

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

## Secret #1 – Having a social media “profile” isn’t enough...how to really use social media

1. Set 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

## Secret #2 – The secret to Facebook ads...and why yours aren’t working

3 Things that determine Facebook ad success: (1) Audience (2) Offer (with a Call to Action) (3) Headline

3 Types of social media headlines that will skyrocket clicks: (1) the threat (2) benefit & promise (3) social proof / credibility

## Secret #3 – The best way to get new members and how to use it most effectively

People are 4X more likely to buy when referred by a friend.

- Earn referrals – have a gym worth talking about
- Ask for referrals
- Recognize and Reward members who refer.
- Use social media
- Make strategic partnerships (with your doctor!)

## Secret #4 – Don’t sell a gym membership on the first contact – do this instead

COLLECT EMAILS!



**Rule of 7**  
“A prospect needs to “hear” the advertiser’s message at least 7 times before they’ll take action to buy.”  
-Kathi Kruse

## Secret #5 – When and how to use direct mail

40/40/20 Rule – Direct Mail success depends 40% on the list, 40% on the offer, and 20% on the creative

Stand out, be different, test everything.

## Secret #6 – The list can determine success or failure

Marketing Commandment #1 – Know Thy Prospect.

Target person 2, unhappy with their current gym and looking for a new one, and person 3, doesn’t have a gym memberships but wants one.

## Secret #7 – Your online order form can make or break the sale

1. Sugar Coat Things
2. Use Magic Number 7 in the price
3. Start your order form with “Yes!”
4. Make it easy and professional
5. Reassure them along the way.

## Bonus Secret – 3 Mistakes killing your gym business

#1 Inadequate Promotions and Marketing

#2 No Online Presence

#3 Crappy / Non-existent Follow Up System

“80% of sales are made on the 5<sup>th</sup>-12<sup>th</sup> contact. Follow up.”

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