

**\$29.99
Value!**

The 7 Short-Cut Secrets to Doubling Gym Membership & Increasing Sales

Why 80% of gyms fail in the first 5 years – and how you
can be one of the few that wins.

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Table of Contents

Introduction

Are you ready to start making real money with your Gym Business? 4

Secret #1

Having a social media “profile” isn’t enough...here’s how to really use social media. 6

Secret #2

The secret to Facebook ads...and why yours aren’t working. 12

Secret #3

The most successful way to get new customers – and how to use it most effectively. 22

Secret #4

Why you shouldn’t sell a gym membership on the first contact – and what you should do instead. 30

Secret #5

When – and how – to use direct mail to get the biggest bang for your marketing buck 34

Secret #6

Your list can determine your success or failure, but here’s what you can do about it 41

Secret #7

Your online order form can make or break the sale – here’s how to fix it . 47

BONUS Secret

3 Shocking mistakes killing your gym business – and how to fix it 58

Introduction

Are you ready to start making real money with your Gym Business?

The first time I heard the word entrepreneur, I was in elementary school. I thought it was a fun word to say. Little did I know that someday, I would be an entrepreneur – and I would get to work with other amazing entrepreneurs.

People that turned their passion into a business...people with an undying drive for success...people who do not give up...people who succeed against all odds...people that get to live the life of their dreams – a life they created – because of their hard work.

People just like you.

That's why I love what I do. Because I get to help hard-working entrepreneurs like you succeed. I get to be part of the hard work, the growth, the success, and the joy that comes from that success. I love doing this! And I want to be a part of your gym success story too.

That's why I'm giving you this guide, "The 7 Secrets to Doubling Gym Membership and Increasing Sales." Because I want you to have success...to create and maintain a profitable gym...to live the life you've always dreamed about.

That's why you're reading this guide – you want more revenues, more membership, more profit, and more success. You're reading this guide because you want to create a business that is more successful. Not just making more money, but also changing more lives.

That's exactly why I'm here – to help you make that happen. And as you know, there are some key things you need to do to make that happen. We're going to talk about them in this guide. As you read, I suggest you mark items that stand out to you, so I can cover them in more detail with you later—if you have a desire to talk with me more.

You see, in this guide, I've given you a lot of practical tips that you can apply to your business right away. Some are easy to do, and won't take much time. Others may seem intimidating – even overwhelming.

That's where my help comes in. My specialty is helping gym owners double, triple, and even 10X their businesses. If that sounds like something you'd be interested in, let's talk.

You may be wondering...HOW? That's what you'll discover in my guide. Here's a basic outline of the seven secrets we'll cover:

1. How to really use social media
2. The secret to Facebook Ads, and why yours aren't working as well as they could
3. The most successful way to get new members, and how to use it most effectively
4. Why you shouldn't sell a gym membership on the first contact, and what you should do instead.
5. How to use direct mail to get amazing results
6. Why your list is so important – and how to build a great list
7. How to polish your order form so your prospect doesn't bail out at the last (most important) moment

And, guess what? I've even given you a bonus secret! I couldn't help myself. The bonus secret will show you 3 mistakes that are killing your gym business, and how to fix them.

Everything you read in the letter I sent you is covered in this guide. I've sprinkled in some great gold nuggets of wisdom that can help you transform your gym business.

As you know, there's a lot of things to know about running a profitable gym business. So I can't possibly include everything you need to know.

But my guide gives you a solid marketing foundation. Still, you'll probably have some questions. Let me help you find the right answers that will work for you. You can email me at emily@thegymcopywriter.com with any questions you might have.

Alright! Let's jump in!

Secret #1

Having a social media “profile” isn’t enough... Here’s how to really use social media.

Here’s the deal – a lot of business owners think they are using social media. Really, they’re just wasting their time.

To really use social media, there’s 4 important things you need to understand:

The 4 Keys to Successful Social Media

- 1. Have S.M.A.R.T. goals**
- 2. Engage with followers and create a company voice**
- 3. Deliver value!**
- 4. It’s about quality followers, not quantity**

1. Have S.M.A.R.T. Goals

The first important keys to a successful social media marketing strategy is having goals. Many gym marketers just waste their time on social media, post random things, and then wonder “Why isn’t my social media working?”

If you want social media to “work” then you need to know what you want, where you’re going, and how you’re gonna get there. You need goals.

Not goals you just came up with off the top of your head. If you want a social media campaign that really rocks, you need to have thought-out, specific goals.

You need S.M.A.R.T. Goals.

You've probably heard of S.M.A.R.T. Goals before. They're a great way to make sure your goals will work for you, and you'll be successful in achieving your goals.

S.M.A.R.T. Goals are: specific, measurable, attainable, relevant and realistic, and time-bound.

So what are some smart goals for your social media strategy?

Let's say you want more followers on Instagram. Alright – now let's make that a smart goal.

How many more followers do you want? Is that number realistic? Is that relevant to your business goals? When will you get these followers by?



By asking S.M.A.R.T. questions like these, you're able to form a smart goal like this:

In 3 months, our Instagram will have 250 new followers within a 10 mile radius of our gym. We will accomplish this by...

The next part of setting smart goals is coming up with a strategy. You know where you want to go, now you need a map to get there.

Your social media strategy will be what you post, your style of posting, and who is posting it.

The best way to create a strong strategy is by looking at what successful social media influencers are doing. One of those successful social media influencers is Kayla Itsines. She has created a company voice that has made her fitness product super successful.

2. Engage With Followers, Create A Company Voice

Kayla Itsines is a fitness trainer from Australia. She created the Bikini Body Guide training program and the fitness app, Sweat with Kayla. It has been wildly successful. Why should you care?

Because Kayla is a beast on social media.

Her Instagram, @kayla_itsines has 6.4 million followers. Million. She posts inspirational quotes, before and after pictures of successful BBG users, pictures of her working out, and pictures of her dogs.

Why does she have so many devoted followers?

Because she's a real, genuine person. She's the face of the brand.

People would rather connect with real people than brands.

In fact, if you look at the Instagram page for her company, @sweat, you'll see it only has 39.2K followers. Still quite a bit, but nothing compared to how many Kayla has.

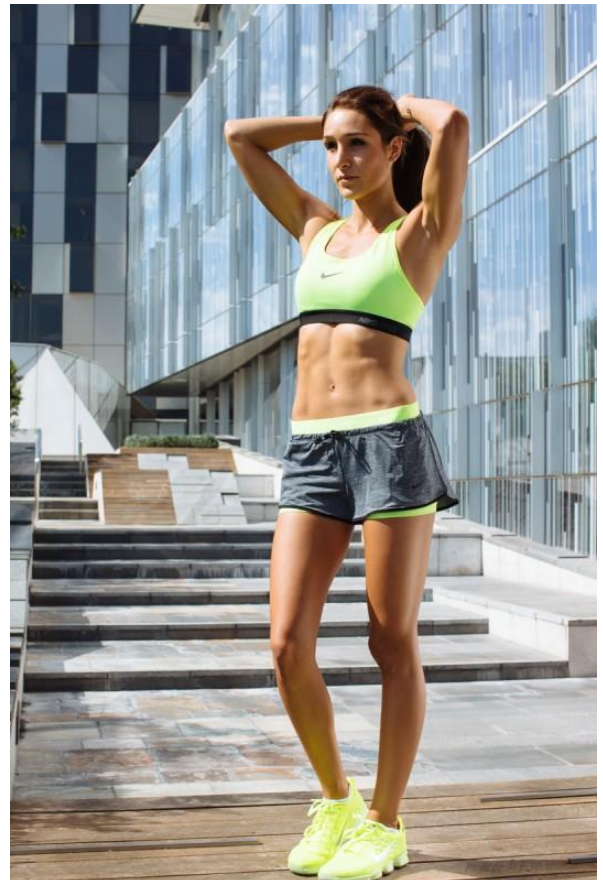
Moral of the story – have a charismatic, awesome person be the face of your company, and you'll be able to connect with more people on social media.

Because really, it's SOCIAL media, not sell-to-me media. People don't want to scroll through advertisements all day long.

What they want is to feel connected. To feel part of a community. They want to idolize. People don't follow Kayla to learn more about her BBG workouts. They follow her because they want to be her. They want to be like her.

And how can they do that? With her workout program and workout app.

That's how you get people to come to your gym. You make them feel connected to you as a human being. Make them want what you have. Then show them that they can have it. Show them that they can be like you, by coming to your gym.



Maybe you're thinking: "how can I get someone to be the face of my business? That seems like a lot of work? Is it really worth it?"

It's a lot of work, but it isn't as hard as you think. Your "public figure" can be the owner of your fitness center, a personal trainer at your gym, or even a devoted and somewhat well-known gym member that you trust.

The voice of your company should be someone that people can like and admire, and someone that can engage with other people on social media.

Is it worth it? Just ask Kayla. With her 6.4 million followers, I'd bet she'd say it was worth the work.

3. Deliver Value!

We talked earlier about why Kayla has so many followers. She's a real human being that genuinely wants to help other people – and that shows through her social media channels.

It's also because she delivers value. Her posts are interesting, engaging, useful, and valuable.

Really, that's the key to an engaging social media campaign. If your posts are annoying, people will unfollow you. If your posts are interesting and engaging, people will follow you, and remember you.

Here's a few other tips for creating engaging posts:

- It's not all about you. Nobody wants to see "Come to our gym" or "Become a member today" all the time. You can't just promote yourself 24/7 on social media. It's about interaction and giving people what they want – not what you want.
- Your content must be valuable. If you want people to share your posts and talk about your gym, you have to post stuff that is worth reading and sharing. Make your posts interesting, engaging, useful, and valuable.
- You can't force things to go viral. Social media is very different from traditional marketing. With traditional marketing, you can send people paper mail and emails, and they'll get it. But, you can't force people to like your page or follow you.
- Your audience drives your social media, not you. You post it, but they decide if it is valuable enough to share with their audiences.

- You want your audience to share your stuff with their audiences. The more people see it, the better.

After a while on social media, you'll learn what types of content your followers like, based on what they like and comment on. Post more of the stuff they like, and less of what they don't.

