

# How to Get Fitness Bootcamp Clients With Facebook™ Ads

*Ultimate Guide & Step By Step  
Campaign Breakdown*

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Before we begin...

**Hey, it's Justin  
Devonshire (that's me in  
the white shirt, with our  
team at TransformHub  
UK).**

Real quick I want to thank  
you for downloading this  
guide to win with Facebook  
ads.

Here are a few notes to  
prep you for what's ahead:

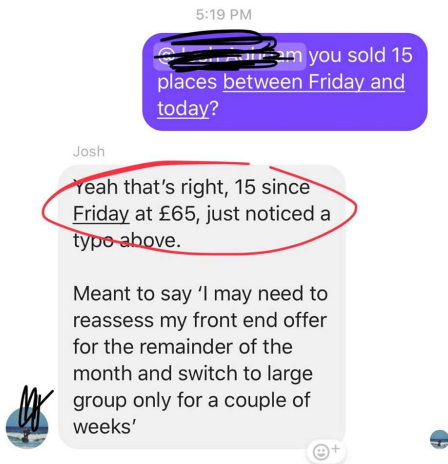


- Unlike most FB ad “experts” out there, I am NOT an “Ads Manager”. I am not giving you ‘theory’.
- I began running Facebook ads for my fitness bootcamp around 7-8 years ago. I set them up myself, and managed them myself. **You do not need an Ads Manager for this.**
- **For over 7 years I’ve been consistently getting ROI from my ads across multiple locations, on multiple counties** where my fitness businesses have been set up. I also have dozens of fitpro clients who’ve implemented this exact system with my guidance get similar success all over the world - in London, California, New Zealand, Australia & Europe.
- This system is proven to work **for large groups / bootcamp offers as well as semi-private** offers.
- I’m still running this system to this **very day**. My ads and landing pages have changed only about 10% over the years - and those changes are due to upgrades in tech features and changes to the words to comply with Facebook’s evolving terms & conditions. Nothing has changed about the fundamental strategy.
- **The full strategy I’ve given you here - for free - goes well beyond FB ads.** This strategy works because it’s a holistic system that makes your entire business operation work more efficiently. People who only show you FB ads miss the bigger picture.
- **This will take some time to read.** If you’re hoping for a “10-minute quick fix” I can’t help you. Keep running in circles. Anything worth having doesn’t come easy. Keep wasting your time and money elsewhere if you don’t have patience to learn the real fully-fleshed way to make ads work.
- It’s January 2020 as I write this intro. **Right now, we have over 150 new clients (each paying £150 for a bootcamp trial) beginning a program with us** - those clients were gained doing exactly what I reveal to you here. We intake at least 100 new front end clients like this every other month. 60% or more of those trial it’s convert to long term

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(6-12 month) members. Each of our back end members is worth an average of £800-1200 per year in Lifetime Value.

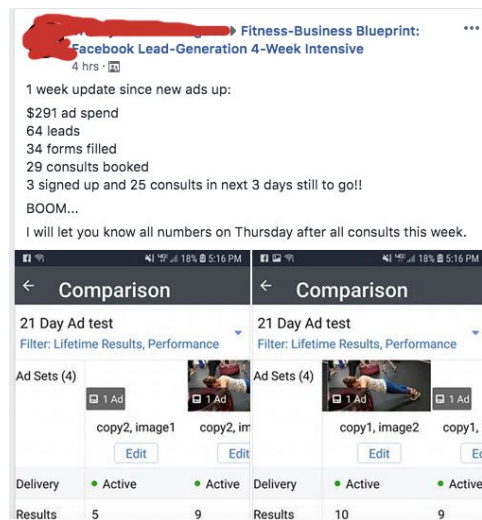
- Throughout this guide you'll also see notifications of how you and I can work together 1-1 to implement this. That's Because I get this can be a lot of info to take in. And you may want additional support, accountability and feedback from me 1-on-1 through the whole process. I'm happy to do that for you, and it comes with a small investment of only £600 to do all this together. But if you're confident on your own, all the best to you. **Just let me know of your results!**
- Ready to forget everything you think you know, and learn from the ground up? Then let's go... oh and here are just a few of the results my fitpro Mentorship clients are getting by implementing the steps you have in your hands, right now...



**Tracey Guse' Rodriguez**  
Founding member · 7 hrs · 📍

Re did my ads today, 4 ad sets, 4 ads all approved. Already 2 ladies booked in in just a few hours!!!!

Thanks for all the detailed info on setting up the pixel and how to set up the ads to test!




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~~\_\_\_\_\_~~

Just closed two back end sales today off the 30 day trials at £189 each per month.


The potential is massive. All on the phone too.


Exciting times.







 Drew Wilson  
Me too chuffed - £9 spent and 4 forms in so got some calls to start today...

25 m Like Reply  2



 Justin Devonshire  
loving these results guys - keep posting your Campaign updates throughout the day so we can keep tabs


21 m Like Reply

 Drew Wilson  
**Justin Devonshire** will do thanks... having the understanding of the numbers is a massive game changer for me

20 m Like Reply  2

MTN 12:57 PM 68%

  Expert-Business Mastermind - Private Clients ONLY


Thursday at 9:26 PM · 

8 sales this week from 12 calls on FEO (2 maybe and 2 left messages)

September being smashed

£17 cost per sale as it stands (way under budget) with another call booked later tonight 😊



There is NO WAY our competitors are doing what we are doing in terms of ads either..



Trusting the system seems to be working... 

Plus my "patter" has improved big style...

Hope you lot had a great week in Reading..

Stocking up the business bank account for Cyprus 2019 🌞 🍷 📖 🖋️

 Like  Comment

  Jean-Paul Pangalos and 11 others

See dozens more real results at [THIS PAGE](#) <

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# Module 1:

# Laying Your Foundations

The big secret isn't in finding a 'magic' Facebook™ ad.

It's in having a business model that ensures you make good profits on your advertising, *even if you spend more than your local competitors.*

This first module walks you through the **two** things you need in place before launching any Front End Offer or Facebook™ ad campaign. This ensures you'll make the most ROI possible, in the shortest time.

This also happens to be the real "Secret Sauce" that ensures our FB ads beat the competitors and suck up all the leads, every single time. Fitpros are failing badly to make Facebook™ ads work. This is because they have no foresight of what happens AFTER the front end campaign.

They don't look beyond the ad.

***However, the problem lies deeper.***

The situation most fitpros are in is scraping by for cash and only turning to FB ads as a last-chance desperation attempt to bag some clients and cash fast. However, because these fitpros have no sustainable lead generation source they have usually slashed their fees and charge too little, in order to get some sales.

While this might get some people through the door, it leads to huge problems for you down the line. By undercharging your clients and sacrificing more of your time, you have a business model that is NOT profitable. And when you attempt to scale an unprofitable, broken model - by getting more and more clients - you compound the problems.

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Think of it like trying to “scale” the weight on a bench press... when you have a weak elbow joint. It doesn't bode well. Yet that's exactly what most fitpros are doing. And if you've burned money on ads with no return, I can virtually guarantee you're making this very mistake...

So with underpriced fees, you DO get more clients. But now you're doing more work, getting overwhelmed and there's still no profit in the business. Because you charged too little.

Now you're stuck with all these clients, drowning in sessions and other work... yet you can't hire a coach to help you because there's no money! Don't box yourself into that trap. Instead, overcome this problem by following these two foundational steps:

## #1: Uncover Your TRUE Revenue Target (TRT)

How much money does your company need to make each month to give you an income, and also freedom of choice? Barely any fitpros think about this. That's because you likely didn't think about 'building a company', but only about 'replacing your job'.

So fitpros only think about how much money they need to pay their bills and 'make a living' working for themselves. You likely figured that if you could make £2,000 to £3,000 from client revenue then you'd be happy and all would be fine. Of course this doesn't take into consideration the other costs of running a business, nor the cost of your time doing all of that work. So you end up making £3000 a month and you actually realize it's nowhere near enough.

If you want a business that pays you really good income and allows you freedom to take holidays where it still runs without you... you have to figure out how much money does it REALLY have to generate to operate as a business *even if you're not there*.

So the business revenue must be higher than the monthly operating costs.

However most fitpros don't know what their monthly operating costs are now, nor have they calculated what those costs would realistically be at the level of growth they want to attain. This is why the typical 'goal setting' method of choosing a “nice income number” you'd like is flawed.

You can choose your own wage, or personal income amount, sure. However, you first need to calculate (or at least estimate) what the full operating costs will be, so that you can select a revenue target that covers all those costs and pays you the wage you'd like to live your ideal lifestyle.

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If you attempt to get a stream of clients before you've done these calculations, you'll be shooting in the dark. You'll never know how much is 'enough'. And worse, you'll likely undercharge and make no profit.

Which means, you'll end up busier and busier serving more (low-paying) clients... and never seem to find the money to pay a coach to help you.

And it becomes a nightmare you can't even wake up from. I know, because of course I made all these mistakes (how do you think I know this so well!)

## The 33% Ratio Guideline

This is a guiding tool for all your financial decisions.

For a financially-healthy fitness business, I advise you to get your business as close as possible to the point where:

- Your fixed costs & overheads do not exceed 33% - 40% of the total revenue generated
- Your payroll costs (including the salary you pay yourself) do not exceed 33% - 40% of the total revenue generated
- Your profit margin & any shareholder dividend payouts are approximately 33-40% of total revenue generated.

Here's what this means:

Let's say for example your fitness business currently generates an average of £10,000 per month. For this business to be financially healthy, that revenue should break down something along the lines of:

- Total fixed costs & overheads to produce that revenue should not exceed £3,333 to £4,000/month
- Total payroll costs to produce that revenue should not exceed £3,333 to £4,000/month
- Total profit margin & shareholder dividends should be at least £3,333 to £4,000/month

Most solopreneur trainers (who work alone) don't understand these guidelines, so they end up taking out too much money from the company. They take all the company profit as "income" and therefore leave the business with nothing on which it can grow from.

So if you're a sole trader making the £10,000/month in this example, I would advise that you don't take more than £3-4000 per month as your personal income from the business.

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If you're taking more than that, the company doesn't generate enough revenue to justify that payroll cost yet. Your costs shouldn't exceed £4000/month either.

If you're fixed costs, overheads, marketing budget etc. combined are higher than £4000 then your business is 'growing... but its full of fat, not muscle. However, keeping your payroll and operating costs in the margins I've outlined will ensure you have a *Lean Fitness Business*.

Note: the 33% ratio is an '*ideal*' scenario. It's not compulsory for a successful business, and you may not even get to that ratio. In fact, many brick 'n' mortar fitness businesses may operate closer to a 40/30/30 split of costs, payroll and profit margin respectively.

However, it's a great 'intention point' - meaning if you steer as close to it as possible your business will get leaner and more financially healthy. Just be warned... if any of those 3 buckets are higher than 40%, there's very likely a 'business stroke' waiting to happen under the surface. Something isn't right if your payroll, your costs and / or your profit margins are above 40% of the total revenue generated.

You may be wondering, "*Justin, what has all THIS got to do with making my Facebook™ ads work?!*" You must trust me - **this is all critical to making your ads work**, when you see how this plays into our campaign objectives soon. In fact, what you're reading right now **IS** the secret to making all my campaigns work over the years. This is the 'insider info' that has been reserved only for my own businesses and my business mentees... until now!

### **Now Let's Calculate Your *True Revenue Target* (TRT):**

Now you have the 33% ratio guideline to aid your decisions, let's calculate what your actual operating costs - and therefore you actual revenue targets - need to be, in order for you to make money AND a profit.

This is imperative before we start any Facebook™ ads campaign, as you're about to see. Here are some guiding questions to help you estimate your True Revenue Target:

***How many team members are required to run your box, facility or studio, if it was at full capacity of members? And what is the total capacity of month-t0-month clients you can serve?***

Are you even certain on what the total capacity of members you have at your current location? If you don't know this, how can you possibly scale your ads later?

Let's use an example of a large facility that has capacity for 300 clients, and your clients pay an average of £120/month. This would give you a maximum earning capacity (from membership

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fees at least) of £36,000/month. So to serve those 300 clients, then how many time slots would you need (based on the group sizes you coach)?

And roughly how many coaches and additional team members would be required to effectively operate the business and serve those clients at full capacity? Let's say this facility serves groups of 20 per session, and sessions run for 3-4 hours in the morning and another 3-4 hours in the evening.

In that case, this facility may require 2 coaches on every session (1 coach to every 10-12 clients is a reasonable amount to ensure high quality results and safety).

So I'd estimate we'd need two main coaches, and another apprentice coach to float between the morning and evening sessions.

We'd also require a front desk person. We'd likely pay an ads manager, a bookkeeper / accountant, and a part time cleaner too. On top of that, you would likely act as the Master Coach, as well as the General Center Manager. You should define a salary give to EACH of those roles.

***Ensure total payroll is no higher than 33-40% of total revenue generated***

So, with all those roles in place, what would be our payroll budget to shoot for?

Following the 33% guideline, if the business can generate £36k/month in client fees, then we allocate no more than 33-40% of that amount to cover payroll. This calculates as roughly £12,000 - £14,400 per month maximum budget for payroll at full capacity.

Using this budget, you can now define how much you are able to pay out for each of those roles we discussed.

Again, **don't skip this step.** I know it's uncomfortable. I know you just want to find out about "the ads". But you have not yet done the foundational business and finance planning that makes a business truly work. It's not your fault, no "marketing gurus" will teach this, because they don't know it.

Most of them have never run real businesses that could generate growth and profit even if they took time off. And this is why there's such a knowledge gap in the fitness business industry. Yet, now I'm empowering you with this new - although probably uncomfortable - information. You must act on it.

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When you have the proper business infrastructure in place... only then can you effectively send a rush of traffic from Facebook™ ads into it.

If you do NOT have these systems in place, and you are sitting on an unprofitable business model (which 99% of you are)... then more and more clients will only crush you and make your life a living hell.

To get a full and complete understanding of your fitness business finances and team hiring considerations, I advise you explore our [Fitness Business Blueprint 12-Month Mentorship & Mastermind](#).

Working together on our 1-on-1 mentorship we give you our exact financial tracking spreadsheets and replicable systems to plug into your own business in minutes, making financial tracking quick and simple, even if you hate doing the numbers (like me).

Let's move along...

### *How many new clients do you need to reach that capacity goal?*

Following the same example scenario, let's say we currently have 150 monthly clients on direct debit. Our capacity is 300. Therefore we require an additional 150 monthly clients to reach our capacity target.

### *In what timeframe do you want / need those client spots filled?*

This is a very important - yet overlooked question. Is there a specific deadline in which that monthly revenue target needs to be reached?

Perhaps its urgent, because you have debts to pay off, or you're using personal capital or savings that only extends for a limited time before running dry. Or, is there no real rush?

Most of the time, trainers place strict short-term deadlines on themselves for no reason.

They've usually seen 'marketing gurus' bombarding them with messages that they can "grow a 6-figure business in 60 days" or other such wild claims. And there's really no reason to rush this.

The most successful and **sustainable** fitness businesses play the long game.

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Often those fitpros you see with the crazy fast growth end up crashing and burning a few months later. When growth is that fast it's often because they've dialed in a great Facebook™ ads system... but their business wasn't equipped to handle the load.

Meaning, they didn't have a profitable business model. So when you fill your capacity spots with unprofitable clients, you end up multiplying your costs and your problems.

You end up overwhelmed because you have all this growth but still can't afford to pay for help. This is the "crash and burn" scenario that occurs when you dial Facebook™ ads in without doing the critical foundational work I'm revealing to you here.

We want to grow pretty quickly, sure. Yet sustainability is most important.

***Can we maintain the same high quality of service to our clients (new and long-timers) as we scale?***

To keep quality of service high, you likely can't scale as fast as you'd like to. So, think about your deadline to reach capacity, if there is one. One of the key reasons I've succeeded in local fitness businesses is simply because I outlast the competition.

