



FMA

FITNESS MARKETING AGENCY

SECRETS TO SUCCESS

2.0



WWW.FITNESSMARKETING.AGENCY



FITNESS MARKETING AGENCY



DEAR FITNESS BUSINESS OWNER,

Attached in this brochure are even more success stories from fitness business owners. These men and women are no different from you, they probably hold the same or equivalent qualifications, they have probably worked in the industry for the same amount of time as you and were looking at ways to innovate and grow their fitness businesses because they wanted to have more impact and help more people.

The only difference between these men and women and you is that these professionals are on the 'inside' they are getting direct help from me and my team week in and week out to grow and successfully scale their businesses.

Now I'm not entirely sure about your current situation/the direction you want to go in with your business/life or even if FMA can help you but one thing I do know for sure is you've been lurking, you've probably seen our advertisements on social media, you've maybe clicked and watched a few of our free trainings, you might be part of our free Facebook group, receiving emails from us and you are actively watching and observing from the outside looking in.

Let me tell you this straight, there is no one else coming close to what FMA provides in terms of service and results our clients get. I'm pretty sure you've invested previously in yourself or your business in the past, or you might even be part of some kind of coaching or marketing

group right now but you must admit none of these groups show up like FMA do in terms of consistent and new testimonials from peers in the industry.

Life on the inside of FMA and having our expertise inside of your business will make your life easier, more clients, revenue and profit. From the growth that you experience working with us it's up to you what you do with the cash collected; new house, car, nicer holidays, children in private school, money invested or saved, your call... But for all of the above to happen, one thing needs to happen and that's for you to trust the process, listen to what we have to say and let us guide you to fitness business success with our proven marketing strategies.

Flick through this brochure, read even more success stories from clients and then I urge you to book a call to find out if we can help you.

Speak soon

Ben

P.S. Go to this website to book your call now

WWW.FITNESSMARKETINGAGENCYCALL.COM



CASE STUDY

ZARA DAWSON



From Bodybuilder to Businessowner, Hear How Zara Dawson of Unity Fitness, Northern Ireland Joined Fitness Marketing Agency At The Start Of A Global Pandemic And Still Filled Her Gym With Clients Even When It Was Closed!

ABOUT

Mother of one and fitness business owner Zara Dawson has always had a passion for fitness and helping people change their lives for the better, even competing at national level in bodybuilding contests. It was a natural progression for her to want to build something remarkable to help even more people.

BEFORE FMA

After 5 years of Personal Training in other peoples gyms subleasing space Zara took on her own lease inside of a hotel gym, but she soon outgrew that space because of the great service she was providing and naturally grew the business organically through referrals. She naturally made the decision that she wanted to help more people and transfer to larger premises, opening up her gym in a new location in her town and opening her doors with 30 members.

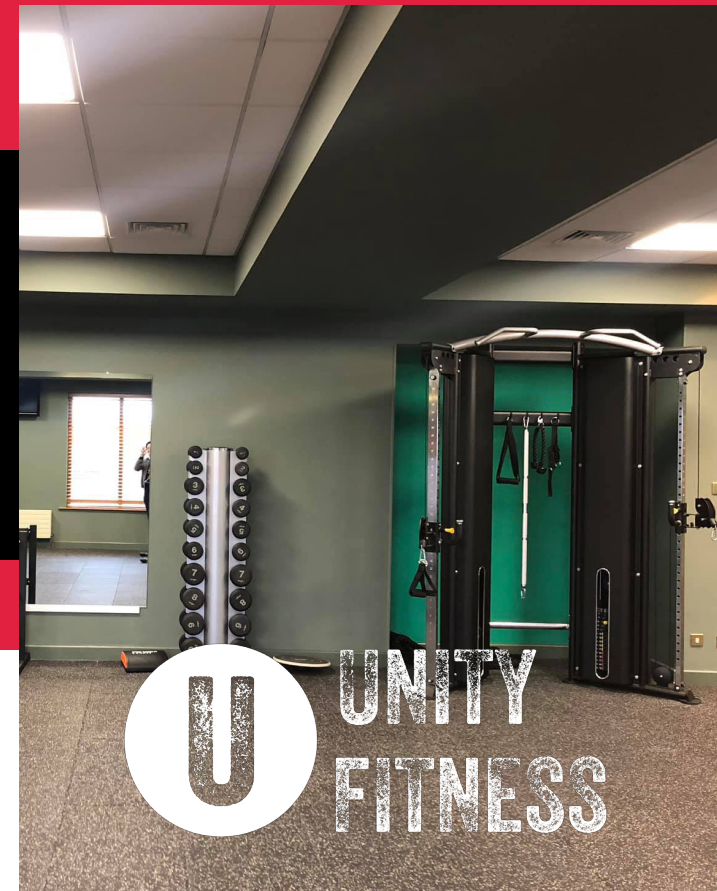
CHALLENGE

Previously the only way that Zara grew the business was through word of mouth referrals which is a good way to build a business but typically results in slow growth. Realising the difficulty of marketing on her own Zara found FMA and decided to join the Programme in March 2020 right at the start of the Coronavirus pandemic striking the world.

