Motivating consumers to make life-style changes by using a portfolio of behavioral principles

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< Messages	(555) 323 - 8134	Details
	Text Message Sunday 12:19 PM	
Hello Alex Greetings	x, s from MonstaGym !	
We have credited your account with \$25. If you check in 12 or more times this month, the money is yours and we will reduce your membership fees next month. On top of that, your name will be entered in a raffle with lots of cool prizes. Each visit in- creases your chance of winning. Stay motivated!		
	Yesterday 4:36 PM	
Hello Alex, Awesome workout! Check your fitness score on our leadership board at <u>https://monstagym.com/board</u> Stay motivated!		
	0	

Loss Aversion

Pre-paying consumers leads to higher motivation and attendance

Commitment Contract

Offering probabilistic rewards boosts and maintains attendance rates

Gamification

Using reward points and leaderboards provide social currency and visibility

Reminders

Periodic reminders serve as goals and establish habits