They're on this wild sprint to reach the finish line . . . whereas I and our fitpro mentoring clients treat it as a *marathon*. We're in this for the long-haul. We plan to still be operating a successful and profitable gym in 5, 10 even 20 years from today. So what's the rush? Is there one?

If there's no real urgency to grow - and only your ego making judgements compared to others who LOOK more successful than you - then we can plan to reach this capacity over a 12-18 month period.

So, if for example the goal was to gain 150 new monthly clients, over the next 12 months, that would mean we're aiming for 13 new clients per month (on average) to get there.

Now we're starting to form a clear target for our Facebook™ ad campaigns.

We're going to enter our Facebook™ ads strategy with more clarity, foresight and long-term planning than any of your local competitors.

This is how you're going to win.

### **In Summary:**

Now you have clarity around what your real revenue targets are... based on operational costs and budgets that give you a healthy profit.

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This gives us clear revenue target that gives you freedom, not just income.

This target also shows us how many clients you actually want, and by when.

There's however one more foundational fitness business secret I want to share with you.

This following secret will also boost your profits, and help your Facebook™ ads work even better for you... while your competitors who are ignorant of this will continue wasting their money & scratching their heads in confusion. . .

### **Action Steps to Complete Before Moving On:**

- Uncover your True Revenue Target (TRT) by answering the following:
- **How much monthly recurring revenue does your business need to generate each month in order to pay you a salary, cover all other costs and make some profit?**  
£\_\_\_\_\_ / Month
- **How many new clients are required to meet that recurring revenue target?**  
*(Example, if you need to make £10,000 and your average service is £150/month, you'd need 67 clients on monthly recurring)*
- **By what time do you want to meet that goal? Divide the new client target by the number of months you expect to hit the goal?** *(Example, if you need 30 new clients and want to hit the total revenue target in the next 9 months, you'd need to attain 4 new clients each month on average)*

Now we have a starting target for what we want to achieve from your lead generation each month.

Calculating True Revenue Target is the first advanced concept for a successful lead generation strategy. The second part is understanding and maximizing "Lifetime Client Value"...

## **#2: Maximizing Lifetime Client Value (LCV):**

Let me ask you a question:

Do you think that succeeding with Facebook™ ads is about getting the cheapest cost per lead? It seems like the right idea... **yet its wrong.**

This is what every fitpro is desperate to do - get the cheapest leads. A bigger problem is that this is also what ever unskilled, amateur Facebook™ ads manager is attempting to do for you as well.

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Because a typical ads manager simply wants to get you the most leads possible. So the cheaper they are the more he or she will get you. Why is that a problem?

Because aiming for the cheapest cost per lead on Facebook™ is NOT a good objective. Two reasons why:

First, the cheapest leads are the ***lowest quality***.

I can get you hundreds of cheap leads overnight. But they won't be any good quality. They won't answer the phone, and they won't pay you any money. But to most ads managers, that's not their problem. They got you the leads in volume, so they get to look good now. And most fitness pros are none the wiser.

The cheaper your leads, the more time you'll spend on chasing them up, getting no-shows, and haggling over prices if you even do talk to one of them.

Cheap leads is NOT the objective.

The second reason we don't want to make "cheaper leads" the primary goal is this:

***It's simply a losing battle.***

The average cost to advertise on Facebook™ is rising, and rising and rising. Facebook™ ad costs have literally 20X'd since I began using the platform back in 2012.

Back then, I would get quality leads coming in for around a £0.20 each. Consistently. Without fail. Suddenly, my average lead costs went up to around £1. Then £2... And then up to £4.

There's a BIG difference between paying £0.20 per lead and £4 per lead. I mean my ads budget has now increased more than 10X in order for me to get the same result.

Maybe you don't care about that when you're spending £200 a month on ads. But when you spend closer to £5000 - £10,000 a month... a 3X price increase isn't nice to wake up to, as you can imagine.

So ads managers will keep tweaking things and testing things to bring the lead costs back down.... But then FB will inevitably just knock the price back up on average, regardless of what you do.

It's a losing battle. You'll take one step forward in order to get knocked two steps back.

***But... why are FB Ad costs increasing, you be asking?***

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**It's mainly because the platform's allocated ad space is now more scarce, as millions more advertisers begin using the platform.**

Nowadays every personal trainer is trying their hand and using ads. So when there's more people competing for the same limited ad space on the newsfeed, the costs has to rise.

**Another reason for ad costs increasing in general is that users are getting more desensitized to the ads on the platform.**

Just like you hardly notice the sponsored ads in your Gmail inbox (oh yes, they are there. Go check for yourself at the top of your inbox list...) the same is happening on Facebook™.

People have seen the ads before. They know the game. It's getting stale. So fewer people are clicking ads in general.

This keeps the costs high and makes FB more weary of who they allow to use the platform. That means that they tend to favour advertisers who spend a higher daily budget AND get good responses to their ads.

What does this mean for you? It means the quality of your offers must be high value, and you must be prepared to allocate a higher budget (around **£10-15 per day** is the minimum I'd suggest you need to succeed on Facebook™ in 2020 onward).

When other fitness pros in your area try 'dabbling' at ads, with a measly £5 per day budget, FB won't push their ads. Facebook™ will assume they aren't serious, and bury their engagement.

***This isn't all doom and gloom though...***

The opportunity to create massive profit windfalls through Facebook™ is still very real. Yet it requires you to play a bigger game. To understand your finances and have a real strategy in place for the long-term.

Hopefully you can now see the importance of this entire chapter of laying your foundations. You are privy to advanced business information that your competitors will never access, or even know exists. Do not waste this information and the privilege it gives you.

Instead, get this right and your Facebook™ ad campaigns will be sure to succeed - for now and into the future. And as it gets tougher and more expensive for your competitors to enter the game... you'll plough on ahead, literally owning the attention of your local audience on Facebook™.

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You'll be the only player in town. Because of THIS information. You can now see why chasing the cheapest cost per lead is not the smartest play.

I'm not saying you shouldn't optimize your campaigns to get cheaper leads... but know that this is not the 'magic ticket' that most FB ads 'experts' are claiming.

Instead, let me share another business principle that will put you leaps and bounds ahead of your competitors:

Rather than chasing the cheapest cost per lead... the savvy business owner asks,

***“How could we pay MORE per lead... and still make a profit?”***

As the saying goes, *“Wisdom is not having the right answers. It is having the right questions.”*

This is the ultimate marketing question you need to be asking yourself, and your team, and your ads manager, every day. Because if you can engineer a business model and sales funnel that allows you to pay MORE for a lead than your competitors - and still make a profit - then you'll quite literally become unstoppable.

That's because an age-old rule in marketing is this:

***Whoever can afford the most to acquire the client will always WIN the market.***

Meaning, if you can afford to spend more than your competitor to get that lead, to get that sale, then you can outbid them.

You can spend more... and while they will cower at high ad costs (since they're obsessed with only the cheapest leads) they'll **quit the race**. Leaving you as the solid winner.

Think about this...

If you've invested in Facebook™ ads before and not got the return you wanted, didn't you succumb to the same issues I've outlined above? Maybe it was you who was obsessed with the lowest cost per lead... and when you weren't getting it you gave up. Killed the ad. Changed your offer. Slashed your rates. You played around with all sorts of variables and 'tactics'... but it never worked.

***Because you never solved the foundational problem...***

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You didn't have a profitable business model that allows you to spend more and still sit back and smile. Now, again... let me repeat... I'm not saying we necessarily WANT to pay huge amounts for leads...

And by the end of this guide you will be fully equipped to lower your lead costs and optimize your ad results, no doubt. However, you should still plot your system so that if those costs were to rise you could withstand the heat, while your competitors drown.

Because, remember, the ad costs are rising naturally. No matter what you do. There will come a time - mark my words - where your lead costs may DOUBLE overnight. And you'll ask, "Justin, what can I change to get my lead costs back down?"

Is it better ad copy? A more attractive image? A more valuable offer? A better converting landing page?" And you won't like the answer...

Because the answer will be, "*There's **nothing** you can do to lower the cost per lead. Because FB didn't increase it based on the value of your ad. They increased it because the real estate value just went up.*"

In other words, there'll come a time when there's nothing 'tactical' you can do to reverse the price increase. Just the same way as property in Dubai today costs 10,000X what it did in the 1980's. The price is just more because the value is more scarce. Not a lot you can do. You were just late to the game. No FB ads experts want to admit this obvious truth to you.

Why?

Because then they fear they'll be rendered useless. After all, if your ads guy can't lower your lead costs, you may fire him.

However, now you know the INSIDER secrets of the landscape and how its evolving... you're more prepared to deal with these changes, successfully and profitably, while other PTs, gyms and bootcamps in your area are literally missing the golden opportunity of a lifetime.

All because they're scared to spend more than £10 a day to grow their business.

***Anyway, let's move forward...***

We've discussed how chasing the lowest cost per lead is not an ideal primary objective. So what is? **Your real key to success is to be *obsessed* instead with increasing your Lifetime Client Value.**

The lifetime client value (LCV) is the average amount of revenue you earn, per client, during the length of time they remain with you. For example, let's imagine you charge £100/month for a

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bootcamp. Your average client retains for 6 months. Some clients drop off sooner. Others last longer. But on average, its 6 months stay.

On a very basic level, your LCV would therefore be £600 (£100/month X 6 months average stay).

***So you are turning your focus away from what you spend to get a lead... and instead focus on how much you earn from a long-term client.***

This focus shift alone will change the game for you. Because now you're measuring how much you're actually making - in the long-term - from our ads campaigns. This is the secret behind why we can dominate any area with Facebook™ ads for a fitness business.

I have complete confidence setting up a facility in any area and running ads, because we know our LCV is so high (compared to other competitors) that we will always make an ROI (return on investment) from anything we spend on ads.

We make on average a LCV of £900 - £1500 per client at our facilities and bootcamps. So I have no issue paying £50, £100... heck, even £200 in ads only to acquire ONE client.

Could you say the same? Most of our local competitors can't. They can't afford to invest that much. And they won't even try. If their cost per lead or cost per sale creeps up to £20 they get scared and quit.

Whereas we can keep going as have engineered our business to be able to afford to pay that amount and still make good profit.

**Again - I'm not saying we WANT to pay £100 to acquire a client!** We actually pay closer to £20-30 to acquire a client. *However...* our profitable model allows us the buffer zone and the confidence to keep spending when our competitors won't. Meaning we can outbid them on Facebook™ and keep getting results.

Because - and say this out loud with me... ***whoever can afford to invest the most to get the client will always win the market.***

This is the ultimate business strategy. And I invite you to play a higher-level of game than you've been doing.

The next question then, is how do you increase your average lifetime client revenue?

**This is a huge topic in of itself. We cover multiple strategies on how to do this inside our [12-month Fitness Business Mentorship program.](#)**

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I urge you to explore the enrolment options there and take advantage of the personalized mentorship and guidance we can give you on the subject.

***We are confident we'll help you at least **DOUBLE** your average LCV in a matter of days on the mentorship.***

That alone will cover the entire investment for the year of mentorship. This is the kind of wise, forward-thinking investment strategy you need to make in your business to become a local leader and prosper in the long term.

However, for the sake of clarity I'll offer a few quick pointers here on how to increase your LTV. Here are the ways you can increase the revenue you make per client:

1. **Increase the average transaction size per client.** You may do this by increasing your monthly fees, and / or by offering upsell and cross-sell services.
2. **Increase the number of average referrals per client.** If you can systematically gain 1-2 more referrals from each client over the course of their stay, you'll quickly double up your LTV. Because if one average client is worth, for example, £700 over 6 months... and then they get you 2 successful referrals in that time... they're now technically worth £2100!
3. **Increase retention rate for the average client.** By delivering transformative results, and a culture & family environment like no other, you'll increase your average retention. This is also a small shift that yields huge profit windfalls. For instance, if you take that client example above, and increase the average retention from 6 months to 9 months, you've just added 33% additional revenue per average client.

There are numerous other strategies we can teach you that will quickly double or even triple the amount of money you make from the clients you already have.

This is one of the smartest ways of growing your business - because you can make more money (and wider profits) without actually adding new clients!

Just remember - the higher this average LTV amount becomes, the more you can outspend your competitors on your Facebook™ ads. You'll literally dominate the airwaves when you create a profitable and strong back-end component to your business.

This is the ultimate definition of working smarter, not harder.

*Continued on next page...*

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## Module 1 Summary: Laying Your Foundations

### Key Learning Points:

- The big secret isn't in finding a 'magic' Facebook™ ad. **It's in having a business model that ensures you make good profits on your advertising, even if you spend more than your local competitors.**
- **Whoever can afford to invest most money and time to get the client, will always win the market.**
- There are **two** things you need in place before launching any Front End Offer or Facebook™ ad campaign: **Knowing Your TRUE Revenue Target (TRT) and Maximizing Client Value (MCV)**. These measures ensure you'll make the most ROI possible, in the shortest time.
- **Fitpros fail at Facebook™ ads the first time because they come in with a flawed mindset.** They have slashed their fees and are already overwhelmed with a busy business... but no profit margin. This means they expect fast, cheap results on Facebook™ immediately. As a consequence, their FB campaign isn't a thought-out investment... but a desperate gamble.
- **Begin planning your FB Ads campaign by understanding the actual number of new clients you require... and by when.** This is done by first understanding your True Revenue Target - based on estimating your operating costs at a full-capacity facility. Until you know how much it will cost to run the business at the size you want it, you can't seriously have a target income goal.
- Base your finances on the **"33% Ratio Guideline"** - meaning your payroll, fixed costs, and profit margin should each be approximately 33-40% of the total revenue amount coming in. **This gives you a lean, healthy business that's ready to scale more sustainably.**
- **Facebook™ ads are NOT won by getting the cheapest leads.** You win the market by being able to afford the most money to acquire a client. Whoever can afford the most, wins the market and beats out the competitors.
- **Increase the amount you're able to comfortably invest into FB ads by increasing your Lifetime Client Value (LCV).** Do this by increasing the average transaction size each month, by increasing retention, and by increasing the number of referrals from each client.

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- **By knowing clear, long-term targets, you're able to plan your FB ads campaign more effectively.** Also, by increasing your potential earnings per sale, you are in a much better position to spend more money on ads than your competitors. This will drive them out and allow you to dominate the local newsfeed.

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# Module 2:

# Creating Your Front End Offer (F.E.O)

Do you often struggle to sell your services?

Even though you get amazing results, and know the power in what you offer?

The most common reason fitpros struggle to close prospects is because they're offering their long-term commitment programs from the start. Most prospects, however, do not want to commit to 6, or even 12 months of training with you. **Not yet.**

*"But Justin, I did what the marketing courses told me and I built "know, like and trust" value first!"*

It doesn't matter here. And here's why: Ever been on a first date with someone that went really well? They clearly liked and trusted you? I'm guessing you have. Here's the real question - would they have married you based on that first date alone? Likely not. Why?

Because even though they like you, they want to explore the relationship one small commitment at a time.

***Once you realize that selling fitness is based on exactly the same social dynamics, your business fortunes will transform***

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So, yes the prospect may like and trust you on that initial consultation. They may see all your before / after testimonials. However, they will still feel its too early to jump into 'marriage' with you for the long-term.

That's why, for many years I've based my marketing & sales strategy around what I call a "Front End Offer" (F.E.O for short).

**The F.E.O is designed to help the prospect 'test-drive' your service, without the big two commitments of time and money.**

In other words, the FEO allows them to demonstrate a sample of the results and experience / community you provide... for a short, limited time. So that they can then make an informed decision about committing for the long haul.

If you allow the prospect to come through a Front End Offer, rather than insisting they purchase a long term plan from the very start, your sales will immediately spike.

You'll likely find that its NOT your prices that are the problem. Neither is it your 'sales techniques'.

It was just the offer. Now, some fitness pros I've met are using Front End Offers. Unfortunately, they're doing them wrong. Maybe you're in this camp? If you're currently selling a Front End Offer and its still not working, you're making one or both of the following mistakes:

## **FEO Mistake #1: Not Understanding "PCTT"**

The first mistake is making your FEO program too long. For some reason, most fitness pros are offering 8, or even 12 week programs.

