is the all-in-one coaching-business platform for fitness coaches — lead CRM, coaching delivery, client progress, communication and AI assistance in one place.

**START FREE — NO CREDIT CARD**

- ✓ Lead CRM 100% free with unlimited leads (limited-time offer)
- ✓ Free plan: up to 3 active clients, no credit card
- ✓ Custom forms with conditional logic, Board / List / Grid lead views, n8n automation
- ✓ Workout + nutrition builders with 10M+ food database and 1500+ exercise library
- ✓ 5 BRI XO Lead Intel + 3 AI Health Insights free every month
- ✓ Free done-for-you migration from any platform. No lock-in.

[Start free at brixfit.app](https://brixfit.app)

Or book a free walkthrough — we will set it up with you.