

28 FITNESS BUSINESS OWNERS REVEAL
HOW THEY TRANSFORMED THEIR BUSINESSES INTO A HIGHLY
PROFITABLE AND REWARDING FITNESS BUSINESS...

**AND LEARN HOW
YOU CAN TOO!**

FMA
FITNESS MARKETING AGENCY



SECRETS

TO FITNESS BUSINESS SUCCESS

WWW.FITNESSMARKETING.AGENCY

IMPORTANT LETTER

FROM BEN DAVIS

FOUNDER OF FITNESS MARKETING AGENCY



FITNESS MARKETING AGENCY

Dear Fitness Business Owner,

The state of the fitness industry is changing. Our industry was hit hard by covid, lockdowns and government legislations but more and more people around the world are obese, de-conditioned, ill, on medication, suffering from mental health problems, have aches and pains and desperately need your help.

They need:

- > Guidance
- > Accountability
- > Community
- > Expert coaching to go from A to B as quickly and safely as possible

I don't need to sell you the benefits of exercise and eating well as this is most probably ingrained in you already but right now in your town or city you will have hundreds, if not thousands of people that need your help but they either:

- (1) Are not fully aware they have a problem
- (2) Don't know that you are the solution

And the one thing standing between them getting your help and transforming their lives is...



» MARKETING

Let me explain why....

Marketing is all about getting attention for your product or services and whoever gets the most attention – **WINS!**

It's that simple.

You see the market and your local town/city is flooded with personal trainers, bootcamps, gyms, health clubs and much more...

It's totally saturated to be honest.

If you're not careful you could slip into the danger zone of being seen as a commodity by your prospective clients.

Far too many fitness business owners are either marketing the old way which is flyer-ing the local town /city, sending out business cards, referrals, begging for clients or if they are marketing the new way they've gone about it the wrong way.

There are two things that make you stand out from your direct competitors:

- (1) Results** – The ability to get your client results (You take care of this)
- (2) Marketing** – The ability to market your message to the right market, on the right media at the right time. (We take care of this and coach you to show you exactly what to do.)

When you get the two step combo right, things start to take off in your fitness business and more importantly break through the noise in your local market place.

“Innovate or die” is a famous quote by Tony Robbins, and it's so true.

If you don't change your marketing and stay at the forefront of the industry by Innovating, your fitness business will suffer – client numbers drop, revenue goes down and your stress levels go up.

Don't let this happen to your fitness business, stay one step ahead of the rest like 100s of current Fitness Marketing Agency clients from around the world.

Once you've read this brochure head to

WWW.FITNESSMARKETING.AGENCY

and register for a call so we can brainstorm a few ways that Fitness Marketing Agency can help your fitness business market the new way so you get the desired results you want for your business.

Speak soon,

Ben

P.S. Throughout this brochure you will be able to read first hand how Fitness Marketing Agency has helped impact others in the industry as they share first hand the results they've achieved and more.

Everyone featured is selling the exact same as you, they are no different, they don't have any special super powers or more qualifications than you.

They are simply committed to the process to market their fitness business 'the new way' and joined Fitness Marketing Agency to guide them.

And now they are profiting more, have established a stronger brand, are getting new enquires daily and sales weekly.

Take inspiration from everyone featured and then register for a call with us to find out more. Head to

WWW.FITNESSMARKETING.AGENCY

SCAN HERE TO BOOK A DEMO CALL NOW



Ian Ryves

WELLBEING FITNESS

£22,000 (\$28,000) FROM NEW CLIENT SALES IN ONE MARKETING CAMPAIGN WITH FITNESS MARKETING AGENCY!



BEN GETS US THE LEADS AND WE DO THE SALE, AND THEN IT IS UP TO US TO LOOK AFTER THE CUSTOMERS... EVERYTHING IS SO CLEARLY LAID OUT AND IT IS SIMPLE: YOU DO THIS, THEN DO THIS AND THEN YOU DO THE OTHER. IT COULDN'T BE EASIER.



Leaving school without any qualifications but with a knack for talking to and being interested in people, Ian decided to consider a career in an area he had a passion for – the health and fitness industry.

After working in the industry for 20 years Ian came to Fitness Marketing Agency as an established business owner. Starting off with one employee Ian built his business up and opened two personal training studios. Without knowing much about marketing Ian marketed his business with his Training Director (also called Ian) as amateurs doing it themselves. Wanting to take their business to the next level they chose to seek out a

company that could help them do exactly that.