This is far too long. That's because the FEO only needs to provide the Minimal Effective Dose (MED) to the prospect so they can make a long-term decision.

*Does a prospect really need to work with you for two or three entire months to see your value?*

The problem with extended FEO timeframes like this is that it increases what's called your "Prospect to Client Turnaround Time" (PCTT).

***Your PCTT is one of the most critical - yet overlooked - elements of your marketing & sales strategy***

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The “internet marketing gurus” will never teach you this. It’s no wonder fitpros continue failing to get clients despite spending thousands of pounds on more and more courses. Your PCTT is basically the amount of average time it takes from when the prospect enters your ‘sales funnel’ to when they become a buyer and the first payment transaction is made.

Since the objective is to sign a new client and start earning that LCV we talked about earlier, this means you’d need to wait at least 9-10 weeks from when you paid for the advertising that collected this prospect, to when they finally start paying you back.

(Yes, you may get paid a fee for doing the 8 week program, however most of that amount would have been spent on your operating costs and payroll over the previous 8 weeks to deliver the service. There would likely be little to no profit margin on the FEO fee. That’s why the real outcome is the Lifetime Client Value revenue we’ll earn once the long-term signing is made).

Make no mistake - **the goal is not to make money from the FEO sale.**

The goal is to get the lifetime revenue from the long-term client. That’s what makes your Facebook™ ads infinitely more profitable. That’s what allows you to play the ‘long-game’ we talked about - where you can afford to outspend and outlast the other local fitness businesses and win the market.

We’ll talk about how to package and price your FEO in just a bit. But first its essential for you to grasp this concept:

***If you’re trying to make money from the “£99” you sell a front end program for, you will likely fail***

That’s because your focus is in the wrong place.

And an advertiser like me, is willing to invest that £99 in advertising, only to get the £99 FEO sale back in return. Meaning, if I was offering an FEO program for £99, I’d happily spend that amount just to get the sale.

I’d essentially ‘break even’ on the front, and I’d be looking to make my long-term profit by serving that client to the best of my ability to ensure they become a long-term client. That’s when we get the £900 - £1500 lifetime value our clients are actually worth on average.

So I’m seeking the £1000 sale. *My local competitors are only seeking the £100 sale.* This is precisely why my fitness businesses will 10X in growth faster than others.

**It’s all about your long-term priorities and objectives.** So, the first thing we need to do is help you create a Front End Offer that’s suited to YOUR business.

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To YOUR goals. And only gives the ***Minimal Effective Dose*** required to ascend those prospects into long-term clients.

Think about it this way:

You could most probably convert that FEO client into a long-term member with a 4-week program instead of 8 weeks. That doesn't seem like a major difference... until you realize that you've just ***halved*** your PCTT for the same result.

And over the course of one year,

**you can literally DOUBLE your number of new clients - *without doing anything else* -**

because you're able to do twice as many 4-week programs than you could do 8 week programs!

Here again is where ***compound*** growth of businesses come from - *working smarter, not harder!* So in this section we'll shorten that Prospect-to-Client Turnaround Time and find what's right for you, so that you get the best ROI from the least amount of effort & time.

However, just before that, there's one more mistake to reveal:

## **FEO Mistake #2: Blindly Copying Other People's FEOs**

This one is rampant in the industry today.

Many 'marketing coaches' - while well meaning - are crippling your business by telling you to copy what they do blindly. If you've been told to copy someone's "6 week challenge" because its working really well, or advised to offer a "transformation session" because that works for other gyms...

...run a mile from those 'advisors' ***right now.***

Because being told what to offer - ***without regard or analyses of your long term goals, your financial model, nor your available resources*** - is irresponsible and *dangerous* to your business.

I mean, imagine if you went into the gym with Jay Cutler. And he told you that to get results you'd need to do *his exact workout*, lift the same amounts of weight *he does*, and eat the same

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diet plan as *him*, how would that work out? You're a professional. What would you say to that advice? You'd call BS immediately, I hope.

Just because that person's plan works *for them*, doesn't mean it'll work the same *for you*. Because again, you have different long-term **goals**... You have a different **structure** or model (in this case, perhaps body type). And you have different **resources** available to you.

Jay Cutler and can make the 6,000 calorie a day diet work for him because he has resources of time (it's his job to eat!), and money (sponsorship pay for most of the food and supplements).

Perhaps Jay can maintain that gruelling workout regime because he has access to all the right equipment at his fully-kitted gym... and because he has regular massage and other therapies to recover from the strenuous tension and workload.

But do YOU have all that? If not, then following his workout plan would crush people like me and you within weeks. We'd overtrain, burn out or likely get injured.

So, it's the same principle when applied to your business and marketing strategy.

In fact, any strategy for any part of your business or life should be based on the following:

### ***Your long-term goal, relative to your short-term available resources***

This is the most sensible way to approach decision making in your business and life. When fitpros blindly copy a gym that offers a "6 week challenge", for example, many problems occur.

Usually, the fitpros with a smaller business and tighter cashflow can't afford to wait the entire 6 weeks to make the money back. They need new clients NOW. Plus, the advertising cost to sell a 6-week program is generally more expensive than to get a 21-day or even 4-week program sale.

That's because the longer in duration the bigger an investment you're asking from the client. And that means you'll generally pay more for the higher quality lead (not to mention paying more time in following up and converting them).

I'm not saying that "6 week challenges" don't work... on the contrary, I have built entire facilities on the back of a 6 week challenge. However, I chose to run the 6WC ***because I knew it served my goals, and my numbers worked with it.***

It does not mean I would recommend every other trainer offer the same thing. So, blindly copying is out. Copying only enslaves you to someone else's 'tactic'.

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It's time to **empower you** by helping you make your own decisions, based on important resources and factors of your individual business.

With that said, let's move onto creating your Front End Offer.

A 'signature package' that will give you the highest chance of success and long-term profitability.

## Creating Your Front End Offer Package

### Step 1: What ONE Result Do You Want to Be Known For?

This isn't some 'throwaway' offer that you'll use for a month and never again.

When we talk about the FEO we mean a short-term program that has amazing value and can run continuously. I've built several fitness facilities and bootcamps by riding on the back of just one unique Front End Offer - that produces a result we get known for locally.

In comparison, most fitpros **who fail** to grow consistently are always changing things up, making new offers each month, and not focusing on making a great trial product.

The best thing to do is determine which type of FEO will work for your business goals, and then put all your energy into making it a brilliant program that stands alone as a sellable product, that you're proud to offer on its own.

So the first step is to decide what result can you offer in such a package? What's desirable and achievable for the market you serve? We've offered programs to help people lose 6kg in 6 weeks... or even drop a dress size in 21 days.

We offer these because

- a) its an **attractive** result for our target audience, and
- b) we are **confident** that when the client follows our program they can realistically achieve these results.

At other times I've offered a non-specific result, but a dedicated 'theme' - such as the "MANSformation Challenge" or our "4-Week Get Your Body Back" Challenge.

What is a result or theme you could offer? What results do your typical clients achieve in the first few weeks with you? Write down a few ideas.

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## Step 2: Is Your Back-End Offer Optimized?

Before we move on, we need to make sure your back end, long-term, month-to-month offer is up to spec.

This is because we're aiming for a good *Lifetime Client Value* to make our long-term profit. However, if your BEO / long-term membership isn't optimized for this, then we'll be working hard with less return. There's no point going to all this work if a long-term client drops off the radar after only 3 months. You may as well do the SAME amount of work on marketing and delivering your FEO to get a client that stays 12 months - ***that means you make 4X the money for the same investment!***

Here are just a few guidelines I strongly suggest for most fitpros' back end offers (not 'rules', just guidelines. See if they make sense to you first).

### Have a recurring revenue based service:

Have your clients pay on direct debit instalments each month.

This means you only need to make the sale once, then the ongoing payments are collected automatically. This makes a big difference because when the payment is "out of sight, it's out of mind".

In contrast, if you force your client to find hard cash every month and bring it to you, it can cause retention to drop, or at best you'll get several late payments each month. By automating this on a direct debit or Paypal system, you'll get paid on time, and it's easier / more convenient for the client.

### Maintain a Minimum Retention Target of At Least 3 Months:

If you can't keep a long-term client for more than 3 months there could be a big problem with your service.

You could be charging too much vs. the value you actually offer. Or, conversely, you could be charging too little and attracting less committed clients.

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Either way, if you're losing long-term clients before 3 months, take a deep honest look at your service and community. This problem must be fixed before we focus on a Facebook™ ads strategy. There's no point filling your pipeline with clients if there's a leak.

Replacing clients that keep dropping off will ramp up your marketing expenses, require more 'hustle' and will slash your profit margins.

## **Aim to Collect 3-Months of Cash Flow ASAP:**

Following on from the previous point. We really want a minimum of 3-months retention in order to have a decent Lifetime Client Value (LCV). Therefore, if this is the goal, it's also a good idea to attempt to collect that money as soon as possible.

You could do this by offering an incentive to pay 3 months upfront, or you could even have a 12-month contract plan that asks for the equivalent of 3 months upfront, followed by monthly instalments.

This is a similar principle to why gyms ask an "enrolment fee". They know their customers don't often last longer than a few months, so they are attempting to generate more cash flow upfront from each customer.

## **Aim for a CAC vs. LCV ratio of 1:6:**

The **Client Acquisition Cost (CAC)** is how much you pay to generate the sale.

The **LCV**, as we've already discussed, is the revenue you generate from an average client over the duration of their stay with you.

***I advise you aim for a 1:6 ratio - meaning your LTV should be at least 6 times higher than what you spend to gain the client***

I also suggest your business model is set up to collect that 6X return within 6 months of the client starting with you.

For example, *if you pay £50 in advertising to acquire a monthly client who pays £100/m, then your goal is to generate average LCV of £300 within the next 6 months.* If your average retention is longer than 3 months then this shouldn't be an issue.

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Attaining this 1:6 ratio target is a good indicator that your business has scale potential, because you're generating a good return on each asset (client) that you acquire (*assuming that you're also close to the 33% Ratio financial guidelines too!*)

## **Position your BEO as a “LONG TERM LIFESTYLE PROGRAM” - divided into payments for convenience:**

One thing I do very differently to most fitpros is that we don't use the term 'membership'. We don't sell 'memberships'.

**I use the terms 'membership' & 'members' here for you because its terminology you'll easily understand.** However I train my gym teams to never use these terms when speaking to customers.

We don't have 'members' - we have '**clients**'. And we don't sell 'memberships', we sell '**programs**'.

This is about positioning your service to have a higher 'perceived value'.

Because if you tell clients your bootcamp 'membership' costs £100/month, they'll naturally compare you to commercial gyms that sell 'memberships'... which are half the cost of yours.

So using the same terminology creates a “apples to apples” comparison.

Instead, we offer 3, 6 or 12 month **Lifestyle Transformation programs**. This sounds more professional, and allows us to charge for the value we're offering such as program design and other elements. This turns it into an “apples vs oranges” comparison and differentiates us from commercial gyms (and other bootcamps / facilities who still offer 'memberships').

We also have set prices for each of the programs.

For example, we may offer a 12-month Lifestyle Transformation program for £1000, paid upfront... or they have the option of an instalment plan / finance plan of 12 payments of only £99, 30 days apart.

This way the client sees that it as paying towards a bigger commitment.

On the other hand, if they view your service as a 'membership' then at the end of each month they'll make a decision if they want to keep it going or not, because there's no real commitment.

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But when they've committed to a finance plan their mindset is more committed and they're more likely to stick with it for the long-term and get the 12-month results.

Granted, this doesn't mean you eliminate drop offs... but it does come across as more professional, adds more value, and should decrease attrition to some degree.

And when it comes to increasing retention, every little helps.

### Step 3: Designing Your Front End Offer (F.E.O)

In this segment I reveal all the considerations and guidelines that allow you to choose the best FEO for your business, your goals and your resources.

This is very important for two reasons:

**First, we need to stand out over other competitors in the market.** We do that by packaging and positioning your FEO to be 'irresistible' value.

Most fitpros are undervaluing their own offers and taking them for granted. You're about to discover how to **10X the value of your package**, and make it more useful for the prospect.

This will make it "irresistible" to them, and dramatically increase the success of your Facebook™ ad. *Because after all, the Facebook™ ad only works when people are drawn to the offer!*

Second, we do this because **it will make closing the sale far easier for you.**

Look, you can learn all the "Wolf of Wall Street", hard-closing tactics all day long. But for me, and most fitpros, that's **not** how we like to sell.

I suck at hard-selling. That's why, I let me offer do the talking. When you package such an irresistible offer, *it will literally sell itself*. People will be clamouring to pay you even before you pick up the phone to talk to them.

90% of your Facebook™ ad success is really down to the offer. Not the ad, or the 'copy', or some amazing image, or your 'sales skills'. **It's always down to the offer.**

Those other elements can compensate for a poor offer... but the fastest way to make money is to give epic-levels of value to your market. So, let's create an irresistible offer **that sells itself**, shall we?

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## 1. How Long Does Your FEO Need to Be?

The most important question to begin with is how long should your FEO be?

We've discussed how if its too long you'll stretch your prospect- to client - turnaround time and that could be too costly. On the other hand, if its too short, it may not be attractive enough, or may not give prospects a real taste of what you can do, meaning they're less likely to become long-term clients at the end.

To determine the right amount of time we first need to establish the MED (Minimum Effective Dose) of how long they need to make a long-term buying decision. This is based largely on what your Back End Offer is.

That's because the bigger the commitment we're asking on the back end, the more we may have to give upfront on the FEO to help the prospect see the value.

As an example, if I want to test drive a Ford Fiesta, the showroom will give me the car for 30 minutes. That's all the time I need to make a decision, because a Ford Fiesta isn't a huge investment (commitment).

On the other hand, if I'm considering investing in an Audi R8... they'll give me a weekend test drive. They let me experience the car for longer, because I need more time to make that choice.

Obviously I can't just tell you how long to make your FEO... but here are some general guidelines that tend to work based on the situation your business is in:

### **If Semi-Private Is Your Core Back-End Offer:**

If your service is primarily semi-private (groups of 8 people or less) then I would offer a **21-day front end offer.**

I've found that 21 days is more than enough in a personal training environment. That's because the groups are smaller you are more easily able to build relationships with each prospect. Also because of the personal nature, you're able to get results faster for these clients. Meaning, they should be able to know if they continue with you after that point.

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### If Large Group Bootcamps Is Your Core Back-End Offer:

If the bulk of your revenue is from large groups (15+ per session) then FEOs of 4 - 6 weeks in duration tend to work better. That's because it takes a little longer to establish personal connections and get results for larger groups. They need to be indoctrinated into the habits and community of your facility.

As for pricing, I suggest you charge roughly 20% higher than your regular month-to-month fee.

So, for example, if your regular camp is £100/month, a 4- or 6-week FEO would be priced around £120 - £150. However, this consideration is assuming your business is generating decent revenue and profits already, and you are not in an immediate need to get more clients. If you are desperate for more cash flow, see below...

### If You Run Large Groups But Are LOW On Cash Flow:

If your resources (cash) are shorter, this changes the consideration for you.

If you really need to get more long-term paying clients quickly, then you want to use a shorter PCTT system. Therefore I'd suggest starting with a 14- 21 day offer.

I would make this program very reasonably priced (to ensure you get good conversions) and potentially even try offering it for free.

This may sound extreme and uncomfortable... however when you need cash flow and don't have capital to invest, then the market has leverage **over you**.

You don't have leverage so you have to concede and give more value for less return. Your priority is to get your facility or camp busy and bustling with people.

I would also make it a priority to upsell those prospects as soon as they begin (I'll teach you how to do this a bit later).

### If You Only Have 15 or Less BEO Spots to Fill:

If you're in the position where you're only a dozen or so clients away from reaching your maximum capacity for members, then I would only offer a short term trial of 7-days, or even perhaps a 1-off transformation session.

