

Fitness Revolution "Sell Like You" Email Drip Campaign

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Email 1

Imagine There Were Two Of You

Sit back in your favorite chair, close your eyes, and think about it...

You sell a 12-month agreement to a working mom who desperately needs to feel like herself again... while you also sleep in after a long night of training.

How about selling a 6-month agreement to a 40 year-old desk worker with back and shoulder pain... while you also take in an afternoon movie.

Sound nice?

One of the hardest parts of growing a fitness business is teaching your staff how to do what you do. Especially when it comes to sales. We've figured out why.

It comes down to two things:

Process and Training.

When you squat, you perform a particular series of steps, right? That's your process. If you don't do it that way, it's hard to get what you want out of them.

When training a client to squat, you teach them that same process. There may be minor variations but for the most part it's identical. If the steps were random it would be much harder, if not impossible, to learn.

Sales work the same way. It's best to do it a particular way to make sure you don't miss anything.

What I'm trying to say is:

To train someone to do something, you must have a specific way of doing it yourself.

In our guide we break down the sales process using proven behavior-change techniques. (Yeah, we get deep!)

Seriously, it may sound hard but it's not. These techniques teach us to do two important things:

1. Find out what people really want, because it's usually not what they say it is

2. Figure out the best way to help them get it, by helping them overcome their fear of change and increasing their internal motivation.

These two things are super important to help you understand your prospect better so you can best help them as a client!

This is not some used-car salesman BS. It's proven science that started out in addiction medicine and has since been used in scores of different disciplines, including exercise and nutrition adherence.

"Before, I was asking for sales and not really knowing how to proceed with prospects or where to move next. Ben has really helped me figure out my pricing strategy and how to be confident when dealing with customers. - Alec Hooben"

Download your guide here:

(Guide link)

Take a look. We think it's going to be a big help.

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P.S. Tomorrow, look for an email with a link to a video that really dives into the full sales process and the "why" behind it. The super-cool thing is that understanding these behavior-change principles will make you a better trainer, too! Kind of like how exercise makes you better at life, right? It's all connected!

The video is 25-minutes long so we suggest you take a look at your schedule and block out some time. One 25-minute slot, two 15-minutes slots, or three 10-minute slots. We promise you it'll be worth it.

Email 2

Subject line: Video: The Connection Between Sales and Helping People

Hi (First name),

Have you ever talked to someone insistent on giving you advice? Even if they mean well, it's kind of annoying, right? How often have you ever actually used their advice?

I thought so.

As a trainer, manager, and in sales it's very easy to fall into the trap of being **"That Person"**.

Decades of research show us that giving advice and direction isn't how behavior-change really works.

Behavior-change science has its roots in addiction medicine and has since been used for things such as smoking cessation, diabetes management, nutrition coaching, exercise adherence, and a heck of a lot more.

It turns out understanding how motivation really works (Hint: it's not about being motivated all the time) helps with lots of things!

Today we want to give you access to a video that will show you step-by-step how to:

1. Change your mindset so you and your team will actually look forward to selling
2. Give you tools to explore what your prospect really wants out of their experience, so you both can really understand the real **WHY** behind the reason they contacted you
3. Uncover limiting beliefs about themselves so you can start to put that Mother of three on a path to deadlift 125lbs. even though she doesn't believe she could ever do that right now. (This is the magic step where you lead them to connect what they actually want and how they can achieve it.)
4. How to recommend the program that will finally get them what they **REALLY** want so you can feel like the best trainer in the world as you give it to them!

In other words, this video will help you understand the connection between:

- Behavior-change science
- Sales
- Helping people

What you sell does help people, right?

How has this training helped other gym owners like you? Take a look.

"This is a one of a kind sales training experience for fitness professionals that want to make their sales meetings more predictable and profitable. In this sales training, you are going to learn how to have better sales meeting, and you are going to learn to be a sales person. The added bonus is that this system taught by the fitness business professionals at FR will be yours to teach to your own sales staff. This is the kind of system that can change culture in your gym because the way you sell at the first meeting sets the expectations for the service delivery at every meeting afterward."

Zach Byler

"Before this I would always dread sales conversations, feeling like I had to be pushy, or something like that. This process helped me understand that I'm not just selling them something, I'm helping them. It also organized everything in a way that helped me make sure I really knew the prospect before they even joined my gym, so I knew exactly how to help them right away.

Mitchell Rothbardt

As we mentioned yesterday, the video is 25-minutes long so take a look at your schedule and block out some time. Try:

- One 25-minute slot
- Two 15-minutes slots
- Three 10-minute slots.

Whatever works, we promise it'll be worth it.

(link)

Enjoy!

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P.S. Next, we'll offer you something to help get this message out to your staff and tell you a joke that'll absolutely be worth the wait!

Email 3

Subject line: The answer you've been waiting for...please don't be mad

What part of the brain regulates elk-like behavior or how to train your staff

Today we have the answer you've been waiting for. We don't want to keep you in suspense, so here it is:

The Hypothalamoose!

