THE 2–4 WEEK SERIES FUNNEL

The Curated Play

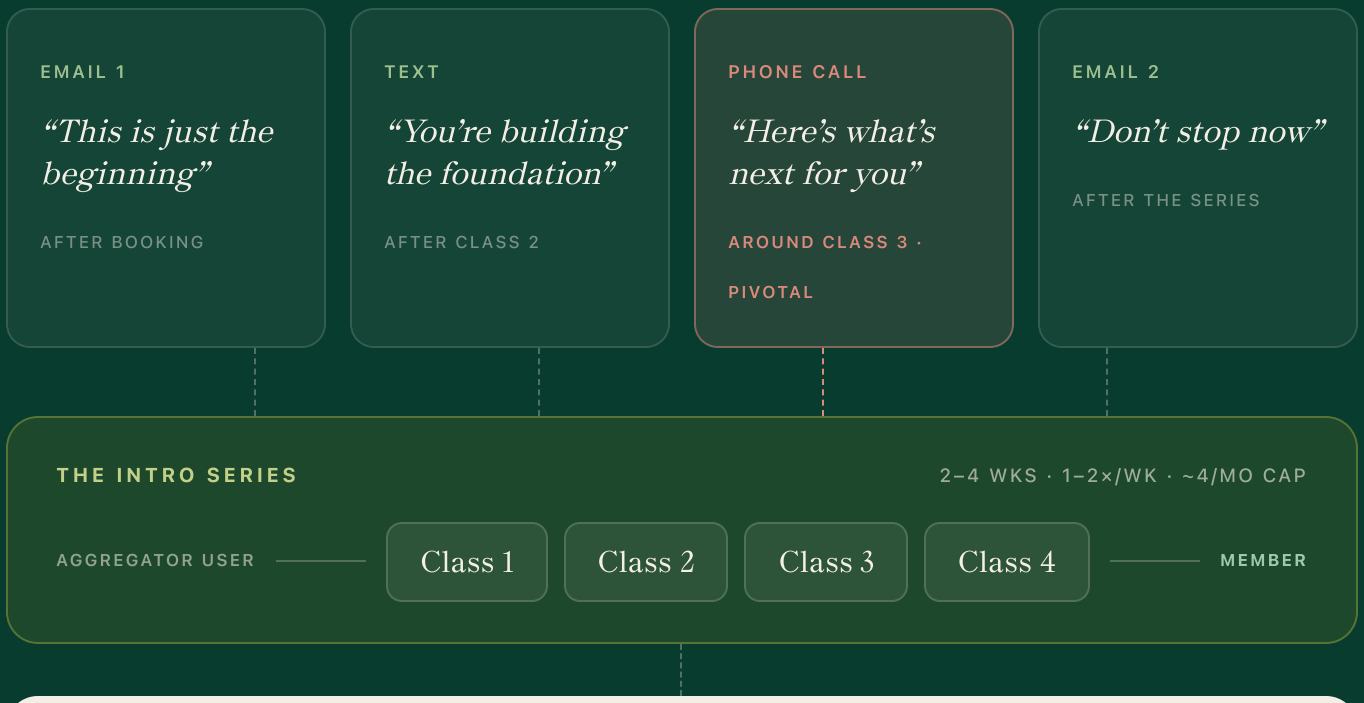
Turn every aggregator user into a top-of-funnel lead — and let your intro series do the converting, in the room.

The intro-series funnel, the four-touch communication sequence, and every script — emails, text, phone call, and the in-class intro and outro.

The play at a glance

The whole system on one page: four light communications framing the journey, the 2–4 week series they're attached to, and the in-class conversion event underneath.

FOUR COMMUNICATIONS FRAME THE JOURNEY



THE CLASS IS THE CONVERSION EVENT

Underneath every message, in every session, the instructor surfaces three things:

- What it takes to become a member
- The next steps to take
- What comes after the series

The phone call sits in coral because it's the pivotal touch, timed to the Class 3 momentum peak. The pages that follow break down every piece.