That's because it should be relatively easy for you to fill those last spots if you've already come this far.

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If you are at 90% capacity, then your challenge now is building solid infrastructure (systems and team development) and learning how to scale efficiently. **These are modules we teach you in-depth inside the [Fitness Business 12-Month Mentorship program](#).** If you are at the point of scaling I would strongly advise exploring our mentorship options, because getting this wrong can severely cost you a lot of time and money.

You should now be able to narrow down your choice of FEO from the considerations above. Once you have this, move to the next step...

## 2. What Attractive Result Can You Provide In That Time?

As mentioned earlier, what result can you really provide in this time?

And would it also be attractive and exciting to your target prospect?

Don't overhype the results, make sure to stay authentic and genuine here.

## 3. What is the Minimum Effective Dose of Coaching & Information Required to Get That Result?

Here's where we begin the **packaging** - what we actually give people on this program.

There are 3 main components you'll likely give your FEO clients on the program:

### Coaching Sessions

What's the minimal number of sessions will the clients need on this program to get the results you're proposing? You are the expert here.

Remember to give only the MED. If you believe that 2 sessions per week on a 4-week program is enough, then offer that. That would come to 8 coaching sessions overall.

### Nutritional Support

What level of nutritional guidance will the client need to fulfil the goals on this program?

Think about whether you coach in small or large groups. The amount of time you can devote to each client will determine how personalized the nutritional support can be.

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Will you offer a standard guidebook of instructions? Some recipes and meal ideas? Personal meal plans or food log review?

**Remember - the minimal effective dose only.** Don't try to cram too much support or info to the program if you don't have the time, money or people on your team to deliver it.

### Engagement / Community Support

The third element that will be included is engagement and community support outside of and around the workout sessions.

Will the clients get a designated Facebook™ group to ask questions and share inspiration? Will each client a personal check in from one of your coaches? Will they get any level of email or text support?

Consider again only what is strictly relevant to getting the results. Don't bloat your program with excess features that will only overwhelm your client.

At this point you should have the basic idea of the theme / result of your FEO, its duration in weeks, and an outline of what's included at the basic level. Next, we move onto pricing your offer for best results.

## 4. Positioning & Pricing Your FEO

This section will reveal how to make your FEO "irresistible" in the eyes and minds of your ideal prospect.

When we can demonstrate that the package is of extreme value compared to what they'll actually pay for it, you'll create a windfall of smooth sales.

***Selling success is determined by widening the perceived value of your product vs. its actual price***

So when we raise the perceived value of your FEO far, far beyond our asking price, you'll find your closing rates will shoot through the roof - even without any 'special ninja sales skills'. Again, advanced 'hard selling' skills are only an overcompensation for a poor offer!

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Also in this section, you'll discover how to correctly price your Front End Offer - so it's attractive to clients but also meets our financial goals.

There are 5 key considerations you must account for to get this right:

### 1. What are your total costs to acquire the FEO sale & deliver the program?

The first consideration for pricing any product or service is this.

If the first thing you ask when it comes to pricing is "How much do I want to make?", or "How much is this worth?" you're missing the bigger picture.

Before you price any product or service you must know the associated costs of delivering that product. Then, you can determine an effective profit margin, and price more accordingly.

***Until you know the Costs Of Goods Sold (COGS), you can't accurately price it***

For instance, if you stock and sell supplements, before deciding a selling price you'd need to ask how much are you buying that stock for. If you pay £40 wholesale for a stack, and you want to make a 20% profit on each unit you sell, you need to price it at £48.

This is basic economics, yet most of the coaching industry doesn't think this way when it comes to 'services'. That's because most fitpros don't associate a real cost of investing their time and sweat into a service. Which is a huge mistake and a threat to the financial stability of your business.

Some of the common costs you'll need to estimate to deliver your program include:

- Advertising costs
- Sales costs (for example paying out a commission to sales person, or your time cost for doing sales calls)
- Payroll to yourself or your coaches for the duration of the program
- Any physical / printed materials or merchandise you include in the program

### 2. What is the total Perceived Value of the offer?

Now we know the basic costs we have a baseline, a minimum amount we'll need to charge for the program.

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Next, we want to create the widest profit margin possible (the “profit margin” meaning the difference between our cost of delivery vs. the final amount we charge).

We can widen this profit margin by increasing the ‘perceived value’ of the FEO package. Of course, the value is actually high... but fitpros are notoriously bad for not communicating this value to the prospect.

Here’s how we make your FEO “irresistible” to your market; we take each of the elements of the package, and indicate the true value of each. Then, we ‘stack’ these elements and their value so the client can actually see the immense value they’re getting.

Your FEO will consist of two elements:

1. **The BASE Elements of the offer:** we covered these earlier, they include the coaching sessions, the nutritional support, and the engagement / community / accountability aspect.
2. **The BONUS Elements of the offer:** the bonus elements are anything that increase the ease of implementation, or increase the prospect’s certainty that they’ll get the results of the Base Elements. If a bonus you want to add does NOT achieve either of those two outcomes, it will likely go against you. It will lower the perceived value of the program, because it will overwhelm the client. Remember - they don’t want “more stuff” for the sake of it. They want only more stuff that makes the goal seem easier to achieve.

Here’s an example of a value stack, so you can see it in action. Notice how I really emphasise the BENEFITS of each element, not just the features of it. How you describe the elements also adds to the higher perceived value.

Oh, and don’t take the lazy path of just ‘copying’ this either. Make sure to align your offer to the considerations we’ve covered so far.

#### **BASE ELEMENTS (EXAMPLE OFFER):**

1. **(Training) Coaching Sessions:** *“Our 21-Day Body Blast Challenge gives you 9 fun, fast workouts with our expert coaches. Our workouts are a value of £20 each. Total Value of 9 Sessions = £180”*
2. **(Nutrition) Nutrition Success Guidebook:** *“This concise guide reveals the 5-fool proof principles to drop fat & tone up, by making nutrition simple, healthy and tasty! Value = £29”*
3. **(Community) Access to Private FB Support Group:** *“Since social support & accountability are key to results, you’re getting 24/7 access to a private Facebook™ group with your fellow trainees. You’ll get to ask your PT any questions, get feedback and share inspiration with others! Value = £49”*

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**Note:** Here's where many PTs get some resistance to the value stacking. You might be thinking, "My FB group isn't worth £49 for 21 days access!" to which I'd ask you to re-evaluate that judgement.

After all you're a personal trainer with years of experience... and for someone to be in a private group community to ask you questions for the whole of 21 days is **valuable**.

But this is a mindset issue of your own. I know that access to me or my coaches for fitness / nutrition / mindset advice (not to mention the accountability value of being in that group) is worth WAY more than a measly £49.

If you're not seeing the value of what you offer, how do you expect your prospects to?

At this point, our Base package alone come to a **total combined value of £258**.

And we haven't yet added the bonuses!

**There are 5 types of Bonus Elements I add to my FEOs.**

Each type of bonus works well because they strategically help us achieve additional objectives. I'll show you what each type of bonus is, and what it does for us...

**Bonus Element 1: The "Higher-Level Experience" Bonus**

Use this bonus to give the client a sample of a higher-tier experience or service you offer, such as your semi-private sessions, or even personal mindset or nutrition. The strategy behind this is that as well as offering great value to your package, it may also create new clients for those high-tier services, if they enjoy the teaser you give them.

Example: "You'll also get bonus access to 1X Semi-Private Session per week (3 in total over the 21 days) - Value = £105"

**Bonus Element 2: "Supplementation / Nutrition Booster"**

Use this bonus to offer more advanced or personalized nutrition support. This could be used to give a taster of your supplement packages or additional nutrition services.

Example: "Get a 21-day stack of protein powder & omega 3 supplements - Value = £30"

**Bonus Element 3: "Bring a Friend / Referral" Bonus**

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Always turn one lead into two! We can give extra value by making an allowance for them to bring a friend. Of course, this could lead to the referral also becoming a client! The more the merrier.

Example: *“You’ll also get a £30 gift voucher that a friend, family member or colleague can use on our services or products. Value = £30”*

#### **Bonus Element 4: “Convenience” Bonus**

When a client joins your program, they’ll probably be looking for other items to spend money on. Think about all the other items they’ll want to go out and buy to support their journey, and see if you can offer it in-house. Give some samples of these items as bonuses in your package.

Example: *“You’ll also get a branded workout log, water bottle and t-shirt - Value = £25”*

#### **Bonus Element 5: “Orientation / Clarity” Bonus**

This bonus helps the client get more comfortable and clear upon starting the program. It’s really helpful when you’re running larger groups of new clients at once.

We usually offer these in the form of an orientation workshop, or starters guidebook / manual. This bonus also gives us a platform to upsell additional services to all clients easily.

Example: *“You’ll start your journey with 2 tickets to our Mindset & Nutrition Mastery Workshop, to get clear on your goals and eliminate all your obstacles to finally transforming! Value = £19”*

That’s a summary of the 5 types of bonuses we include. You don’t have to include all of them! Perhaps one, two or three will suffice for you. Now for the important part - lets add up the total value of each of these elements. This is our “value stack” in action...

#### **My 21-Day Example FEO Includes:**

1. 9X Group Workout Sessions - Value £180
2. Nutrition Guidebook - Value £29
3. Facebook™ Support Group Access for 21 Days - Value £49
4. Bonus: 3X Semi-Private Workout Sessions - Value £105
5. Bonus: Basic Supplement Stack - Value £30
6. Bonus: Gift Voucher for Friend - Value £30
7. Bonus: Convenience Pack (Water bottle, t-shirt, workout log) - Value £25
8. Bonus: Orientation Workshop (2 tickets) - Value £19

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**Total Value: £467**

That's right... £467.

And you know we've not "overhyped" the value of what we're offering. It's all realistic. And not a crazy amount of stuff for us to offer either.

But now you can see the real value of your FEO... **and so will your prospects.**

Now, you aren't going to charge that amount to the client (although you could!).

**Instead, we'd likely price a 21-day large group program like this at somewhere between £75 - £150 per person.**

And it's still an incredible price considering they're getting 3X the value of that!

*This is how you create an "irresistible offer" that knocks the wind out of your local competitors.*

Do you see how you've been selling yourself short?

Not realizing the actual value you can provide by packaging your program more efficiently? And can you now see that by having amazing offers like this, it will sell itself. You won't need hard-selling, pushy sales tactics.

Let your offer sell itself, once you've packaged it correctly using the steps above. Now for the next step...

We've determined the **VALUE** of your Front End Offer with this exercise. Yet we still have a few more considerations to go through to determine the best **PRICE** in which to offer it.

### **3. What is a potential FEO price relative to your ongoing monthly program?**

It's important to price your FEO **relative** to what you charge for an average ongoing month to month rate.

This is important because the main objective of the FEO is to eventually ascend the person into your long term programs (so we start collecting that LCV). So you want to make the price transition a smooth one from FEO to BEO.

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For example, if a client paid only £30 for an FEO, but your ongoing program was £120/month, there's be a big price gap. The client just got accustomed to paying £30 for a month of training, and now you're asking for 4X the rate.

It doesn't matter if your BEO is 'worth it' or not... the price jump could cause too much resistance for many clients. I propose that your FEO is charged at around +20% the amount of your month-to-month program cost.

Meaning, if your BEO is around £100/month, you'd charge approx. £120 for a 21-day to 4-week FEO (of course, making sure this also covers your operational costs, as discussed earlier).

#### 4. Are you able to break even on the FEO sale, or do you need faster cash flow?

Going back to your financial picture from earlier... how desperate are you for cashflow?

If you can't afford a long prospect-to-client turnaround time (PCTT) then you may need to ask for more money for your FEO. Also remember the ultimate rule of marketing:

***Whoever can afford the most (time and money) to get the client, will win the market.***

Ideally, your best long-term strategy is to get your business to a position where you don't even *need* to make profit from the FEO sale amount. This is the first financial priority for my own fitness businesses: to get to a position where we can afford to invest the entire FEO transaction fee just to obtain the client.

Meaning, if we charge £150 for our FEO, we could spend that on FB ads to make just one sale - and be happy with the result. This puts us in an advantageous position because we know we can outspend our competitors and keep control of the FB newsfeed attention.

If we "break even" on getting the FEO sale, we'll still profit very soon because:

- 1) We know we **consistently ascend** between 50-70% of FEOs into long-term clients (each one of those worth over £1000 LCV to us)
- 2) We have added **strategic bonuses** into the FEO that will result in some upsells and referral cash being made very soon
- 3) We will make **upsell offers** to turn some FEO clients into long-term clients within the first week they start, in order to make a quick profit turnaround (more on how to do this later).

Remember I said earlier that trying to make your profit on the FEO sales is pointless, and damaging.

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Instead, your goal is to be able to swallow the FEO transaction amount, and have better business systems in place so that profit will be generated in larger and more consistent amounts in the long-term.

## 5. Could a “FREE” Front End Offer work?

Free offers can work too, but you have to protect your downside.

**There is always a cost to provide a free program.** On both sides. You have a cost of time & energy to work with the client. Yet they also have to invest something - if not money, then their own time and energy too.

I don't believe that giving out freebies without rhyme or reason is valuable for anyone. That's because clients get better results when they've invested the most into the process. You can't 'force' anyone to transform simply by removing the obstacle of payment. You'll realize with experience that this usually ends up doing more harm than good.

For that reason, there is a time and place to offer a “free” package... but it comes with conditions.

When you emphasise to the client that there will be a form of value exchange, it helps ensure they are committed to the process, and that you will get some form of value back in return for your effort.

Think of other forms of value you could attain from working with a client, other than the direct financial compensation from them. What other assets would help you, that you don't have... but they might have access to?

Some ideas:

- Could they give you a testimonial / success story in return for your help?
- Could they make introductions to people of influence for you (such as the place they work, or their hairdresser, or a media contact etc.)?
- Could they get you more exposure by having to “check in’ on Facebook™ with a glowing (yet honest) comment after each session?
- Could they help you as a “Brand Ambassador” - by providing a few hours a week of assistant help at your facility in return?
- Could they simply have value by giving you more experience and fuller groups? When I began as a trainer I was grateful for the opportunity to help anyone as every session carved me into a better coach.

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So, with these ideas in mind are there any possible 'deals' you could broker with a client whose on the fence about investing the financial amount?

One of the most powerful deals of this nature I deployed was what I called the "Local Influencer Program".

This was a special type of package I would offer in cases where I trusted the prospect really would be committed but literally could not make the financial contribution. I also offer this to a prospect who may well be happy to pay for the service... yet I see MORE value in having them as an active referral source for us (for instance, people in the media, local celebrities, or who are well connected to our target audience).

Consider the possibility - in these cases - of offering them the "Local Influencer Program", where the condition is they must achieve something for you, in return for getting the program heavily discounted, or even free.

For instance, perhaps they have to help you get 5 free trial bookings, and one successful new client sale each month, in order to keep their discount / free service going?

When your fitness business is still a startup, generating less than £100,000/year, its best to remain flexible and work out deals that can help the client in the short term, and you in the long term. I literally would be where I am today if I didn't "get things off the ground" with the strategy I've just outlined.

The final step in this module is to begin designing how you and your team will deliver this program smoothly and effectively.

## 5. Implementing Your FEO

Here I'll give you some quick steps on how to build & implement this. This will help your team turn this into a project that can be organized, delivered, managed, and tracked.

### Create a "Welcome Mat" system

The "Welcome Mat" process starts with you visualizing, and documenting, the client's' entire journey through your FEO.

This helps you see what needs to happen and when, in order to deliver the value you promised, and also to ensure you track the clients' results and ascend them into your BEO.

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I do this with a calendar format: map out what important things need to happen on each day over the duration. Think about what communications you wish to send out to the clients, and anticipate their needs ahead of time to create a great experience.

