

Autumn Recovery 2026

Eighteen emails. Two offers. One question: does a £29 taster or a £149 six-week reset sell better to the same audience?

Two matched halves of a two thousand person list, nine emails each over three weeks, three a week. Identical photography, identical send times, identical beats. The only thing that changes is the offer, which is what makes the answer worth having.

Everything here is already built in HighLevel: the templates, the folders, the images and both workflows. Nothing sends until you say so.

How the test works

Two offers, the same audience, the same three-week argument.

OFFER A • Autumn Recovery Taster
Three sauna and ice sessions for £29
Tag 2026-wellness-offer-a
Button BOOK THE £29 OFFER
Link {{custom_values.autumn_taster_url}}
List 1,000 people

OFFER B • Autumn Six-Week Recovery Reset
Twelve sessions across six weeks for £149
Tag 2026-wellness-offer-b
Button START THE SIX-WEEK RESET
Link {{custom_values.autumn_reset_url}}
List 1,000 people

The three-week argument

WEEK	BEAT	WHAT THE THREE EMAILS DO
Week one	Recognition Autumn is here	Name the situation. No pressure, no urgency. Get the reader nodding.
Week two	The performance case Protect your energy	Make the argument. Recovery as part of performance, not a treat.
Week three	Decision Don't run yourself into winter	Ask for the booking. The deadline does the work in email nine.

The send schedule

Three emails a week for three weeks, on Tuesday, Thursday and Saturday, at nine different times between 07:15 and 18:45. Both tracks run on exactly the same schedule.

#	WEEK	WHEN	OFFER A SUBJECT	OFFER B SUBJECT
01	Week 1	Tue 07:15	Autumn is here. How are you feeling?	Autumn is here. How are you feeling?
02	Week 1	Thu 12:30	A better autumn routine	A better autumn routine
03	Week 1	Sat 09:30	Somewhere to leave the week behind	Somewhere to leave the week behind
04	Week 2	Tue 18:45	Your autumn reset	Your autumn reset
05	Week 2	Thu 08:00	What does your body need this autumn?	What does your body need this autumn?
06	Week 2	Sat 11:00	A different kind of autumn evening	A different autumn routine
07	Week 3	Tue 13:15	Don't run yourself into winter	Don't run yourself into winter
08	Week 3	Thu 17:30	Make space for yourself this autumn	Make this autumn feel different
09	Week 3	Sat 10:00	Your autumn offer ends soon	Your autumn reset ends soon

Why both tracks use the same photograph at each position. This is a test of the offer. If the pictures differed too, a difference in results could not be attributed to the price, and the whole exercise would tell you nothing. Same images, same times, same words except the offer.

The two lists

How two thousand people were divided, and why.

Your instruction was to split evenly but put everyone from Acuity into the £149 emails. There is no Acuity field on the GoHighLevel contacts, so that resolves to the people whose record shows they have actually used the wellness club: tagged as a wellness client, or having booked or attended a session. That is **282 people**, and every one of them is in Offer B.

STEP	PEOPLE	NOTE
All contacts in the account	3,958	Everything in the Society sub-account
Removed: no email address	643	Nothing to send to
Removed: unsubscribed or DND	619	Emailing them would be wrong, and would hurt your sender reputation
Removed: address marked invalid	73	Would bounce
Eligible	2,623	The most recent 2,000 became the test
Offer A · £29 taster	1,000	No Acuity people, by design
Offer B · £149 reset	1,000	All 282 Acuity people, plus 718 topped up

Keeping the halves comparable

Rather than slicing the list in two, the remaining people were dealt alternately into each half, newest first. That spreads recency and lead source evenly, so the halves start from the same place. Facebook leads split 460 to 523, paid ads 154 to 141, and no one appears in both lists.

One honest caveat. Forcing the Acuity people into Offer B does tilt it: that half is about a month newer on average and holds everyone who has already tried a session. Expect B to perform better partly for that reason alone. It is still the right commercial call, because people who have felt the sauna and ice are the ones most likely to buy twelve of them. Read the result as "which offer suits which audience", not as a clean laboratory test of price.

The lists themselves

Supplied separately as two spreadsheets, with name, email, lead source, join date and existing tags. They are deliberately not stored in the code repository, because email addresses cannot be removed from version history later.