Social media is different for every company, but if you remember to *always deliver value to your followers*, then you'll be well on your way to social media success.

4. It's About Quality Followers, Not Quantity

Even though Kayla Itsines has, literally, millions of followers, it's not about how many followers you have, especially if you are an independently owned, local gym with just one location.

This brings us back to our goals, and making sure your goals are relevant. Why would you want 6.4 million followers from all over the world if you have one gym? If you are selling a product, like Kayla, it would be different. But, with just one gym, you want to worry about the quality of your followers, not the quantity.



Your social media channels should attract followers that are your ideal prospects, whoever that might be.

For example, if you are a hard-core, cross-fit style, fitness center geared towards members of the military, you want your followers to be members of the military within a 15-mile radius of your gym.

You also want to have your current members follow you on social media, so you can keep in touch with them and create a lasting relationship that will turn into life-long membership.

So, if your goal is to get 250 new, quality followers in 3 months – then you need to target the specific followers you want and invite them to follow you.

Remember, quality, not quantity.

If you remember the four key to social media success: have S.M.A.R.T. goals, engage with followers and create a company voice, deliver value,

and quality followers, not quantity, you'll be on track to accomplishing your social media goals.

But if you really want to use social media, you'll need to know how to successfully use Facebook Ads – because it's a great tool that can really take your gym to the next level. Ready to learn more about Facebook Ads? Read on.

Secret #2

The secret to Facebook ads...and why yours aren't working

So you've launched a Facebook Ad campaign (or had someone do it for you)...but you didn't get the results you were hoping for. Why not?

That's what this section is about. How to create effective Facebook Ads and how not to (what you should avoid). I'll also give you some headline "formulas" you can use to skyrocket your ad and social media clicks. Ready?

First, let's look at how to do an effective Facebook Ad campaign.












The first thing you'll see when you pull up Facebook Ads Manager is the question: "What's your marketing objective?"

If you want your ad campaign to work, you need a clear goal.

Facebook divides their ad goals into three sections: Awareness, Consideration, and Conversion.

CAMPAIGN: Choose your objective. [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Local awareness	 Engagement	 Product catalog sales
 Reach	 App installs	 Store visits
	 Video views	
	 Lead generation	

Here's a basic overview of what each objective means:

Awareness:

Brand Awareness – *Reach people more likely to pay attention to your ads and increase awareness for your brand.*

Local Awareness – *Promote your business to people who are nearby.*

Reach – *Show your ad to the maximum number of people.*

Consideration:

Traffic – *Send more people to a destination on or off Facebook.*

Engagement – *Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.*

App Installs – *Send people to the store where they can purchase your app.*

Video Views – *Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.*

Lead Generation – *Collect lead information from people interested in your business.*

Conversion:

Conversions – *Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.*

Product Catalog Sales – *Create ads that automatically show products from your product catalog based on your target audience.*

Store Visits – *Promote multiple business locations to people who are nearby.*

For your gym or fitness center, you should focus on (1) Local Awareness (2) Traffic and (3) Lead Generation. You might use other things as well, depending on your goals, but these 3 are the main ones you'll use to promote your business.

So how do you use them?

Local Awareness

When you click on local awareness, you'll see there's a map with a circle on it.

Audience
Define who you want to see your ads. [Learn more.](#)

The target area is centered on your business, but you can adjust it by dragging the map.

Potential Reach
100,000 People
This is the total number of people in your selected audience who we estimate will be in your area based on their activity on Facebook.

Estimated Daily Reach
920 - 2,400 people on Facebook
520 - 1,400 people on Instagram
This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Enter a street address. ("123 Main St., Springfield, Illinois") Radius

Age -
Gender

You can adjust the how big the circle is with the radius drop down, and you can target the area near your gym or fitness center by entering your address in the bar. Below, you can also specify the age and gender of your target audience.

This is key to attracting the right members for your gym. If your fitness center is geared towards elderly women, then you would adjust the age and gender. This allows you to target people that are most likely to come to your gym – and to get the most ROI (return on investment) for your marketing dollars.

In the right corner, you can see the number of people you will be reaching, and how many of those people are on Facebook and Instagram.

This gives you a ballpark figure. Later, you will be able to see how successful your ad was using this number. For example, if 560 people clicked on your ad, out of 10,000, that's a 5.6% response rate, which is really good.

Once you have that number, you can determine your CPA (cost per acquisition) if you divide the total cost of running the ad, by the number of responses.

Total \$ spent running ad / # of people reached = \$ amount per person

Traffic

Another Facebook Ad type you'll use is Traffic. This one drives people to click on your website, or a link to a specific part of your website.

Traffic lets you have a more specific target audience, which is always a bonus. The more you know your prospects, the better you can change your ad to attract them.

Once you put in your information, you'll see a section like this:

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ



Target Ads to People Who Know Your Business



You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations ⓘ

Everyone in this location ▼

United States



United States



Include ▼

Add locations

[Add Bulk Locations...](#)

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

| [Suggestions](#)

| [Browse](#)

[Exclude People](#)

Connections ⓘ

Add a connection type ▼

Here, you can create custom audiences. You can create this audience by Customer File, Website Traffic, App Activity, or Engagement on Facebook.

If you use MailChimp, you can upload your customer file from MailChimp. Or you can manually add all the customer information you have for your prospects.

Another option is using the new feature, Engagement on Facebook. This works very well if you have a strong social media platform on Facebook. It lets you create a custom audience based on the people who have engaged with your page, and you can narrow it down more to people who clicked on a call-to-action button on your page.

Once you've finished creating a custom audience, you want to target it to a specific location, and again, you can change the age and gender of your target audience.

You can even do more detailed targeting by adding demographics. You can include/exclude people who have a certain interest.

Make sure to save your audiences so you can use them again in the future if the ad is successful.

Lead Generation

For lead generation, it's the same set up as Traffic, with your specific audience.

You then create a form to collect leads from your prospects.

The screenshot shows the 'Create Form' interface in Facebook Ads Manager. At the top, there's a header 'Create Form' and a subtitle 'Untitled form 2017-02-20' with an edit icon. Below this are two tabs: 'Content' (selected) and 'Settings'. The main content area is titled 'Welcome Screen (optional)' with a toggle switch turned on. It contains three sections: 'Headline' with the text 'FREE' and a character count of 55; 'Image' with two radio button options: 'Use the image from your ad' (unselected) and 'Use uploaded image' (selected). The 'Use uploaded image' option includes a note 'Recommended image size: 1200 x 628 pixels' and an 'Upload Image' button. Below the image section is a 'Layout' dropdown menu set to 'Paragraph', followed by a large text input field with the placeholder 'Enter text that tells people about your product or service (Required)'. At the bottom of the main section is a 'Button' field with the text 'Example: Sign Up Now (Required)' and a character count of 30. Below the main section are two expandable sections: 'Questions' and 'Privacy Policy', each with a downward arrow icon.

The most important part of the form is the headline. Most people will see the headline, and if your headline sucks, they won't click. But if your headline is great – it will attract them and get them to click.

We'll talk later (on page 19) about how to create great headlines for social media so you can get more clicks and run successful ads.

After you create an awesome headline, you'll want to add a compelling image, and tell them more in the section below it.

When you click on the Questions tab, you'll select what information you'd like to collect.

Collect their email and full name. Secret #5 talks about why it's so important that you collect emails.

You can also add a custom question, like "Are you currently a member of a gym in <town>?" "Are you looking to change gyms?" "Are you unhappy with your current gym?"

These custom questions let you learn more about each prospect. This can be useful later – you can segment your email list to send different emails to different people based on how they answered those questions. And that can help you get better response, and more members.

Why Your Facebook Ads Aren't Working

Alright, so now you know about three important types of Facebook ads. Time for the nitty-gritty. Let's talk about why your ads aren't working. It's NOT because your gym sucks, it's NOT because you suck, and it's NOT because no one wants to go to your gym.

The truth is, there's just three reasons behind why your ads aren't working.

Make changes to these three things, and your ad will be ready to get some real, measurable, results.



Advertising Legend David Ogilvy said "On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent 80 cents out of your dollar."

The 3 Things that Determine Facebook Ad Success:

- 1. Audience**
- 2. Offer (with Call to Action)**
- 3. Headline**

Take a lookie to the left and you'll see the 3 things that determine Facebook Ad success: the audience, the offer (with call to action), and the headline.

So if you want your Facebook Ads to work, you must get all three of these things right. Let's get into more detail.

If your ad failed in the past, first, you want to check your target audience.

This one mistake can sabotage your entire Facebook ad campaign.

The target audience is the most important part of your Facebook ad. If your fitness center is for middle-aged women who like yoga...you need to specifically target them, and focus on that group.

You also need to make sure that your audience is near your gym. Don't target all the middle-aged women who like yoga, only target the ones within 15 miles of your gym.

Now that you've made sure your audience is perfect for your gym, the next thing to check is the offer.

Imagine you are in the middle of a forest. You're camping, but you forgot your tent. If someone offers you a bicycle, would you want it?

Probably not. Why? Because you want a tent, not a bicycle. What you want depends on what you need.

It's the same with your Facebook ads. If you offer your prospects something they don't want, they won't buy it.

Your ad needs to offer them something that they can't resist. Something that they desperately want, something that they have been looking for, something they crave.

That something depends on your fitness center, what you have to offer, and the type of people you are targeting.

You could offer them a free guide, a nutritional packet, free supplements, a free t-shirt, a free class, or a free personal training session. Anything that will get them to respond to your ad, and to respond now.

Your offer needs to have a call to action. It amazes me how many advertisements do not have a call to action!

If you don't tell people what to do, they won't do it. So tell them. And tell them to do it now, right away, today, as soon as possible. Because if they don't do it now, they won't do it at all.

Once you have a strong offer that will appeal to the right people, you need to create a powerful headline.

When you're trying to come up with a headline, just remember the 3 types of social media headlines that will skyrocket your clicks:

3 Types of Social Media Headlines that Will skyrocket clicks:

- 1. The Threat**
- 2. Benefit & Promise**
- 3. Social Proof / Credibility**

1. The Threat

People don't like pain. They don't like losing. They want to avoid pain and loss at all costs.