Also make sure to identify the following components on set dates:

- **An Early-Bird Offer:** On the first workout day, immediately following the session, you can make an “early-bird offer”. This is an effective way to get immediate upsells and upfront cash flow. I’ll outline how to do this in a later chapter. For now, make a note of the first day’s workout session and enter a reminder prompt to offer this on that day.
- **Progress Review Session:** Somewhere between 50% - 90% through the program each client should be scheduled in for a 1-1 meeting, or at least a phone call. This is to get their feedback about the program, present their final results, and also to talk to them about the options to continue to a back end program.

### **SCHEDULING THIS IS CRITICAL FOR ASCENSION.**

Scheduling the FEO clients for individual 1-1 conversations is the best way we’ve found for ascending the highest % of them into your back-end programs. Sending out a last minute email or text with a BEO is not going to cut it. Show you care about each person’s future by scheduling a 15-minute meet with each of them.

This will take more time from you and / or your staff, but to attain a 60%+ ascension rate should be well worth it, especially if you’ve been working on increasing the LCV of each client, as I advised you earlier.

The 50% - 90% guideline means that if you are doing a 4-week FEO, for example, you would aim to have these conversations between the start of week 3 and be finished before half-way through week 4.

This is because prior to 50% completion of the program is still too early for most to make a long-term commitment. Having the conversation no later than 90% into the program is also important, because if you leave it until their last session, they can often make an excuse, “go home to think about it” and you’ll never hear from them again.

Have the conversation and make the upsell before the final days of your FEO for the best results.

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## Organize This as a “Project” for Your Team

For absolute best results - meaning amazing transformations for the clients, and a significant percentage of clients upselling to a BEO - you and your team must be organized and efficient. It needs to be all hands on deck.

The biggest mistake is to just let your clients wander through the FEO period and expect them to run to you with their credit cards before the end. The sale isn't made until they've become a back-end, long-term client.

**Ensure your team each know their roles and accountabilities.** Who will be in charge of engaging the clients outside of sessions and reminding them of workouts? Who will be in charge of moderating your FB group to keep them sharing inspiration and talking (the more engaged the client remains, the higher the chances of them continuing on after the FEO).

Who will be in charge of tracking the client results along the program?

Who will be in charge of making sure beginner clients and veterans alike are both catered for, and that your long-standing clients don't feel the FEO people are taking all the attention away?

Who will be responsible for scheduling and hosting the Progress Review meetings? And what will be your ascension / upsell targets, so you can assess the performance of this campaign before running the next one?

All of these responsibilities need to be accounted for.

If you are working solo, ***you especially need to be organized and efficient.*** I would seriously consider asking some of your Brand Ambassador (raving fan) clients to help you in some capacity to make this run smoothly.

The biggest tragedy is to do all this work and planning, invest the money and time into acquiring the FEO prospects ... only for it to sizzle out during the program and you end up with no new long-term clients.

## Module 2 Summary: Creating Your Front End Offer (F.E.O)

Key Learning Points:

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- The most common reason fitpros struggle to close prospects is because they're offering their long-term commitment programs from the start. **Your prospects generally aren't ready** to enter such a commitment of time and money yet.
- For many years I've based my marketing & sales strategy around what I call a "**Front End Offer**" (**F.E.O for short**). The F.E.O is designed to help the prospect 'test-drive' your service, without the big two commitments of time and money.
- Fit pros make **two mistakes when using FEOs**: 1 Not understanding PCTT, 2. Copying someone else blindly
- **8-week, or even 12-week FEO programs are far too long**. That's because the FEO only needs to provide the *Minimal Effective Dose (MED)* to the prospect so they can make a long-term decision.
- **The goal is NOT to make money from the FEO sale**. The goal is to get the lifetime revenue from the long-term client. That's what makes your Facebook™ ads infinitely more profitable. That's what allows you to play the 'long-game' we talked about - where you can afford to outspend and outlast the other local fitness businesses and win the market.
- If you've been told to copy someone's "6 week challenge" because its working really well, or advised to offer a "transformation session" because that works for other gyms, **then.run a mile from those 'advisors' right now**. Because being told what to offer - without regard or analyses of your long term goals, your financial model, nor your available resources, is irresponsible and dangerous to your business.
- **Your long-term goal, relative to your short-term available resources**. This is the most sensible way to approach decision making in your business and life.
- **How to Create The Best FEO For You**: The best thing to do is determine which type of FEO will work for your business goals, and then put all your energy into making it a brilliant program that stands alone as a sellable product, that you're proud to offer on its own.
- **Optimise your BEO before launching an FEO**, to ensure you're not working hard only to fill a bucket with holes (a profit-leaking business model)
- **Optimise your BEO by implementing recurring revenue payments**, a minimum retention target of 3 months, increasing upfront cash flow, and achieving a CAC: LCV ratio of 1:6.

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- The key to making your FB ads work is not in the ad itself. **It's in designing an FEO that is "irresistible" to your target audience.** It's based in how you position, package and price that offer.
- Choose the duration of an FEO that's **best for your business model and needs.** Review the considerations and guidelines offered in this chapter.
- **Selling success is determined by widening the perceived value of your product vs. its actual price.**
- **Pricing:** Before you price any product or service you must know the associated costs of delivering that product. Then, you can determine an effective profit margin, and price more accordingly.
- Your FEO consists of **Base Elements** (the core features) plus **Bonus Elements** (features that increase ease of implementation & results for the client)
- **There are 5 types of bonuses** you can add to boost the value of your package. Review the 5 types in this chapter. You do not need to include all of them. 1-3 bonuses will suffice in many cases.
- It's important to **price your FEO relative to what you charge for an average ongoing month to month rate.** This is important because the main objective of the FEO is to eventually ascend the person into your long term programs (so we start collecting that LCV). So you want to make the price transition a smooth one from FEO to BEO.
- **Could a "free" offer work for you?** Review the considerations and guidelines for free offers in this chapter.
- Organize the delivery and results from your FEO, so that you have data to optimize for the next time it runs. **Treat this as a serious project and assign clear roles and responsibilities to your team.**

After completing this module, you are now ready with a Front End Offer that is 'irresistible' to your market, and priced according to your financial needs.

I want to first congratulate you for coming this far. You are well ahead of other fitness business owners who are unaware, or afraid, of looking at these foundational concepts, and applying them. In these first two modules you have set a solid foundation that pay dividends for your business success in the years and decades to come.

You have literally built a foundation for real wealth and long-term profitability.

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I know you are itching to get into the next, more tactical steps - such as creating the prospect acquisition funnel and then launching the Facebook™ ads to send traffic into that funnel.

However, this is where the majority of fitpros believe the opportunity is - and they rush in to the following steps without building the foundations of Module 1 and 2 into place. You have avoided that mistake, and **your Facebook™ ads and business will thrive because of it.**

The other fitness pros, even if they do all the steps that come after this point - the funnel, the pages, the ads - will likely **fail**. Because they do not know what **you** now know. They fail to realize your success comes in the foundational structures of 1. Understanding your true targets and ensuring a profitable long-term business model... and 2. Creating a Front End Offer package that drives more sales with ease.

The 80/20 rule dictates that 80% of your results come from only 20% of the actions you take.

In this case, the work you've now done from the previous two modules is that 20%. The 20% of this program you've done so far will account for 80% of your future success, growth, revenue, profit and freedom.

These two modules are STRATEGIC work. Meaning, they require you to think and make tough decisions that impact your long-term future. This is the 'real' hard work, and that's why 99% of business owners will not take part in it.

The following 3 modules reveal the TACTICAL steps.

While the tactical steps are still important, the strategic thinking work you've done is of far more importance to you. Once you understand and accept this, you'll make a breakthrough as a business owner and entrepreneur.

You are no longer acting like that client who wants to ignore the foundations of biomechanics, mindset and nutrition... who only wants to know 'the magic exercises' to transform themselves.

Now you act like the mature, enlightened fitness client... who understand the 'real' work is in the mindset, in corrective exercise, and in good eating. And then who applies the tactical 'exercises' on top of that solid foundation.

The great news is that following tactical modules only need take a couple of hours total time to set up.

You are very close to having a client-generating funnel and Facebook™ ad campaign delivering qualified applicants to your inbox, within hours from now.

Let's move forward...

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# Module 3:

# Building Your Application, Sales Conversion & Indoctrination Funnel

It's time to begin building the lead-generation system that will produce qualified leads on demand for your fitness business.

When this is set up you'll no longer have to 'hustle and grind' to find clients. Instead the tables have turned, and a number of prospects will be contacting YOU each day. And not just any clients... but **qualified, interested clients** who will be far more likely to invest money and begin your FEO, with a simple phone call conversation.

First, let me give you a quick overview of such an application system in action. We'll look at each individual part, then I'll show you to quickly put this together - even if you have no 'tech skills'!

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## Case Study: BodyChangers Bootcamp, London UK

I'll use this funnel as an example because it was the first time the owners - Adam and Kerrie - had deployed this type of system to grow their outdoor bootcamp.

They've been running the business for many years, but never seemed to cross the 50-client mark. Like many small fitness businesses, they have an awesome culture and get great results - the current clients love it. But the problem was that not enough people were getting a taste of what they offered.

And its proof that without a consistent lead generation system in place, your fitness business will not be able to grow effectively.

As they are 1-1 consulting clients, we strategized a 21-day front end offer. We called it the "21-Day Drop a Dress Size Challenge" as that resonated with their target audience of mostly women.

We used the pricing guidelines I revealed to you in the previous module to arrive at a fee of £75 for this 21-day program. The back-end ongoing program is around £65/month.

Now, this funnel is deceptively simple. We don't use any flashy copywriting. We don't plaster it with before / after pictures. We don't really try hard at all. **And that's why it works so effectively.** Most fitpros try 'too hard' to convince the prospect to go through the funnel.

Instead, we'll give plenty of details about the FEO program on the Facebook™ ad. The ad will be the first step of qualification. It'll explain most of the details and be a long-form ad that really educates the reader as to what this is about and what they get.

The reason we do this is because we are looking for **"a qualified click"**.

This means we only want the people who've read and understood the advert to click through and get to the funnel. Each click costs us money, so we want only the people that are ready for more. This is one of the tiny tricks we use - that give us a massive profit advantage over other people that attempt to run marketing funnels.

It's easy - and cheap - to get 'unqualified clicks' - by using short-form 'clickbait' type ads.

**Unfortunately this is what most FB ad 'experts' and ads managers will try to do for you.**

The problem with doing that is that it costs you a lot more money for the high amount of clicks... but very few of those clicks will convert into actual leads. We need to stop looking at 'vanity metrics' such as number of clicks or cheap cost per click... and instead you must focus on

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paying a little more for a qualified lead. Because it's better to have fewer leads - that are far more ready to buy - if not just for the fact that you won't waste as much time on the phone with people that aren't even going to pick up, or buy!

Of course, most ads managers don't understand this way of thinking, nor this advanced level of business strategy.

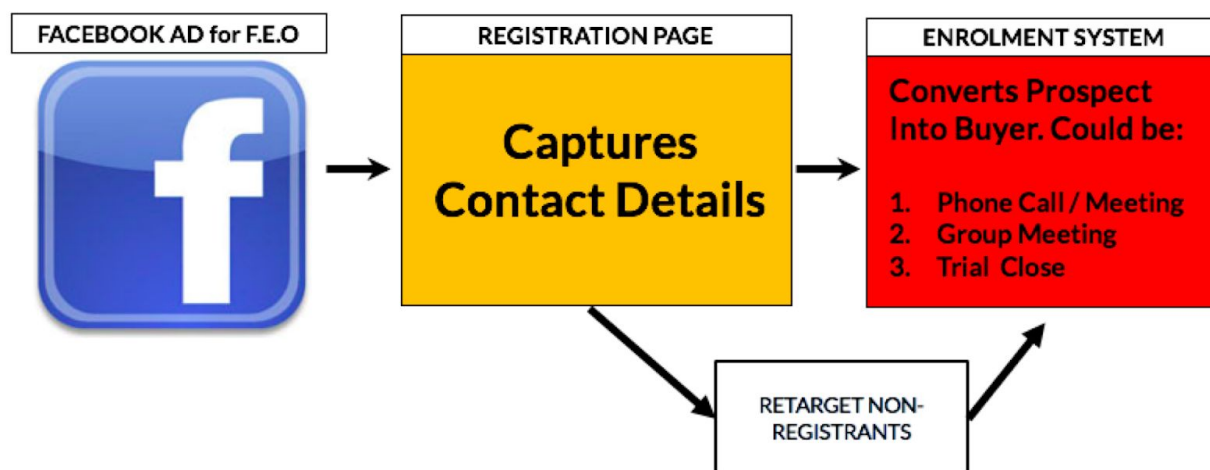
I'll walk you through the Facebook™ ads in the next module. For now, let's focus on the application funnel itself.

There are only **3 simple pages** to be built to make this work. You don't need a web-developer, and the entire thing can be built for under £100. The best part is you can actually do this yourself within an hour.

**However, if you would still like to outsource any part of this at any time, please feel free to reach out to me.**

I have an in-house specialist tech-team who build these pages for fitness pros all day long. We'll be more than happy to help you and get the whole thing done for **under £300**.

A converting funnel just starts with offering huge value. Next, let's look at the 3 components to the funnel:



Yep, that's it. Just 3 parts. No fancy bells & whistles. Nothing complicated.

But don't let the simplicity of our method deceive you. We've been running this exact funnel since back in 2012 and it's consistently grown fitness businesses without fail.

Here are the parts you need:

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1. A well-designed **Facebook™ ad** (we'll show you that later)
2. A **registration page** (a.k.a "opt in" page)
3. An **Enrolment System** (comprised of an application & enrolment process)
4. A re-targeting **"follow up"** system for stragglers on the fence

We are going to build parts 2, 3 and 4 in this module. Then, later, we'll complete 1. The Facebook Ad.

To ensure best results you need all parts in place.

The software we recommend to build the parts are:

1. **An email collection & automation service:** This is required to put the prospect date into a list, and send automated follow ups. **The service we use and suggest is ActiveCampaign.** (Starts from around £10/month)

Join ActiveCampaign through our unique affiliate link and get £50 OFF a Done-For-You Funnel Build...

**By clicking [THIS LINK](#) and getting your ActiveCampaign account through our affiliate link, we'll reward you with an instant £100 discount on a done-for-you funnel build service.**

*(If you'd rather use the NON-affiliate link, then you can go to [www.activecampaign.com](http://www.activecampaign.com))*

**2. A web-builder software:** A software to build simple pages that are functional. We suggest Clickfunnels for this (starts from around £85/month).

**By clicking [THIS LINK](#) and getting your ClickFunnels account through our affiliate link, we'll reward you with an *additional* £100 discount on a done-for-you funnel build service.**

*(If you'd rather use the NON-affiliate link, then you can go to [www.clickfunnels.com](http://www.clickfunnels.com))*

These two softwares will be fantastic investments and allow you to build a system to bring leads to you, while also following up and generating more sales on autopilot.

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We also have a special deal for you: if you set up your ActiveCampaign (AC) and Clickfunnels (CF) accounts with our affiliate link, we'll build your entire funnel -and integrate the email system FOR YOU - at a hugely discounted rate of £200 off.

Use these links to purchase your [ActiveCampaign](#) and [Clickfunnels](#) accounts and send us the receipts to get an instant £200 discount on a DFY funnel build.

**3. An Application Form Creator:** This is what we use to create a clean & easy application form. The best prospects will complete this form selling themselves ***to you*** on why they should be considered for your irresistible offer program.

We recommend the service [www.Wufoo.com](http://www.Wufoo.com) to build easy application forms at a very low monthly investment (not an affiliate link). On the next page we'll give you a walkthrough to see how it all looks from the prospect's view...

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## HOW IT ALL LOOKS

Here's a quick run through of how a typical Front End Offer Application System looks like - from top to bottom.

We'll show you the "30,000 foot view" first, and then we'll double back as I show you how to piece it all together with the Facebook™ ad.

This is the journey the prospect will see as they move through the funnel:

### 1. The Facebook™ Ad

The prospect see an advert on Facebook™, specifically targeted to their demographic (for example, women in an area, between the ages of 30 - 50).

