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**Subject: You have 10 seconds to answer this question. Can you?**

**Preview: They're going to ask so you'd better be prepared**

Hey (name),

Why should a prospect choose your gym?

You have the answer?

Great! You have 10 seconds to tell me, because that's how long someone'll give you before they move on and take a look at someone else's gym.

That's how long they'll look at your website, your ad, or whatever before they decide to look a little further or forget about you...

What'll you tell them?

We spend a lot of time talking about what you do, how you do it, and how you think about it.

First, is figuring out what you do best. The ONE thing you'll be known for and build your business around. What you absolutely KNOW you can kick-a\$\$ doing. The ONE THING you'll bet your entire business on...because when you open a business, that's exactly what you're doing...making a bet...on yourself and what you can do. That's your Core Offer.

Then you have to think about who wants it. What are their problems? You sure you can solve them? Why can't they solve it themselves? What's getting in their way and what do they need to get over that hurdle? That's your Ideal Client.

That's what defines *WHAT* you do and *WHO* you do it for, and you need to be incredibly clear about that or your message will never reach the people you're trying to attract.

These are things you think about and work on by yourself.

You search your soul to discover them, and DISCOVER is the right word. To do this right you have to think about, not only what you want to do, but why. You have to FEEL it - because if YOU don't, the rest of the world sure as hell won't and the 10 seconds you have will come and go.

Now the final piece...

You've been bone-deep in your thoughts, but it's time to move into the light. Now it's time to tell the world about your discovery...what you do and who you do it for...Now is your time to *SHINE*...

And you have 10 seconds...

**GO!**

I know this is hard. No one said it wouldn't be, but it's within our grasp so let's finish it up! Now that you know *What You Do* and *Who You Do It For*, you need to figure out how to tell your world about it.

That's your "Local Market Positioning" and the post this week will teach you how to communicate your differences so that your prospects actually care.

(Button link - Why should someone choose your gym?)

They're looking for answers you already have, but you have to let them know why you're the one they should ask.

Let's get to it.

Justin Hanover  
Success Coach  
Fitness Revolution

P.S. If you read this and felt a little "put on the spot" that wasn't my intention, but it probably means you don't really know how to answer that question. That realization is a good thing because it means you finally understand that you need to take control of your message so you can figure out how to talk about what you do.

(Link - Why should someone choose your gym?)