SOLUTION/RESULTS

Joined Fitness Marketing Agency and implemented our marketing tactics/strategies and systems and even though her gym was closed because of the pandemic she grew it from 30 members to 97, initially selling people in to an online programme and then once lockdown was lifted transitioning everyone back to in-person coaching.

Zara has ambition to reach full capacity soon and she is confident that with FMA helping her she will do that sooner rather than later.



What Zara Had To Say...

“

I would say to anyone who is really considering FMA that if you are someone who is willing to put in some work, because you're passionate about your business these guys will literally take you by the hand, teach you everything you need to know, and it will be successful.

”

HOW TO DISRUPT THE MARKET AND

WIN

BEING THE BEST PERSONAL TRAINER OR MOST QUALIFIED COACH IS NO GUARANTEE OF SUCCESS.

NOR HAVING THE BEST EQUIPMENT AND SHINIEST CHANGING ROOMS EITHER.

For you to truly breakthrough, get the clients you need and not be seen as a commodity in the marketplace your marketing/brand/unique selling point needs to be different from every other personal trainer or gym outlet. The bigger you can become a disruptor the more you'll stand out from the masses. As a disruptive fitness business dare to be different. You want to smash the status quo, change the word for the better, make an impact and help more people, dominate your market and put your competitors out of business but to do this it all starts with marketing and this is where we at Fitness Marketing Agency come in, this is where our clients are disrupting the marketplace.

To find out exactly what we are doing and to see if Fitness Marketing Agency can even help you it all starts with you booking a call, go to:

WWW.FITNESSMARKETINGAGENCYCALL.COM



CASE STUDY

SEAN KEARNS



Transitioning During Covid To Small Group Training Sean Kearns With The Help Of FMA Took K35 From 0-20 Clients at £200 A Month Each At The End Of Lockdown.

ABOUT

Ending a football career at an early age due to injury Sean remained in fitness and wellbeing concentrating on Martial Arts and holistic treatments. Starting out his own fitness business at the side of his house, Sean, over the years grew his business enough to open his own premises in 2017 which was a low cost membership gym serving 300 members.

BEFORE FMA

Sean didn't want to be reliant on just servicing low cost members and knew that his business model needed to change with the times and innovation was needed for him to stay current and help more people.

CHALLENGE

Didn't know how to add more members in and wasn't sure how to install another service offering a high ticketed price. Sean initially enlisted another

marketing company before coming on board with FMA to help him but in his own words he described them as 'one trick ponies' as he felt they lacked the diversity that he needed to help him grow his fitness business further. They over-promised and under-delivered so naturally Sean was slightly sceptical before joining Fitness Marketing Agency as he'd been slightly burnt in the past.

SOLUTION/RESULTS

Sean was immediately pleased with the amount of options FMA presented him with in terms of marketing campaigns that could help him. Immediately Sean launched his small group training signing up 20 new clients into a £200 a month subscription in a less than affluent area in Belfast. By adding in small group coaching Sean has added another revenue stream to his already successful business and will continue to add more coaching clients as its more profitable for him than low cost gym members.



K35 GYM

What Sean Had To Say...

“ You need to have systems in place to make things work easier. Working with FMA those systems down the line are going to help us massively. I've tried other companies and they didn't last, I've found with FMA they really push you out of your comfort zone. If you're sitting on the fence you're definitely better getting this side of the fence as it's going to be far more profitable for you. ”

CASE STUDY

JOE AND AIVARAS

Personal Trainer And Lifeguard Aivaras And Joe Joined FMA And Within 3 Months Oakmont Fitness Was Born. Hear How They Went From 15-35 Clients Before Lockdown Hit And 75 By The Time Lockdown Was Over!



ABOUT

Aivaras and Joe first met working in a corporate gym in their local town, became good friends and decided to launch a fitness business together.

BEFORE FMA

They both had jobs working inside a corporate gym but had aspirations to break free, stop paying ridiculously high rents and have full control over how they operated.

