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Getting Started with Linq Blue (iMessage)

Laura Gibson - 2026-07-25 - [Linq Blue](#)

Linq Blue is an integration for Gym Lead Machine that lets you send real iMessages (blue bubbles) directly from your automations, contact records, and conversations, all inside your Gym Lead Machine account.

These messages look and feel like they came from your iPhone, not a bot. That means better open rates, higher reply rates, and more real conversations that lead to memberships.

What You Can Do with Linq Blue

- **Send real iMessages (blue bubbles):** Your texts show up as blue bubbles on your lead's iPhone, just like a friend's message. No SMS filtering, no deliverability issues: just personal, high-converting conversations.
- **Have 2-way conversations:** It's a true conversation. Leads can reply, and you can respond just like you're texting from your phone.
- **Send voice notes and embedded media:** Add that human touch by sending voice messages, photos, and videos. These personal elements help build trust and boost conversion.
- **Build it into workflows:** Use Linq Blue seamlessly inside your automations. Trigger iMessages after form submissions, using tags or stages, or as part of your nurture or follow-up sequences.
- **Keep it personal:** Messages don't feel like a bulk blast: they feel like a real coach or team member reaching out. And that's what drives replies.

How Do I Activate Linq Blue?

Opt in through our request form, and we'll set up your iMessage line.

1. Complete the Linq Blue opt-in form, [here](#).

Once your request is in, we'll:

- Activate the feature
- Send setup instructions
- Share our best-practice templates

Note: Once you opt in, setup can take up to 48 business hours before your iMessage line is ready.

What Are the Limits and Guidelines for Linq Blue?

You can start up to 50 new iMessage conversations per day, per line. This includes:

- People you message first
- People who message you first (if it's their first time)

Once a contact replies, they're unlocked: you can message them freely after that. Need more volume? You can purchase additional Linq Blue lines.

Don't start with a link. Never include a link in your first message: it can trigger Apple's spam filters. Instead, start with something casual like:

"Hey [Name], just saw you booked your trial! Pumped to meet you!"

Once they reply, you can follow up with links, booking pages, or videos.

Use the correct workflow action. Inside the Workflow Builder, look for **Send iMessage (Linq Blue)** under the iMessage or Linq Blue category.

Can I Use Linq Blue for Cold Outreach?

No: iMessage is for warm leads only. Use Linq Blue for people who expect to hear from you: leads, members, and trial signups. Don't use it for cold outreach or mass promos.

Warning: Sending cold or spammy messages can get your iMessage line disabled by Apple. Keep using your standard texting line for cold or bulk outreach.

When Is Linq Blue Most Helpful?

New lead intros. Right after someone opts in or books:

"Hey [First Name], welcome to [Gym Name]! I'm [Staff Name] and just wanted to say hi. Got any questions before your trial?"

Tip: Drop in a voice note or walk-through video after they reply.

Appointment confirmations and reminders. Make your reminders feel more human:

"Hey [First Name], just a heads-up: we've got you down for [Time] tomorrow. Need to reschedule? Just reply here!"

Personal follow-ups. Stay top of mind:

"Hey! Just checking in. Still thinking about joining us?"

Once they reply, you can share testimonial videos, invites, or calls to action.

Cold lead re-engagement (use wisely). You can reactivate cold leads, just don't overdo it:

- Stick to your 50-per-day limit
- No promos in the first message
- Keep the tone friendly, not salesy

Example: "Hey [Name], just noticed we hadn't seen you in a while. Everything okay?"

Helpful Tips

- **Segment your audience:** Send to smaller daily batches.
 - **Add delays:** Insert 1-2 minute gaps between workflow steps.
 - **Get personal:** Use names, a casual tone, and coach-style messaging.
 - **Use media intentionally:** Voice and video boost replies when used sparingly.
 - **Follow up after replies:** That's your moment to share links, invites, or offers.
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If you have questions about Linq Blue in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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