That's why threat headlines work so well. Threat headlines promise that if you do something, and do it right away, then you'll be able to avoid pain and loss.

Here's a couple examples of strong threat headlines:

Why School Lunch Might Be Dangerous to Your Child's Brain

The Three Common Household Items Sabotaging Your Health

Don't Lift Another Weight Until You Read This Important New Announcement

Threat headlines work well, especially if you add the curiosity factor. Surprise them. Make them so curious that they have to click on your headline. Curiosity + threat = clicks, clicks, clicks.

2. Benefit & Promise

Everyone is trying to win. They win by having great health, a great social life, lots of money, and happiness. If you can promise them something that goes with one of those key human desires, then you'll get them to click.

State a benefit (what it will do for them) and then make a promise, if they do _____, then they will get _____.

Here's some examples of powerful benefit headlines:

How To Get a Sexy Six-Pack – Without Any Crunches!

The Lazy Blogger's Way to Making Money Online

Little Known Ways to Save Thousands of Dollars on Taxes

To make your benefit headlines even stronger, add the words "How To." That's a click-magnet right there.

3. Social Proof / Credibility

Social proof has a huge impact on our everyday lives. And it can play a huge role in what people believe and think is important.

With headlines, if you tell people that something is credible, or use an important person's name, they'll start to trust you. And they'll have enough proof to justify clicking.

Here's some examples of how you can use social proof headlines:

How 53 Gym Members Lost Weight with THIS Machine – And How You Can Too!

Get Ripped Like Arnold Schwarzenegger With This Brand-New Program
World-Class Fitness Trainer Reveals the 3 Most Effective Ways for Middle-Aged Women to Lose Stubborn Belly Fat

You can even step it up a notch by adding a time factor to your headlines. People like quick results, and if you can guarantee quick results, that would make your headline really work.

Really, your headline can make or break your ad. So, if your ad didn't work, go back, and change the headline. Then sit back, relax, and get ready for the clicks to start pouring in.

Secret #3

The most successful way to get new customers – and how to use it most effectively.

According to Jay Abraham, there are basically 3 ways to grow a business. Maybe you know this already, but let's review. Three ways to grow your gym business:

- 1) Get more customers
- 2) Get your customers to come in more often
- 3) Get your customers to buy more

If you do these three things, you're going to grow your business. More revenue, more cash coming in, more success. And if you reduce your losses, you're going to increase profit and start making a lot more money.

But, I'm getting sidetracked. In this section, we are going to talk about #1, getting more customers, and the most effective way to do that.

So here it is: the most effective way to get new customers is...through referrals.

Referrals are the most effective marketing method that you can implement right now. And, if you maximize your referrals, you could double your current number of members.

Just think, if every member of your gym referred one person, and that one person came, that's doubling your membership – fast!

Referrals are like the holy grail of marketing. In fact, some statistics show that people are 4x more likely to buy when they are referred by a friend. The New York Times even claimed that 65% of new business comes from referrals.

When your satisfied members tell their friends all about their awesome experience at your gym, that's free advertising. And the only thing better than free advertising...is advertising that's effective.

Guess what? Word-of-mouth advertising is very effective. Why? Because the referred customer trusts the source (their friend, your satisfied client). They'll be more open to hear about your gym.

They'll be sold faster and easier if they have a positive review from a friend...rather than if you did just a promotional letter or email.

But how do you get members talking about your gym? How do you get them to tell their friends to get a membership?

First of all, and above all else, your gym needs to be so great that people actually want to talk about it. If your gym members are so satisfied with your business that they want to share it with their friends, you are doing a good job.

However, sometimes you still need to give people a little nudge. As simple as it sounds, you have to tell them you want referrals.

Marketing guru Dan Kennedy suggests a three-part formula to get golden referrals.

1. Earn them.

No one will talk to their friends if your gym is just mediocre. You have to do more than just satisfy your customers. You have to wow them. Give them an experience so good they won't be able to stop talking about it!

If you do this, you'll not only make your members happy...you'll also convert their friends, and their friend's friends too!

2. Ask for referrals.

77% of consumers are more likely to buy a new product when learning about it from friends or family.

- Nielsen

If you wow your customers, then inevitably, some of them will tell their friends. But to other people, they need a friendly reminder.

They're busy working out – not thinking about getting you more business. When they post on social media, they post about their workout...probably not your gym. But, you can change that...if you ask for referrals.



So how do you ask? Well, in your social media channels, you can show the referrals, reviews, tweets, and posts from other guests about your hotel. Just say: “Our customers refer – we expect you to refer also.”

When they see that, they'll think “lots of other people refer, I should too.” Then, you can make it easy for them by listing or telling them things to refer. Maybe a great personal training session, the clean new gym equipment, the positive community of your gym.

You can even give them coupons to give to their friends. Their friends will appreciate it and they'll be more persuaded to check out your gym.

3. Recognize and Reward.

If you tell your dog to sit, then give him a treat, next time you tell him to sit, he'll do it, because he wants the treat. It's the same for people. When you reward people for their behavior, they do it more.

Reward your guests when they refer others. Say you give them a coupon to give to their friends – “Get 1 Month FREE when you become a member.”

Your guests that gave them that coupon want something in return...and it's only fair. So you tell them that when they refer someone and their friend comes to your gym, the person who referred them gets 1 free month too (or a different reward).

They'll want the reward, so they'll keep trying to get more of their friends to come, and they'll turn into a life-long customer.

Let me show you an example of a fitness center that used referrals to explode their business.

Ever heard of Gracie Jujitsu?

Today, Gracie Jujitsu is world famous, and Gracie University – an online training school to learn Brazilian Jujitsu – has over 100,000 students in over 196 countries.

But it didn't start that way. In the 70s, Rorion Gracie was teaching Jujitsu classes in his garage.

How did he get people to come to his classes? In his interview on *The Tai Lopez Show*, he says "first class is on the house. I happened to be an amazing teacher, so people are going to fall in love with the class for sure. And if you like it, you bring a friend, and I give you another free class. If you bring 10 friends, I give you 10 free classes. And that's how the word was spreading around."



Referrals. The first class is free. Then if you bring another person, their first class is free, and you get another free class. So simple. So effective.

And it worked. Boy, did it work. By 1989, he was teaching 630 private classes a month, and had 80 people on the waiting list.

Gracie Jujitsu went from classes in a garage in Hermoso Beach...to world-famous martial arts university, with thousands of students world-wide.

Rorion Gracie later started the UFC, in 1993, and went on to show the world Gracie Jujitsu.

Now, referrals weren't the only way Gracie Jujitsu rose to fame, but this method helped them tremendously. And it can help your gym too.

If you're not already using referrals, you should be. Lucky for you, I'm going to show you a few ways you can get referrals.

1. Give Customers Something to Give to Their Friends

Would you rather give someone a gift, or ask them for a favor? You probably chose to give them a gift – it's less awkward, it's easier, and it's a win-win, you feel good, they feel good.

So, if you give your customers something to give to their friends, then they will be more likely to actually do it.

The gift doesn't have to be something big. It can be as simple as a free exercise class, an invitation to an event your gym is hosting, or a free water bottle when they come for the first time.

And, like we talked about earlier, make sure the person who referred them gets a gift too. Happy clients are life-long clients.

2. Use Social Media!

If you can get your members to post something on social media – and mention your gym – that's a powerful referral because all of their followers (probably over 100 people) will see it.

How do you get them to post on social media? Have a contest. First, get them to follow you on social media (tell them that you have social media channels, and give rewards to your followers).

Then, create a contest! Come up with a hashtag, give people a deadline to post their pictures by (make sure they tag your gym's social media in the post), then select a winner and give them a prize!

That's a great way to get your gym's name out there. If just 10 of your gym members posted (and they each had about 100 followers each, that's 1,000 people you just reached).

Bam. That's the power of social media. And that's something that's easy, free, and effective.

That's how to effectively get referrals.

On Facebook, you could even challenge your members to "check-in" to your gym each time they come. This serves two purposes: (1) it helps them stay on track with their fitness goals by having Facebook as their "accountability partner" and (2) it shows all their Facebook friends – all the time – that they are going to your gym.

That way, their friends can ask them questions, and your members can praise your gym and refer their friends. Works like magic.

3. Create a referral form on your website

You can have a great referral form on your website, but if you don't give people a reason to refer their friends, it just won't work.

So give them a reason. Make an offer. It could be things like:

- Get a free gym t-shirt when you refer ten friends!
- Get 25% off your monthly gym subscription for every friend that joins!
- Need a workout buddy? Invite your friend to a workout class and you'll both get another free class!

Then, you'd put this offer on your website, and give people an easy way to share it (via text message, email, Facebook, etc.)

Ta-da! Your referral program is all set. And when people visit your website, they'll see it. And your referred guests will start coming in.

4. Strategic Partnerships

Can your doctor really get you get more customers? Uh, yeah! Your doctor, who is interested in your health and the health of their clients, can refer patients to your gym.



They want their patients to be healthy, and you want more customers. Win-win!

How do you make it happen? First, establish a good relationship with your doctor. Tell him about your gym business, what you do, how you help people stay healthy, and some of the results you've had.

Then, tell him that if he has any patients that are looking to get in shape, you'd love to help them out (and maybe even throw in a discount). Tell him that you have some business cards you can give to him to hand out as well.

If you can get your doctor to refer people to you, you'll get more customers – but you'll get so much more.

Just imagine what people will think if their doctor (a very credible, very intelligent person) recommends that they go to YOUR gym. What does that make you?

That makes you an expert. You're like the name-brand toothpaste that's recommended by 9/10 dentists. And that's a good thing.

That makes your members trust you, even before they meet you or go to your gym. If the community can see you as the "go-to" gym guy, that's some serious street cred right there.

And, it doesn't have to just be your doctor, either. You can talk to local physical therapists, chiropractors, dietitians, and health educators too. All potential gold mines.

In his great article "A Prescription for Success" Michael Seril talks about the 5 things you should do after you receive a referral from a medical professional. Here they are:

- "1. Keep a detailed assessment and evaluation of your new client.
2. Keep a line of communication open via email or phone to the referring medical professional.
3. Send a handwritten thank you note with a gift card to the medical professional.
4. Send monthly emails and handwritten notes every four to six weeks to the medical professional providing updates on their patient (your client).
5. Ask your client to let you know when their next appointment is with their medical professional."