CHALLENGE

When first speaking to FMA they didn't have a business plan or know how to market because previously their only way to attract new clients was to walk the gym floor and speak to members in a corporate gym and try and sell those members in to personal training packages. Plus they didn't have a physical location or know where to look, nor did they have investment to open their gym but they had entrepreneurial flair and persistence to make

their dreams become a reality. Truth be told the odds were stacked against them but with their hard work and guidance from FMA they've far surpassed most in this industry.

SOLUTION/RESULTS

Within 3 months of speaking to FMA they raised the capital needed to launch a gym, found a premises and opened up their own space. With FMA's help they quickly began to fill their gym with the predictable marketing systems that we have to offer. They opened their facility with just 15 clients, FMA helped the business grow to 35 within 2 months. And then Covid-19 hit and their business was locked down for 5 months. Very quickly as soon as lockdown was lifted they hit 75 clients and are continuing to scale their business month to month regardless of any future lockdowns or government restrictions.



What Joe & Aivaras Had To Say...

“ What they (FMA) have given back is to us 10 times more than we ever expected to get from a marketing company. They've opened up time for us, they've released us from working day and night in the business. They've opened it up to make it easier to generate leads and marketing is the number one tool. If you don't have marketing you don't have customers and then you don't have a business. ”



CASE STUDY

SEAN LAIDLAW



Former Military Serviceman Sean Laidlaw Of Beyond Limits In Thurrock, Essex, UK, Joined FMA Who Helped Double His Client Numbers And Business Revenue Throughout Lockdown With The Best Two Months Of Sales Ever!

ABOUT

Upon leaving the military Sean couldn't find a gym that combined the exercises that he enjoyed so he decided to start something of his own; Beyond Fitness that provided a team environment for people to train in. Starting from a van, training people in a park and doing some personal training on the side he progressed to opening his own gym.

BEFORE FMA

Sean had zero marketing expertise and knew that he had to hire help. He reached out to a few companies prior to FMA, listened to their slick sales pitch and signed up, but the marketing agency he signed up with produced zero return of investment and continued to charge them contractually which nearly resulted in his business going bankrupt. Sean was sceptical if FMA would yield the same results but was curious and booked a call to find out more.

CHALLENGE

Being almost made bankrupt Sean needed to bring in lost revenue for security for his family and his team. Mix in the fact that Covid had locked down his gym he knew he had to act quickly or suffer the consequence of no new clients and revenue in the business.

SOLUTION/RESULTS

Sean joined Fitness Marketing Agency and went on to immediately have his best two months of business and revenue ever during lockdown thanks to signing with FMA. His team no longer feared for their jobs and Sean's outlook on the company has completely changed and he's excited about what the future holds.



What Sean Had To Say...

“ If you're worried about signing up to FMA I wouldn't be, we've been burnt in the past with one man band mentors who have bought a book, read a book and then tried to resell that, with FMA there's been no stress, no worry, these guys are the experts in the industry. If you are looking to grow your business book a call with them.



THE 5 COMMON MISTAKES

FITNESS BUSINESS OWNERS MAKE WHEN CONSIDERING TO HIRE AN AGENCY, CONSULTANT, MENTOR OR FITNESS BUSINESS COACHING COMPANY

Your Facebook and Instagram feed I'm pretty sure is littered with adverts from different people and companies promising you the next best thing when it comes to growing a fitness business. Here are the 5 most common mistakes we've seen from fitness professionals like you when they are deciding who to work with.

We've put this together to help you so you don't make the same mistakes and waste 1000's in courses, masterminds or mentorship that simply don't work or get you an investment.



SOCIAL PROOF

Do they have social proof of how they've impacted people's fitness businesses?

I see two types; some have no special proof or testimonials at all, which is crazy right? They have no proof of concept or what they teach actually working. The other types have random Facebook screenshots of their clients results or really poor Zoom/Skype interviews. Here's the thing; as you know a Facebook screenshot can be photoshopped and if they are interviewing their clients over Zoom/Skype for a testimonial why are they not going to meet them personally (because they probably don't

have a real relationship with them) and why are they happy with the poor production level of a Zoom/ Skype interview?

It's most probably down to the fact that they are only offering their services to hard working fitness business owners like you to make a quick buck and exit as quickly as possible. And they also don't care about their own brand because there's a saying that goes "how you do one thing is how you do everything" and if their testimonial success stories are filmed from their spare bedroom I'm pretty sure you and I can imagine the quality of their business coaching and systems and marketing expertise they provide - exactly.

As you've probably seen Fitness Marketing Agency consistently have brand new, high production testimonials filmed on video and then transcribed into a format that can be read in a brochure like this or distributed across our other platforms.

