

Emails to Membership & Staff

A. Teaser/Launch Event Invitation

ANNOUNCEMENT LETTER TO MEMBERSHIP

Dear Members,

You may have recently seen the future of golf following one of our members down the fairway. (And it probably required a double take.)

Yes, [insert club] now offers Tempo Walk, the world's first hands-free autonomous caddy.

There's nothing else like this in golf, and [insert club] is one of only a handful of clubs in the world that offers this innovative technology.

Tempo Walk quietly follows golfers wherever they go. All you have to do is wear a transmitter and start walking. It's as easy as that.

What's the cost to membership? Only a rental fee. There are no hard costs to the club—all Tempo Walks are provided and maintained free of charge.

Tempo Walk is a spectacular way to enjoy our beautiful course the way it was meant to be played: on foot and without a care in the world.

We think our addition of Tempo Walk will help improve the health of our membership, bring new golfers to the course and speed up our play.

You really have to see this technology to believe it, so we invite you to Tempo Walk Demo Day on [insert date here]. Or simply call the pro shop at [XXX.XXXX] and let them show you this one-of-a-kind technology.

LETTER FROM PRO OPTION 1: PLAYS OFF THE MEMBERSHIP'S VANITY

Dear Members,

There is a new, innovative technology in golf and I am excited to tell you that [insert club] is one of only a handful of premier clubs in the country with this technology available right now at your pro shop.

It's called Tempo Walk. And it's the world's first hands-free autonomous caddy.

If you've ever played golf with a caddie, you know that it's golf as it was meant to be played: fun, fast and without a care in the world. Tempo Walk is no different. It carries your bag, supplies your yardages and even holds your drinks.

All you have to do is clip a small transmitter to your belt and Tempo Walk will follow you the entire round. Tell him to stop, he stops. Tell him to follow, he follows. There's nothing else like this in golf!

If you love to walk, you'll love Tempo Walk. And if you prefer a cart, I suggest you take Tempo Walk for a 9-hole round to see what you think. (I was a bit of a skeptic at first, but after one round with Tempo Walk I'm a believer.)

To play a round with Tempo Walk, call the pro shop before your next tee time at [xxx.xxxx].

I also invite you to our Tempo Walk Demo Day on [insert date], where I will show the ins and outs of how Tempo Walk can make your rounds more enjoyable than ever.

Sincerely,

Name

Title

LETTER FROM PRO OPTION 2: PLAYS OFF THE PRO/GM/COO'S VANITY

Dear Members,

Your golf staff and I are always searching for new technologies and ideas to improve your game and also grow the game here at [insert club].

Today, we have exciting news: we are now offering a new, innovative technology that is going to make walking rounds at [insert club] more enjoyable than ever. It's called Tempo Walk and it's the world's first hands-free autonomous caddy.

If you've ever played golf with a caddie, you know that it's golf as it was meant to be played: fun, fast and without a care in the world. Tempo Walk is no different. It carries your bag, supplies your yardages and even holds your drinks.

All you have to do is clip a small transmitter to your belt and Tempo Walk will follow you the entire round. Tell him to stop, he stops. Tell him to follow, he follows. There's nothing else like this in golf! (And the technology is so new, only a handful of premier golf clubs have access to Tempo Walk.)

If you love to walk, you'll love Tempo Walk. However, if you prefer a cart, we suggest you take Tempo Walk for a 9-hole round to see what you think.

Your golf staff and I are tremendously excited and we can't wait to see how Tempo Walk can help create the best golf experience we've ever offered at [insert club].

To play a round with Tempo Walk, call the pro shop before your next tee time at [xxx.xxxx].

I also invite you to our Tempo Walk Demo Day on [insert date], where I will show you the ins and outs of how Tempo Walk can make your rounds more enjoyable than ever.

Sincerely,

Name

Title

Launch Event Invitation

Dear [insert club] Golfers,

It gives me great pleasure to announce a brand new way to enjoy walking at [insert club]. Beginning [insert date], we will provide for your pleasure and use "Tempo Walk", the world's first autonomous caddy. This hands free walking option allows you to enjoy your round without the hassle of carrying your bag, or the awkwardness of pushing a cart. Tempo Walk utilizes state of the art technology, and includes amenities like a personal cooler, divot repair seed bottles, and even GPS yardages for each hole to the green.

We will offer these units for a daily rate of \$XX for 18 holes. In an effort to assist you in getting oriented to Tempo Walk, we have scheduled training session for the entire week of [insert date]. To learn more about this very unique product, you can visit the following website <https://youtu.be/wL51DOKknIM>.

Reserving Tempo Walk is easy, and can be done while booking your normal tee time or by contacting the Pro Shop at [xxx.xxxx]. Equipment and instructors are limited so call now to experience this exciting innovation that is sure to change the way you experience golf!

Best regards,

Name

Title

1B: Social Media Template -

- Members and guests will have much higher response rate if they see Tempo Walk moving.
- Head Pro to record 30 sec - 2 min enthusiastic video playing with Tempo
 - Walk on signature hole at course
 - Explain how Tempo Walk works
 - Features they enjoy
 - Program related info (launch date, price, how many units)
- Post to social media at peak hit times with review from Head Golf Pro + a few bell ringers.

1. Pictures of Successful Social Media Posts
2. Hootsuite for blog/social media blasts and updates

1C. Email for Staff Training -

- Quick Explanation of what they need to do to complete training on Staff training landing page.
- Link to Training Website

Proper New User Training Procedures

1. Show them the Tutorial Video (They must accept the Release)
2. Show them all of Tempo Walks Features
3. You demo the proper usage so they can see
4. Let the customer demo with your support
5. Key Tips
 - a. Do not turn towards Tempo Walk, keep the transmitter pointing at the unit always
 - b. Bring unit to a Full Stop, before turning off the transmitter
 - c. Users must take wide turns, Tempo Walk is wider than you think.
 - d. Keep the front sensors clear of towels, head covers, etc