This advert is very qualifying, meaning it has plenty of information about what's involved in the program and who its for. This type of ad works better for us than an ad with minimal info or text. That's because those who read the details and *then* click to find out more are far more likely to take this serious and become buyers.

Later in this program, we'll give you our very own FB Ads swipe file, with full copy & image options. So don't worry about this at all! :-)

For now, let's keep walking you through what the funnel looks like from A - Z so you have clarity.

### 2. The Registration (a.k.a. "Opt-in" Page)

When they click the FB Ad, the person i brought directly to the "opt in" page where we collect their expression of interest. This page is created with [Clickfunnels](#), as it takes a few minutes and is easy.

This is the first of two pages where they'll give us personal information. This is for two reasons:

**First, making the prospect go through this page**, and then also complete the application on the following page means they are again, more qualified and interested.



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**Second, about 30% of your leads won't complete the application on the following page the first time - for a variety of reasons.** However, because we collect the email, name and phone number on this page first, we're able to immediately follow up with them via email, SMS or phone call, thus increasing our chance of converting them into a client regardless of if they complete the application right away.

Once they click the "I'm Interested" button, they'll see a pop-up box that asks for their name, email and telephone.



Once they submit their details, TWO things happen.

First, their details are collected by our [ActiveCampaign](#) database system, and a pre-written confirmation email is sent to their inbox immediately.

Second, they'll be instantly re-directed to the application page.

### **3. The Application Page**

This is the primary filtering process.

We ask strategic and specific questions on this form to identify the people most ready to buy without hesitation or objection.

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This is important because by getting on the phone to only the most qualified & committed prospects we can close more sales, in less time. It's not about getting better 'sales skills' as much as it's about getting better qualified prospects!

The prospect tells us why they need coaching, and why we should accept them onto our program. This flips the dynamic on its head and is completely unique to what any other competitors are doing in our area.

While they pander to the prospect and come across as desperate... we know our value of our limited spaces. We know this is an incredible offer, and we know we only work with the most dedicated and committed people.

The form also asks when is the best time to call them, so we increase our chances of them picking up. You can use a service such as **Wufoo.com** to build these forms easily, for under \$10/month.

**21-Day Drop a Dress Size Challenge - Apply Now**

Important: To get a place on this program you **MUST** complete the following form. We just want to get a few notes about you, so we can be sure its the right program for you .

Please answer the questions honestly and in as much detail as possible...

Adam & Kerrie, Founders, BodyChangers Croydon

---

**Name \***

First Last

**Email \***

**Phone Number \***

**Best Time To Call? \***

**How do you currently feel about your body? \***

**What's your biggest challenge when it comes to weight loss? \***

**Why do you feel you need a coach to help you make the transformation? Why not do it alone? \***

In our funnel, approximately 60% of the people that opted in complete the application form right away. Some do not complete it - which is fine. They just disqualified themselves and saved us some time. Others will complete it with a bit of follow up (which I'll outline in just a minute). But 60% of those leads do complete the form immediately.

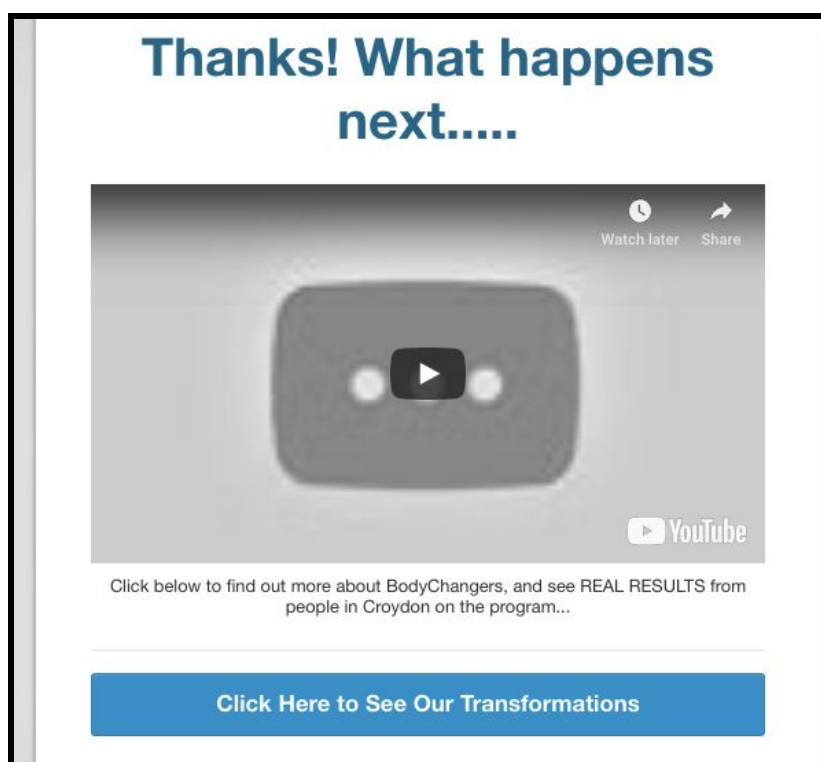
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And now we know our red-hot prospects who are ready to invest and are asking US to call them to get a spot. This makes making the sale a piece of cake.

#### 4. The “Thank You” / Confirmation Page

Once the prospect has completed & submitted their form, they’ll be redirected to a simple confirmation page. Also built on [Clickfunnels](#) in minutes.



We place a quick 60 second video on this page, thanking them for applying and that you’ll be in touch very soon. On the video you may also encourage them to click a link below that would direct them to join your free community Facebook™ group (if you have one), and / or to see some testimonials and more about your company.

This step is important because now we begin forging a stronger relationship with the prospect to boost the number that we get onto the phone with and enrol into buyers of our FEO.

***Again, If you would still like to outsource any part of this at any time, please feel free to reach out to me.***

Below is a checklist highlighting all the tasks involved in setting up this lead generation system:

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### ***ActiveCampaign Set Up:***

- Creating your [ActiveCampaign account](#) & basic settings
- Creating a new email list for the prospects who subscribe to this campaign
- Creating a confirmation email and short follow up email sequence for those who opt-in

### ***Clickfunnels Set Up:***

- Create your [Clickfunnels account](#) & basic settings
- Create Your Registration Page
- Create Your Application Form Page
- Create Your “Thank You” / Confirmation Page

### ***Wufoo Application Set Up:***

- Creating your [Wufoo](#) account & basic settings
- Creating your application form fields & text

### ***Integration of AC, CF & Wufoo:***

- Embedding your Wufoo form onto your Clickfunnels application form page
- Connecting your AC and CF accounts
- Connecting your CF Registration page to your AC prospect list

### ***Facebook™ Campaign Set Up:***

- Choosing the Objective
- Creating the Campaign
- Creating the Ad Set, targeting & budget
- Creating the Ad copy / imagery

The total time should be between 40 - 60 minutes total.

## **Once Your Application Funnel is Built...**

We're almost ready to create your Facebook ad campaigns, and start driving applications into your inbox!

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But first is a critical step - you must DOUBLE TEST your funnel.

Follow this testing checklist to ensure everything is ready before we invest money to send hundreds of people here!

## Funnel Set-Up Checklist:

- Landing Page** has correct text, no spelling errors? Correct dates / numbers?
- Landing Page Pop-Up Box** has correct text & info? (click the opt-in button to see the pop up)
- Landing Page** is correctly integrated with ActiveCampaign, so the prospect is immediately added to your email database & their name, email and phone number is stored?
- Landing Page:** When details are opted-in, are you immediately directed to the Application Form page?
- Email Follow Up:** Have you configured the email follow ups to be automatically sent once a person opts in to your list?
- Email Follow Up:** Are the URL links in your email follow ups correct & working? Send a test email to yourself.
- Email Follow Up:** Have you set email text font size to 16+? Have you spaced paragraphs well so the email reads easily on a mobile device?
- Email Follow Up:** Does the email pass the spam test? (AC will tell you)
- Email Follow Up:** After opting in your details, check your inbox. Have you received the email in your inbox?
- Application Page:** Have you made all fields in the form \*Required so they must be answered?
- Application Page:** Does your Submit button direct you to the Thank You Page?
- Application Page:** Have you included large field text answer boxes for questions you want the prospect to explain in detail? Have you included one-line simple boxes for questions you want specific, quick information?
- Thank You Page:** Have you created a simple, friendly 60-minute video thanking the prospect for applying, and explained what happens next?
- Thank You Page:** Does the page have a visible & clear link to direct the prospect somewhere else? (To your FB group, FB page, to an article, or a social proof page?)

If you've successfully checked off the list, and your funnel is functioning perfectly, it's time to begin the Facebook ads.

However, at this point you can also begin promoting the Landing Page link to your current, existing prospect database. I strongly recommend you do this as soon as the funnel is working and tested, because:

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- a) You can **get some sales quickly** and raise some money for your Facebook advertising spend budget
- b) You get to **test the performance of the funnel** and the offer, and get some feedback

Here's a quick launch checklist you can follow to get your offer out to your existing audience and begin making sales immediately!

## ORGANIC LAUNCH CHECKLIST

1. **Send an email to your current unconverted prospect email list, letting them know about your brand new offer!** *BONUS: Inside your Online Portal I've given you a 2-part email sequence you can swipe & send to your list right now to generate some applications!*
2. **Post The Link & a Description of Your New Offer On Facebook.** You can even pin the link in a post at the top of your Facebook Page!
3. **Call Ex-Clients & Make Them This Offer to Re-Activate Them:** Perhaps this is the perfect plan to get them off the bench and back in the game! Tell them you're looking for people to test the program on, and there's no long-term obligation to continue. However, when they come in and get used to training with you again, they'll likely stick around ;-)
4. **Post the link across your other social media - Youtube, Instagram etc:** This link should be the go-to destination for anyone that enquires about your service or wants to learn more. Have this landing page link available at all times, as you never know when someone might be interested in beginning a program with you.

Now we're ready for the Facebook ads. Let's get into the next module and put this LIVE!

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## Module 4:

# Launching Your Facebook™ Ads Campaign

The following is the set up walkthrough for your Facebook™ ad campaign. **This can only be done when the previous steps have been completed.**

**A lot of trainers have wasted money on ads, because they didn't get the proper guidance first.**

But this time will be different. Because now your advert is part of a larger framework of parts, each boosting the effectiveness of the last. In truth, it's the funnel overall that does 'the work' - so the ad itself doesn't need to be complex or advanced.

So, the first thing you need to do is enter your **Ads Manager**.

We first need to create and place a "pixel" on your Clickfunnels website.

### Installing Your Facebook Pixel

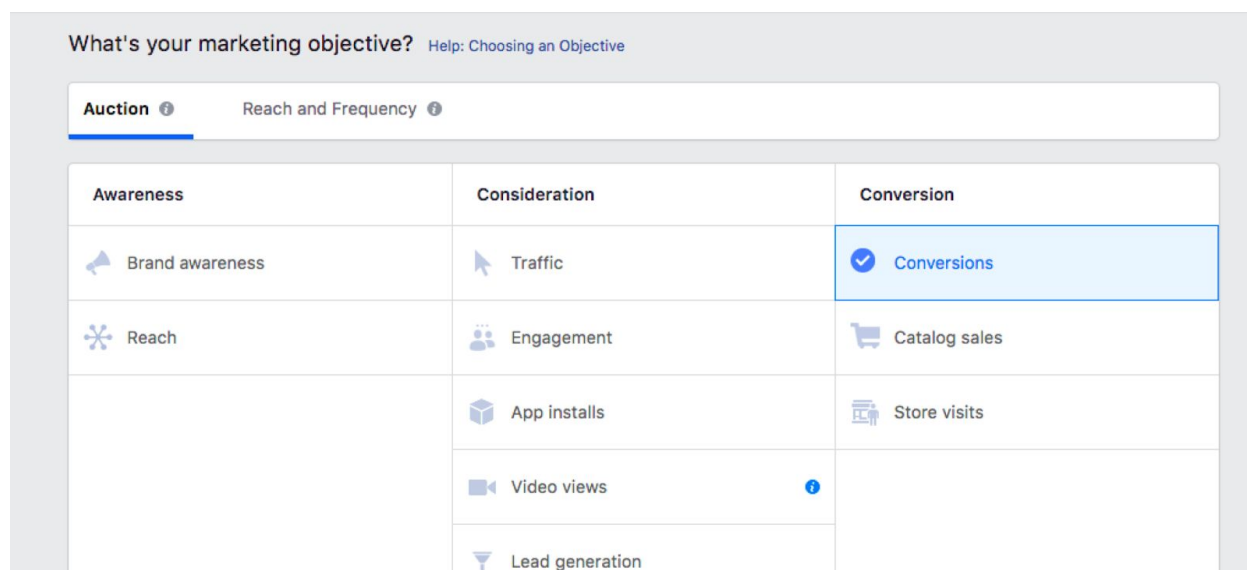
This pixel is a piece of code that tracks the prospects behaviour on your site. It tells us which people got to the application page and which ones further arrived at the Confirmation page. This is important because it gives Facebook data to optimize your adverts. ***A step-by-step tutorial of how to install your Facebook pixel is located [on Youtube HERE](#).*** Once the pixel is installed and active, we may create the campaign itself.

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Once the pixel is installed we begin creating the ads campaign.

### 1. Choosing Your Campaign Objective

Begin by clicking "Create" campaign. Then you'll see this:



This page is asking what your campaign OBJECTIVE is. It's super important to get this right. We want "Conversions" (highlighted in the image). This means the ads you make will be optimized to get opt-ins on your registration page. Facebook™ define an opt-in as a 'conversion'.

### 2. Placements & Budget:

Placements refer to where your ad is displayed and seen by prospects. There are many options including the desktop feed, mobile feed, and even to be seen on Instagram. However, for your local fitness business the **mobile feed only** will suffice. This is because over 70% of traffic today is from mobile devices. Therefore, select "mobile feed" placements and uncheck all other options.

Budgeting refers to what daily spend you will allow Facebook to use. To get a decent level of traction we suggest starting at a **£15/day budget**. Anything lower than this might not allow you the reach you need in order to generate interest and behavioural data from the target market.

### 3. Choosing Your Targeting

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A lot of local trainers get confused and overwhelmed here - because there are so many targeting options. The truth is, we keep it simple. To begin attracting local leads with your irresistible front end offer you can use the following targeting options:

- Your town / city (we generally don't use a wider radius as most gym leads need to be within 10 miles from our facility)
- Your target gender - Men OR Women - aged 28- 45 (people below 27 usually have more 'money issues')
- You could also target 'parents / mums of children 6 years+ as a **test** to see how it affects your results.

Overall, in 90%+ of cases we'll use general targeting of "single gender + 10 mile radius + age 28-50.

The screenshot shows the Facebook Audience targeting interface. At the top, it says "Audience" and "Define who you want to see your ads. [Learn more.](#)". Below this are two tabs: "Create New" (which is selected) and "Use a Saved Audience". Under "Create New", there is a section for "Custom Audiences" with a text input field "Add Custom Audiences or Lookalike Audiences" and a "Create New" button. Below that is the "Locations" section, which is currently set to "Everyone in this location". The location is set to "United Kingdom" and "Cardiff, Wales". There is a "Drop Pin" button on the map. The map shows Cardiff, Wales, with a blue pin and a checkmark. Other locations visible on the map include Pontyclun, Caerphilly, Penarth, and Barry. The map also shows major roads like the M4 and A48(M).

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And that's it!


There are tons of other targeting options but you most likely don't ever need them. Local-based advertising is a different game to the larger-scale global advertising that most "internet marketers" are teaching. Different rules apply.

Unfortunately, most fitness business owners get sucked in by the glossy internet marketing "funnel experts" and make everything way too complicated. You don't need any of that stuff. Keep it simple and don't build bad "internet marketing" habits!

Let's move on...