We're sorry.

Anyway, we hope you enjoyed the video. (If you haven't had a chance to watch it, do it now. We'll wait.)

(Video Link)

There's a ton of proven information in it but we know there's a lot to take in and it also may be hard trying to convey that info to your staff.

At Fitness Revolution we've helped thousands of gym owners over the last 16 years and we've found the biggest sales training problems come down to two things:

1. Process
2. Training

The manual and video do a great job of addressing the sales "process".

Today we want to make you an offer to address the sales "training".

We want to give you a free 45-minute one-on-one call with one of our experts. They will:

- Teach you how to train your staff so you can grow your business into the facility you want it to be, whether a huge multi-location business, a small personal-training studio, or something in-between
- Perform a full audit of your sales process so you can be sure you're doing everything possible to help everyone that comes through your door, from the prospect who is raring to go, to the nervous one whose only exposure to personal training is The Biggest Loser
- Answer any other business-related questions you didn't know who to ask before so you can finally get some clarity about that new pricing structure, hiring staff, or anything else.

I know what you're thinking.

"This is going to be some kind of sales call. They're going to hold back the good stuff and try to sell me something else".

We get it. This industry is full of supposed gurus. A quick scroll through your Facebook feed will show you that.

We do things differently at Fitness Revolution. I'm not going to lie and say we don't want your business. We just want to earn it by doing something strange.




Giving you value.

When we talk, we're going to do exactly what we say we're going to do.

- Teach you how to train your staff so you can grow your business into the facility you want it to be, whether a huge multi-location business, a small personal-training studio, or something in-between
- Perform a full audit of your sales process so you can be sure you're doing everything possible to help everyone that comes through your door, from the prospect who is raring to go, to the nervous one whose only exposure to personal training is The Biggest Loser
- Answer any other business-related questions you didn't know who to ask before.

That's it. We want to help you the same way you want to help your clients. We've helped thousands of gym owners over the past 16 years and we pride ourselves on being the ones gym owners like you look to when you're done with the gimmicks and gurus.

Take a look at how we've helped some gym owners just like you.

 <p><u>"Before FR I didn't know what do in my business or when to do it for future growth. I wasn't building my business like a business."</u></p> <p>Since working with FR I <u>doubled my business in the first few months</u>. That allowed me to leave my job and go full time into my business."</p> <p>Joe Rouse Breakaway Fitness & Performance, Hampstead, NC</p>	 <p>Tina came to FR looking to grow her fitness business after <u>leaving a corporate career</u>.</p> <p>Starting out at \$7,000/mo in revenue she quickly grew to <u>\$20,000/mo in revenue in her first 6 months</u>. Now Tina has two locations and 168 clients!</p> <p>Tina Morin Morin Strength & Conditioning, Norwell, MA</p>	 <p>Ryan needed some guidance growing his fitness business. He went from making a few thousand dollars a month to close to <u>\$30,000 in his first 2 years</u>.</p> <p>The marketing resources and coaching provided by Fitness Revolution allowed him to grow from 17 clients to over 150!</p> <p>Ryan Morgan Pursuit Fitness & Performance, St. Louis, MO</p>
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Set up your call here.

(Link)

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P.S. You know that irritated feeling you get when you see an ad that says, "Take this pill to lose 40 pounds this week!!!"

We get that same feeling when we see one that says, "Try this cold-call technique to get 100 new clients this month!!!"

I hope we can talk soon.

Email 4

Subject: This is what it's like working with a coach...

What is it like running a business?

It's like you're alone and lost in the middle of the forest...

In the middle of the night...

In the middle of winter...

In the middle of a snowstorm...

Wearing just your underwear...

You can describe what that may be like to someone, but until you're in it, you just don't know how it feels.

That's what it's like running your own business sometimes.

How do you:

- Grow at a pace that is sustainable and predictable so you don't get burnt out?
- Use marketing techniques that work so you're not wasting time and money?
- Know when to say "No" to a client so you're not being taken advantage of?
- Know how to manage and train your staff so you have confidence in them when you're not there?
- Understand what goals are appropriate so you're always moving forward in an intelligent way?
- Do all of this without wanting to feel like crawling under the nearest rock and staying there for a month?

How often have you had a client come to you who's tried to go it alone? They're tired, frustrated, angry.

They feel alone and lost in the middle of the forest...

In the middle of the night...

In the middle of winter..

In the middle of a snowstorm...

Wearing just their underwear...

The good news for them is that you know how to help them. This is what you do, right?

How do they feel when you look at them with confidence and say "I can help you and this is how.."

Relieved.

Happy.

Like a weight has been lifted.

How do you feel when you see that?

Like you're the one who came across that desperate person in the woods, and you'll be the one they'll always tell their family and friends about.

Well, when it comes to running your business with all of the stress and worry and loneliness this is what we want to say to you:

We can help you. This is what we do.