How the curated play works

The curated play is one variation of the Embed strategy: instead of leaving the aggregator, you point it at a single, deliberate job and wall off everything else. Here, that job is your introductory series.

You expose **only your intro / beginner classes** to the aggregator and keep your signature classes, star instructors, and prime-time direct-only. Every aggregator user who books an intro class becomes a top-of-funnel lead — and the 2–4 week series is the funnel that carries them toward membership.

THE ONE IDEA THAT MAKES IT WORK

The class IS the conversion event

You don’t convert people with emails *around* the class. You convert them *in* the class. The series is a real in-studio conversion funnel, and every session surfaces three things: what it takes to become a member, the next steps to take, and what comes after the series.

The supporting messages (email, text, phone) frame the journey; the room closes it.

WHY THE 2–4 WEEK SHAPE

> Most aggregators cap a user at about four visits per studio per month. The series is paced to fit inside that cap — 1–2 sessions a week across 2–4 weeks — so a motivated user naturally reaches the point where continuing means coming direct. **The structure does the nudging for you.**

The series funnel

The aggregator stocks the top of the funnel; the studio converts in the room.



Every aggregator user who books an intro class enters the same funnel.

THE CLASS IS THE CONVERSION EVENT

In every session, the instructor talks about:

01 What it takes to become a member

02 The next steps to take

03 What comes after the series

A user discovers you through an intro class, moves through the 2–4 week series, and — carried by the in-class conversion events and the message sequence — converts to a member, who then unlocks everything you kept direct-only.

The communication sequence

Four touches around the series, plus the in-class scripts at every session. Every message carries one frame: *this is just the beginning.*

TOUCH	WHEN	THE FRAME	CHANNEL
Email 1	After booking	*"This is just the beginning"*	EMAIL
Text	After Class 2	*"You're building the foundation"*	SMS
Phone call	Around Class 3	*"Here's what's next for you"*	PHONE
Email 2	After the series	*"Don't stop now"*	EMAIL
Intro & outro	Every session	*"The class is the conversion event"*	IN PERSON

The phone call (around Class 3) does the heaviest lifting — it's timed to the momentum peak, when *"what's next?"* feels exciting rather than pushy. The emails and text set it up; the in-class scripts close it.

THE STOP POINT

The moment someone joins as a member, stop the sequence and move them to a warm welcome. The asks end the second they say yes.

TOUCH 1

EMAIL · AFTER BOOKING

Touch 1 — Email (after booking)

EMAIL

Subject: You're in — and this is just the beginning

Hi [Name], welcome — we're so glad you booked into [INTRO SERIES]. One thing to know going in: this series isn't a one-off. It's the first chapter.

Over the next few weeks you'll learn the foundations, find your footing, and get a real feel for how we do things here — and after just 2–4 sessions you'll be ready for everything that comes next: [advanced classes / signature formats / the full schedule].

Think of these first classes as base camp. The climb is the fun part, and you're already on it. Come a few minutes early to your first class and say hi — we'll show you around. See you soon.

TOUCH 2

SMS · AFTER CLASS 2

Touch 2 — Text (after Class 2)

SMS

"Hi [Name], it's [Your name] from [Studio] — you're crushing [INTRO SERIES]! What you're building right now is exactly what sets you up for [advanced / next-level classes]. This is the foundation everything else is built on. Keep it going — and grab me after your next class, I'd love to show you what's next for you."

TOUCH 3 · THE PIVOTAL TOUCH

PHONE · AROUND CLASS 3

Touch 3 — Phone call (around Class 3)

The pivotal touch, timed to peak momentum. Keep it warm — you're a guide naming their progress, not a closer.

OPEN

"Hi [Name], it's [Your name] from [Studio] — got a quick minute? I'm calling because I've loved seeing you in [INTRO SERIES], and I want to talk about what's next for you."