He ends with this very important point: "As with all partnerships, communication is key in maintaining a rewarding, continuous relationship. Receiving a referral is great, but maintaining this partnership will be an ongoing process. Focus on the process instead of the results and you will reap the benefits of working with the medical community."

I couldn't agree more. Partnering with local professionals can become a very valuable asset that can transform your business. Treat that relationship like something special, and it will reward you for years and years.

On a similar note, make sure to always thank your members for giving you referrals. They are helping your business tremendously. The least you can do is thank them. After all, they are the life-blood of your business. And they are helping you live your dream.

Secret #4

Why you shouldn't sell a gym membership on the first contact – and what you should do instead

Imagine you're sitting at a coffee shop. There's an attractive person sitting at the table next to you, and you'd like to get to know them.

Would you go up to him or her and say "You're beautiful, will you marry me?" Obviously not. That's not how you start a relationship with someone.

Why not? Because it doesn't work. If you want someone to marry you, first you should become friends, then start a healthy relationship, then become lovers, then get married. It's just the logical order to a relationship.

When you try to sell a gym membership to a prospect on the first contact, it's like asking them to marry you the first time you see them. It's awkward, they aren't ready, and, most importantly, it doesn't work.

The Rule of 7

In fact, in marketing, there's something called the Rule of 7. What it says, basically is that it takes 7 contacts before a prospect buys.

Kathi Kruse explains it like this: "Today, unless you have a clearly-defined marketing strategy that maps out how you'll touch that prospect at least 7 times, you significantly reduce your odds of sales success. In fact, today you might need more than those 7 times just to be heard through all the clutter that's in people's Newsfeeds or fields of vision."

That's why your first contact with your prospect should not be, "COME TO MY GYM RIGHT NOW AND PAY ME!" If you do

"The Marketing Rule of 7 states that a prospect needs to "hear" the advertiser's message at least 7 times before they'll take action to buy that product or service."
– Kathi Kruse

that, you'll scare them off. You'll make a bad first impression, and when they see your brand name again, they won't feel good about it.

Instead, your first contact should be all about them, about their fitness needs and fitness goal. About people like them who have accomplished their fitness goals with your help.

Back to the relationship analogy. When you want to start a relationship with someone, you ask them out. "Do you want to go out to dinner tomorrow night?"

In return for you paying for dinner, your date spends time with you. Basically, you're paying to spend time with the person you want to be in a relationship with.

This is exactly like how you should start a relationship with your prospects. Give them something free, and ask them for something in return.

That's why people have opt-ins to their e-newsletters. And that's why people offer free e-books and free exclusive guides.

Guess what? That's probably how you are reading this right now. I want to start a business relationship with you, so I gave you this free guide filled with marketing tips and techniques you can use in your gym business. In return, you gave me your email address.

You can do this for your prospects too. Offer them something for free so they'll give you their email address.

How you get them to give you their email address isn't as hard as it sounds. To do this, you use something called an email funnel. You probably already know this, but an email funnel is the path your prospect goes on before they give you their email. I'll explain more about that in this next section.

How do you make an email funnel?

There's two types of email funnels. Ones that suck. And ones that work. If you want to grow your gym business and get more customers with email funnels, then you need one that works.

Right now, I'm going to tell you one of the best ways to make an email funnel that works.

It's called The Agora Model. This isn't just some made-up mumbo jumbo. This model turned Agora, an off-line publishing business, into a \$290 million-dollar online publishing business.

And guess what? Other businesses have used the Agora Model – and increased revenues, sales, and success. It can work for your gym business too...if you know how to use it. And that's what I'm going to tell you right now.

Here's how you can use the Agora Model to grow your gym business:

First, what's the goal of an email funnel? Yes, it's to get you more customers. But, really, it's to get people to give you their email address so you can add them to your house email list. And then send them emails whenever you want.

How do you get their email? The best way to get people to give you something...is to give them something. And not just anything. It needs to be something they want. Something they want bad enough they're willing to give you their email for it.

That thing you giving them for free, that's the bait. What could you use for the bait? A free health consultation....a free trial at your gym...a free guide to losing weight or building muscle... Basically, it depends on your unique gym. There's tons of things you could give them for free, just make sure they want it.

So, once you have your bait, time to go fishing (aka marketing) But...you aren't really marketing your business, yet. At this point, you're just trying to sell the bait.

So to do that, you can do Facebook ads, and affiliate



deals, and popups on your website, landing pages, social media marketing, and all that jazz.

Then, you make the trade, email address for bait piece. Whabam you got their email, they got their free thing. If your bait piece is good, it'll be a good first impression...they'll open the emails you send them...and they'll become a customer.

And now, you have an email list. And hopefully you've made a good first impression, so they want to hear from you and read your emails.

Cause now, it's just email marketing. You send them promotional emails for your gym, news about your gym, fitness tips, etc. and eventually, they become a member.

It might seem like a long process, but it's one that works. It worked for Agora, and it can work for you gym business too.

Why You Should Use Email Funnels

It all boils down to this:

Taking advantage of email funnels is like paying a one-time fee for unlimited advertising.

Why? Because when you get people to opt-in to your email list, you can send them promotional emails for your gym – over and over again!

Obviously, there are some “rules” to email marketing. And you don't want to spam your email list. But when you get their email, you pay nothing to send them more emails.

And, going back to the 7 contacts rule, if you just send a few emails a week, you could convert them to a paying customer in less than a month.

That's pretty good.

And – it gets better. Email lists let you develop a relationship with your prospects and customers...helping them become life-long customers. Customers who will refer their friends and help you get more customers.

It's basically the marketing fountain of youth.

And, if you use it right, it could make you rich.

Secret #5

When – and how – to use Direct Mail to get the biggest bang for your marketing buck.

You might think direct mail is old fashioned...ineffective...too much work. You're entitled to your opinion. But let me show you some direct mail facts:

- 2.5 billion coupons were redeemed in 2015 (DMA)
- 57% of mail volume is attributed to direct mail pieces (DMA)
- Direct mail marketing, on average, gets up to 37X more responses than email (Resource Solutions)
- Direct mail is the most preferred form of marketing by consumers (Resource Solutions)
- 80-90% of direct mail gets opened, while only 20-30% of emails get opened (Resource Solutions)
- 40% of consumers have made a purchase in the last 3 months because of direct mail (Resource Solutions)
- 39% of customers try a business for the first time because of direct mail advertising (DMA)

Direct mail has more value to customers, grabs more attention, and gives a better impression of your business. People see direct mail as more secure, more trusted, and more official.

The Direct Mail Organization also says that “Direct mail is one of the most measurable of all media, boosting the quality of analytics for any campaign. An omnichannel marketer knows when mail is arriving and can use this knowledge to activate other touch points like email and telemarketing. It's direct mail that anchors the campaign and drives the support tactics that can boost the overall effectiveness of an omnichannel effort.”

Oh, and there's also the fact that it works.

Personal opinion here: I think that most marketers don't use direct mail because they're scared. Scared of knowing that their advertising sucks and it isn't working.

Because with direct mail, you'll know if your ad works (to the penny!) – you can measure the response rate, find out exactly how much it costs to gain a customer, and see exactly how effective your marketing is.

You can't do that as well with other marketing methods.

But if you want to take pride in your “pretty” ads that do nothing...focus on brand-building and “getting your name out there”... well, it's a free country. You can do that while your competitor uses direct mail and steals all your prospects, increases revenue, and puts you out of business.

If you want to get real results, and have a marketing plan with measurable ROI, read on.

How To Use Direct Mail



Here's how direct mail works, in a nutshell.

1. Assess your marketing goals. What do you want your marketing to accomplish?
2. Create an irresistible offer. Make them an offer they can't refuse.
3. You create a promotion. It can be a flyer, a postcard, a letter, a brochure, a lumpy package (who doesn't love those?), a book – really anything.
4. You get the list of your prospects. You should do a list of at least 100 people to get an effective measure of response. You'll learn more about the list starting on page 39.
5. Then, you get it packaged and postage paid and everything, and you send it out.
6. People respond, and you get business. Easy! (just kidding).

For this to work, you also need to have a response system in place. In your direct mail piece, your promotion, you are going to have a call-to-action. You are going to tell people to call this number, visit this website, etc.

If you don't have enough people answering the phone, or the website doesn't work, it's going to totally screw up your response rate. You don't want that to happen.

When to Use Direct Mail

Dan Kennedy, a millionaire consultant, suggests a strict direct marketing diet for at least 6 months. His book, *No B.S. Direct Marketing*, is a **gold mine** for non-direct marketing businesses (like gyms and fitness centers) who want to start using direct marketing to make millions.

You can go all-in with direct marketing, cold turkey, or you can simply add direct mail to your marketing plan. If something is already working for you, don't get rid of it – just add direct mail.

You can use direct mail any time, but it is especially effective when you have strong offers. You can connect these to holidays or community events.

The key is to enter the conversation the prospect is already having in their head. That's why you see so many fitness commercials on TV in January. People are already thinking about New Year's Resolutions and wanting to get in shape...so when they see fitness products, they are more receptive and more likely to buy.

Another good time to do it is 30 or 60 days before the first day of summer. People are already wanting a "summer body" and wondering how to do that. If you make them an offer like "lose 15 pounds in the next 30 days at (your gym) – just in time for summer!" It will stand out to people who are already thinking about getting in shape for summer.

Direct Mail Success

Now, let me ask you something.

When you send out a typical direct mail piece, what are you sending? You might think that you're sending a letter. But really, you're sending an envelope.

When people get your direct mail, they see an envelope. Your job is to get them to open the envelope, read the letter, and respond.

It's harder than it sounds.

So how do you do it? There's a lot of ways you can do it, but I won't get into that now.

What you want to do is make your direct mail stand out. Let me give you an example.

Earlier, I talked about lumpy mail. Anything that stands out in your mailbox is lumpy mail. Let's say you reach into your mail box and grab this big envelope, with a lump in it.

Immediately, you are curious. There's no way you are throwing that away without opening it. So, you open it.