#### **4. Next is the Creative part of the ad.**

The advert has one job - to inform the reader about your FEO and get them to click to your registration page. Here's an example of an ad we've run with great success:

 **Body Changers - Helping People Lose Weight & Get Fitter** \*\*\*  
December 24, 2018 at 11:29 AM · 🌐

**WE ARE LOOKING FOR 20 LADIES IN CROYDON WHO WANT TO IMPROVE THEIR BODY AND HEALTH IN 2019**

Tap **APPLY NOW** to get started!

We provide effective group training programs and nutrition plans specifically designed to boost your metabolism and build a lean, toned physique.

And just like all of the women who have completed the program before you - you will get **EVERYTHING** we can possibly give you to help achieve this goal!

In the program, you will get:

- Access to game changing workout sessions led by our expert coaches so you know exactly what to do to get maximum results in the shortest time.
- Fast & effective nutrition plan (what to eat, when to eat) + healthy meal ideas that the kids will love
- Work out plans for any situation - so even if you're traveling you can still stay on track.
- **HUGE**, supportive community to help you on your journey so you're never alone
- Expert coaches guiding you all the way
- A complete mindset overhaul (with coaching) to overcome self sabotage, emotional eating and limiting beliefs (if you've struggled with weight in the past - these silent mindset issues are probably the culprit)

Tap **APPLY NOW** to get started!

We only have 20 **SPOTS** in this next round and spots **ALWAYS** fill up fast.

If you are truly ready to **GET RESULTS** like never before then now is the time to take action!


**SO WHAT'S NEXT?**

Tap **APPLY NOW** below to reserve your spot and register for a free info session.

We'll talk you through exactly how we will help you achieve these results. And from there you can apply and, if accepted, your journey begins!

Tap **APPLY NOW** to get started!

P.S. Don't let self-doubt or skepticism get in your way...there is no obligation to join when you apply, and you'll get the opportunity to speak with us at the session, learn more about the program, and all of our amazing transformations.



[HTTPS://BIT.LY/2LUMQ9W](https://bit.ly/2LUMQ9W)  
**21-Day Challenge Croydon**  
ONLY 20 SPACES AVAILABLE

[Apply Now](#)

I've been running this model for many years, for a very generous and consistent ROI. Here are the components that make the ad work:

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1. **The Image** - the most important part of the ad. In my opinion the image accounts for 80% of the success of your ad. We use a simple image that stands out in the newsfeed, and clearly speaks to our target audience.
2. **The Headline (below Image)** - Simple, to the point. If the reader is interested she'll know begin reading the ad copy...
3. **The Ad Copy** - On our advert we simply tell the prospect what the offer is, what they get, when it starts, and how to apply. We prefer to have more text here, that reveals more details. This way only the people that stop and read will continue on. This gets us more qualified leads. If you instead use an ad with very little copy, you'll get lots of clicks, but uneducated & unqualified leads that cost you time / energy later.
4. **The Call to Action Button** - By saying "Apply Now" its consistent with the copy in the ad. The reader is clear that their next step is to apply for a place on this program. This positions US as the authority and they must work to earn their place.

You see, it's pretty simple. Keeping things simple is always how we've had best results with our advertising.

Once your ads go live then the full lead-generation system is active. This means Facebook are showing your advert to thousands of local targeted people. Many of those people will be clicking the advert and coming to your Registration Page. They'll submit their name, email and phone number. Upon doing this the person will be automatically added as a "contact" or "subscriber" on your ActiveCampaign account. The system will also send them an automatic confirmation email to their inbox.

The prospect will next see your Application Page. They'll complete the application questions, revealing why they want to do your program and what makes them a great candidate to be chosen for the limited places. Upon submitting the application they'll be directed to a final "Thank You" / Confirmation Page. On this page you may have a short video thanking them, letting them know what happens next, and even inviting them to join your community Facebook group or find out more about your company in some way.

Now you'll be able to log into your ActiveCampaign account to see how many people have opted in details on your Registration Page. You'll also be able to log into your Wufoo account to view the completed applications so far. I also recommend you find the settings in Wufoo to receive an email notification whenever someone submits a new application. This way you can respond to the prospect sooner, which boosts your chances of converting a sale later.

This is the process in action. However there is more important work to do in order to optimize your results and make the most profit possible.

In the following modules you'll discover how to convert these prospects into buyers of your FEO over the phone. You'll also see how to ascend these FEO clients into long-term, recurring

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clients, where the real lifetime client value becomes apparent. Because it's vital for you to remember - the real profit for you comes in the long-term client revenue, NOT the FEO sale amount, as we discussed in the first module.

In the final module of this training you'll learn how to track the performance of your entire FEO campaign, and what results to be aiming for. I'll also give you a Optimization Checklist of tactics you can deploy at any stage of the process in order to increase the results.

But before that, let's move onto the next section where we'll discuss a big frustration for so many fitpros - how to get the leads you paid for to answer the phone! It's time to discuss how to continue building the relationship with the prospect between the time they've opted-in to your Registration Page, and when they get onto the phone or meet you in person for a consult.

## Getting Leads to Pick Up The Phone - The Power of Indoctrination

Indoctrination refers to how we communicate with, and 'warm up', our new prospects in order to boost the chances of converting them into buyers.

Most fitpros who run Facebook ads suffer the same 'bottleneck' in their funnel - and that's ***getting the prospects who expressed interest to actually pick up the phone*** when called.

In my experience, this bottleneck is largely due to having a **very poor indoctrination follow up system** (if they even have one at all). The more you nurture your prospects and continue building a relationship with them after they've submitted their details, the higher your show up rates and conversion rates will be.

For best results we implement 4 key steps into our indoctrination sequence:

### 4-Step Indoctrination & Reminder Sequence

- 1a. **Thank You Page** Optimization
- 1b. **Confirmation Email & SMS** Optimization
- 1c. Indoctrination (Value) **Email Sequence** (Objection Handle & Proof)
- 1d. **Reminder Sequence** for Call / Appointment

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## Indoctrination Step 1: “Thank You” Page Optimization

As soon as the prospect has completed their application form and clicked “Submit”, we redirect them to our “thank you” page. On this page we begin the indoctrination process. Remember the outcomes we want are to help the prospect feel more comfortable, familiar & trusting of us, before the appointment date. You can implement quick & simple tactics here, which will provide you a significant boost in revenue very soon.

We include 3 key features onto our “Thank you” page to optimize its effectiveness:

### **Feature #1: A video that reminds them of the value they signed up for, and allows them to see a real face & hear a voice.**

Until this point, the prospect has not had a real interaction from a person in your company. They’ve only read a Facebook ad, opted into a landing page and submitted an application form. A video at this stage allows them to connect with you deeper and put a face to the business. This goes a long way in boosting your phone call pick-up rates.

You could even put the phone number you’ll be calling them from under the video, and encourage the prospect to save it into their phone as a contact. Then, when you do call within a couple of hours, your business name comes up naturally on their phone.

This video only needs to be 1-2 minutes in length maximum. Also make sure to help the viewer understand **exactly what will happen next**. When you set a clear expectation they’re more likely to adhere to the process. Tell them, *“We’ll be calling you within X hours, and you’ll be chatting to our community manager Mandy - she’s awesome! If we can’t connect with you for any reason, we’ll send you an SMS instead!”*

The biggest reason people don’t answer the phone is because they don’t recognize the number calling. With this simple tactic, you’ve eliminated that obstacle & will get more interested prospects on the phone.

### **Feature #2: Demonstrate social proof that builds trust & excitement for your phone call.**

Overcome any skepticism in your prospects by providing immediate social proof. Show them how this service is for people like them. Demonstrate your best success stories of people that had the same challenges & goals as the prospect.

You could do this via your video, either by having it edited to share success stories. Or, if your clients are willing you could record the video “selfie-style” with a couple of them there.

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Alternatively, you could put some of your best success stories, testimonials and before / after pics on the “thank you” page, below the video. **Bonus tip:** Don't *only* include physical transformations. Put imagery of your clients huddled together with smiles, of social activities you do and generally showing the aspects of community and fun. That's what will win prospects over, far more than weight loss alone.

### **Feature #3: Further the relationship with an invitation to connect more.**

This is a perfect time to invite the new prospect into another channel of communication. For many local fitness pros, I'd suggest opening a free community Facebook group. You could then invite the prospect to join this group, and provide a link below the video.

Inside the group, the prospect will see extra value posts from you, more case studies, and most importantly they'll interact with your other clients who'll reconfirm their decision to chat with you.

Doing this also adds your prospect to another communication channel. Now you'll be able to send them important notifications via email, via phone / SMS, and also via Facebook group posts.

This increases the engagement & response of each prospect you have, so that you can generate more income per prospect. ***It's not about having the biggest list...*** its about reaching and monetizing the list you already have!

Optimizing your “Thank You” can significantly increase your phone call pick-up rates. These 3 simple tweaks can easily add thousands of pounds to your bottom line in the next 12 months.

Here's an example of this in action - just so you don't underestimate this:

**Imagine, right now, you get 3 applications a day on average. And only 1/3 pick up the phone.**

**That means each month you get 90 applications, of which 30 answer the phone.**

Let's also imagine you have a steady 30% phone call to FEO conversion rate.

So if you speak to 3 people, you'll convert 1 sale (at a £100 immediate value). So at this rate, you'd be speaking to 30 prospects on the phone, and converting 10 into sales (£1000 immediate value).

***Now, let's say you implement these changes to optimize your “Thank you” page.*** Because of these changes, your phone call pick-up rate increases *from 1 out of 3... to 1 out of 2.* From 30% pick up rate to 50% pick up rate.

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If you did NOT increase your number of incoming leads... and neither did you increase your sales closing rate, what would happen?

You'd still get 90 applications a month. But now you'd get on the phone with 45 of them. And instead of getting 10 sales (£1000 value) each month, you'd now close 14 sales (£1400 immediate value).

***Over the year, thats 48 additional sales - £4800 - from a simple change and no additional work.***

This isn't even including the back-end revenue from the FEO clients who ascend to long term. Let's explore that. If 50% of your FEO clients become long-term clients, and those clients are each worth £1000 per year to your business, how does that add up?

In example A (**without** "Thank you page" optimization) you would have gained 120 FEO clients over a year, for £12000 And therefore converted 60 into long term clients for an average of £60,000 revenue. That gives you a total of £72,000.

However, in example B (**with** an optimized "thank you" page) you would gain 168 FEO clients for £16,800. And you'd convert 84 into long term clients for an average of £84,000 revenue. That gives you a total of £100,800.

***That's a whopping £28,800 difference.***

So, in this example, making these tweaks to the indoctrination could potentially **generate an additional £28,800 per year, with no additional work. No increase in ad spend. No increase in sales conversion rates.** £28k is a full year's salary for most people in the UK. It would definitely help your business get into a safe profitable zone. Or allow you to re-invest into new facilities or reward your team. Or, it could make for a nice dividend payout and a luxury holiday for you and your family.

What I really want you to take from this is the fact that working smarter is the best way to grow your business, while allowing more time and freedom in your life. This is where your 'hidden money' is. This is working smarter, rather than harder.

***However, we've only just started!*** Let's continue optimizing your indoctrination system so you turn more of your hard-earned leads into profits.

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## Indoctrination Step 2: Confirmation Email & SMS Optimization

Step 2 of 4 in the Fitness Business Blueprint indoctrination sequence is to confirm the prospect's application by sending out an email and an SMS (text message).

As soon as the prospect opts-in their details on the registration page, they'll be automatically sent a confirmation email, using our ActiveCampaign system. At the same time, they'll be sent an automated SMS via a service that does this, such as "TextMagic" or other options (which option is best depends on your budget and your country).

The SMS confirmation is particularly important. That's because email open rates are generally dwindling. Fewer people will see the confirmation email. However, SMS messages boast a standard open rate of 95%! People are more and more mobile, and we want to make the process seamless by sending them direct alerts via SMS, rather than make them search their email inbox.

For a local business we use SMS marketing heavily, as it makes us more personal with the prospects and clients.

### What do the Confirmation Email & SMS say?

The objectives of the confirmation are:

**#1: Remind the prospect to complete the Application form:** Our stats show that approx. 60% of opt ins complete the application form on next page immediately.

This could be because some people opting-in really aren't that interested or qualified. Yet there are many leads who do intend to complete the form, but keep it for later, or when they are less distracted. We need to remind these people about the urgency of the form, and make it convenient to do so.

Therefore, the primary objective of the email is to link back to the application form page to boost the number of submissions you get.

**#2: Build more trust & overcome potential objections or hesitations:** Your prospects are likely feeling nervous, intimidated or not sure this will be right for them, based on negative past experiences.

Our job is to make sure they feel safe & heard. Overcoming these objections or fears may be what leads them to complete the application process. In our F.A.Q we address common

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questions such as: “Can I do this if I have back pain?”, “What if I hate diets?”, “Do I have to run?”, “What if I’m short on time?” etc.

When you’ve overcome a potential sticking point or concern, the prospect is then likely to click the link to the application form and complete the process.

I’ve included an entire confirmation email SWIPE FILE inside your online FBB Portal, inside Module 5: The Application Funnel Set Up. You can copy/paste this email with ease, and fill in the blanks with your own details or F.A.Qs.

**#3: Remind of Urgency Before the FEO Deadline:** Never underestimate the power of urgency!

You can catch a few more sales by simply sending an email / SMS combo out just days before your FEO is due to begin.

Perhaps someone opted in a week before the start date, and then failed to complete the application form. However, by sending such people an SMS reminding them the FEO is about to start and it's their last chance to grab a place, you could easily take an extra 3-5 sales per campaign.

I’ve even sent out emails the DAY BEFORE an FEO is due to start - letting them know that because of a cancellation there’s one spot remaining. I let them know the first person to reply to the email with “I want it!” will be sent the payment link for £100! Works every time like a charm!

Again these are EASY sales and hundreds of pounds revenue you could be making every single month. If you’re complaining about not having enough money to pay for ads, or to hire new trainers, then it’s most likely because you aren’t taking advantage of optimizing these assets.

The confirmation email, SMS and F.A.Q itself can boost your overall conversion rates month on month. And again, it only needs to be configured once, and it will reap rewards for you forever.

## **Indoctrination Step 3: Value Email & SMS Sequence (Objection Handle & Proof)**

The third part of the FBB Indoctrination System is the “Value Sequence”.

This is simply a short series of 2-3 emails that go to the new prospect once they’ve opted in.

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The days & times you send these out will depend on your FEO set up, and whether its evergreen or live-launch format. However, to keep it simple for most, you could program these emails to go out every other day (starting the day AFTER the Confirmation email goes out).

There are two main emails to this sequence, but you can add more if you wish:

### **Value Email #1: Overcoming Objections About The Method**

Your prospects have “tried everything” to lose weight, right? They’ve been to mainstream gyms, joined slimming clubs and probably worked with expensive personal trainers. They either didn’t get results or didn’t enjoy the experience.

So naturally, they will be skeptical of you. I know that you’re excited about your facility or program, and know how amazing it is... but put yourself in the prospect’s shoes and you won’t be so optimistic. That’s why, the first value email we send out directly addresses this.

You want to explain to the prospect WHY your service is unique, & different. Why does it get results, over other things they’ve tried? And how is it different or unique?

Either make a short written explanation of this, or record a video no longer than 5-6 minutes.

It’s important you do NOT get bogged down in science, industry-jargon, and concepts the clients do not care about. You must understand that the reasons that you might actually be ‘different’ are not always the reasons the clients care about.

For example, perhaps your method is different because you use a ‘science-based approach’ to nutrition. Problem is, your prospects likely couldn’t give a crap about that. Because they don’t worry that lack of science is the problem for them.

The more you understand your prospects you’ll truly ‘get’ what clicks with them. Why do they feel they haven’t gained the results after all their hard work? For most prospects in the general weight loss market, it’s because the diets were too restrictive. Too complicated (i.e. scientific) to follow. Too time-consuming to count calories, prep food and find crazy superfoods. Or, it was too restrictive and impacted their family & social status too much.

So if you tell this woman not to worry about paying you a hundred quid a month because your program is “based in science”, she doesn’t exactly start jumping for joy.

