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Client Email Templates for Launching Kilo GMS

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When your gym switches to Kilo GMS, your athletes need to hear about it from you twice. The **Announcement email** tells them the change is coming, and the **Details email** walks them through activating their accounts and downloading the athlete app once launch arrives. Both emails are sent from **Gym Lead Machine**, which is where bulk email to your athletes is built and sent. This article provides both templates, ready to customize and send.

What you can do with these templates

- Announce the switch to Kilo GMS before your launch date
- Set athlete expectations about what will change and when
- Give athletes step-by-step activation instructions at launch
- Point athletes to **Kilo - Members**, the athlete app in the Apple App Store and Google Play
- Send both emails from Gym Lead Machine to the athletes on your contact list
- Reduce launch-week questions by answering them in advance

Note

There are two Kilo apps in the app stores. **Kilo - Members** is the athlete app, and it is the one your athletes should download. **Kilo Gyms** is the staff and owner app, used for running your gym. If you also train at your own gym, or you want an athlete account to see what your athletes see, you will need both apps installed on your phone.

Announcement vs. Details: which email does what

	Announcement Email	Details Email
Purpose	Tell athletes the change is coming	Tell athletes how to activate and use Kilo
When to send	Ahead of your launch date, during the transition	At launch, when activation emails go out
Key content	What Kilo is, why you're switching, rough timeline	Activation steps, login instructions, app download, app tour
Placeholders to fill	Gym name, implementation date	Gym name, booking cutover date, activation email arrival date/time

Send the Announcement first, then follow with the Details email once your athletes are about to receive their activation invitations.

Email 1: the Announcement

Send this ahead of your launch to introduce the change. Replace **[Gym Name]** and **[Implementation Date]** before sending.

Dear [Gym Name] Members,

We hope this email finds you well and motivated on your fitness journey. We have some exciting news to share that will enhance your experience at [Gym Name].

In our constant effort to improve and streamline our services, we are thrilled to announce that we will be implementing a new member management software called Kilo. This state-of-the-art system is designed to make your membership management experience smoother, more convenient, and user-friendly.

What Can You Expect from Kilo?

Kilo offers features that will simplify your interactions with the gym and help you stay focused on your fitness goals:

1. **Easy Check-In:** Streamlined check-in processes to get you into the gym faster and with less hassle.
2. **Online Booking:** Schedule your classes and training sessions conveniently from the comfort of your home or on the go.
3. **Billing and Membership Management:** Effortlessly view your membership, update your payment method, and track your package usage.

When Will Kilo Be Implemented?

We are currently in the process of transitioning to Kilo, and we aim to have it fully operational by [Implementation Date]. During this transition period, our team will be on hand to assist you with any questions or concerns you may have.

How Will This Affect You?

Rest assured, our primary goal is to enhance your gym experience. We understand that adapting to a new system may require a bit of adjustment, and we are committed to providing you with all the necessary support and guidance to make this transition as seamless as possible.

In the coming weeks, you will receive detailed instructions on how to access and use Kilo, including which app to download. Our team will also be available for any in-person or remote assistance you may require.

If you have any immediate questions or concerns about this transition, please do not hesitate to contact us.

We appreciate your continued support and dedication to [Gym Name]. Together, we look forward to reaching new fitness milestones with the help of Kilo.

Thank you for being part of our fitness community!

Email 2: the Details

Send this at launch, when your athletes are about to receive their Kilo activation emails. Replace **[Gym Name]** and both **[INSERT DATE]** placeholders before sending. The template names **Kilo - Members** as the app to download, so leave that name exactly as written.

Dear [Gym Name] Members,

We hope this message finds you well. We're thrilled to announce that the time has finally arrived to introduce you to our brand-new member management software, Kilo! As we strive to enhance your gym experience and provide you with more convenient and efficient services, Kilo is here to transform the way you interact with our facility.

As of [INSERT DATE], **all classes will be booked using Kilo!** Please carefully read the steps below for how to get access to Kilo.

Accessing Kilo

To get started with Kilo, you'll soon receive an activation email in your inbox. Please keep an eye out for this invitation and check your spam or junk folder if it doesn't arrive by [INSERT DATE/TIME]. Here's what to do next:

1. Click the activation button in the email and follow the prompts to set up your password.
2. Download the **Kilo - Members** app. Search for "Kilo - Members" in the Apple App Store or Google Play and look for the app published by Kilo, Inc.
3. Open the app, enter your email address, and enter the password you just created.
4. Finish setting up your account. Once you're logged in, check for any waivers or agreements that need your signature, and add a payment method if you don't have one on file yet. Taking care of these now means you'll be ready to book classes right away. Need help? See how to [sign your documents and waivers](#) and how to [add a payment method](#).

Please make sure you download the right app. There are two Kilo apps in the app stores. **Kilo - Members** is the one for you. Kilo Gyms is the app our staff uses to run the gym, and it will not give you access to your membership.

Finding your way around the app

Kilo - Members opens on your schedule. Along the bottom of the screen you'll find:

- **Schedule:** Browse available classes, see when they're happening, and reserve the ones included in your membership.
- **Workout:** See what's programmed and log your results.
- **Reservations:** View your upcoming and past reservations, and cancel if your plans change.