NAME THE PROGRESS

"You've really found your rhythm these last couple of weeks — that's exactly what this series is built to do. It's the foundation."

FRAME THE BIGGER PICTURE

"Here's what I want you to know: this was always meant to be the beginning, not the whole thing. The people who get the most out of this place keep going after the series — into [advanced classes, the community, the full schedule]. The natural next step is becoming a member."

MAKE IT EASY

"I'd love to help you keep the momentum so you don't lose what you've built. Can I walk you through what membership looks like? It's [the same as / less than] what you're paying now, and it opens up everything."

CLOSE

"Want me to set you up so your last series class rolls right into your membership?"

Objections. *Flexibility:* as a member you get a guaranteed spot and can come as often as

TOUCH 4

EMAIL · AFTER THE FINAL CLASS

Touch 4 — Email (after the final class)

EMAIL

Subject: You finished the series — now the real fun begins

Hi [Name], you did it — you completed [INTRO SERIES]. Take a second to notice how far you've come from day one.

Here's what we hope you feel: this was never the finish line. It was the foundation. You now have everything you need to step into [advanced classes / signature formats / the full studio], and we'd hate to see you stop right when it gets good.

Becoming a member is how you keep going — your spot, the full schedule, the community, all of it. [Transition / founding offer].

You've already started the journey. Let's keep you on it. [Join link] — or just reply and we'll take care of the rest.

IN-CLASS SCRIPT · THE INTRO

Read as everyone's settling in

About 60 seconds. Plants the journey frame and the "what comes after" idea early.

INTRO — SPOKEN

"Welcome in, everyone — so good to see you. I want to give a special hello to anyone who's here for the first time for our [INTRO SERIES].

This is my favorite class to teach because it's the foundation of everything we do in our studio. What we're doing over these few weeks isn't a one-off class — it's the groundwork that everything else here is built on.

By the time you spend 2–4 sessions in this series, you're going to be ready for [advanced classes / signature formats / the full schedule], and honestly, that's where it gets really fun.

So today, don't worry about being perfect — just focus on building the base. You're exactly where you're supposed to be. Let's get to work."

IN-CLASS SCRIPT · THE OUTRO

Read in the cooldown, when they're feeling the progress

About 90 seconds. This is where the series' heaviest converting happens — easiest ask first, then membership.

OUTRO — SPOKEN

"Take a breath — look at what you just did. If you've been with us through this series, notice how different that felt from your first class. That's the foundation we talked about, and you're building it. And if today was your first time — great job. You've started on the right foot.

Here's the thing: I don't want you to stop right when it's getting good. The simplest next step is to grab me or the front desk on your way out, and we'll get you booked into your next class so you keep the momentum.

And the bigger picture — the people who get the most out of this place are the ones who keep going after the series, and the way they do that is by becoming a member. It's honestly easier than most people think: it's [the same as / less than what you're paying now], and it opens up [the full schedule / advanced classes / the community]. That's what this series has been preparing you for all along.

No pressure today — but if you're feeling it, come find me. I'd genuinely love to help you take that next step. Great work, everyone."

DIALING THE THREE EVENTS ACROSS THE SERIES

Early classes lean on the intro frame and "what comes after." The middle classes (around Class 3, matching the phone call) turn up the membership and next-step messaging. The final class goes all-in on the outro. Same scripts, dialed to where someone is in the series.

Keep the stage-direction notes out of anything an instructor reads aloud or a member could see.

THE CURATED PLAY IN ONE LINE

Stock the top of the funnel; convert in the room.

Point the aggregator at one deliberate job — and let the room do the closing.

Point the aggregator at your intro series, pace it to the ~4-visit cap, and make every class a conversion event — supported by four light touches that all say the same thing: this is just the beginning. The moment they join, stop selling and start welcoming.

STUDIO GROW