Do you think fitness business owners like you would let us visit their homes, meet their families, let us visit their fitness businesses and meet their staff if what we did didn't work? Of course not! At Fitness Marketing Agency we have long term relationships with our clients, we meet them face to face, we know the biggest challenges they are facing and we also know their goals and ambitions for the future. Without sounding cheesy it's a bit like family. Outsiders may call it a clique or a cult but that's really because they don't understand what's involved in Fitness Marketing Agency and they might just be jealous of the people on the inside who are getting life changing results. Before making a decision to work with a person or company to help you grow your business do your due diligence, look at their social proof (if they have any).



The truth is many companies that offer help to fitness business owners like you are ultimately one man bands working from their Mum and Dad's house. They preach about making 6 figures, they may post pictures about supercars and make intelligent posts on social media to boost their status but the reality is it's all smoke and mirrors. You see you have two types of one man band operators. Type one has read a few business books, completed a few marketing courses online and watched a few motivational YouTube videos and decides to start a business helping fitness professionals like you with marketing. I'm sure

deep down they have good intentions but truth be told there's no substance behind what they're implementing or teaching which means limited results for you the hardworking fitness business owner. Type two, the other type is someone who has successfully built a fitness business but then they try and teach other fitness business owners what they've done. The problem here is their focus isn't on you and your business, mainly because they are juggling too many balls in the air and one they can't keep up to date with what's working now. They're too busy working on their own business to help yours long term. They might show you a couple of quick fixes to make you some quick cash but after that it's a lot of fluff that ultimately doesn't work.

Most of these one man band operators just teach one thing: Facebook advertisements. But as you know it takes much more to build a remarkable business than just a few Facebook ads. There's a reason that Fitness Marketing Agency have full time team members on payroll, it's simply because we've created an infrastructure to help and support our clients so the next time you see a one man band working from his Mum and Dad's spare bedroom look behind the smoke and mirrors and you'll find not much substance to what they offer. Sadly Fitness Marketing Agency has put many of these types out of business because they simply can't compete with the results that our clients are achieving. In fact, it's not sad it's a good thing because it stops hard working fitness professionals getting ripped off by these types who unfortunately are like flies around manure. As soon as they see a hard working fitness business owner they are all over them which brings me to my next point.



SNEAKY TACTICS

So a lot of these agencies, mentors, coaches, gurus – they all use the same tactics to get new clients which is as follows: they create a brand new Facebook profile, add a cheesy banner and profile picture. List out what they do in terms of service which normally reads something like “I help fit pros make money and live life on their terms” they then join specific Facebook groups for fitness professionals and post utter nonsense in a hope that you’ll engage. If you do engage they’ll add you as a friend in the hope that they can entangle you in to a conversation over chat in the premise of signing you up to their offer. When that doesn’t work they randomly add other fitness professionals as friends on Facebook which builds their friends list and then they randomly DM you hoping to engage you in conversation to sign you up to their programme or offer. They do this for a 6-12 month cycle, help limited people make no money and then do one of two things: exit the industry and go get a job or move to a new sector like Dentists, Chiropractors, Physiotherapists etc. So be aware of these types; the next time you get a random request on Facebook or LinkedIn from a fitness business guru accept at your own peril.



WHAT DO THEY ACTUALLY TEACH?

A lot of these agencies, consultants, mentors have no real substance to what they teach or do for their clients. Let’s look at another industry - multi-level marketing or direct sales. When you sign up to a multi-level marketing or direct sales company the goal is to sell that said product/lotion/potion and what they teach you is that for you to have the highest level of success is to sell to the people you know best i.e. your closest friends and family because they know you/like you/trust you the most, if you ask nicely they’ll most probably purchase from you. Well these so called business gurus who charge upwards of 5k for their help will teach you the same. They spin it and call it organic or content marketing but this is the formula that they teach: add random people on Facebook, join local community Facebook groups, post content that helps people, do live broadcasts and then when people engage with you sell them in to your coaching programme or fitness membership. This is the lowest form of marketing and you don’t need to be paying 5k to learn this so you’ve been warned. If you want to grow a remarkable business it takes a lot more than ‘DMing’ people and posting random content.



ONE TRICK PONY: FACEBOOK AD GURUS

A lot of agencies/mentors/gurus/coaches only teach or do one thing: Facebook ads. Don’t get me wrong Facebook ads are a great way to get market share and grow your fitness business but there’s much more to growing a successful fitness business than just throwing a few Facebook ads up, right? So whoever you speak to if they only talk about Facebook ads be careful, avoid these one trick ponies because all it takes is for your Facebook ad account to get shut down or your ads not to get approved and your lead flow dries up which means sales will be limited. At Fitness Marketing Agency our clients are using a 27-step method to market online and offline. They are not just reliant on one media source that they don’t control.



