1. **On Boarding**

**Subject: Complete Your Registration at [Redacted]**

Welcome, Coach!

We’re glad you’re here. Great coaches know that the best way to stay on top of your game is to never stop learning. That’s what [Redacted] is all about. We help you be the best coach you can be.

Complete your registration and see how [Redacted] can give your team the extra edge. In depth statistics are just a few minutes away!

Click here to get started!

1. **No Players Created**

**Subject: Add Your Players on [Redacted]**

The crowd is cheering, but there’s no one on the pitch!

Come back and add your players, Coach!

We couldn’t help but notice you haven’t added any players yet! Don’t forget: every winning team started out with a good coach and a dream. Don’t let your team down! Come back to [Redacted] and add your players.

After you add players, you’ll be able to input their match performance, get detailed statistics on all your players, and help improve your team’s performance. So show us what your team is made of. Click here to get started!

1. **Fewer than 8 Players**

**Subject: Add More Players on [Redacted]**

Your locker room is looking a little empty, Coach!

We couldn’t help but notice you don’t have a full roster yet! At [Redacted], we understand how busy coaches are. By taking the time to add your players, though, you’ll save a ton of time and energy down the line by increasing your efficiency and effectiveness during practices. Come back and add the rest of your players!

After you add the rest of your players, you’ll be able to add your team’s matches, input your player’s performance, and get detailed statistics to use for your team’s next practice and match! So show us what your team is made of. Click here to get started!

**4. No Match Created**

**Subject: Create a Match at [Redacted]**

The team has practiced, but there are no matches to play!

What does your team’s schedule look like, Coach?

We couldn’t help but notice you don’t have any matches scheduled. Creating matches in [Redacted] sets off a whole chain of awesome. After you input your matches with us, you can then tell us how your players did during that match. You can even be inputting that information during the game! After you tell us how your players did, we can further increase the accuracy of your players’ statistics—giving you the tools to create training sessions that will maximize your team’s performance. Get the most out of each player! But that all starts with creating your matches in [Redacted]. Click here to get started!

**5. No match events added**

**Subject: Add Match Events at [Redacted]**

How was the match, Coach?

We want to hear everything about the match! Give us the play by play. This is where the real fun starts. We’ll crunch the numbers for you and give you personalized tips and plays for the next match. Your team’s going to crush the competition! But first, click here to let us know how the match went.

**6. No line up added. The coach has a match tomorrow but has not added the team lineup.**

**Subject: Add your Line Up at [Redacted]**

Good luck, Coach!

We noticed you have a big match tomorrow. Good luck! Before the match, make sure you add your line up, so we can be part of the action. Don’t forget, we’re the complete toolkit for coaching. Not only are we great for practices, but you’ll also want us along for the game. Track your players’ performance, your team’s strengths, and areas for improvement with accuracy. Click here to add your team’s line up!

**7. No match in the calendar for the past three weeks.**

**Subject: Update your Calendar at [Redacted]**

It’s been awhile, Coach!

We’ve noticed you haven’t had a match for a while. Is your team still playing? Coaching and training is an ongoing process. As your team and players progress and evolve, so does the app! Keep inputting your matches and match events and we’ll keep giving you updated suggestions on how to take your team to the next level.

By inputting matches, you are gaining more information about each individual player, allowing you to better train them as individuals and maximize their performance. Click here to input the rest of your schedule!

**8. No training sessions created.**

**Subject: Create a Training Session at [Redacted]**

What are we doing for practice, Coach?

You haven’t created any training sessions in [Redacted]! As you’re well aware, training sessions are what separate the men from the boys. Use the statistics you’ve gained about each player and our specific training drills to maximize your training session today! Click here to get started.