Before it can send

Three things, and the campaign is live.

1. Set the two booking links

In the Society sub-account, go to **Settings** → **Custom Values** and fill these in. Every call to action across all eighteen emails reads from them, so setting these two fields wires up the whole campaign. They currently point at the generic `go.societyuk.co.uk`.

CUSTOM VALUE	SHOULD POINT AT
<code>autumn_taster_url</code>	The booking or checkout page for the £29 three-session taster
<code>autumn_reset_url</code>	The booking or checkout page for the £149 six-week reset

2. Confirm the £29 offer

Every Offer A email states three sauna and ice sessions for £29 as a one-off taster, which is what the brief says. You had mentioned £29 a month at one point. If it is a monthly membership, all nine Offer A emails need their offer lines rewritten, because a monthly price changes the argument from "try it" to "join". Say the word and it is a quick change.

3. Start on a Tuesday

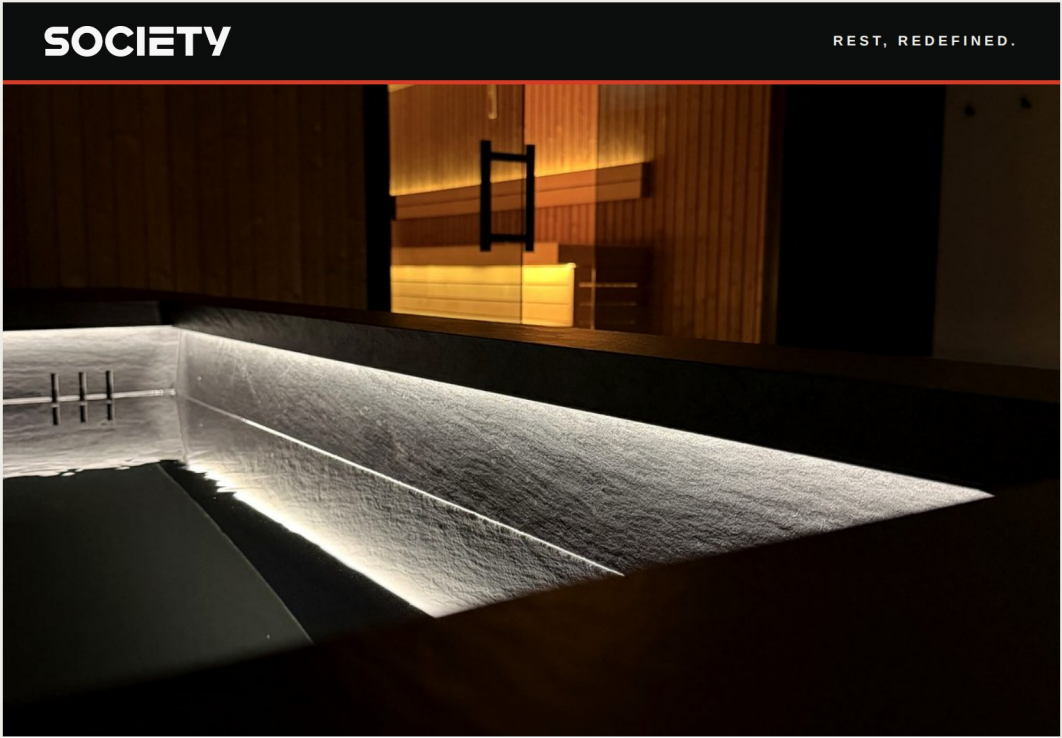
Add the tagged half of the list to its workflow and the campaign begins. There is a wait before email one as well as between the rest, so however and whenever the two halves are added, both align to the same Tuesday. That is what keeps the two tracks running in step, which the test needs.

Where everything lives

THING	WHERE
Templates	Marketing → Emails → Templates → Society Wellness Club · Autumn Recovery 2026 , with an Offer A and an Offer B subfolder
Images	Media library → Society Wellness Club → Autumn Recovery 2026 → Email heroes
Workflows	SWC Autumn Recovery 2026 · Offer A and · Offer B . Both draft, both with no trigger, so nothing fires by accident.
Tags	<code>2026-wellness-offer-a</code> and <code>2026-wellness-offer-b</code>

Reading the result

Compare bookings per thousand, not raw bookings, and compare revenue per thousand as well as conversion. Offer B converts at five times the price, so it can win on money while losing on volume. Both matter: the taster fills the room and creates members later, the reset brings cash in now.