So these are our **5** most common mistakes that we see hardworking fitness business owners across the fitness industry make. We’ve put this list together so you are more educated on what to look out for and what to avoid so you don’t get burnt or waste 1000’s of your hard working money.



CASE STUDY

LESLIE LEUNG



Leslie Leung of Bodcon Fitness, Ballymena, Northern Ireland Experienced Leads of Just 41p From His First Ever Campaign With FMA And Is Now At Maximum Capacity!

ABOUT

A former athlete, Leslie competed at a very high level in athletics. Qualifying in sports studies whilst personal training and working in a full time job Leslie managed to save up enough capital to invest in his first fitness business - Bodcon Fitness.

BEFORE FMA

Training 16 clients as a personal trainer he took 5 with him to his new premises when he opened back in January 2020. Since opening his business Leslie enlisted 3 separate agencies/gurus to help him with his social media from one man bands to small agencies but none of them managed to help him reach enough new clients needed to sustain his new business.

CHALLENGE

Stressed because the marketing that he previously rolled out with the other companies didn't work to the level needed to sustain his business growth and with his business now physically closed because of Covid Leslie knew he needed to work with a proven company to help him gain new clients effectively. In stepped FMA.

SOLUTION/RESULTS

Since joining Fitness Marketing Agency Leslie has reached maximum capacity in his fitness business for new clients, turning his first campaign off after only 5 days as he was satisfied with the amount of sales made. During his first campaign Leslie experienced his cheapest leads ever at 41p! Leslie's fitness business is now at maximum capacity thanks to FMA.



What Leslie Had To Say...

“ The support that we received with FMA was very good... As soon as my campaign went live my phone just literally kept pinging with leads coming through, they were coming through at around 41p per lead!





CASE STUDY

BRUCE BUDDEN



Overcoming His Business Plateau Working With Fitness Marketing Agency, Bruce Budden Of Ultimate Fitness, Airdrie, Scotland Came Out Of Lockdown With More New Clients Than When It Started!

ABOUT

Always interested in fitness Bruce started work as a gym instructor in his local gym at 16. Wanting to help more people in his local area he started Ultimate Fitness Airdrie in Scotland.

BEFORE FMA

Initially Bruce's gym was a low cost membership gym. As an independent gym owner he was competing against bigger corporate players in the market space and knew that his business model needed to shift to become more profitable and systematised.

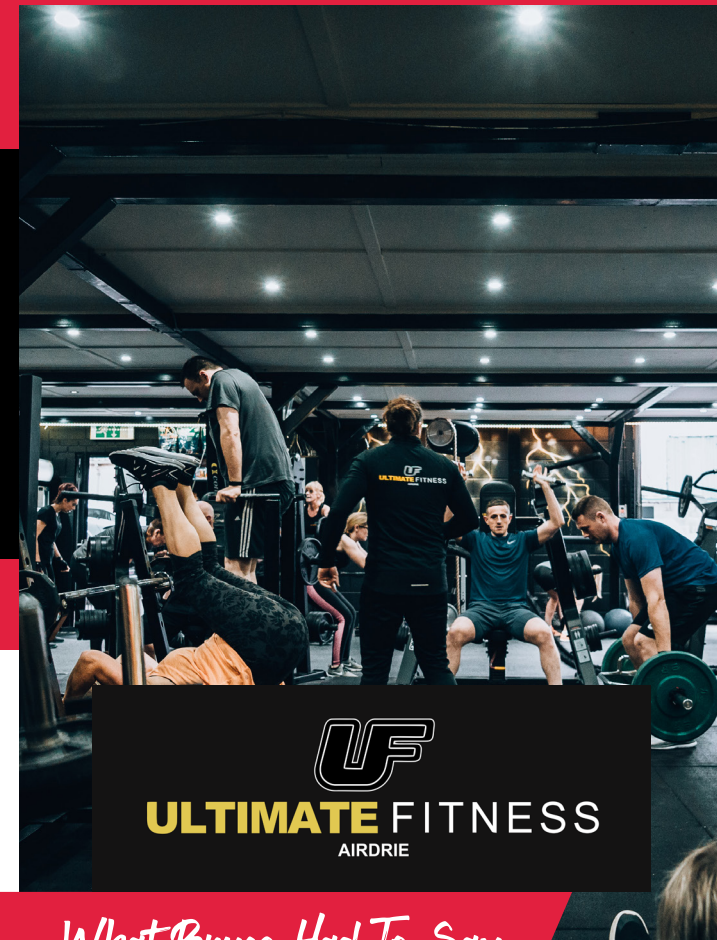
CHALLENGE

Building up his client base organically, mainly through walk-ins and word of mouth referrals Bruce's business reached a plateau and remained consistent but saw no real growth financially for a long period of time. His marketing strategy to gain new clients was limited and he knew that the only