And, to your surprise, you find a huge wad of foreign cash, and a letter. It looks like this:



(this is a real promotion!)

Would you read that letter? Of course! You're curious and you need to figure out how you got all that cash (and whether or not you just struck it rich).

This direct mail package is pretty good. The sales letter could use some work, but overall, it makes an impact.

Obviously there's only one way to figure out if the sales letter really rocks, and that is the response rate. For this promotion, to figure that out, they would have to track how many people went to the website that day.

You can send out a powerful promotion just like The Zimbabwean. If you use the power of curiosity to get people to open your letter – that's half the battle. If you can then get them to take action with a powerful sales letter – you're going to see some great response rates.

40/40/20

What really determines whether your direct mail campaign succeeds or fails?

3 things. The list, the offer, and the creative.

We'll talk more about the list in the next section. It's super important and if you screw it up, well, you're screwed.

The offer is just as important as the list. If you have a sucky offer, then your direct mail campaign response rate will probably suck.

The good news is the offer is something that you can test. Create two offers and split your list in two, then see which one pulls better (gets more response).

Alright, so if you get the list and the offer right, you're at 80%. But you can step it up even more. With the creative.

What is the creative?

The creative is everything else, basically. It's the copy on your sales letter, it's if your sales letter is easy to read, persuasive, and effective. It's adding a wad of Zimbabwean cash to your package.

Direct Mail
Success:
40% List
40% Offer
20%
Creative

It's the fun stuff.

And, it's the stuff that can take your direct mail campaign from good...to great.

I must warn you...

Your competitors, other business professionals, and your marketing people might think you're crazy for wanting to do direct mail.

"Too expensive! No response! Too much work! Too old-fashioned! Not effective!" They'll say.

But, direct mail, done right, does work. In fact, it works better than a lot of other marketing methods. Direct mail gets response. It's effective. A lot of people have stopped doing it, which means you'll stand out in the mail box. It's more expensive, but you can track everything and know (to the penny) if there's good ROI or not.

If you do try it, remember Dan Kennedy's counsel to stick with a strict direct marketing diet for at least 6 months.

Alright, one more story.

Chauncey Hutter (a guy you've never heard of) went to work for his family's small tax business. At the time, they were doing about \$50,000 in sales. Chauncey realized that really, they were not in the tax business, they were in the fast money business. They helped people get their tax refund early, and get money now.

He realized that that's what his prospects wanted, so that's what he gave them. He wanted to reach as many people as he could, so he sent out a postcard. It worked so well, that he kept doing direct mail.

Now, his family business is a "4 million a year tax business with 24 locations and 440 employees!" That's the power of direct marketing.

We'll end with Chauncey's advice:

"Go against the grain. Do the opposite of what the norm is in your industry. If you do what everyone else is doing, you'll never get ahead and be at the top of your industry."

Our direct response marketing campaigns are like no other in our industry. *We experience outrageous results because we are outrageously different than all our competition.* There IS a lesson there. Don't forget it."

Secret #6

Your list can determine your success or failure...but here's what you can do about it.

Imagine you're sitting on a beach in the Bahamas, sipping a cold Pina Colada, and chillin in the warm sun.

All of a sudden, a dude selling ski jackets comes up to you.

"Deal of the summer! 3 brand name ski jackets for the price of one – get it today, only 12 left in stock!"

Now, that's a pretty good deal. Quite an offer. But would you buy it?

Probably not, because right now, you're sitting on a beach in the hot sun. NOT in the mountains, getting ready for a ski trip.

For that reason, you aren't going to buy, and the seller isn't going to sell. You just aren't the person the ski jacket seller should be selling to.

This situation might seem absurd. Why would anyone sell ski jackets on a beach!?!?

But sometimes, marketers and business owners try to sell to the wrong people. Then they wonder – why isn't anyone buying?

That's why the list is so important. It can determine if your marketing succeeds, or fails.

What the Heck is the List?

In its simplest form, the list is the group of people hearing your sales message. Hopefully, it's your prospects.

Like in the situation above, you – and everyone on the beach with you – is the list. You are the group of people the seller is selling to, but you are NOT his ideal prospect.

The list can be your email list, or the list of people you are sending a direct mail letter to. It can be your Instagram followers or your gym's Facebook group.

Whatever group it is, most of the time, there's people in that group who are not your ideal prospects. But there's also some people who are your ideal prospects.

That's why the list is so important...and so powerful.

Remember the 40/40/20 rule?

Brain Kurtz, direct marketing guru, explains "one direct marketing rule of thumb says that the success of any direct marketing campaign depends 40% on the list, 40% on the offer, and 20% on the creative."

The list determines almost half of the results of your marketing.

That's why your list needs to actually contain your ideal prospects.

The First and Greatest Marketing Commandment

Do not take this lightly.

For your list to work, your list must be full of your ideal prospects. That means you must know who your ideal prospects are.

Thus, the first and greatest marketing commandment – know thy prospect.

Peter Drucker said, "the aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."



If you don't know who you want to sell to, you won't be doing much selling.

Know thy prospect. Here's what you should know about them:

- Basic facts: Age, gender, income
- What are his fears, hopes, desires?
- What are his spending habits, what else has he bought from you?

- What keeps him up at night?
- What ideas or facts will encourage him? Frighten him? Motivate him?

You should know everything about your prospect.

Advertising legend David Ogilvy said “find out all you can about your prospects before you call on them: their general living conditions, wealth, profession, hobbies, friends and so on. Every hour spent in this kind of research will help you impress your prospect.”

This is absolutely true.

So let’s talk about your prospects. For your unique gym, you will have specific, unique prospects. But for gyms in general, there’s four types of people you could sell to.

Sometimes, when small businesses are just starting their marketing, they think that they want everyone to be a customer. They’re wrong. You never want everyone.

That’s why you choose your ideal prospect. The one type of person that you know will buy your product. Then you target them.

For you gym business, there are a few things that already segment your market. One of those is location. You target people within a 30-minute (or less) drive to your gym. You won’t target people far away, because they just won’t come. It’s obvious.

But, sometimes, gym owners try to target people that just won’t come. They waste time, money, and effort on “prospects” that are not their ideal prospect. They just won’t buy.

When you market your gym business, there are 4 types of people you could sell to, but there’s only two you should sell to, if you plan on making money and actually getting more customers.

“There is no more important person [than your prospect]. Prove to him that your product will make him richer, smarter, or sexier, and he’ll reward you with his purchase. Continue to be considerate of his feelings, beliefs, and desires, and he’ll become a loyal customer.”

- AWAI, the world’s leading provider of copywriting training programs

Here's the four types of gym customers: (1) happily attending a different gym (2) unhappily attending a different gym and looking to change (3) don't have a gym membership, but want one (4) don't have a gym membership, don't care.

Should you go after person 1 (happily attending a different gym)? You could, but it would be a waste of effort. You would have to steal them away from their old gym that they love. It doesn't work.

What about person 2 (unhappily attending a different gym and looking to change)? Absolutely. This is your chance to show them that your gym is better than their old gym and you are who they should change to. Maximum results.



Person 3 (don't have a gym membership, but want one)? Also an important prospect. They're looking for a gym, and you're the solution. (Side note: How are they searching? On the internet. That's why you need a great website.)

Should you go for person 4 (don't have a gym membership, don't care) too? Nope, they are just like person one – too much effort for not enough results. You would have to convince them they needed to work out, then convince them that your gym is for them. Double the convincing. Not double the results.

Your ideal prospect is someone who lives within 30-minutes of your gym, wants to work out, has the money to have a gym membership. And is either person 2, unhappy with their current gym and looking for a new one, or person 3, doesn't have a gym memberships but wants one.

But...there's a person #5. Most gym owners forget about this person. Who are they? They are the person who had a gym membership, but they didn't

get what they wanted. They were made promised of a new body, a slim figure, and dropping 20 pounds and the promises were broken.

But you can change that. You can encourage them not to give up, to give your gym a change. You can win them back.

So that's person #5, and you can sell to him to, if you use a specific promotion tailored to his needs.

Don't forget this. Don't waste your time selling to everyone and everything in sight. Remember your target market. Focus on your ideal prospects.

Forget about everyone else. Seriously. You don't want them, you don't need them. Just focus on your ideal prospect, and you'll get more customers. Find your ideal prospect, learn everything about them, then present your product, and watch the magic happen.

Use This “Get to Know Your Prospect” Checklist

This checklist has a list of 7 questions (x2) you should know about your prospects BEFORE you try to sell anything to them. Get to know them first, and selling to them will be much easier.

Here it is:

7 Questions (x2) You Must Ask Before Selling

Ideal Members:

1. Who are they (male/female, single/married, age, etc.)?
2. When do they buy (how long have they been customers)?
3. How do they hear about you (word of mouth, social media, flyers, ads)?
4. How do they buy (monthly membership, yearly membership, two-year membership)?
5. Where do they live (how far away is the gym from their home)?
6. What do they do (occupation, income, etc.)?
7. What are their goals (stay fit, lose weight, get big)?

These are the type of members that you think your gym is perfect for, and that will be attracted to your gym. Now, let's answer these same questions for your current members.

Current Members:

1. Who are they (male/female, single/married, age, etc.)?
2. When did they buy (how long have they been customers)?
3. How did they hear about you (word of mouth, social media, flyers, ads)?
4. How did they buy (monthly membership, yearly membership, two-year membership)?
5. Where do they live (how far away is the gym from their home)?
6. What do they do (occupation, income, etc.)?
7. What are their goals (stay fit, lose weight, get big)?

The goal of the Current Member questions is to find out if there is a common answer to these questions. If most of your members are 30-year-old single waitresses, then you want to target more 30-year-old single waitresses.

Now, you need to compare the Ideal Member answers with the Current Member answers. If these are very different, then you might need to change some things.

Remember, *don't punish the market*. If most of your customers are 30-year-old single waitresses, but your ideal prospect is middle-aged married men who want to get big.... well, maybe you should adjust your ideal prospect.

Stick with what's working. If middle-aged married men who want to get big don't want to come to your gym, don't punish them. And don't get mad at your current members either.

Just pivot. Find out what attracts your current members to your gym, then sell that.

