



Business Bundle for Your **Football** Academy



Email Templates

Risk Assessment

Terms & Conditions

Hey, Academy Owners!

Are you looking to save time on some of the policies and communication required to make your academy a success? **Don't worry, we've got you covered!**

With your very own Business Bundle, you can dip into our free templates for best practices around risk management, T&C's, FAQs and emails to send to your customers.

Feel free to copy and paste whatever you need to use. **It's that simple!**

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Price Increase Template

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Hello [Customer Name],

We want to let you know that we will be increasing our [session type] prices. The reason for this is [insert reason e.g. **Aligning with industry price. Providing niche service. Increase in costs.**]

Your new price for [class type] will be [£X], effective from [date].

We always want to be open and transparent with you and hope you can appreciate the reason behind this decision. If you have any questions about this, or would like to discuss alternative ways of paying, please don't hesitate to get in touch.

See you soon,
[Name]

SEND

New Term Booking Template

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Hey [Customer Name],

The last term has flown by and we're ready to welcome the new term. [Child Name] has achieved so much - we really can't wait to see what the next term holds for them!

Just so you know, our new term will run from [date - date] and bookings are now OPEN. Now's the perfect time to book [child name]'s space before we open out to new customers.

[Book Now](#)

See you soon!
[Name]

SEND

New Term Booking Reminder Template

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Hey [Customer Name],

We noticed you haven't booked [child name]'s space yet!

Session spaces for the next term are filling up, so book now to avoid disappointment.

[Book Now](#)

See you soon!
[Name]

SEND

New Class Template

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Hey [Name],

You asked and we've listened... We're introducing [new session type]! These session will focus on:

- [include 3-4 key points]

And guess what? Bookings are now OPEN. So go ahead and book your space.

[Book Now](#)

Remember, we're running a FREE TRIAL, so why not invite one of [child name]'s friends along too?

See you soon,
[Name]

[SEND](#)

Bring Along A Friend Template

Email Templates

**Bringing along a friend?
You both get the class free!**

Wherever your child goes, their best friend follows - right? That's why we're offering a free class to your child if they bring along a friend. They'll be able to try the session for free too!

Simply share this code with the parent to use when booking for their free trial and we'll deduct the cost of a session from your next booking.

SEND

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Camp Invites/ Upcoming Camps Template

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Hey [Name],

We have some EXCITING news to share with you. Our [camp type] bookings are now OPEN!

We've got an action-packed schedule planned including...

- [planned activity]
- [planned activity]
- [planned activity]

So make sure [child name] doesn't miss out! If you book by [date], you can claim your early bird **DISCOUNT code**.

See you soon!
[Name]

SEND

Venue Change Template

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Hey [Customer Name],

We wanted to let you know that we're moving to a new location - how exciting! We'll be moving to our new home for [class type] from [date].

Everything else about [child name]'s sessions remains the same. We can't wait to show you our shiny new location!

If you do have any questions about this, please feel free to get in touch!

See you soon,
[Name]

SEND

Testimonial/Review Template

Hey [Name],

We want to say a BIG thank you for all of your support.

But did you know that you can still support us right now and it won't cost you a penny? Here's how...

We'd love you to give your thoughts on our sessions and customer service. All we need is a short review about why you love [academy name] on Facebook or Google.

We'd really appreciate your support with this,
[Name]