Tell your prospects how you really make a difference - do you have a simple and convenient plan to follow? Is your exercise based on fun & individual modifications, so they work at their own pace? Is it the social support & friends they’ll make? Is it the continued accountability and check ins you provide - not to punish them for falling off track - but to support & encourage them back on?

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Every target market is different, and this is an example of the general population, as 90% of fitpros reading this will be serving. Remember then, there may be a market that does appreciate the “based in science” feature. But it won’t be the general weight loss population of busy mums and dads.

Send this email out a day after the Confirmation Email. Somewhere near the top and at the bottom of the email, include the link to move onto the application form. This will help you push a few more opt-in leads off the fence to submit their applications.

Then, take this written / video content and publish it as a blog post or webpage (or a Facebook post in your Free group, even). Next, shorten the URL of this page / post using bit.ly, and send a link out in an SMS.

The SMS could read: *“I made a video about why the 21-day challenge is so powerful & different to anything else out there. Check it out at [www.bitlylink.com](http://www.bitlylink.com). Program starts in X days!”*

## **Value Email #2: Overcome Objections About Themselves**

The previous email overcame objections the prospects may have about us and our service.

However, there will be a segment of your market that have no skepticism about us nor the results we provide. But they do have objections about themselves and their own confidence to stick with the program. In fact, it’s likely that this could be the biggest portion of your leads. That’s right - I’d argue that more prospects are lacking belief in themselves, and not you or your service - and that’s why they fail to sign up to your FEO.

Your prospect will be thinking something like, *“I know this program works, my friend Jane did it... but I don’t think it’ll work FOR ME. I am busy, I have kids to look after, I don’t have time, I don’t know if I can afford it, I don’t know if I’m fit enough...”*

These are the language patterns we must address in this email, in order to help this prospect take the next step in their life.

Identify the top 2-3 objections of this nature you encounter most frequently. Then, just like with the first email, write either a **500-word maximum** email, or create a 5 minute explainer video.

Address each of the 2-3 objections, and explain why it doesn’t need to be an issue. We do this in a sensitive way that doesn’t make the prospect feel ‘wrong’ for having the objection. Make

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sure to acknowledge the prospect for asking such a good question, and let her know she's far from the only one. For example, you might say:

*"You might be wondering, can I do this if i'm busy with work, kids and a busy life? And you're not alone. In fact many women in [your town] ask us the same thing. And it's a great question because you don't want to spend hours in the gym. You're a superwoman, raising the kids and working on your own career. So that's why our transformation program helps you lose (X RESULT) in only 45 minutes, 3 times a week. Because our workouts are designed in a unique way that boost your metabolism, you'll continue burning fat AFTER your workout has finished. That's how women are dropping pounds & inches in only 45 minutes here, when they wasted hours in the gym, on treadmills and running, and never saw results so fast.*

*And if you're one of the many women of (town) that work varying shifts, we got you covered. We have conveniently scheduled 3 morning sessions and 2 evening sessions for women in your position. The other ladies who come also have demanding jobs, family lives and changing schedules, and they love being able to still get results with us.*

*Now, another thing you may be wondering is.... [Can I get results even if / without X obstacle]"*

Leverage this content further by repurposing it into a blog or Facebook group post, and once again using the bit.ly link shortening strategy outlined for the previous Value SMS blast. Don't forget to include a link to the application form. Also, it's a good idea to give the prospects an opportunity to talk to someone privately if they have a specific concern we have not addressed. To do this put a "P.S." on the bottom of the email letting them know if they have questions and would like to chat to a member of staff to hit reply and ask away.

Schedule the second Value Email / SMS to go out 1-2 days after the first Value Email /SMS.

The final step is to send reminders and "last-chance" notifications to all leads in the final days before your FEO begins or your offer expires.

## **Indoctrination Step 4: Reminder Sequence**

The final step is overlooked by most fitness business owners, at a huge cost.

When you've done so well to attract & nurture people interested in your offer, you can still lose them at the last minute by not giving them a simple reminder. Sending reminders make it more convenient for your prospects, as they have a hundred other things to think about. Often, if they miss an appointment or call because they genuinely forgot, they can be too embarrassed to get in touch again. Let's not allow these prospects to have to suffer that.

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There are **two** Reminder Campaigns:

**1. The first campaign goes out to the prospects who've not yet purchased.** This is like a "last chance" campaign to close some last minute sales.

**2. The second campaign goes out to the prospects who've successfully signed up** and have confirmed their attendance on the first day of the FEO.

### **Reminder Campaign #1: Last-Chance Sales**

You can extract literally **double** the profits you're currently getting from each lead you generate - but only if you *follow up*.

And a perfect time to follow up is a few days out from the start of your Front End Offer (or before you take away a limited time discount or bonus). After this time, your prospects have been seeing your messages, emails and SMS texts... and they're "thinking it over". All it takes is a little push to get them off the fence and into buyers.

And one of the best pushes to do that is *urgency*. When you're a few days out from your deadline it's a perfect time to message your list of prospects.

There are numerous ways to do this, however, just keep it simple. The goal of this strategy is to get as many qualified clients onto the deal as possible. So you can send an email and SMS out with a good reason to come forward. You want to encourage your 'on the fence' prospects to engage in a conversation with your team. What will it take to create a win/win scenario for both you and the potential clients?

Remember these prospects are so close to buying, it's a shame not to help them make that last small step. You just need to find out what do they perceive as the risk, and put a stipulation in place to resolve that risk. Here are some ideas to think about:

- Could you offer those on the fence a chance to **invest half the fee now, and the other half at the end of the program** (if they truly believe it was worth the value)?
- Could you offer a **7-day risk-free guarantee**: "*Pay the full fee now, and you have the first 7 days to change your mind and get a full 100% refund if its not for you, for any reason.*"
- Could you offer a **one week free trial** - and **then** they pay the full amount to continue with the rest of the FEO if they love it?

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- Could they be a “**Brand Ambassador**” and pay you with referrals or contributing a couple of hours a week to helping you at the gym?
- If all else fails... could you simply **ask** the prospect, “*What needs to happen for you to be happy doing this program?*”. See what they say. And make a decision if that works for you or not.

Remember, if you’re complaining about lack of cashflow and profit, then you aren’t following up with your leads enough.

### **Reminder Campaign #2: For Existing Paid Clients**

The reminder sequence is generally two emails, and an SMS. Bare in mind, this is for an actual scheduled appointment - which could be for a live event, meeting or open day, for example. However, our most common way of calling leads is to look at what time they indicated as “Best time to call” on their application, and / or we call them within an hour of them submitting the form.

We don’t actually “schedule” an appointment with a booking system. However, if you are running an orientation event, or a free trial session, or something you have actually scheduled, this sequence is appropriate.

***If you have no scheduled appointments with your prospects, you may instead send out the Reminder Sequence in conjunction for the first day of the prospect starting their FEO program.***

We send Reminder Email 1 at 48 hours before their scheduled appointment.

We send Reminder Email 2 at 24 hours before their scheduled appointment.

We send Reminder SMS at 24 hours before their scheduled appointment.

### ***What to Include in Your Reminder Text / Email:***

These reminders are about two things:

- 1) Overcoming last minute nerves, make new clients feel safe
- 2) Giving logistical info (such as directions and times).

First, make sure to step into their shoes & understand how a new client may be feeling. Re-assure them there’s nothing to worry about, they won’t be pushed “army bootcamp” style, and your only goal for them is to have fun, a beginner session, and meet new friends.

Second, give clear logistical information, because the last thing you want is a flurry of messages, emails and phone calls the morning of your new program. Ensure everyone has the

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exact address of your facility or camp. They have a Google map photo, and phone number to call.

Make sure times and dates are clear. **Don't assume** that if you write "9:00" that they'll know you mean "A.M". Be so clear that you cannot be misunderstood. Also remember that the average person's reading age is **9 years** (wow, I know). So K.I.S.S (*keep it simple, stupid*).

All of the above strategies are designed to get as many prospects as possible to pick up the phone call or attend the appointment they requested. By optimizing the indoctrination process you have the ability to double the ROI of every campaign you run. Not only that, but - as the earlier example demonstrated - you could add potentially tens of thousands of pounds to your bottom line over the next 12 months merely by increasing the appointment show up rates.

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# Module 5:

# Ascending Your FEO Clients into Long-Term Members

Now we arrive at the most critical aspect of this entire program - ascending the FEO clients into long-term clients.

The goal isn't to generate profit on the FEO sales. The FEO is designed to attract people through the door - at break-even or even at a loss if your company can afford it - in order to demonstrate our value and ascend a significant percentage of those FEO attendees into long-term, back-end clients worth thousands in Lifetime Value.

Not only do we want to convert FEO clients into long-term clients, but we also want to do so in the **fastest time possible**. That's because the faster you increase your Prospect-to-Client Turnaround Time, the more cashflow comes into your business. The faster you make back the money and secure long-term recurring revenue, the quicker you're able to reinvest into more advertising, or support staff to serve the clients.

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For that reason, I suggest you begin the ascension process almost immediately. During your FEO there are two key areas to ascend the client:

**“One-Time Offer” In The First Week:** After the very first workout we make a limited time offer for the FEO client to join us longer-term.

This is because at least 5% of the people will already know this is right for them after the first workout. You simply make them an offer to ‘trade in’ their FEO to get a special deal on a longer term package of 3, 6 or 12 months.

You could offer an incentive of a lower monthly rate, or a special bonus. Make this offer to all clients right after the first session is complete. If you can afford it, could you put their FEO paid amount towards a 3, 6 or 12-month package? For example, if your 6 month package is £600, and they paid £75 for the FEO, could they get the 6 month package for only £525 when paid upfront (essentially making their FEO ‘free’)?

Let them know they have 48 hours before this one-time offer expires. A sample script would be:

*“Hey guys, great session! Come in here a minute... we have a special announcement. Now, some of you will already be thinking this is the place for you to come long-term. And if that’s so, then we have a limited one-time offer for you. If you enrol onto our 3 / 6 / 12 month package by Wednesday 5pm, you’ll get [incentive / discount / bonus]. This is a crazy offer we only ever give in the first week of this program. If you’re still unsure don’t worry you have plenty of time here. However if you DO think this is the right place for you already, come chat to us and we’ll get you enrolled on this deal.”*

With 10-20 new clients beginning their FEO each month, at least 2-4 of them will likely take this offer, giving you cash upfront.

**The Graduates Offer:** Here’s a very effective way to make it irresistible for FEO clients to join you long term before their front end program ends.

During week before last of their FEO, schedule each client in for a “Progress Review Session”. This is to be booked for about 15-20 minutes, in person. At our facilities, our centre manager takes the client into the office for this.

If we are running a 6-week challenge, then these progress review calls would be booked in weeks 4 & 5. Some may have to be scheduled in the 6<sup>th</sup> week and that’s ok. However, we intend to get most calls booked earlier because people are prone to ‘drop off’ when there’s a couple of sessions to go and they haven’t decided whether to stay on or not. We pre-empt that by speaking with them the week before.

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Note: Many fitpros ask, **“How do you make sure the clients actually schedule & attend this appointment?”**. We actually make it a condition of doing business. Find a way to make this a necessary component of the program in return for the value you’re giving them. For instance, we tell our prospects – before they sign up for the FEO – that the 6-week challenge is £199... but if they are happy to provide us a video & written testimonial then they’ll get it for the “case study” rate of only £149.

When it comes to the weeks 4 & 5 we let the clients know that the progress review session is essential as that is where we’ll collect the video testimonial. If people really cannot schedule a call then get your team to have shorter 10-minute chats with the clients before or after sessions. You may have to pay your staff for extra hours doing this, but for the sales they close it will be a great investment.

You be wondering, how do you structure the Progress Review Session and make the sale? We use the following system to do this. Our centre manager – who has zero experience as a fitness instructor, and no traditional sales training using this system. She converts 60% of our FEO clients into long-term clients on 3 or 12 month packages, so I know it’ll work for you too.

### **We use what I call “The Graduates Offer” close.**

First, sit the client down & ask them what results have they gained from the program? Ask them to explore their results in physical fitness, body composition, and also increase in confidence, less stress etc.

Second, once you’ve got the client into a positive reflection state, let them know its time to record a quick video. Now the clients are more able to describe the benefits they’ll do better on camera. Record a short 1-2 minute video, and use prompting questions to guide them if they ramble a bit! (You can edit your voice out later).

Third, immediately after the testimonial recording, ask what are their goals over the next 3-6 months. They’ll tell you they want to lose more weight, get even fitter, run a marathon maybe. If you feel you can help them achieve these goals its your responsibility to prescribe them a long-term program.

Here’s where the *Graduates Offer* comes in.

We have a “walk in” program price at our facility. This means if someone randomly walks in from the street, or calls us asking “How much is it?” we tell them its £150/month on average for a bootcamp program. We offer it at this high price because we know that nobody who calls up or walks in randomly is looking to buy; they’re just price seekers.

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So 99% of our potential new long-term clients are doing our FEO program. They might start asking how much its going to be to continue within the first couple of weeks. And this is a good sign that they're thinking about the next step!

So, during the progress review session, once you've recorded their testimonial, you can let them know that you have a "Graduates Offer" for them. The Graduates Offer is a special rate to continue, that only people who've completed the FEO are entitled to.

In our case, the "walk in" rate for bootcamp is £150/month, however the FEO client receives the Graduates Offer of bootcamp for only £99/month (*which is the rate we actually want to charge*).

You also need a deadline on this offer. That's because many people will say "I'll think it over", or "I'm away on holiday next week, so I'll decide after that", and you'll never hear from them ever again! So instead, we **let them know that this special Graduates Offer is only valid until the final day of the FEO** (or 7 days later if you're not able to schedule all the Progress Review Sessions in due time). If they don't take the Graduates Offer within this time, they will only be able to continue at the more expensive "walk in" rates.

This is also a good time to make an offer for 1-year paid-in-full, where you'll put their entire FEO investment towards the balance. For instance, putting their £100 FEO investment towards a £1000 year-long package, so they get it for £900 for a limited time. You could even do one better by offering to split that £900 into 3 instalments of £300. Get creative & flexible with your payment options & you'll generate at least 25% more sales than you currently are. **Just make sure you look at your financial projections & ensure you can afford to put their FEO investment into the cost of acquiring the client long term.**

Other tactics to boost the ascension sales during last couple of weeks of an FEO:

- Notify clients individually about your Graduates Offer during the Progress Review Session. Yet **also notify the group as a whole** by giving out letters, emails, SMS reminders and posts in your FB Group. Even put up posters in your facility. Do whatever you can to get the message out!

- **Send out multiple and consistent reminders** about the deadline of the offer. If the Graduates Offer expires on January 31<sup>st</sup>, for example, then make sure to send out notifications on all channels on the 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup> right up until the deadline. This is because a lot of people wait until the last minute to buy. The urgency of a deadline often pushes them over the edge at the last minute.

- **Refer back to the tactics I mentioned earlier about being flexible in sales and negotiate with each prospect to find out what they need in order to make a decision.** Don't be too rigid and 'stuck' to your prices and packages. Find what works to help more people take positive action, even if that means they pay with referrals and connections.

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There you have it... all the biggest secrets of how to dominate your area with Facebook advertising...

I told you this wouldn't be a "10-minute fix". But the time for "quick tactics" is over. Facebook ads can still be a huge advantage for you - but you must act fast, and work smart.

Right now, you have the option to either do this yourself. If you do that's great and I wish you the best.

However, if you feel you'd get 10X the results by having me personally help you do this, and craft your exact offer and ads 1-on-1 together... then we can do that.

Check out all the details about how the 4-Week Lead Generation Mentorship works. You'll be working exclusively with me, and nobody else.

Check it out here if you're interested

**[>>> Work 1-1 With Justin to Implement This Fast!](#)**

Either way, I'd LOVE to hear from you if this guide gave you any value whatsoever!

You can reach me personally on WhatsApp at 00357 9680 6626

Or join my free Facebook community for fitness business owners at: [Grow Your Fitness Business by Justin Devonshire Public Group](#)

**JUSTIN DEVONSHIRE**



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