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**Subject: Who else can (name) rely on?**

How many times has a client asked you a question and your answer started with, "It depends."

"What's better, more weight or more reps?"

*"It depends."*

"Should I eat 6 times a day or 2?"

*"It depends."*

Sometimes there's not ONE right answer.

As (name), the thoughtful fitness coach, you know there isn't a 1-Size-Fits-All program for every person and situation.

So how can there be a 1-Size-Fits-All business-building program?

"Should I run more Facebook ads?"

*"It depends."*

"What's the best way to train my staff?"

*"It depends."*

Entrepreneurs always look for the *BEST* answer, but you know there usually isn't one. The best answers depend on lots of factors.

You've asked prospects what they did with their old trainer and as they're telling you, you feel a combination of pity, sorrow, and anger knowing that what they were doing had NO CHANCE of working.

Gym owners have that experience in reverse working with a business coach. The coach just hands them "The Magic Plan" but never gets to know them or their business.

When that happens it feels like you're alone in the middle of the Aegean Sea floating on a raft made of palm tree limbs.

That's not how it's supposed to be.

Your coach is supposed to be the one who's in your corner helping you build a sustainable and profitable business.

Your coach is supposed to know your gym so they can help you with a question like, "Should I be running FB ads?"

This isn't a 1-Size-Fits-All business.

Not for your clients with shoulder pain, marathon aspirations, or grandkids they want to play with...and not for gym owners with Crossfit gyms, personal training studios, or rehab-focused facilities.

I know it's tough out there, but we'd love the opportunity to show you what *REAL* coaching is.

There *IS* a world where you:

- Can have a sustainable, profitable business you have pride in.
- Can help people and do it with values and integrity.
- Don't have to lose money, time, and opportunities figuring things out on the fly.

Just reply back to this email or get on my schedule (link over text "get on my schedule" <https://www.scheduleyou.in/eTFugMYp>) and tell me what the biggest problem in your business is right now and we'll talk through it.

Not dealing with problems will cost you money, but more importantly they'll cost time and opportunities. Sometimes you can get money back, but time and opportunity disappear like free food at a downtown office.

Justin Hanover  
Success Coach  
Fitness Revolution

P.S. Listen (name), I'm not going to lie. I'd love for you to become a client of ours. I know we can help you and we have a 15-year record to prove it, but I don't want to just give you some click-bait offer.

I want to show you how we can help by...actually helping. Weird, huh?

Just reply to this email and let me know what the biggest problem in your business is right now or go here to get right onto my schedule and we'll talk it out and get a plan together.

(link - My schedule <https://www.scheduleyou.in/eTFugMYp>)

I'm not going to try to sell you anything or tell you that the "real good stuff" is behind some pay wall. I'm going to help you...and if I can't, I'll find someone who can. I promise.

That's it. No charge, conditions, or anything else.