Knowing how to improve and increase the number of clients to the business, Ian got in touch with Fitness Marketing Agency. Finding the way everything was laid out for them so simple and being told what to do and how to do it worked for them and before they knew it one campaign found them making £22,000, smashing their target beyond expectation. Since joining Fitness Marketing Agency they have seen a 30% increase in business. Ian now has 13 full-time members of staff working 40 hours a week which has helped him step away from training and enabled him to work on the business rather than juggle 800 PT sessions a month.

Renel Scarlet

THE WORKS HEALTH CLUB

FROM 300 MEMBERS TO 600 MEMBERS WORKING WITH FMA



BEFORE WE JOINED FMA, WE HAD AROUND 300 MEMBERS. OVER THE TIME WORKING WITH FMA, THAT'S DOUBLED AND CONTINUES TO GROW. WORK SMARTER NOT HARDER, THAT'S WHAT FMA ENCOURAGES US TO DO... DON'T WAIT, IT'S THAT SIMPLE.



Renel had been looking for a marketing company that could do more than just bring in leads so he approached Fitness Marketing Agency to receive support and advice. Renel was looking for a partnership for longevity and wanted a company that he could rely on to continually bring success to his business.

It was important to Renel that he would see a return on investment, he wasn't looking for a quick fix but rather a long-term solution. Renel knew other Fitness Businesses that already work with FMA and after speaking with the team, he knew Fitness Marketing Agency would be the right fit for him.

Since working with FMA, Renel has not only doubled his client base but has also now launched small group training and PT which has provided another revenue stream. He has also made the most of being able to network with other Fitness Businesses in a similar position to him through FMA which has brought a whole new level of support to Renel whilst growing his business.



Stephen Kinsella

FSM



MY GYM IS A VERY GOOD PLACE, AND I CREDIT FITNESS MARKETING AGENCY FOR HELPING FSM GET TO THIS LEVEL!

”



DISCOVER HOW STEPHEN GREW HIS GYM TO 260 MEMBERS WHICH WAS HIGHER THAN HIS MEMBERSHIP PRE-COVID

Stephen Kinsella has been in the fitness industry for the past 20 years. He grew from being a personal trainer for a company to eventually starting his own gym. He got his gym up to 130 members until his gym was forced to shut down because of COVID. Like all the other gyms in the area, he scrambled to get his gym to pre-COVID levels and, thanks to Fitness Marketing Agency, now has around 230 members.

For Stephen, discovering how to write the right kind of ads helped him lower his lead cost, which was previously around £8 pounds per lead. He was able to dial in his ads to the point where he started attracting £1 leads, which helped his gym immensely.

This is critical because Stephen knew that investing in paid advertising was the only way for his gym to get to the next level. Thankfully, Fitness Marketing Agency helped him every step of the way so he didn't feel intimidated when it came to promoting his gym.

He also discovered that he had to have the right strategy for his ads - something no fitness business owner ever learns on their own. Stephen is excited about where his fitness business is headed and he credits Fitness Marketing Agency for helping him get there.

Dan Aguilera

ULTIMATE-U



YOU HAVE TO HAVE BEEN IN THE TRENCHES AND UNDERSTAND FITNESS, WHICH I KNOW BEN HAS; HE'S BEEN IN THE INDUSTRY 20+ YEARS HIMSELF SO HE UNDERSTANDS FROM A PERSONAL TRAINER'S PERSPECTIVE WHAT NEEDS TO GO OUT THERE.

”

300+ LEADS FROM FIRST CAMPAIGN AND AD SPEND LOWEST EVER

Dan Aguilera started out as Ben Davis' Gym Manager! Ben was a gym instructor in a leisure centre working under Dan who taught him how to train and sell personal fitness services. They went their separate ways after both leaving the gym and reconnected when Dan opened up his own gym. Dan saw what Ben and Fitness Marketing Agency were doing in the industry and reached out for help.

Starting off working on his own marketing, Dan found that he couldn't keep up with all the changes happening and found it difficult to acquire leads. After working with three or four marketing agencies previously, Dan found that FMA specialising

in fitness marketing was invaluable.

Dan's first campaign with Fitness Marketing Agency was 'unbelievable' to him - with a really low ad spend he gained 300 leads from the first sitting. Finding a new found love for his business Dan's gym has gone from strength to strength and he fully embraces every campaign.





WHAT MAKES FITNESS MARKETING AGENCY SO DIFFERENT?