For example, if your current members like that your gym is private, small, and mostly female, then sell that. Target other people who would like a private, small, and mostly female gym, then build from there.

Figuring out what people want is the hard part. Once you know what they want, all you have to do is give it to them, and they'll gladly give you cash in return.

Secret #7

Your online order form can make or break the sale – here's how to fix it.

An online registration form for your gym can save you a lot of time...and it can also make things easier and simpler for your members.

But, you can really screw it up. Today, I'm going to tell you how you can fix it.

The Order Form

First, let's take a look at the order form. The order form is the page that your prospect goes to when they are (1) ready to sign up for a gym membership (2) thinking about signing up for a gym membership or (3) trying to find the price of a gym membership.

So...what makes a good order form? One thing – it gets sales.

To figure this out, all you have to do is look at the cart abandon rate. That's how many people leave the order form page without buying.

Why would someone click on it if they don't want to buy? Because people don't like being sold.

People don't want to feel tricked into things or forced to buy. They are skeptical when they come to your order form page (especially if the rest of your website copy doesn't build value and get rid of skepticism).

They are looking for any reason not to buy – anything that will tell them, "this probably isn't worth my time and money."

That's why, throughout the sign-up/registration process, you have to constantly reassure them. Get them to say yes, nod their head, and keep clicking till they finally have a membership.

How do you do that?

Two things. Words and presentation.

Words Words Words

The words on your website are your copy. And copy is powerful.

Good copy can get people to buy right now, and feel good about it. Bad copy will make people leave your site with a bad taste in their mouth and never talk to you again.

A word of caution. This is the WHAT: you need good copy, copy that can sell and make you money. But, there's a problem. The HOW is a little more complicated.

Quite honestly, copywriting is a skill that takes time, energy, and lots of hard work to master. I'd be lying to you if I told you that writing everything yourself is a good idea. Everyone can write...but can you write words that sell? And is it worth it to waste money – and risk losing customers and prospects – trying to figure that out?

Here's the deal, I can do the HOW for you much better and at better price than if you tried to invest the time and money to learn the skills on your own.

After all, I am The Gym Copywriter. It's what I do.

However, I understand that you might want to fix some things right away before investing in copywriting that will completely transform your business.

Here's just a few basic things you can do right now to clean up crappy copy:

- The two most powerful words in copywriting are “you” and “free” – use them.
- Remember, it's not about you, it's about your prospect.
- Start with the prospect, their needs, fears, concerns, problems, deepest desires.
- Position your product or service as a solution to the problem.
- Call to action. If you don't tell your prospects what to do, they won't do it.
- People buy things for emotional reasons, not logical.

“Good writing is good thinking clearly expressed.” – Mark Ford

- After they are sold emotionally, they need to justify their decision with logic and reason.
- People like stories, so sell a story.
- The Rule of One – choose one thing. One core emotion, one good idea, one strong story, one desirable benefit.
- Write like you talk. If it's hard to read, no one will read it, so make it easy to read.

If you make sure your copy, or the copy you get from hired copywriters, measures up to those standards, you'll be well on your way to copy that works. Copy that sells.

And here's a blatant sales pitch: If you want to step it up a notch and really get copywriting that gets real results, email me today:

emily@thegymcopywriter.com.

The Presentation

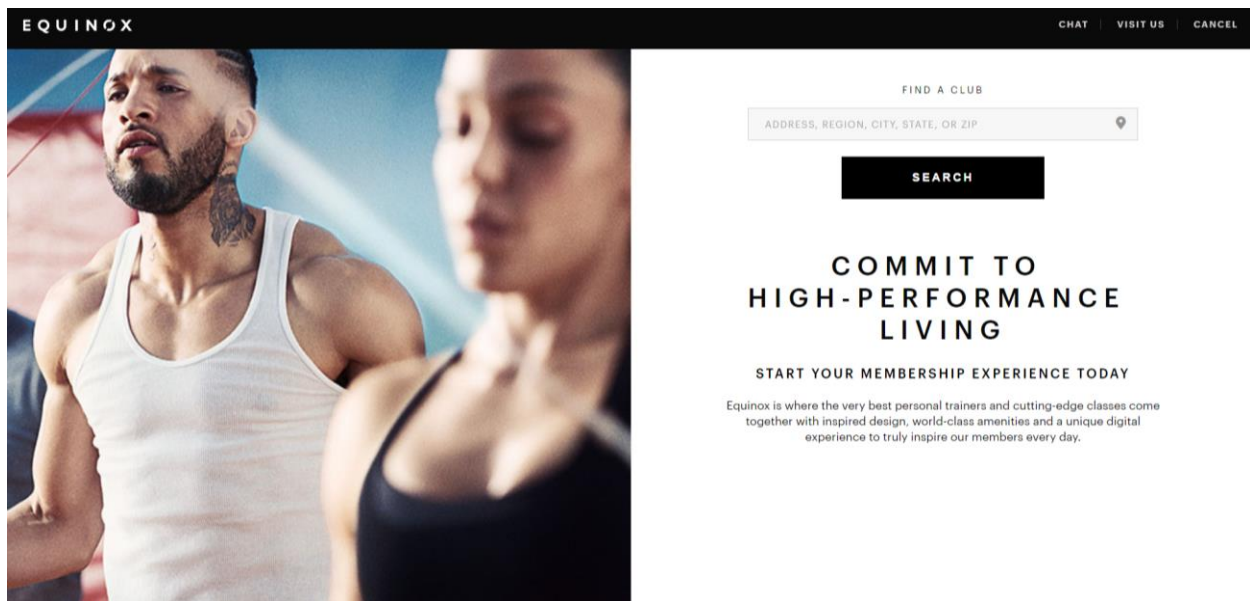
Anyway, back to the order form.

The presentation connects to what we talked about earlier – about how your prospects see your gym. Crappy website = crappy gym. Great website = great gym.

When you are getting ready to close the sale, you need to make sure everything looks professional, clean, and polished. Remember, you are assuring them that they are making the right choice, so be professional and exceed their expectations – already.

Let's look at an example of a great order form. This is by Equinox gym. As you can see, their website is polished, professional, and persuasive.

When you click to sign up for a membership, you are taken to this page.



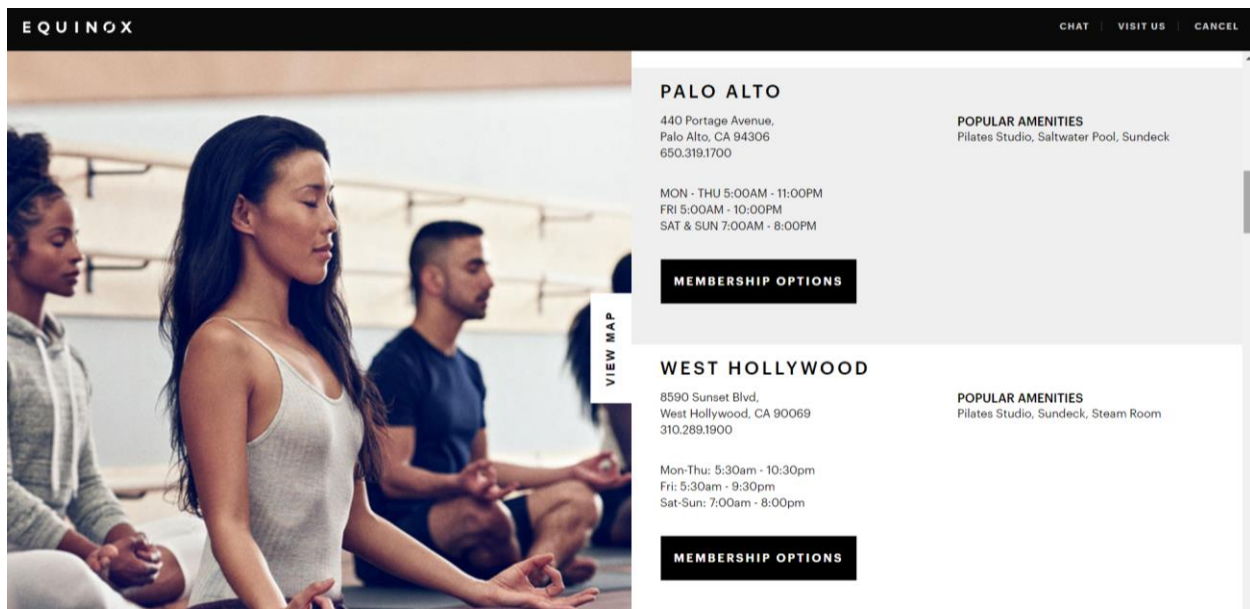
The copy on this page says, “Commit to High-Performance Living, Start Your Membership Experience Today. Equinox is where the very best personal trainers and cutting edge classes come together with inspired design, world-class amenities and a unique digital experience to truly inspire our members every day.”

That is good copy. There’s command words that tell the prospect what to do (commit and start). There’s a clear call to action (“start your membership experience today”). They build value by calling it a “membership experience” and by telling the prospect why they are so great (“cutting edge classes,” “world-class amenities,” “unique digital experience,” “the best personal trainers”).

One thing that they could do better is add urgency. They say, “start your membership experience today,” but they don’t offer a reason why. Why start today and not wait till tomorrow?

To add urgency, they could add a special deal, “start your membership experience today and get 50% off your first month.”