Over the last 16 years we've helped thousands of gym owners just like you build the businesses they want.

We've helped them by listening to what they really want out of their business, and collaborating on a step-by-step plan to get them there.

The nuts and bolts of our coaching look something like this:

1. During your first session the most important thing is for your Success Coach to get to know you and what you want your business to look like, both in the short and the long-term.
2. We will ask you some targeted questions to figure this out and together we will come up with a plan to get you there step-by-step.
3. We will establish 3-4 "Rocks" (measurable goals and/or tasks) to accomplish over the next 3 months that will move your business forward.

All of our coaching is based on YOU and what YOU want YOUR BUSINESS to look like. If you're not exactly sure what that is yet, don't worry about it. It's natural and not at all unusual. Our Success Coaches are trained to help you discover the perfect combination of what you want, and what you are willing and able to do.

Kind of like what you do with your own clients, right?

The best way to really show you what happens with coaching is to see what some of our clients have to say about it.

"I found Fitness Revolution at just the right time to reinvent and rejuvenate my fitness business. Early in 2020, I was at a crossroads to commit to grow my fitness business or find outside employment...When COVID-19 hit... I was frustrated on how to move forward. What technology did I need, what format, what pricing and the list went on and on.

From my first meeting with a coach I knew I needed Fitness Revolution to help take my business to the next level. I needed ideas, motivation and how to operate under the ever changing conditions of a pandemic.

They also have great business systems in place so you don't have to reinvent the wheel. I needed someone to keep me on track and accountable as I created my new business model.

As everyone has been impacted by the pandemic, I felt like being a small business owner, the burden was great to try to figure out how to keep my revenue stream to support my family. I lost the workout facility I was renting due to closures and needed a plan B and quick. The support of my FR Coach and by attending any webinar that FR offered was great to keep me motivated... I still feel overwhelmed at times because as many I was looking for that new normal and the conditions just kept on changing so now I have others to lean on to bounce ideas off, learn better systems and just connect with knowing we are all in this together.

My revenue has stabilized and is currently above my November and December 2019 monthly profit.

I am no longer looking to get out of the fitness business because I know I have a partner to help me with whatever challenge might come my way. I love helping people stay fit and healthy so they can do the things they love and feel good about themselves.

Asa has been a great coach and the team at Fitness Revolution puts together good programs that focus on business systems and our current situation. She is always encouraging me to continue to keep pushing forward and set goals and reach for them. I know she believes in me and some days that is all any of us need to get better at what we do.” - Karen Endres

“My struggle was staying on task with one project at a time, and focusing on finishing it. Not chasing every shiny new object. I was frustrated with trying to get a lot of things done, by myself, and not having success with hiring virtual assistants, marketing people, secretaries--only feeling like I was spending money with no ROI.

I was under a lot of stress, trying to do it all.

It helps to have a coach to check in with bi-monthly to help keep me on track, help me set-up systems to alleviate my time and stress, and to give me advice on what to pursue and what not to.” - Anna Woods

“I had no idea how to run a fitness business. NO IDEA!

I didn't know that I needed marketing. With FR's coaching I went from having zero business knowledge to having a staff of 6 and grossing close to \$25K per month. They have also helped me transition to a smaller more manageable business that better fits my lifestyle and family needs now.

I would recommend any fitness business owner to invest their time and revenue with FR. They are quality people who care about their clients. We are not just numbers to them but more of a family.”

Adam Farrell

You may not want the business Adam, Anna, or Karen. That's fine. You want what you want and our coaching can help you get there.

Let us help you.

Click here to schedule a completely free no-strings-attached 45-minute strategy call. We promise it won't be a sales call. You will come out of it with a clear plan to move your business forward.

(link)

Fitness Revolution

Email 5

Subject Line: We helped Jonathan relax and Xavier see more movies every week

Wouldn't it be great to know for sure that you're on the right track?

Better yet, wouldn't it be great to know if you're not before you:

- Lose more time
- Lose more money
- Lose more clients
- Lose more opportunities?

We wanted to give you one more chance to schedule your free 45-minute coaching call with us.

We'll answer every question you have about:

- The 5-step sales process
- Training your staff
- Anything else about your business you didn't know who to ask before.

How will it help?

"Before starting with FR, I was a burned out, frustrated fitness business owner. Our brick and mortar location had been open for 5 months and felt like I was still just an independent trainer, but with quadruple the overhead.

Fast forward about 2 and 1/2 years and we've over doubled our space, just cleared over \$25,000 in revenue for the month of October and currently have 4 other trainers on staff." - Jonathan Price

Also, last month our coach, Asa, helped Xavier automate his follow up texting and emailing, which is going to free up several hours every week! Seeing an afternoon movie sounds more fun than texting someone, doesn't it?

(Schedule Your Call Link)

We'll talk soon,

The Fitness Revolution Team

P.S. We promise it won't be a sales call. We just want to help you move forward with your business!

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