Hi {{contact.first_name}},

You're getting the work done. You're training. You're keeping everything moving.

Autumn brings structure back. Work speeds up, routines return and suddenly there's more being asked of you again.

You're still performing, but maybe it's starting to take more out of you.

Our **Autumn Recovery Taster** gives you three sauna and ice sessions at Society Wellness Club for £29. Not to do less. To recover better from everything you do.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY
Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 01 OF 09

AUTUMN IS HERE

Week 1 Tue 07:15 Recognition

SUBJECT LINE

Autumn is here. How are you feeling?

PREVIEW TEXT Three sauna and ice sessions for £29, so you recover better from everything you do.

Offer	£29
Beat	Autumn is here
Sends	Week 1, Tue 07:15

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You can sit on the sofa all evening and still feel switched on.

As the days get shorter and life gets busier, stopping work doesn't always mean your body has come out of work mode.

Three autumn sessions at Society give you somewhere to put the phone down, breathe and properly change pace.

This autumn, experience it for £29.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 02 OF 09

A BETTER AUTUMN ROUTINE

Week 1

Thu

12:30

Recognition

SUBJECT LINE

A better autumn routine

PREVIEW TEXT Stopping work doesn't always mean your body has come out of work mode.

Offer

£29

Beat

Autumn is here

Sends

Week 1, Thu 12:30

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Imagine finishing a session feeling quieter than when you arrived.

Your shoulders have dropped. Your breathing has slowed. And, for once, work isn't following you home. That's what we've created Society for, especially at this time of year.

Make Society part of your autumn with **three sessions for £29**.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 03 OF 09

SOMEWHERE TO LEAVE THE WEEK BEHIND

Week 1 Sat 09:30 Recognition

SUBJECT LINE

Somewhere to leave the week behind

PREVIEW TEXT Shoulders down. Breathing slower. Work not following you home.

Offer	£29
Beat	Autumn is here
Sends	Week 1, Sat 09:30

CALL TO ACTION
BOOK THE £29 OFFER
{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You plan your work. You plan your training. You track your progress.

But when routines restart in autumn, recovery is often left to whatever time remains.

Our **Autumn Recovery Taster**, three sauna and ice sessions for £29, is a simple way to experience what changes when recovery gets your full attention too.

[BOOK THE £29 OFFER](#)

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 04 OF 09

YOUR AUTUMN RESET

Week 2

Tue

18:45

The performance case

SUBJECT LINE

Your autumn reset

PREVIEW TEXT You plan your work and your training. Where does recovery sit?

Offer

£29

Beat

Protect your energy

Sends

Week 2, Tue 18:45

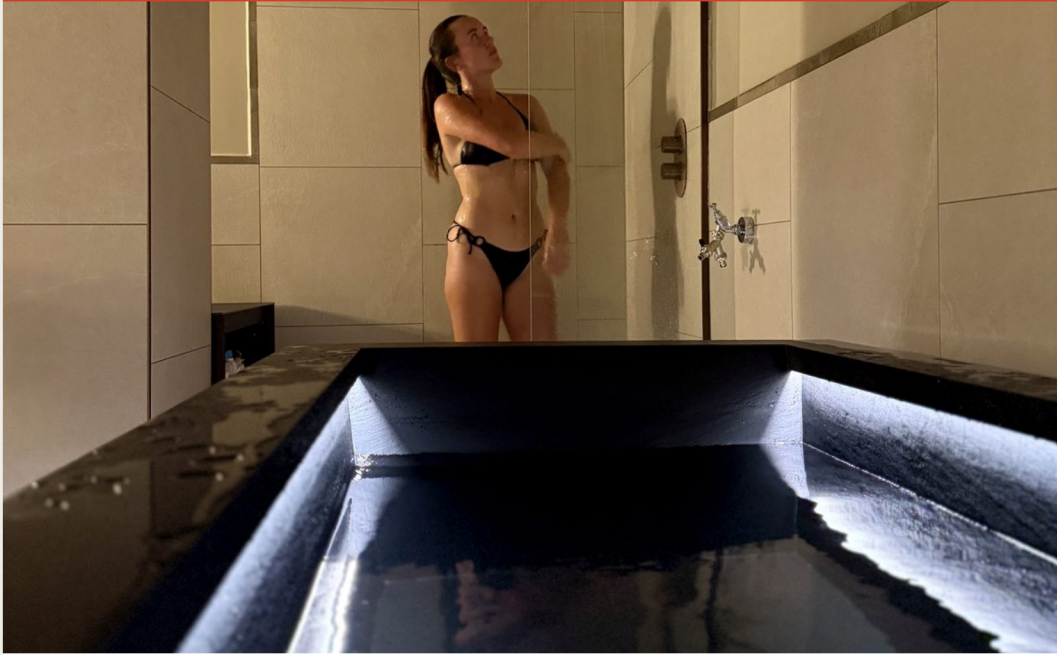
CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Your sleep score can tell you that you're tired. Your readiness score can tell you to slow down.