way to overcome this plateau was to seek help from a marketing company that had a proven track record of success and were endorsed by industry experts: FMA.

SOLUTION/RESULTS

Since joining FMA, Bruce has found his business has overcome the plateau; his first marketing campaign with FMA needed to be turned off after a week as they couldn't keep up with the amount of leads/sales it was generating. Then Covid struck. Bruce pivoted his business model to offer his services online and ran FMAs marketing campaigns to sell online membership which resulted in his business going against the norm of the industry and continuing to grow. This resulted in him coming out of lockdown with more members than at the start thanks to FMA!



What Bruce Had To Say...

“ The guys at FMA build the funnel, provide all the training and it's guaranteed leads, guaranteed sales which means guaranteed money in the business and profit. After joining FMA we doubled our members, we went into lockdown and we actually gained out of the backend of it with more members than we had pre-lockdown.



CASE STUDY

BARRIE SCOUGAL



Barrie of Barrie Mark Personal Training, Carlisle, UK Observed FMA For 18 Months Prior To Joining FMA As He Wasn't Sure It Would Work For Him – Once On Board He Became A Firm Believer And Watched The Results Roll In Month After Month Bringing His Gym Close To Capacity!

ABOUT

Starting his career off as a part-time P.E teacher in his local secondary school Barrie then made the switch to start working as a personal Trainer in large gyms. Buying his own studio in 2013 and upgrading it a couple of years later Barrie now employs 7 members of staff and has around 200 members.

BEFORE FMA

Sitting on the fence before joining FMA, Barrie was unsure as to whether a marketing agency would work for him. Being burnt in the past by other companies he chose, Barrie took a chance on FMA eventually and now 12 months on he wishes he'd joined them sooner!

CHALLENGE

Inconsistencies in his marketing meant that Barrie had inefficiency in gaining new clients sales, building brand awareness in the local area and building a more sustainable systematised business.

With the natural flow of clients leaving, as any service based fitness business has, Barrie needed a quicker way to replace them with better, high paying clients.

SOLUTION/RESULTS

Citing joining FMA as the 'single best decision for my business' Barrie feels that everything FMA has said they would do, they've done. Finally having consistency across the level of their marketing and in the lead generation month after month they now have the highest level of turnover they've ever had and it's still rising.



BARRIEMARK
PERSONAL TRAINING

What Barrie Had To Say...

“ Jurgon Klopp said I'm going to change doubters to believers and Ben did that with my marketing because I thought FMA was about sales and sales techniques and things like that but it's so much more. I was unsure but it is the single best decision I have made for my business.

”



CASE STUDY

PHIL EDGAR



Phil Edgar of Hiit Locker, Belfast, Northern Ireland Had Previously Spent 1000's On Different Courses, Mentors And Business Consultants Which Aailed To Minimal Return Of Investment. Enter Fitness Marketing Agency And This Is When Everything Changed For The Better!

ABOUT

Beginning his career in sales management Phil decided he was bored and needed a complete change so he took his PT certification and started working in a gym near his old work. After 6 months he got his own premises and took 3 clients with him. Needing to build up his client base Phil started running his own advertisements.

BEFORE FMA

Over the next couple of years Phil built his business up to around 90 clients but everything was a struggle. Spending over thousands on mentors, marketing courses, sales courses and coaches in the past that as in most cases charged a ridiculously high fee and produced minimal results for him. Phil then started to learn and implement the marketing himself but again it was costing him thousands simply because he wasn't executing it correctly and he was trying to juggle other roles in the business.

CHALLENGE

Ever-increasing cost per leads for the marketing he was rolling out and operating his business in a highly saturated area competing against other gyms and personal trainers. He was unable to attract new clients in a cost effective way and was frustrated with the industry because he knew that he had lots of skills to change peoples lives for the better but the marketing was simply not attracting them in.

SOLUTION/RESULTS

Phil joined Fitness Marketing Agency in the height of the pandemic during lockdown when his gym was closed and as soon as lockdown was lifted his marketing campaign rolled out and positioned him and his business in a completely different and more positive light bringing in new ideal clients who didn't blink at the prices, paid on time and were a pleasure to train.