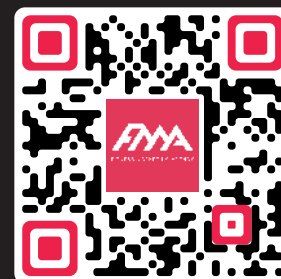
Fitness Marketing Agency's new, simple and unusual marketing methods will bring you more new customers and profit in the next 45 days than MOST fitness business owners get in an entire 12 months.

When you partner with Fitness Marketing Agency you'll discover a new and very different marketing method that generates steady and predictable sales for your fitness business (and the best part is, we'll do the work for you.)

The secret behind this is our unique marketing method, which turns your prospects' desires to get fit/lose weight... into an intense buying demand for your specific workout/nutrition service.

We work with fitness business owners to create a high volume of daily sales... by educating prospects and delivering value... building a solid marketplace reputation, and growing you a large number of customers that love you, buy from you again, and refer their friends.

**SCAN HERE TO BOOK
A DEMO CALL NOW**

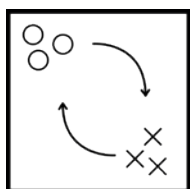


THERE'S NOTHING ELSE LIKE THIS IN THE FITNESS INDUSTRY...

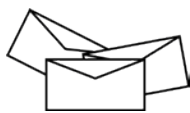
Thanks to our support, training and education our clients are running direct response marketing 365 days a year to generate new enquires daily and make new client sales weekly!



HERE ARE JUST A FEW THINGS THAT FITNESS MARKETING AGENCY CLIENTS ALONGSIDE US ARE IMPLEMENTING TO STAND OUT IN A CROWDED MARKETPLACE AND BUILD THEIR FITNESS BUSINESSES:



Marketing Strategy



Direct/Lump Mail



LinkedIn/Corporate Wellness Marketing



Direct Response 'fitness marketing'



Copywriting



Graphic Design



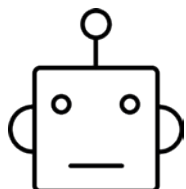
Website



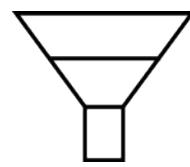
Facebook Ads



Email Marketing



Automated Bots



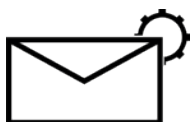
Marketing Funnels



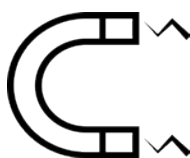
Branding



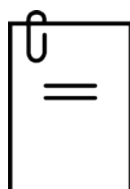
Google PPC



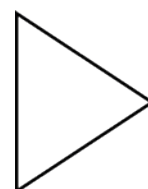
CRM Systems



Lead Magnets



Video Scripting



YouTube Ads



Referral Strategies



SCAN HERE TO BOOK
A DEMO CALL NOW



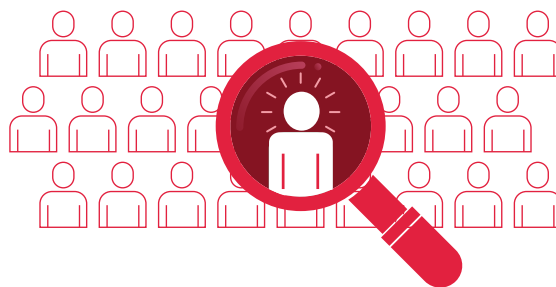
FITNESS MARKETING AGENCY IS NOT FOR EVERYONE

Here's Why...

Bluntly, joining FMA is not open to everyone who works in the fitness industry and runs a business.

Unlike many other agencies, consulting companies, fit biz mentors and so-called Facebook ad experts who will take on anyone with a pulse and a wallet, **we do things a bit differently.**

We cannot help everyone – if you're NOT motivated to grow... or you're narrow-minded and think you don't need to market your services... if you're not willing to take action on what we say, **you're not for us as we CANNOT help you.**



HOWEVER

If you are hard working, smart and ambitious yet are constantly held back due to your current lack of a marketing system or plan. If you see your lack of a marketing system as a weakness that makes you vulnerable in the local market to your competitors and the bigger corporate, low cost gyms, leisure centres and venture capital backed fitness franchises (who have bigger marketing budgets) and are therefore anxious about the stability of your income

– I would URGE you to schedule a call to finally sort all of this out. Head to:

WWW.FITNESSMARKETING.AGENCY

David Hughes

TRANSFORMATION STUDIO



I DIDN'T KNOW IF I COULD PHYSICALLY RUN A BUSINESS ANY LONGER BECAUSE I WAS JUST EARNING LESS AND LESS AND I WAS JUST STRUGGLING...IT WAS JUST A STAGE WHERE I JUST COULDN'T SURVIVE AND I WAS GOING TO COME OUT OF THE INDUSTRY. I WAS BURNT OUT. WITHOUT FMA I DEFINITELY WOULDN'T BE IN THE FITNESS INDUSTRY.