But knowing you need recovery and making space for it as autumn gets busier are two different things.

For £29, you can experience three autumn sessions designed to help you switch off properly.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 05 OF 09

WHAT DOES YOUR BODY NEED

Week 2 Thu 08:00 The performance case

SUBJECT LINE

What does your body need this autumn?

PREVIEW TEXT Knowing you need recovery and making space for it are two different things.

Offer

£29

Beat

Protect your energy

Sends

Week 2, Thu 08:00

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

No messages to answer. No target to hit. No next task demanding your attention.

Just warmth, cold, conversation and enough space for your system to settle.

Your **Autumn Recovery Taster** includes three sessions at Society Wellness Club for £29.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 06 OF 09

A DIFFERENT KIND OF AUTUMN EVENING

Week 2 Sat 11:00 The performance case

SUBJECT LINE

A different kind of autumn evening

PREVIEW TEXT No messages. No target. Just warmth, cold and enough space to settle.

Offer	£29
Beat	Protect your energy
Sends	Week 2, Sat 11:00

CALL TO ACTION
BOOK THE £29 OFFER
{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Driven people are good at carrying on.

But being able to push through doesn't mean it isn't costing you.

Use autumn to try Society before recovery becomes something you only think about when you desperately need it.

Three sessions. £29.

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A • 07 OF 09

DON'T RUN YOURSELF INTO WINTER

Week 3

Tue

13:15

Decision

SUBJECT LINE

Don't run yourself into winter

PREVIEW TEXT Being able to push through doesn't mean it isn't costing you.

Offer

£29

Beat

Don't run yourself into winter

Sends

Week 3, Tue 13:15

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You don't need to change your whole routine.

Start with three autumn sessions and notice what happens when you give yourself proper space to slow down. Sleep a little deeper. Think a little more clearly. Come home with more of yourself left.

This autumn: **three sessions for £29.**

BOOK THE £29 OFFER →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A · 08 OF 09

MAKE SPACE FOR YOURSELF

Week 3 Thu 17:30 Decision

SUBJECT LINE

Make space for yourself this autumn

PREVIEW TEXT You don't need to change your whole routine. Start with three sessions.

Offer	£29
Beat	Don't run yourself into winter
Sends	Week 3, Thu 17:30

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Our **Autumn Recovery Taster** is coming to a close.

If you've been meaning to experience Society, this is your chance to book three sauna and ice sessions for £29. Less noise. More space. A warmer, calmer way to move into the colder months.

BOOK THE £29 OFFER →

See you soon,

SOCIETY

Jonah
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

Website Book now WhatsApp Instagram

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER A • 09 OF 09

YOUR AUTUMN OFFER ENDS SOON

Week 3 Sat 10:00 Decision

SUBJECT LINE

Your autumn offer ends soon

PREVIEW TEXT

Less noise. More space. A warmer way into the colder months.

Offer	£29
Beat	Don't run yourself into winter
Sends	Week 3, Sat 10:00

CALL TO ACTION

BOOK THE £29 OFFER

{{custom_values.autumn_taster_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You're getting the work done. You're training. You're keeping everything moving.

Autumn brings structure back. Work speeds up, routines return and suddenly there's more being asked of you again.

You're still performing, but maybe it's starting to take more out of you.