When you click the search button to find an Equinox gym near you, you are taken to a page that looks like this:

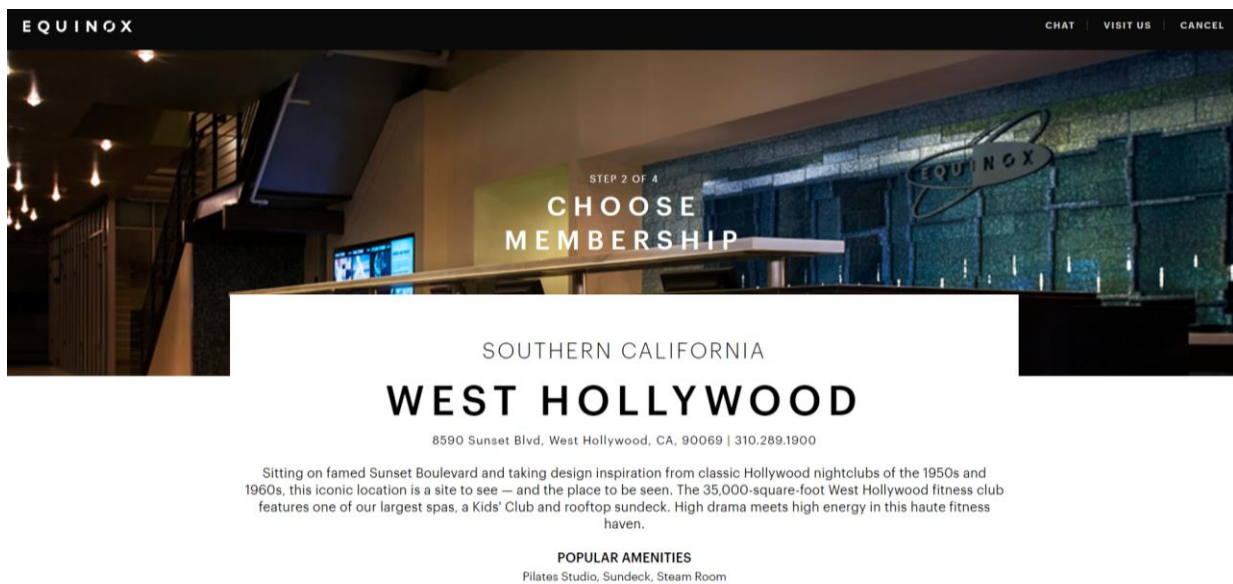


Again, the presentation is clean and professional, the prospect finds what they are looking for, and again, the prospect is impressed.

With each gym, they tell you not only the location and times, but also some of the popular amenities at each gym. This builds value, interests prospects, and keeps them clicking to the next page.

After prospects select a gym, they click the membership options button.

Then they are taken to this page, unique depending on the gym they chose.



First, there's a more detailed description of the gym location the prospect is interested in. Here, for the West Hollywood gym, the description reads: "Sitting on the famed Sunset Boulevard and taking design inspiration from classic Hollywood nightclubs of the 1950s and 1960s, this iconic location is a sight to see – and the place to be seen. The 35,000-square-foot West Hollywood fitness club features one of our largest spas, a Kids' Club and rooftop sundeck. High drama meets high energy in this haute fitness haven."

That's how you sell a gym. Did you catch the one core emotion they were selling? Pride. "This iconic location is a sight to see – and the place to be seen."

They're saying, when you come to our gym, you'll be looked at differently. You'll be respected, admired, classy. When people see you at Equinox gym, they'll want to be you. They'll want what you have. They'll see you differently.

Don't just sell a gym membership, sell an experience, sell an emotion, sell a new body, a new you. Then watch the sales pour in.

One important thing to notice is that the selling doesn't stop when the prospect clicks the first button to start purchasing a membership.

You have to sell them all along the way, take them by the hand and lead them gently through each step.

That's exactly what this website does. After the prospect reads the persuasive gym description, they can then choose a membership option.

**All Access membership does not include access to Printing House (NYC), Kensington (UK), Century City (SoCal), or Equinox Sports Clubs - except Sports Club Upper East Side.*

This last page is pretty good, but there are a few things that could make it stronger.

The small text under the 3 options says: “New Equinox members receive a complementary Equifit assessment, Personal Training session, and Studio Pilates session.

Wow, that’s really a great deal! They should rephrase this to make it more powerful. To do this, they could change it to this:

“When you register today, as a new Equinox member you’ll receive:

- **Free Equifit assessment**, discover your BMI, body fat percentage, endurance levels, and overall current health status.
- **Free Personal Training session**, choose from among the top trainers in L.A. for your 60-minute session.
- **Free Studio Pilates session**, a member favorite class you’ll love.

These 3 gifts will be yours when you register today for your Equinox gym experience.”

With those changes, the prospect has a reason to buy now – to get their free gifts today. Urgency is key in closing the sale.

After the prospects selects a membership option, they are taken to THE order form page, where they put in their credit card information and seal the deal.

Just because they got there doesn’t mean they are going to buy. You need to keep leading them, and keep reassuring them. Remind them – with logical and emotional reasons – why this is a good idea, and why they should buy now.

You should have reassuring copy at the beginning of the order form. For Equinox Gym, they could have said something like:

“YES! I want to commit to high-performance living, and start my Equinox membership experience today with All Access Fitness for just \$532.10 today. When I become a member, I’ll also get a:

- FREE Equifit assessment
- FREE Personal Training session
- FREE Studio Pilates session

Start my membership today!”

Putting copy like this at the top of the order form web page reminds prospects what they are getting, reminds them that it is a good decision, and gets them saying “yes, yes” before they even put in their payment info.

The top of the order page is also a great place to remind them about your guarantee. Offers that have a guarantee are more likely to convert prospects to paying customers. And the bigger the guarantee, the more likely they are to trust you and to start their membership.

Overall, Equinox had a persuasive, professional, and classy order form process that you can learn from and apply to your gym’s website as well.

But, there’s even more you can do to make your order form really bring in the dough.

Order Form Tips & Tricks

You’ve seen an example of an order form, you now know why they are so important, and now, I’m going to show you 4 more things you can do to really make your order form sell.

1. Sugar Coat Things

People don’t like to be sold. When you are trying to sell them something and you use loaded words like “money,” “buy,” “credit card information,” or other sales words, they get all tense and start to twitch.

That’s why you have to sugar coat things. Especially when it starts to get real and you have to ask for the sale.

Ivan Levison puts it like this “You don’t have to call it an “Order Form.” When a life insurance salesperson passes you a contract, she doesn’t say “Please sign this contract.” Instead, she hands you a pen and says, “Let me just get your OK on this.” Why? Because any (good) salesperson wants to keep you from focusing on the fact that you’re making a commitment. So don’t (necessarily) call your order form by that name. Go with something less threatening.”

Copywriting legend Ted Nicholas agrees, saying “Do not use the words “order” or “form” anywhere on the order form! These are negative words.

"Order" reminds the customer they are spending money. No one likes to complete a "form", not even accountants. Do you?"

2. Use Magic Number 7 to Attract the Most Sales

One tested marketing secret is to price your products with 7 as the ending number. For example, \$199.97, \$57.77, \$149.97, etc.

Other magic numbers are 9 and 0. Use these numbers to strategically price your products and membership rates, and see what happens.

More importantly, you should test them for yourself to see what price is perfect for your product.

"Never stop testing and your advertising will never stop improving." – David Ogilvy

3. Start your order form with the word, "Yes!"

Selling is deeply psychological. Here's an example.

One time, I was listening to a sales presentation by a very good, very charismatic salesman. When it came time to ask for the offer, he smiled and asked "Is that something you'd like to get today?" While he asked – he slowly nodded his head up and down, as if he was mind-willing me to say yes, yes it is.

But what I didn't notice...is that *I was nodding right along with him!* I was already physically telling my body that yes, yes I do want this product – simply because he was nodding his head.

That's the power of psychology. That's a power that you want to use in your sales letters, emails, advertising – and especially – your order forms.

How do you do that? Start your order form with the word "Yes." Then add two or three powerful benefits to remind the reader what they want. Make it a sentence said in the prospect's voice.

For example:

"Yes! I want to lose 30 pounds in just 30 days, eating whatever I want and doing just 7 minutes of easy exercise a day! When I sign up today, I'll get:

- Lose Weight Fast Program
- 7 Minute Exercise Routine
- 30 day weight tracker

And my FREE bonus gifts:

- How to lose stubborn belly fat with this miracle drink
- A guide to targeting trouble areas – while you sleep!”

Notice how when the prospect reads it, they are affirming to themselves yes, I do want to lose 30 pounds.

Also, you should always list and describe the free gifts or bonuses they will get when they buy today.

4. Make it super easy to do.

This is super important. If your order form is confusing or too long, or annoying, or hard to read – people will give up. They won't finish. They'll decide it isn't worth it, and they won't buy.

You have to make it as easy as possible for them to fill out. Don't ask too many personal questions (they'll get suspicious), don't make it look sketchy when you ask for payment information (they'll think it's a scam) and don't make it hard to read (they'll give up).

Ted Nicholas says to "Pretty up" the order form. The design of your order form should be graphically pleasing, but not so over-the-top that it distracts them from filling it out. Make it look nice, but not crazy.

These are easy changes to make for your order form – changing the price by a few numbers, making it look pretty, and adding a few powerful sentences.

But, these are things that could seriously get you more sales, more revenue, and more members. Don't believe me? See for yourself. Try it out and watch your cart abandon rate drop...your sales increase...and cash start coming in to your business today.

3 Shocking Mistakes Killing Your Gym Business – And How To Fix It.

To figure out how to strengthen your business, first, you have to figure out what is killing your business. If you google mistakes that are killing your gym business, you'll end up searching through a lot of crappy generalizations like "lack of focus," or "acting like an amateur," or "too many distractions."

Sure, those are important things, yadda yadda. But if you are reading this right now, I'm guessing those aren't your biggest problems. You've probably already solved those, and want to know the real reason why your business isn't where you want it to be.

Obviously, every business is different, and we'd have to talk before I told you what you could do about your gym. But, there's some real problems that are probably killing your gym business.

Right now, I'm going to tell you what they are and how you can fix them.

Inadequate Promotions and Marketing

Here's the thing. Some gym owners are like the dude from the movie, *Field of Dreams*. Great movie, but baaaaaad marketing plan. "If you build it, they will come." So they build the gym, then they wait. They wait and wait and wait.

Guess what? It won't work. You're going to be waiting in your empty gym, all alone if that's your marketing plan.

You need to tell people about your gym. And not just any people – you need to tell your specific prospects that your gym is for them.



Hopefully, you've learned specific things you can do to market your gym business in this guide.

But, it's not what you know, it's what you do. So take action, create a great marketing plan – and get going!

No Online Presence

The next mistake that is killing your business is not having an online presence.

Guess what? The internet is not going away. Everyone is using it, you can't escape it. Not if you want to have a successful business, that is.