FROM £1,800 A MONTH TO £20,000 A MONTH IN RECURRING REVENUE

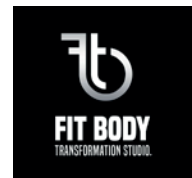
Dave has been in the fitness industry for 25 years, he has battled with his own health and fitness but ultimately found that when he is exercising he is also eating and moving better. After undergoing his own body transformation he launched his outdoor bootcamps.

Dave had gotten to the point where he was working longer hours and earning less money each month. He was completely demotivated and struggled to keep sessions going and earn money from them. At this point, Dave was running two outdoor bootcamps and became completely burnt out.

This is where FMA came in. Dave changed his pricing from £35 a month to £199 a month, he got

all of the leads he needed to massively increase his recurring revenue and managed to move into an incredible facility!

Dave is now reinvesting into his business to grow it even further, feeling confident and happy in his ability to help so many people get results and continue to increase his recurring revenue. Dave believes that anyone who is sceptical about joining FMA just needs to give it a go.



Ashton Turner

EVOLVE



IF ANYONE IS SCEPTICAL ABOUT IT, I'D JUST SAY YOU NEED TO LOOK AT THE RESULTS THEY'RE GETTING, THEY SPEAK FOR THEMSELVES... IF YOU ARE THINKING ABOUT IT, DEFINITELY DO IT, YOU WON'T REGRET IT.



EVOLVE

TRAINING • NUTRITION • COMMUNITY

66 MEMBERSHIPS AT £249

Ashton was in year 5 of his business when he signed up to Fitness Marketing Agency. He had worked with previous agencies but the leads had dried up and they were lacking in terms of support. Ashton wanted a consistent flow of leads and a support network around him which is exactly what he got when he joined FMA. Since joining FMA, Ashton has achieved consistency in everything he does including having the right systems in place. Ashton now has a deeper understanding of all things marketing, and how to make sales confidently, he feels part of an incredible community after attending FMA's events and following FMA's training. The benefits of the sales bootcamps and regular sales coaching has helped Ashton not only with his

own confidence but also with training up a sales team which has been invaluable to his business. FMA has successfully helped Ashton achieve consistent lead flow and facilitated a regular number of sales every month.

Ashton changed his initial programme from 30 days to 6 weeks with FMA's advice and has now massively increased his conversion rates from 6 weeks to full members (recurring payments) as well as increasing front-end revenue. He believes that as a business owner, you sometimes think you know something when in fact you don't and working with FMA helped him see some vital systems and processes from a new perspective which has helped him transform his business.

FIRST ANSWER THESE QUESTIONS

ARE YOU OUR IDEAL CLIENT?

01 You've got something that people actually want

We're about to send red-hot buying clients to you. If you have something they want, you should stand to make a lot of money. But if you're trying to flog something nobody wants (but you think is amazing) then this is probably not going to work out.

02 You "get it"

You get it. You love sales, marketing and business. You know what we do works, but understand that with anything there is a slight risk. Please don't think you're buying a magic pill that's going to make you instantly rich.

03 You don't already think that somehow, you'll fail

This is a difficult one to sum up, but when I speak at events and meet people who don't believe in themselves, guess what... they don't succeed.

04 You're not someone who panics, likes a cry, or can't keep it together

Firstly, I don't do 'tears'. Secondly, I've not created this service to create myself a huge headache in support. Guess what – things will change, you'll hit some challenges, and Google/Facebook might put you through your paces.... but, you have to keep it together and keep calm. If you're the sort to gamble all your money by not following what I say because 'you know best', then please don't sign up. I can't be dealing with 'urgent' support tickets at 2am or Facebook messages at weekends when I'm with my family (as you should be too.)

