

Email #1 Shhh... something's coming

Hi {{ subscriber.parentfirstname | default: "there" }},

We've got something special coming your way...
Check your inbox tomorrow at 10:00am :-)



{{ snippets.signature }}

Email #2 Here's your gift

Hey {{ subscriber.parentfirstname | default: "there" }}

Firstly, I'd like to thank you so much for your interest in Collingwood School of Dance. To say thanks, we have a special gift for you...

The **Ultimate Dance Pass** allows your child to come to our studio and try out up to 5 different dance styles that they might be interested in joining. Please note: we only offer 1-2 dance styles for ages 0-4.

We only have 40 Ultimate Dance Passes available on a first come first served basis, and this offer closes in 3 days. If you receive an error message when you click on the link below, that means that either our passes are gone, or the offer has expired.

We also have a new and super easy way to book in for the Ultimate Dance Pass.

Simply click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #3 All I can say is 'WOW'

Hi {{ subscriber.parentfirstname | default: "there" }}

I love having 'wow' moments! This afternoon I had one of those moments.

I logged in to see how many students have booked in for the Ultimate Dance Pass and two things shocked me!

Thing 1: Almost half the passes have already been used to book in for trial classes!!

Thing 2: I see a few students signed up that inquired about classes over 2 years ago, but never came in! - So excited to finally meet you in person :-)

When we switched over to this new trial booking system, I knew parents would love it, because it's so simple to use, and can be done right on your phone.

Just click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

If your child wants to come and try dancing, we still have 23 Ultimate Dance Passes left.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

I also wanted to pass along a PDF of our **Vision and Values at CSD**. [Click here](#) to learn more about them now.

Do you have any questions? Simply reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm, and we'd be happy to help!

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #4 Why?

Hey {{ subscriber.parentfirstname | default: "there" }}

My vision and focus for our students at CSD is very different from other dance studios. If you'd like to hear more about it, click the video below:



We've only got 16 **Ultimate Dance Passes** left, and tomorrow is the last day you can use one to book in for up to 5 free trial classes at CSD.

To book in for classes using your Ultimate Dance Pass just:

1. Click on the link below
2. Select your child's age and the class they want to try
3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[**==> Click here to book in for classes with your Ultimate Dance Pass**](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can forward this email to a friend so they can use it.

Email #5 Watch these dance styles

Hi {{ subscriber.parentfirstname | default: "there" }}

Today is the *LAST* day to book in for trial classes using your **Ultimate Dance Pass**!

Click the video below to see a preview of all the different dance styles we offer for each age group at CSD:



To book in for the **Ultimate Dance Pass** click on the link below, select your child's age and the class they want to try. Choose a day over the next week or two that works for your family, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the details you'll need before coming in.

[**==> Click here to book in for classes with your Ultimate Dance Pass**](#)

Have a question? Simply reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm, and we'd be happy to help!

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #6 Time's almost up

Hey {{ subscriber.parentfirstname | default: "there" }}

Less than 12 hours to go until the **Ultimate Dance Pass** expires.

Our regular trial fee is \$20 per class... so you can save up to \$100 by using your **Ultimate Dance Pass** to book in for up to 5 trial classes.

To book in for classes using your Ultimate Dance Pass just:

1. Click on the link below
2. Select your child's age and the class they want to try
3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

[==> Click here to book in for classes with your Ultimate Dance Pass](#)

If you have any questions, we're happy to help! Just reply to this email, give us a call, or stop in Monday to Friday 11am to 3pm, or Monday, Tuesday or Thursday 4:00-6:30pm.

Hope to see you at the studio!

{{ snippets.signature }}

P.S. If {{ subscriber.childname | default: "your child" }} doesn't want to use the Ultimate Dance Pass, you can pass this gift onto a friend by forwarding this email to them.

Email #7 Last chance

Hi {{ subscriber.parentfirstname | default: "there" }}

Are you interested in an **Ultimate Dance Pass** so {{ subscriber.childname | default: "your child" }} can try us out?

I haven't seen {{ subscriber.childname | default: "your child" }}'s name on the list yet and today is the last day to get the **Ultimate Dance Pass**.

This gift expires tonight at midnight.

To book in for classes using your Ultimate Dance Pass just:

1. Click on this link: [==> Click here to book in for classes with your Ultimate Dance Pass](#)

2. Select your child's age and the class they want to try

3. Choose a day over the next week or two that works for you, and book in - it's that easy!

No payment or credit card information required! We'll send you a confirmation email with all the info you'll need before coming in.

Is {{ subscriber.childname | default: "your child" }} no longer interested in dance? Feel free to forward this email onto a friend that might be interested instead :-)

Hope to see you at the studio!

{{ snippets.signature }}

P.S. [Click here to book in for classes with your Ultimate Dance Pass](#)