Get a website, get Facebook, get Instagram, get going, get started.

Literally, do it right now. If you don't have a website, you are already behind. How the heck do you expect people to find you if you don't have a website?

Now, notice that this problem is not called "No website." It is called "No online presence." Why? Because you can have a website and a Facebook and still not have an online presence. You need to be doing things on Facebook and on your website.

Not just scrolling around, waiting for people to contact you. You should be interacting with your prospects, offering value, and making an impact. You should be keeping up to date.

Having a piece-of-crap website is almost worse than not having a website at all. Why?

What do people think when they click on your gym's website and they are taken back in time – to a crappy, dawn-of-the-internet style website?

They think, ew (or something like that). Then they leave, never to be seen again. You just lost a prospect.

Again, have a nice, professional website. Spend a few dollars. You've invested in expensive gym equipment, a nice facility, but you don't want to spend a couple hundred dollars on your website?

That's nonsense. If you don't have a great website, no one will want to come to your gym! Get a great website.

We talked about this before, so go back and read it again on page 46 if you need it to be pounded into your head one more time.

Crappy / Non-existent Follow-Up System

Okay, now I know the last two were a review, but this one is a biggie. This is the problem that is killing your revenue. Listen up.

Bill Glazer said “what all business people really need is a fully integrated system. So in addition to promotions, there also needs to be a strong, basic foundation such as a customer reactivation program, a referral program, and free publicity campaigns.”

And an essential part of your “fully integrated system” is a follow-up system.

One of the biggest reasons that gym businesses fail is because they have a crappy or non-existent follow-up system.

Remember the rule of 7? Well, if you don’t sell someone on the first contact, that’s okay. But if you don’t sell someone on the first contact, and you don’t follow up – then you will never sell them.

If you don’t have a proper follow-up system in place, it’s like going out and buying new shoes, then coming home and just throwing them away.

Alright, so first, you need to think about how prospects are contacting your gym. Here’s some of the main ways:

1. Phone calls
2. Email inquiries
3. Personal visits
4. Interacting on Social Media (liking your page on Facebook, following you on Instagram, etc.)

You need a follow-up process for each of these contact points. They can be similar, but something needs to happen.

Here’s what happens if you don’t have a follow-up system:

Julie just moved in to the neighborhood and was looking online for a gym to go to. She looked at your website and was impressed, so she decides to call the phone number on your website for more information. That night,

Julie calls, but no one answers the phone. That's okay, Julie thinks, I'll call back tomorrow.

The next day, Julie calls and the person at the front desk politely answers the phone, welcomes Julie, then answers her questions.

The conversation ends. The person at the front desk hangs up and goes back to work. Julie goes on with her day. The end.

When you don't have a follow-up system, you hear from your prospects, but only once, and never again. If you don't follow up, they won't become customers.

Let's talk about the different follow-up systems you need to have.

1. Phone Calls

Here's what an effective phone follow-up system should look like:

1. Someone answers the phone professionally and enthusiastically.
2. Collect a name, phone number, and email from **everyone** that calls.
3. Ask them how they heard about you. (You won't know how effective your marketing is if you don't ask).
4. Create a reason to follow up with the prospect. Set an appointment to tour the gym or start a trial membership, or offer them information that you can email to them.

Then, after you collect those things, actually follow-up! The next day, send them more information, call them back and tell them about special deals. And don't stop until they become a paying member.

Whenever you get tired of following up or think that it's just too much work, just remember,



80% of sales are made on the 5th to 12th contact. Keep going, you're almost at the sale.

Alright, that's just one of the contact points. The next one is email enquiries.

2. Email Inquiries

If someone sends you an email, you need to respond promptly and professionally. Then you need to put them on your email list, and follow up!

Here's what it should look like:

1. Someone responds to the email quickly, professionally and enthusiastically.
2. Offer the prospect something – a free guide, a tour of the gym, a trial membership, valuable information.
3. Ask them how they heard about you.
4. Schedule a time to call them to talk more about membership options.
5. Put them on your email list, email them regularly, and keep following up.

With email inquiries, much of this can be automated. You can have an email series that goes out to prospect after their first email conversation with you. The goal is to stay in contact until they become a member.

And if you can do that, then you can run a successful gym business.

3. Personal Visits

When someone comes to your gym for a tour or to start their trial membership, it is very important to track these prospects. These prospects are most likely to become customers.

And if they don't become members right away, with a little bit of follow up, hopefully they will.

For all appointments that you set with prospects, whether it's to give them a tour of your gym, talk to them about membership, or any other meeting – these 3 things need to happen:

“Sales is like a 15-round boxing match in which 90% of salespeople give up during round 14.” – Paul Karasik

1. Confirm – Call before the meeting to confirm with the prospect that they are coming.
2. Reschedule – if the prospect cannot come to the meeting, reschedule for a different time then start again at #1.
3. Thank – after the meeting, follow up with a thank you call or message along with a trial membership or other information
4. Follow Up – add this prospect to your email list, contact them regularly until they become a member.

4. Interacting on Social Media

Following-up with social media interactions is another way to *really* use social media.

Let's say someone new (not a member of your gym) follows you on Instagram.

Now, you can follow them back and send them a Direct Message (slide into the DMs for the win).

Why send them a direct message? It's a great way to start a conversation and see how you can help them.

It can go something like this:

"Hi (name)! Thanks for the follow! I see you are new to (area), welcome. It's a great place and I think you'll like it. As a welcome gift, we'd like to give you (bait piece). (short sales copy to sell them on the bait piece). Click the link in our bio to get it today. And if you every have any heath or fitness questions, give me a call, I'd love to help. My personal number is (phone number)."

This would vary depending on who the prospect is and what you are offering. But if they followed you and you looked at their profile and saw moving pictures, then that would be an effective script.

Remember, when you reach out, it's about them, not you. Don't just talk about your gym – people don't want a script thrown at them.

Make it about them. Ask questions. Try to initiate a conversation. Help them solve their problems.

That's just one way to interact on social media – there's so many other ways as well. Find ones that work for you and your goals, and you'll be able to follow up on social media like a pro.

With all of these follow-up systems, it's important that this is done for every single prospect. If you only do it once in a while, it's going to be less effective and you are going to lose leads – leads that could have been paying members.

Any salesperson will tell you that it's all about the follow-up. You've got to ask for the sale, and do it again and again. If you just do it once, then a no is a no. But if you ask for the sale again and again, then you see a "no" as a "not today, but maybe later."

These three problems can really kill your gym business, but if you get them right, they can put you ahead of your competition...and on the fast-track to success.

Final Thoughts

Are you ready to start making real money with your Gym Business?

What you've read in my guide lays the foundation to reach your dream of building a super successful gym business. But as you know, it takes more than just a dream.

My mission is to help gym owners double, triple, and even 10X their businesses with results-driven marketing and copywriting. I do the heavy lifting by taking this burden off your shoulders so you can concentrate on running your business – not worrying about how to get enough business.

Yes, I know you've tried many different ways to build your business, some successful, some not so much. Frankly, a lot of people struggle in the dark for years before they tap into marketing that actually works.

I don't want that to be you.

That's why I've given you this guide as a gift. You now know what to do to grow your membership and increase your profits. You know how to successfully market your gym business.

Now that you've looked at the whole guide, let's review some key points.

- It is absolutely essential for you to have a professional looking website that showcases your gym and makes it look as great as it really is. Your website should have strong copy that persuades your ideal prospects to learn more.
- **You need to know who your current customers are, and who your ideal prospects are. So you can target the specific people who are most likely to become members of your gym.**
- Collect email addresses. To do this, you'll need to create an email funnel with a bait piece you offer for free, and autoresponder emails that welcome prospects to your email list.

- **To really use social media, you need to have clear, S.M.A.R.T. goals, a company voice, and you must deliver value.**
- For a successful direct mail campaign, you need to have the right list, a great offer, and it needs to stand out so it actually gets opened and looked at.
- **For all of your marketing to work – you need to have a spotless follow-up system. You cannot let leads get lost and disappear, and you must follow up with everyone. Proper follow-up is vital to maximize sales AND retention.**

You've learned all this – and more. How to create Facebook ads that work...how to write social media headlines that get clicked...how to get more members through strategic partnerships and referrals...how to make an order form that gets you more sales...and more.

This guide is packed with specific, practical, nitty-gritty tips and tricks designed to grow your membership...increase your profits...and help your gym business succeed.

I hope you can see that with some changes, you really, truly can double, triple, or even 10X your business with marketing that works. But...there's a LOT to do to get there. Much more than you have time to do.

So, you have two options. You can try to blaze a trail all on your own. Use everything in this guide and everything you can find about successful marketing, and try it out. I can assure you that the stuff in this guide can work for your business – if you use it right.

If you choose that path, it's going to take a while, and it's going to be a lot of work.

Option two involves less work, is faster, and gets you better results. It's working smarter, not harder. Option two is having an expert guide your marketing.

That's where I come in. I'm here to help you navigate through the marketing maze and ultimately help you create the profitable gym business of your dreams.

Maybe we'll be a good fit for each other. Maybe not. We won't know until we talk.

Because, just like you, I don't work with everyone and I don't like wasting my time. I don't want to waste my time working with someone who's not committed to building a highly successful gym.

So, if you're committed to marketing in a new way that gets real results that can transform your business, we may be a great fit for each other. I love helping people who are committed, have a burning desire to succeed, and are willing to take (and stick with) the actions that lead to enduring success.

Sounds like you? Let's talk. Let's make it happen. Email me today at emily@thegymcopywriter.com to discuss your marketing goals and how to take your business to the next level.

About The Author

Emily Allen, The Gym Copywriter

Emily Allen is The Gym Copywriter. She helps gyms and fitness centers double, triple, and 10X their businesses with effective, results-driven marketing and copywriting.

First, she'll look at your gym's goals, the challenges you're facing, and opportunities you might be missing. Then we create a marketing plan and implement it together. So you can finally get the results you deserve.

Visit <http://www.thegymcopywriter.com> today to learn more about how you can 10X your business with results-driven marketing and copywriting.

Get started today! Email emily@thegymcopywriter.com to start taking your business to the next level with results-driven marketing and copywriting.

