Write a 5130 Message

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What Is a 5130 Message?

A 5130 message is a short, sales-focused SMS that typically follows this format:

> "I am looking for 5 People with 1 Goal in the next 30 Days. Are you interested?"

What Should I Check Before Sending a Bulk 5130 Message?

If you're sending a bulk 5130 SMS to your contacts, be sure to familiarize yourself with the SMS limits and overage fees. You can track your SMS usage on your Gym Lead Machine Dashboard.

- Consider sending your messages in Drip mode to manage the campaign volume and for the health of your phone number.
- Review how SMS segments work so you know how many segments your message uses.
- Calculate the SMS length using this segment calculator and multiply by your total number of contacts before sending, to ensure there are no surprise overage fees.

How Do I Write the Ideal 5130 Message?

Your message doesn't need to follow the 5130 format, but it can be a great place to start, because:

- It's specific, and aims to resonate with a specific audience (you want folks to read it and think "that's me!")
- It's short and to the point
- It's not overly salesy or spammy (avoiding "special offer!" or "act now!" phrasing, which is more likely to be ignored or blocked)

Use the following to decide on your 5-1-30 values:

- **5** = your avatar (e.g., "new moms" or "sporty teens")
- **1** = the goal they want to achieve, and that you can help deliver (e.g., "who want to feel confident in their bodies" or "who want to get faster and stronger in their sport")

- **30 =** it doesn't have to be 30, but this should be a fixed timeframe in which your avatar should want to achieve their goal (e.g., "this summer" or "in the next 6 weeks")

Finally, choose your call to action. Options could include:

- Reply "me" if this is you!
- Text back for more details.
- Are you interested?

Tip: If you're concerned that you might be targeting the wrong niche, or that this message won't apply to your audience, consider asking if they know anyone who might be interested instead. It still leaves the door open to them replying "me!" but may also get them thinking about friends, family, and others. This style will even work for existing clients, in the hope they can make a referral to you! Examples could include:

- Do you know anyone who might be interested?
- Does this sound like someone you know?
- Do you have any friends or family who would want to hear about this?

Example 5130 Messages

> Hey, it's {{user.first_name}} from {{location.name}}! I'm looking for 5 new dads who want to get in shape before Summer! Do you know someone who might be interested?

> Hey {{contact.first_name}}, it's {{location.name}}. We have 5 spots left on our Mom & Baby Course starting next week, for new Moms looking to get back into Fitness! Do you know any new moms who would want the info?

> Hi {{contact.first_name}}! We've opened up 5 extra Kids spots to join our Summer Strength and Conditioning Camp at {{location.name}}. Do you know a sporty kid who would be interested?

> Hi {{contact.first_name}}, {{location.name}} here. We're looking for 5 women who want to lose a few lbs this summer to join our Nutrition Program! Does this sound like someone you know?

> Hey {{contact.first_name}}! We have 5 spots remaining on this month's on-ramp for total fitness beginners! Shall I send you the details?

Alternatives to the 5130 Format

> Hey {{contact.first_name}}, it's {{location.name}}. We've had a prime spot open up for Personal Training at 7am on Tuesdays. Do you know anyone who might be interested?

> Hey {{contact.first_name}}! We're offering a free intro session at {{location.name}} this week. Want to grab a spot? Just reply YES, and we'll send the details.

> Hey {{contact.first_name}}, curious what working with a coach at {{location.name}} feels like? We've got a couple no-commitment consult spots this week.

> Hi {{contact.first_name}}, it's {{location.name}}. We've just opened 3 spots in our Semi-Private Training program. Want one? Let me know before Friday!

> Hey {{contact.first_name}}, last chance: our 6-week Kickstart closes tonight at {{location.name}}. Want the link to register?

If you have questions about 5130 messages or bulk SMS in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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