Ricky Berry

RB5 PERSONAL TRAINING



ONE OF THE MAIN BENEFITS OF BEING AN FMA CLIENT IS THAT THE COMMUNITY IS OUTSTANDING. BEING A BUSINESS OWNER IS VERY LONELY; YOU CAN'T SHARE PERSONAL INFORMATION WITH YOUR COMPETITORS FOR OBVIOUS REASONS. BEING PART OF THIS WIDER FMA COMMUNITY, OUTSIDE OUR AREA, MEANS IF I HAVE PROBLEMS WE CAN SHARE THEM AND WE THEN GET SOLUTIONS STRAIGHT AWAY. WE GIVE SOMETHING AND WE GET SOMETHING BACK AND THAT IS A REALLY POWERFUL THING.



SINCE BEING A MEMBER OF FITNESS MARKETING AGENCY WE'VE GONE FROM 15-130 CLIENTS AND HAVE OPENED UP A SECOND FACILITY

Ricky Berry has a former military background. Being medically discharged in 2011 he started work in a corporate health club - Virgin Active in the UK. He worked there as a Personal Trainer but was frustrated and gym politics were stopping him from helping more people and offering the best service he could. Promoted to Group Exercise Lead Trainer he was able to travel the country and train other group exercise instructors. Being sadly made redundant he decided to set up his own business and sought investment from a wealthy client to open up his own small group personal training studio, RB5.

Before opening his doors he hired Fitness Marketing Agency, knowing that to have an impact

in a competitive area he would need to be at the forefront of his marketing. Ricky has now streamlined his marketing and systemised the business so that he's no longer fully coaching clients, enabling him to have day-to-day running of his business. When he left Virgin Active 15 clients went with him - and he's now at 130. Ricky has gone on to open up a yoga studio in the adjacent building and business is thriving; he is outmarketing competitors, and RB5 is the talk of the city with people getting amazing results with him.



Steve McGrath

STEVE MCGRATH HEALTH & PERFORMANCE



I WAS SCEPTICAL IN THE START HANDING MONEY OVER TO SOMEONE WHO PROMISED A LOT OF THINGS, BUT ALL I CAN SAY IS I PUT THE WORK AND THE TIME IN AND EVERYTHING FMA PROMISED THEY WOULD DELIVER ON, THEY HAVE DELIVERED.



THIS CLIENT SMASHED THEIR TARGET OF 12 NEW LEADS WITH THEIR FIRST CAMPAIGN BY 218!

Starting off working on the gym floor of a large gym in Cork, Ireland, Steve McGrath opened his own premises after two years. Finding himself in a bad position with no trainers and under 50 clients in a 2,500 square foot premises, he reached out to Fitness Marketing Agency to help him turn things around.

With an individual target of 12 new leads a month, he was hoping to convert at least six of them; turning on his first campaign he received 230 leads! Not being able to keep up with the demand he found he had to turn off his ad in a very short space of time until he could catch up and turn it back on again.

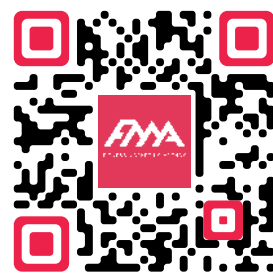
Steve's client base has now doubled and along with that so has his revenue. Now with three Personal Trainers working for him he offers semi-private training and groups of ten people training. Not needing any new clients, Steve didn't run any campaigns for a while, but when he did turn them back on he got 150-200 new leads again and again.



3 REASONS

TO BOOK THIS CALL WITH FITNESS MARKETING AGENCY...

SCAN HERE TO BOOK
A DEMO CALL NOW



01

Clarity/ Confidence

As a fitness business owner the single most important thing you need to protect is your confidence... and that confidence comes from knowing that what you're doing with your marketing will be successful (so you don't waste valuable time, money and market share.) Find out what LEVEL your marketing is currently at with your fitness business (there are three levels), and how to step up to the next one...

