

BJJ RETENTION TOOLKIT

# WELCOME EMAIL SEQUENCE

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5 Ready-to-Send Email Templates to Keep  
Students Enrolled and Coming Back

- Day 1
- Day 3
- Day 7
- Day 14
- Day 21

5 Templates • Copy & Paste Ready • English



## HOW TO USE THIS SEQUENCE

These 5 emails are designed to be sent automatically after a new student enrolls. Together they cover the **first 21 days** — the period when most students either build a lasting habit or quietly disappear.

Each email has a specific psychological purpose: building trust, resetting expectations, addressing self-doubt, reframing slow progress, and cementing community. The sequence works as a unit — don't skip emails or change the order.

**Email 1 — Day 1 WELCOME** Welcome to the Team ■

**Email 2 — Day 3 FIRST 30 DAYS** Your First 30 Days in Jiu-Jitsu

**Email 3 — Day 7 YOU BELONG HERE** You Belong Here

**Email 4 — Day 14 SMALL PROGRESS** Small Progress is Still Progress

**Email 5 — Day 21 WE'RE GLAD YOU'RE HERE** We're Glad You're Here

### BEFORE YOU START

#### 1. Replace all [Brackets]

Every [Academy Name], [Name] and [First Name] must be personalized before sending.

#### 2. Send from a real person's email

Use coach@youracademy.com, not info@ or noreply@. Parents and students engage far more with a human sender.

#### 3. Test on mobile first

Over 70% of people open emails on their phone. Preview on mobile before sending.

#### 4. Set up automation

Load these into Mailchimp, ActiveCampaign, or any CRM as an automated sequence triggered by enrollment.

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EMAIL 1 OF 5 • DAY 1 WELCOME

SUBJECT LINE

## Welcome to the Team ■

SEND WHEN

Send immediately after enrollment

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EMAIL BODY

Hey [First Name],

We're excited to officially welcome you to the academy.

Starting Jiu-Jitsu can feel exciting, intimidating, and overwhelming all at the same time — and that's completely normal.

The important thing is this:

### **You showed up.**

That already puts you ahead of most people.

At our academy, we're not just building better athletes. We're building confidence, discipline, resilience, and a strong community that supports each other on and off the mats.

### **Here's what to expect next:**

- Your first weeks are about learning and getting comfortable
- Nobody expects perfection
- Questions are always welcome
- Progress comes from consistency, not talent

### **Your only job right now:**

Keep showing up. Even on the hard days. Especially on the hard days.

We're happy to have you with us and we can't wait to watch your journey begin.

See you on the mats.

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— **Team [Academy Name]**

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### ■ INSTRUCTOR NOTE

*Send this within 1 hour of enrollment. The faster it arrives, the stronger the first impression.*

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**EMAIL 2 OF 5 • DAY 3** FIRST 30 DAYS

## SUBJECT LINE

**Your First 30 Days in Jiu-Jitsu**

## SEND WHEN

Send 2 days after the welcome email

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## EMAIL BODY

Hey [First Name],

The first month of Jiu-Jitsu is one of the most important stages of your journey.

Most beginners think: "I need to get better fast."

But the truth is:

**Your goal right now is NOT perfection. It's consistency.**

If you can focus on these 3 things during your first 30 days, you'll improve faster than most beginners:

- 1■■ Attend class consistently
- 2■■ Ask questions when you're unsure
- 3■■ Focus on learning, not winning

**Remember:**

Every black belt once felt confused too. Everyone starts somewhere. And one day, someone newer than you will feel inspired watching YOU train.

Keep going. You're doing better than you think.

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— **Coach [Name]**

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**■ INSTRUCTOR NOTE**

*This email sets the right mindset early. It prevents the most common dropout trigger: feeling like progress is too slow.*

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EMAIL 3 OF 5 • DAY 7 YOU BELONG HERE

SUBJECT LINE

## You Belong Here

SEND WHEN

Send 1 week after enrollment

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EMAIL BODY

Hey [First Name],

We wanted to send you a quick reminder:

### **You belong here.**

A lot of new students secretly wonder: "Am I good enough for this?"

### **The answer is yes.**

You do NOT need to:

- be athletic
- be flexible
- be in perfect shape
- know what you're doing

You just need the willingness to learn and improve.

Everyone in the academy started exactly where you are now.

And trust us: the hardest part is walking through the door for the first time.

### **You already did that.**

Now we build from there — one class at a time.

Keep showing up. We've got your back.

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— **Team [Academy Name]**

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#### ■ INSTRUCTOR NOTE

*This email is specifically designed to address imposter syndrome, one of the most common hidden reasons students stop attending.*

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EMAIL 4 OF 5 • DAY 14 SMALL PROGRESS

SUBJECT LINE

## Small Progress is Still Progress

SEND WHEN

Send 2 weeks after enrollment

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EMAIL BODY

Hey [First Name],

Here's something most beginners don't realize:

### **Progress in Jiu-Jitsu is hard to notice day-to-day.**

Some classes will feel amazing. Others will feel frustrating. That's normal.

### **But every class matters.**

Every drill.

Every repetition.

Every round.

Every mistake.

It all adds up.

One day you'll realize you're calmer, more confident, more disciplined, more capable — not because of one perfect class, but because you kept coming back.

So if training feels difficult right now, don't worry.

### **You are literally in the part where growth happens.**

See you at the next class. ■

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— ***Coach [Name]***

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#### ■ INSTRUCTOR NOTE

*Week 2 is statistically the highest dropout risk point. This email addresses it directly by reframing difficulty as proof of growth.*

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**EMAIL 5 OF 5 • DAY 21 WE'RE GLAD YOU'RE HERE**

## SUBJECT LINE

**We're Glad You're Here**

## SEND WHEN

Send 3 weeks after enrollment

## EMAIL BODY

Hey [First Name],

We just wanted to say something simple:

**We're genuinely happy you joined our academy.**

Jiu-Jitsu changes people. Not overnight. Not magically. But slowly, through consistency and effort.

Over time, students often notice they become:

- ✓ more confident
- ✓ more disciplined
- ✓ calmer under pressure
- ✓ mentally stronger
- ✓ physically healthier

**And the best part?**

You don't have to do this journey alone. You now have a team behind you.

So whether your goal is fitness, self-defense, competition, confidence, or personal growth — we're excited to help you get there.

**Welcome to the journey.**

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**— Team [Academy Name]****■ INSTRUCTOR NOTE**

*This closing email transitions from 'new student' to 'part of our community'. It's the beginning of long-term retention, not the end of onboarding.*

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## AFTER THE SEQUENCE ENDS

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The welcome sequence covers the first 21 days. After that, the work of retention continues. Here's a simple framework for what comes next:

### Month 1–2

Send a brief monthly update on each student's specific progress. Name concrete improvements — not just 'doing great'. Specific praise sticks.

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### Month 3

Celebrate the 3-month mark personally. This is the second major dropout window. A simple personal message can reset commitment entirely.

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### Month 6

Begin a soft renewal conversation. Students who received a strong onboarding sequence renew at significantly higher rates.

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### Ongoing

Monthly community emails: events, achievements, student spotlights. Stay present in their inbox, not just on the mat.

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***"The gym that communicates wins. The gym that stays silent loses students it never needed to lose."***