Tap your photo or the person icon in the top left corner to open your account, where you can update your contact details, manage payment methods, view and pay invoices, and sign waivers and contracts.

Kilo has been designed to make your gym experience more seamless and focused on achieving your fitness goals. We're excited to get started!

Should you have any immediate questions or concerns regarding this exciting transition, please don't hesitate to reach out. We're here to assist you every step of the way.

Thank you for your continued trust in [Gym Name], and here's to achieving your fitness goals together!

Sending these emails from Gym Lead Machine

Both emails go out from Gym Lead Machine rather than from Kilo GMS. Build each one in the Email Builder, then send it as a campaign to the athletes on your contact list.

Fill in your placeholders

- **[Gym Name]**: appears multiple times in both emails
- **[Implementation Date]** (Announcement): your target go-live date
- **[INSERT DATE]** (Details): the date all class booking moves to Kilo
- **[INSERT DATE/TIME]** (Details): when athletes should expect their activation email

You can also adjust the feature lists to match what your gym actually uses. If you don't use the Documents feature, for example, remove that mention rather than raising questions you'll have to answer later.

Build the email in Gym Lead Machine

Copy the template you want from this article, then build it as an email template in the Email Builder so you can style it to match your gym and reuse it later. For the full walkthrough, see [Create Email Templates](#).

Once the email is built, send it as a campaign. For the full walkthrough, including send, schedule, and batch options, see [Send an Email Campaign](#).

Check your recipient list before you send

Send both emails to the contacts tagged **client**. Before you schedule the send, confirm that the tag covers the athletes you expect it to.

1. Go to **Contacts** in Gym Lead Machine.
2. Filter for the **member or client** tag - this is account-dependent, so keep a close eye on which tag exists in your GLM account.
3. Compare the number of contacts returned against your active athlete count in Kilo GMS.

If the two numbers are reasonably close, go ahead and send. If the contact count is significantly higher or lower than your athlete count, reach out to us at hello@usekilo.com before sending.

Frequently asked questions

Which Kilo app should my athletes download?

Kilo - Members. It is the athlete app, available in the Apple App Store and Google Play, published by Kilo, Inc. Athletes log in with their email address and the password they created during activation. Kilo Gyms is the separate app your staff uses for administrative work, and an athlete who downloads it by mistake will not be able to access their membership, reservations, or payment methods.

I train at my own gym. Do I need both apps?

Yes. Kilo Gyms is where you run your gym, and Kilo - Members is where you book classes and manage your own membership as an athlete. The two apps use separate logins, so install both and switch between them depending on what you're doing.

When should I send each email?

Send the Announcement ahead of launch and the Details email at launch. The Announcement prepares athletes for the change and promises instructions to come. The Details email delivers those instructions and should land right around the time athletes receive their Kilo activation emails.

How do I send these emails to my athletes?

Send them from Gym Lead Machine, not from Kilo GMS. Copy the template into the Email Builder, style it to match your gym, and send it as a campaign. See [Create Email Templates](#) for building the email and [Send an Email Campaign](#) for sending, scheduling, and batching it.

Who should receive these emails?

Everyone tagged as a member or client in your Gym Lead Machine contacts. Before you schedule the send, go to **Contacts**, filter for the **member or client** tag, and compare the number of contacts returned against your active athlete count in Kilo GMS. The two numbers should land close to each other. If the contact count is significantly higher or lower than you expect, contact us at **hello@usekilo.com** before sending.

Can I edit the templates?

Yes, and you should. Fill in every placeholder, adjust the feature lists to match your gym's setup, and make the voice your own. The templates are a starting point, not a script.

What should athletes do if they don't receive their activation email?

Have them check their spam or junk folder first. The Details template includes this instruction along with an expected arrival date, so most athletes will self-serve. Anyone who still can't find the email can contact your staff.

Are there printable materials to help athletes download the app?

Yes. Kilo's Design Team offers a mobile app flyer and an email signature design. You can request and customize these through the design request page on the [Kilo Design Library website](#), under the In Gym tab.

Helpful tips

- Search both emails for every bracket before sending; a stray [INSERT DATE] undermines an otherwise polished launch
 - Send yourself a test email from the Email Builder before you schedule the campaign, so you catch formatting problems on a phone
 - Check the contact count behind the client tag before every launch send, not only the first one
 - Send the Details email close to when activation emails actually go out, so athletes act while the instructions are fresh
 - Brief your staff on the two-app difference before launch week, so nobody assists an athlete in downloading Kilo Gyms
 - Post the app download flyer at your front desk during launch week to catch athletes who skim email
 - Keep both emails in your records; they double as scripts for staff answering in-person questions during the transition
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When this is most helpful

- **Your gym is preparing to launch Kilo GMS:** the Announcement email starts the countdown with your athletes
- **Activation emails are about to go out:** the Details email makes sure athletes know what to look for and what to do
- **Launch week brings a flood of "how do I log in" or "which app" questions:** resend the Details email or use its steps as your front-desk script
- **Athletes are slow to adopt the app:** the Kilo - Members download reminder and the printed flyer give them an easy path

If you have questions about launching Kilo GMS or communicating the change to your athletes, our Support team is happy to help. Reach us at hello@usekilo.com.

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