02

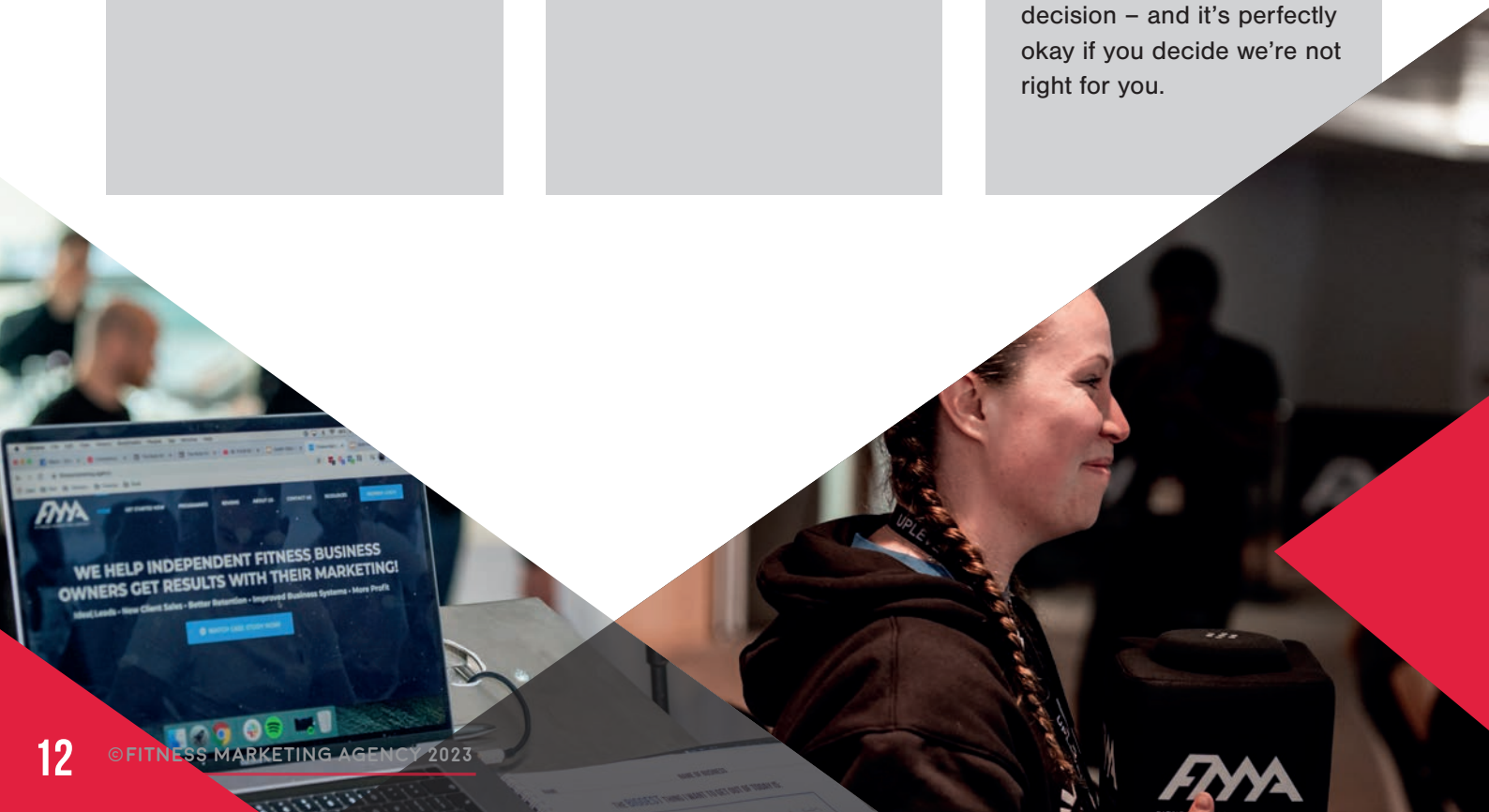
Answers

The call is one-on-one, so you'll get answers to your specific questions about implementing a marketing plan, attracting new clients, what results to expect, what to budget for, and what is REQUIRED for you to even begin to market directly. You'll get every question answered before the call ends on how Fitness Marketing Agency works and the results you can expect to receive.

03

Help

After reviewing your business goals, challenges, resources, budget and situation, we will prescribe which of our programmes can best help you. This will not be a sales trap you are lured into and abused by. At the end of the consultation, we'll simply give you options and details on the most appropriate services and programmes for you, so you can make an informed, intelligent decision on whether or not we should work together. We will ask you to make a decision – and it's perfectly okay if you decide we're not right for you.



Maxine Hayes

POTENTIAL PERSONAL TRAINING



THE COMMUNITY OF OTHER GYM OWNERS TO ME IS QUITE VALUABLE AS IT'S QUITE LONELY RUNNING A GYM, SO IT'S GOOD TO KNOW OTHER PEOPLE IN THE INDUSTRY AS WELL.



Another valuable part of joining Fitness Marketing Agency was the support Maxine received from other people who had been in her position and were able to offer encouragement and advice.