SEND

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Risk Assessments

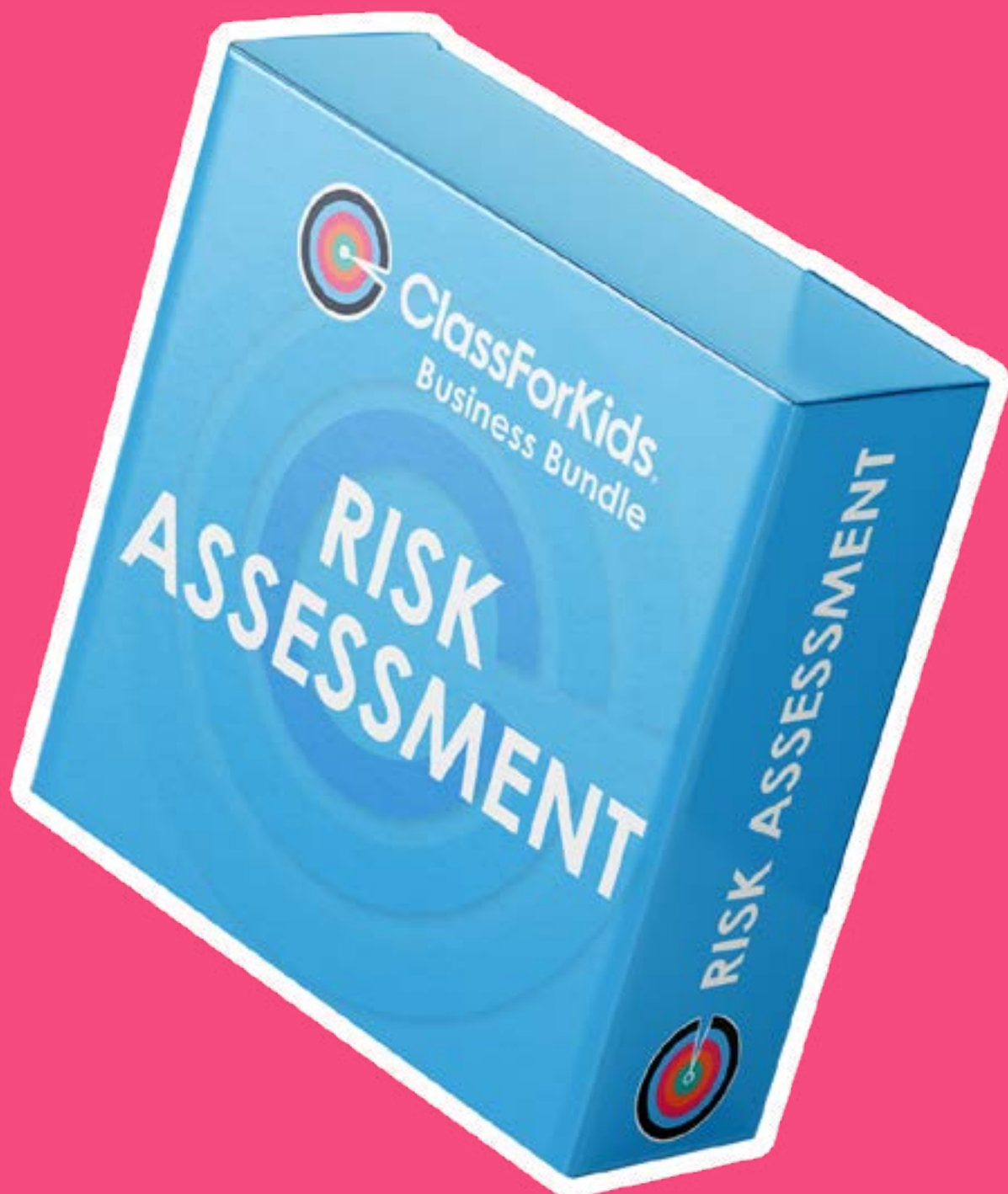
It's key to safeguard all areas of your business with up-to-date policies.

Are your current risk management procedures up-to-scratch?

From restrictions on personal items and equipment children have access to, to assessing the space in your venue and current emergency procedures, having all this info covered will give both you and parents peace of mind.

See our thorough example to get you started:

Click Me



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Tackle customer concerns with a solid set of T&C'S!

Here you should outline everything your customers need to know about your policies and procedures. From term fees and monthly subscription explainers, to your club's cancellation and complaints policies, all your rules should live here.

Reduce the number of enquiries you receive by clearly outlining all of this in one place.

Here's an example to get you started!

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And there you have it

Want to know more about what ClassForKids has to offer your club? Great! See for yourself...

Show Me!

HERE IT FROM
OUR CUSTOMERS!



“ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking books the very next day. It’s simple and doesn’t take long at all!”

- Josh, 1st Touch Football