What Phil Had To Say...

“ They're called Fitness Marketing Agency but they're so much more than that. What I came to realise after I got started was while they are putting together your campaign they are running the full 'this is how you run a business' training in the background which isn't even mentioned!





CASE STUDY

PAUL ALEXANDER



Paul Alexander of Elite Together Didn't Believe The Cost Per Lead They Were Told FMA Could Get Them, Until They Turned Their First Campaign On...

ABOUT

After 14 years in the pharmaceutical industry Paul Alexander decided it was time for a switch and made the move into the fitness industry opening his doors to Elite in 2008 and developing his brand across 5 locations.

BEFORE FMA

Paul's business was in good shape. But then covid hit. Paul knew he needed to do something to ensure his business wasn't affected and that he could keep his 40 staff members employed. Impressed with Fitness Marketing Agencies strategies on how to deal with covid Paul had a call with them and signed up straight away.

CHALLENGE

With 5 locations, 40+ staff it's fair to say Paul's operation is big. And with this size of business you can't afford to take your eye off the ball on area of it but especially marketing and the ability to sign

new clients up at ease. Prior to Fitness Marketing Agency Paul had hired another marketing agency that were generic and didn't specialise in helping fitness business owners nor did they really know how to specifically market and sell fitness services as there's an art and a science to this.

SOLUTION/RESULTS

Launching 5 marketing campaigns for his 5 locations at once Paul was blown away by the results from Fitness Marketing Agency's efforts which saw him able to obtain leads at a cost that he had not seen for 7 years. From this he gained unseen new client sales across all 5 locations. In short he was able to acquire customers at a cheaper rate than before, helping him to scale the business.



What Paul Had To Say...

“ I don't think there's a better time that FMA can show you how to adapt their marketing strategies. We're just about to go in to lockdown again but we're really confident that we're going to come out of it again, for the second time, because we work with FMA.



IS FITNESS MARKETING AGENCY

WORTH THE INVESTMENT?

If you want to know, let me ask you these three questions:

1 Have we been able to demonstrate an ability to deliver game changing, thought provoking, profit making strategies and tools for fitness businesses? Do you think if you spent more time with me and my team (as well as some of the top fitness business owners in the world) helping you to implement everything that they and I are doing to run profitable fitness businesses – that you would be better equipped to tackle the problems that you are struggling with in your business today? Attract more higher value clients, happy to pay higher prices? Build a more solid, stable fitness business?

If that is not the case and you have lost your faith in our ability to deliver, email us directly. **I AM concerned.**

2 Do you believe you would definitely see an increase in revenue, clients and take home profit after working with my team and I more closely? I think any reasonable person would agree that the investment for joining Fitness

Marketing Agency is a tiny drop in the ocean compared to the SURGE in revenue and profit you will generate after implementing what you have learnt (if in doubt ask any of our members who have seen their revenue shoot up but more importantly their profit year after year, ask them what they think about the investment to join FMA).

3 Do you feel as though you are still lacking in the marketing of your fitness business? In acquisition and conversions of the right type of clients? To quote one of my favourite billionaires Mark Cuban (Shark Tank, Dallas Mavericks Owner):

“Every day someone wakes up with the intention of kicking your ass.”

Translation... everyday multiple fitness business owners wake up plotting and planning to steal clients from right underneath you. If our fitness business was in your town I would be doing precisely that! What are you doing every day to improve? Protect what you’ve got? To put more stability in your business. To have the financial clarity and ‘emergency’ funds to ensure your business wouldn’t be severely crippled by an aggressive competitor or covid. How quickly can you replace clients that leave? This is a measure of how strong your business is and whether it will survive, strive or struggle.

What was your answer to the three questions?

If you answered yes to the three questions, there is no doubt in my mind that you absolutely should join us. It is important for you to make the decision to do so now – now is the time, and delaying is not the right choice.

Quite frankly, I do not see how anyone running a business can do so without this type of knowledge, support and help to implement actionable ideas, tools and strategies to add extra £/€/€\$ to your bottom line, not to mention the unique benefit of being able to connect with and have meaningful conversations with other smart, ambitious fitness business owners regarding prices, recruitment, marketing, selling, leadership and wealth.

WHY ARE YOU HOLDING YOURSELF BACK FROM BEING SUCCESSFUL?

The money you save by not joining will not change your life. Investing that same money in this Programme just might. What will you choose? The same old, same old – another year without heartache, frustration and regret? Or turn your business into the profit centre you know it could be?