FROM 15 TO 311 CLIENTS WORKING WITH FITNESS MARKETING AGENCY

Single mum Maxine Hayes was in her early twenties, overweight, on benefits and unhappy. She joined a gym, lost weight and found a love for fitness. Deciding to qualify as a Personal Trainer she started training women that were in a similar position to her, starting with an outdoor bootcamp of 15 clients.

Already a friend of Ben's, Maxine was in the ideal position when Ben transitioned into helping fitness businesses with their marketing. Living in a small village in West Sussex, competition was rife with businesses pushing down prices, racing to the bottom. Maxine knew that she needed to stand out from the other businesses to gain market traction. Working with Ben and Fitness Marketing Agency

Maxine was able to build a strong brand and stand out against her competitors.

Starting with Fitness Marketing Agency with just 15 clients in a park, Maxine now has 300+ clients and a 2,000 square foot gym facility and is finding her numbers are still growing. With a team of five behind the scenes Maxine doesn't coach clients any more, she works purely on the business setting new targets, and with the help of Fitness Marketing Agency she is able to conquer them.



Thomas Busby

PHIT



THERE IS A LOT MORE THAN JUST FACEBOOK MARKETING, IT'S BEEN AN ABSOLUTE BLESSING WORKING WITH FMA OVER THE LAST YEAR...FOR ANYONE WHO IS A BIT SCEPTICAL ABOUT COMING ON BOARD WITH FMA, I'D SAY DO IT, IF YOU WANT TO FIND A COMPANY THAT'S GOING TO WORK ALONGSIDE YOU...FMA IS THE RIGHT WAY TO GO.



350 LEADS IN JUST 3 WEEKS

Thomas started his fitness career in Football but after some serious injuries he ended up getting into Personal Training. By the age of 20, he managed to open up his own facility. Thomas's goal was to open another facility so he joined FMA. Within his first month, he increased his revenue by £7000 a month, grew his client base to maximum capacity and managed to open up a second location. Thomas found in his first marketing campaign he was getting an incredible volume of leads. The majority of sales Thomas made from the leads he received, have all stayed on as clients so his retention rate and recurring revenue also massively improved. Month on month, Thomas is increasing his recurring revenue, getting strong leads,

making sales and retaining these clients. Thomas realised it was not just the marketing he needed but the back-end systems which FMA has also massively helped him improve. Thomas has taken full advantage of all of the referral campaigns, email marketing campaigns and so many other resources that FMA provide which has helped him spend more time focussing on running the business and improving the quality of his service. Since implementing everything he has learnt and continues to learn at FMA he is in a really strong position to continue growing his business.



HERE ARE EIGHT BENEFITS

YOU'RE GETTING AS OUR NEWEST MEMBER



**Generate more sales
for your fitness business**



**Predictably convert
more leads (enquiries)
into new sales/clients/
members/customers,
every single week**

You will get specific
marketing direction from
Ben Davis and his team



**Double revenue & profit
in 6-12 months**

(If not before!)



**More earnings, with
much less stress**



**Spend more time
travelling with your family**



**Scale your business
bigger, faster, & with
more ease**



**Work with the savviest
fitness entrepreneurs
on the planet**



**Area Exclusivity – we
will not work with any
of your competitors**



Sean Cole

SC VITAL FITNESS



YOU NEED TO JOIN FITNESS MARKETING AGENCY IF YOU WANT TO PROGRESS YOUR BUSINESS TO THE NEXT LEVEL. IT'S SIMPLE AND VERY EFFECTIVE, AND THE MARKETING HELP IS BRILLIANT!



Vital Fitness
The body achieves what the mind believes

CONVERTED 140 LEADS INTO FULL-TIME MEMBERS

Sean Cole found himself in a position that's familiar with many Fitness Business Owners. He wanted to help a lot of people get fit and have the passion to make it happen. But he didn't have a lot of business knowledge when it came to growing and scaling a fitness business. That's when he decided he needed to improve his skills if he wanted to get to the next level.

Sean then found Fitness Marketing Agency through a referral. He was a little sceptical because he had used other marketing experts and companies with varying results. That's when he decided to take his friend's word and at least schedule a strategy session.

Sean ended up signing up and started going to the Masterminds. He started getting little light-bulb

moments where he started to visualise what he could implement and how he can make what he was already doing better.

Thanks to Fitness Marketing Agency, Sean immediately got 140 leads and turned 64 of their customers to a 60-day trial. Then, 65% of those customers turned into full-time members, which Sean was ecstatic about.

