

# BJJ ACADEMY — WIN-BACK SMS SCRIPTS

Replace:

[Name]

[Academy]

[Coach Name]

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## 1. SOFT CHECK-IN (7 DAYS)

"Hey [Name], [CoachName] from [Academy]. Missed seeing you on the mats this week — everything good? Just wanted to check in 🙌"

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## 2. FRIENDLY NUDGE (14 DAYS)

"Hey [Name] — noticed we haven't seen you in class lately. No pressure at all, just wanted to remind you that even one class can help you get your rhythm back."

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## 3. REMOVE THE GUILT

"[Name], don't stress about being 'out of shape' or rusty. Literally everyone feels that way after time off. The hardest part is just coming back for the first class 🙌"

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## 4. SCHEDULE LOCK-IN (21 DAYS)

"Hey [Name], want me to save you a spot for [class day] at [time]? Sometimes having it scheduled makes getting back way easier."

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## 5. PERSONAL CONNECTION

"Hey [Name], one of the teammates asked about you this week. Mats haven't been the same without you. Hope everything's okay."

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## 6. BELT PROGRESSION REMINDER

"[Name], promotion day is coming up on [date]. You're honestly closer than you think. Would love to help you get back on track this week 🙌"

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## 7. COMEBACK CLASS OFFER

"Hey [Name], let's make your comeback class easy. First class back is completely on us — just text me the day that works best for you."

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## 8. LOW-PRESSURE OPEN DOOR

"[Name], no pressure at all — just wanted you to know the door's always open here at [Academy]. Whenever you're ready to come back, we've got you 🙌"

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## 9. TRAINING PARTNER REQUEST

"Hey [Name], we're a little short on training partners for [belt level/class] this Saturday. Would honestly be awesome to have you there."

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## 10. SMALL WIN APPROACH

"Don't worry about getting back to your old level right now, [Name]. Just focus on one class. One class turns into momentum."

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## 11. COMPETITION / EVENT LEVERAGE

"[Name], we've got a fun event/open mat coming up this week. Would be great to see you back around the team again."

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## 12. FINAL WIN-BACK MESSAGE

"Hey [Name], I know life gets busy sometimes. Just wanted to say we appreciate having had you at [Academy]. If you ever want to train again, your spot's still here 🙌 — [CoachName]"