IF NOW IS NOT THE RIGHT TIME TO MAKE MORE MONEY AND HELP MORE PEOPLE

WHEN IS?

As children we're typically told not to talk about religion, sex and money as it's deemed as being inappropriate but we're all business owners here. So let's talk about money directly because without it your business won't operate.



Firstly, let me clear something up: it's ok to work in the fitness industry and have a positively thriving business that makes you money. You see, when your fitness business exceeds the standard norm of revenue and profit you can do the following:

1. Pay yourself an above average wage
2. Pay your team members an above average wage
3. Put money in to business or personal savings each month
4. Re-invest or buy new equipment
5. Renovate or upgrade anything inside your fitness business
6. Go on any further educational course around the world to further your skill set and knowledge and also pay for your team members to be involved.

Simply put you'll impact more people the more money you make and I repeat its ok to be wealthy and work in the fitness industry but the mechanism to get you more brand awareness, exposure and

clients is marketing. It doesn't matter how good your programming is, your customer service or how shiny and new your equipment is. The one thing that can directly and quickly make you money is your ability to market the product or service you offer. Don't run your fitness business like a charity, if you're reading this my guess is you want longevity in the fitness industry and you can't help anyone if you're broke. Improve your marketing ability and you'll get more clients and from that a direct outcome is you'll make more money. With that new found money you can activate any of the 6 points above at once or one at a time, your call.

SEE BEHIND THE SCENES AT FITNESS MARKETING AGENCY

BY FOLLOWING US ON SOCIAL

We share clients success stories, tours of our clients fitness businesses and actionable information that can help you immediately



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WHAT OUR MEMBERS ARE SAYING



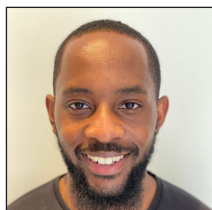
"Best campaign so far. Secured £5960 in revenue because many of the sales are deposits for our monthly option. All I needed was a way to draw in new people. Ben Davis and the FMA team have done that and so much more."

Gareth Allen, Southampton, UK



"I acquired 96 leads in the past 2 months, and closed 23! Doing the math this is 24% better than the averages I discussed with Ben and the team! I am totally motivated by everything I have learned and looking forward to a bright future with my business."

Brittany Fedun, New Jersey, USA



"Started with FMA mid-August and I am now at full capacity and need to add more group sessions to the timetable. Started with 4 and now have 40 since joining FMA. Thank you Ben and the team!"

Kyle Hylton, London, UK



"Campaign has been live for 5 days and already had 72 leads and got my booking calendar full for the next 2 weeks, plus done 10 new sign ups in the past 3 days - happy!!!"

Danie Lucas, Twickenham, UK



"Started campaign 7pm Saturday night and turned it off last night, 9pm (Sunday) with 170 leads (€0.24 a lead) 9 memberships sold today!!"

Joe O Connor, Tralee, Ireland



"Spent time going through the training on Saturday and Sunday morning and applied the script to the calls and closed both at £500 each! Sales was definitely something I've neglected over the years. Thank you FMA!"

Russell Grant, Southend on Sea, UK



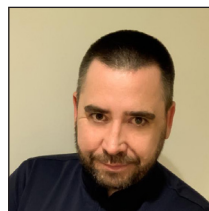
"Signed up 20 new people @ £300 per person for my post lockdown challenge. £6k better off by Christmas. Win, win. Thanks FMA"

Mark Humphreys, Bangor, Wales



"£12,551 on the first campaign. I want to thank Ben and the team as I lost all my PT clients bar 4. Without this programme I would be broke!"

Dave Hughes, Tamworth, UK



**LATEST CAMPAIGN: TOTAL REVENUE £23,870.
TOTAL SPEND £14.45 (0.20 A LEAD).**

"I always knew that I could CONVERT prospects however I always found that FINDING them was the hardest part. Thanks to the FMA team I feel we have developed a perfect partnership and I can't believe I sat on the fence for almost 18 months!!!"

Mark Stewart, Jersey, UK

“ THE CHANCES ARE YOU STARTED YOUR FITNESS BUSINESS TO HELP MORE PEOPLE AND YOU’VE ACHIEVED CERTAIN SUCCESS DOING SO, BUT TO GET TO THE NEXT LEVEL, SO YOU HAVE GREATER IMPACT AND HELP MORE PEOPLE THE MECHANISM THAT GETS YOU THERE IS MARKETING. ”

BEN DAVIS, FITNESS MARKETING AGENCY

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