Our **Autumn Six-Week Recovery Reset** gives you two sauna and ice sessions each week for £149. A proper recovery practice for people who ask a lot of themselves.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 01 OF 09

AUTUMN IS HERE

Week 1

Tue

07:15

Recognition

SUBJECT LINE

Autumn is here. How are you feeling?

PREVIEW TEXT Two sauna and ice sessions a week for six weeks. A proper recovery practice.

Offer

£149

Beat

Autumn is here

Sends

Week 1, Tue 07:15

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You can sit on the sofa all evening and still feel switched on.

As the days get shorter and life gets busier, stopping work doesn't always mean your body has come out of work mode.

The **Autumn Six-Week Recovery Reset** gives you two sessions each week to deliberately change pace, not just when you're already running on empty.

Twelve sessions. Six weeks. £149.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 02 OF 09

A BETTER AUTUMN ROUTINE

Week 1

Thu

12:30

Recognition

SUBJECT LINE

A better autumn routine

PREVIEW TEXT Change pace deliberately, not just when you're already running on empty.

Offer

£149

Beat

Autumn is here

Sends

Week 1, Thu 12:30

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Imagine ending each week feeling quieter than when it began.

Your shoulders have dropped. Your breathing has slowed. And work isn't following you into every evening.

The **Autumn Six-Week Recovery Reset** gives you twelve opportunities to practise that shift until it becomes part of your routine.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 03 OF 09

SOMEWHERE TO LEAVE THE WEEK BEHIND

Week 1 Sat 09:30 Recognition

SUBJECT LINE

Somewhere to leave the week behind

PREVIEW TEXT Twelve chances to practise the shift until it becomes your routine.

Offer

£149

Beat

Autumn is here

Sends

Week 1, Sat 09:30

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

You plan your work. You plan your training. You track your progress.

But when routines restart in autumn, recovery is often left to whatever time remains.

The **Autumn Six-Week Recovery Reset** makes it part of the plan: two sauna and ice sessions each week, for six weeks.

Because sustainable performance needs deliberate recovery.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B • 04 OF 09

YOUR AUTUMN RESET

Week 2

Tue

18:45

The performance case

SUBJECT LINE

Your autumn reset

PREVIEW TEXT Recovery in the plan, not in whatever time is left over.

Offer

£149

Beat

Protect your energy

Sends

Week 2, Tue 18:45

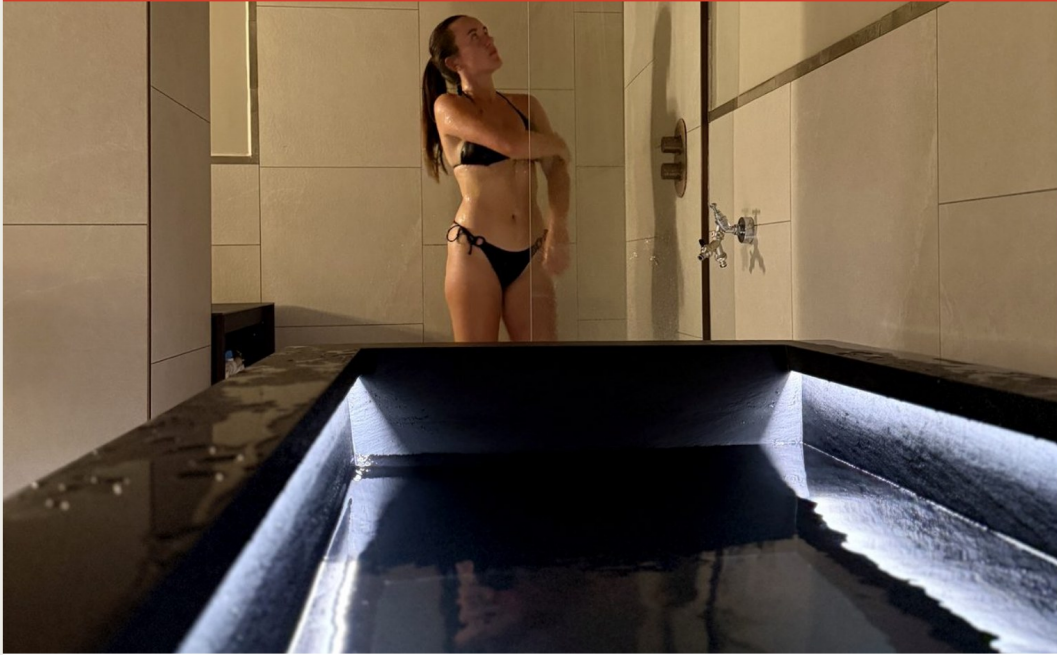
CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Your sleep score can tell you that you're tired. Your readiness score can tell you to slow down.

But the data only matters if you act on it, particularly as autumn gets busier.

The **Autumn Six-Week Recovery Reset** gives you twelve scheduled opportunities to do exactly that. Two sessions a week. Six weeks. £149.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 05 OF 09

WHAT DOES YOUR BODY NEED

Week 2 Thu 08:00 The performance case

SUBJECT LINE

What does your body need this autumn?

PREVIEW TEXT The data only matters if you act on it. Twelve scheduled chances to.

Offer	£149
Beat	Protect your energy
Sends	Week 2, Thu 08:00

CALL TO ACTION
START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

No messages to answer. No target to hit. No next task demanding your attention.

Just two autumn sessions each week where nothing is being asked of you.

The **Autumn Six-Week Recovery Reset** gives you twelve sessions for £149, and a genuine chance to make recovery part of your week.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 06 OF 09

A DIFFERENT AUTUMN ROUTINE

Week 2

Sat

11:00

The performance case

SUBJECT LINE

A different autumn routine

PREVIEW TEXT Two sessions a week where nothing is being asked of you.

Offer

£149

Beat

Protect your energy

Sends

Week 2, Sat 11:00

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Driven people are good at carrying on.

But being able to push through doesn't mean it isn't costing you.

The **Autumn Six-Week Recovery Reset** helps you build recovery into your life before winter arrives, and before you reach the point where you desperately need it.

Twelve sessions. £149.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B • 07 OF 09

DON'T RUN YOURSELF INTO WINTER

Week 3

Tue

13:15

Decision

SUBJECT LINE

Don't run yourself into winter

PREVIEW TEXT Build recovery in before winter arrives, not after you need it.

Offer

£149

Beat

Don't run yourself into winter

Sends

Week 3, Tue 13:15

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

One good session can help you feel better.

Six consistent weeks can help you build a different rhythm.

Sleep a little deeper. Think a little more clearly. Come home with more of yourself left.

The **Autumn Six-Week Recovery Reset** includes twelve sessions for £149.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY | **Jonah**
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

[Website](#) [Book now](#) [WhatsApp](#) [Instagram](#)

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 08 OF 09

MAKE THIS AUTUMN FEEL DIFFERENT

Week 3 Thu 17:30 Decision

SUBJECT LINE

Make this autumn feel different

PREVIEW TEXT One session helps you feel better. Six weeks builds a different rhythm.

Offer

£149

Beat

Don't run yourself into winter

Sends

Week 3, Thu 17:30

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}

SOCIETY

REST, REDEFINED.



Hi {{contact.first_name}},

Our **Autumn Six-Week Recovery Reset** is coming to a close.

If you're ready to stop leaving recovery to chance, this is your opportunity to book twelve sauna and ice sessions for £149.

Six weeks. Two sessions a week. A better way to sustain everything you ask of yourself as the year gets busier.

START THE SIX-WEEK RESET →

See you soon,

SOCIETY

Jonah
Founder, Society Wellness Club

SOCIETY

Society Wellness Club
33-35 Bell Street, Reigate, RH2 7AD
{{location.email}} · {{location.phone}}

Website Book now WhatsApp Instagram

You are receiving this because you enquired with Society Wellness Club.
[Manage preferences](#) · [Unsubscribe](#)

© 2026 Society Wellness Club. All rights reserved.

OFFER B · 09 OF 09

YOUR AUTUMN RESET ENDS SOON

Week 3 Sat 10:00 Decision

SUBJECT LINE

Your autumn reset ends soon

PREVIEW TEXT Six weeks. Two sessions a week. A better way to sustain the year.

Offer	£149
Beat	Don't run yourself into winter
Sends	Week 3, Sat 10:00

CALL TO ACTION

START THE SIX-WEEK RESET

{{custom_values.autumn_reset_url}}