Being a part of Fitness Marketing Agency helped Sean navigate the lockdowns thanks to COVID with confidence. In fact, he was so confident that he hired two more staff to handle the extra clients he knew he was going to get after the last lockdown.

Liam Walsh

LADIES BOOTCAMP



SINCE COMING ON BOARD I'VE FOUND THEM (FMA) AMAZING. THEY'VE FAR EXCEEDED MY EXPECTATIONS.



Ladies
BOOTCAMP
FOR ALL FITNESS LEVELS & AGES!

LADIES' BOOTCAMP OWNER SEES BUSINESS RISE BY 20% IN JUST TWO MONTHS OF WORKING WITH FITNESS MARKETING AGENCY

Whilst studying Sports Science Liam Walsh also worked part-time in a health club. When a new commercial gym opened locally Liam began to work for them as a Fitness Manager; becoming bored with the same routine in his role Liam then applied to start working as a Personal Trainer on the gym floor. Finding more versatility and enjoying working on the gym floor Liam was happy, but felt that having reached a ceiling with his earnings it wasn't enough, and he wanted more. Setting up a Ladies' Bootcamp Liam started with eight clients and used Facebook ads himself to bring new ones in. With his ads underperforming, Liam decided he needed help with his marketing if he was to grow. With his Facebook feed saturated with marketing agencies and 'coaches' claiming to be able to help him one

company stood out from the rest as being the most professional, and he made the call to Fitness Marketing Agency. After setting up his first ad with them Liam had to turn it off within just five days as he found the influx of requests for his services overwhelming. Within the first two months Liam's client base grew by 20% and the stress around bringing in new business had disappeared.

The benefits of being a member of Fitness Marketing Agency are so much more to Liam than just Facebook ads - having attended his first Mastermind last year Liam found it a massively valuable day for his business. He is an active member of the FMA community and finds the private members' group a big bonus, finding that they lean on and support each other in all areas of their businesses.

ABOUT FITNESS MARKETING AGENCY

Guiding businesses in the fitness market that want to have huge impact with very different marketing approaches that generate hyper-responsive buyers



Have you ever asked yourself:

- How can I scale my fitness business, product or service in this industry?
- I'm so burnt out – how can I find a different perspective with my marketing?
- How can I generate more leads and stop relying just on referrals?
- How can I find time to work on the business and not in the business?
- What marketing systems do I need in place to make my life easier?
- How do I position myself and my business to attract more of the right customers?

If so, you're in the right place...

Growing your fitness business, product or service in this industry can be tough but with the right marketing that consistently brings you new customers and sales – it becomes much easier.

If you're frustrated and unclear what to do next with your marketing and know you have the potential to scale, impact and leave a legacy with the product and services you sell, then the Fitness Marketing Agency can help you so you'll never struggle again to get new clients. The Fitness Marketing Agency is led by fitness industry veteran Ben Davis, who is considered the authority on marketing in the fitness industry by most. He's the marketing expert; the expert business leaders go to when they need help with their own marketing.

No matter what your service or product is, if you're in the fitness industry Ben and his team can show you how to market and sell it more effectively.

“OUR WORK HAS BEEN SOLELY RESPONSIBLE FOR GENERATING MILLIONS OF NEW LEADS AND REVENUE FOR OUR CLIENTS.”

Vanessa & Marc
Waithe-Golland
M.A.S.K



IT'S A BEAUTIFUL, BEAUTIFUL FORMULA BECAUSE WE JUST GIVE A LITTLE BIT OF INFORMATION. IT'S PUT TOGETHER IN THE BACKGROUND. WE'RE TOLD WHEN IT'S GOING TO GO LIVE, IF IT NEEDS TO BE TWEAKED AND WE'RE CRACKING ON AND DOING WHAT WE HAVE TO DO. IT'S PERFECT.



DISCOVER HOW CHEK INSTITUTE TRAINED PERSONAL TRAINERS ADDED £17,000 (\$21,937) TO THEIR FITNESS BUSINESS IN RECURRING REVENUE

Vanessa Waithe-Golland and her husband Marc have over 20 years' experience in the fitness industry. As an obese child Marc wanted to help others to use what he had learnt. Coupled with Vanessa who has a background in aesthetic sports, ballet, tap and acrobats they studied with fitness industry legend Paul Chek (the owner of the CHEK Institute) with the aim of using their shared dream to help others reach their goal.

Spending over £25,000 in educating themselves to get to the level they're at, all the certificates they held were not enough for them to reach the pinnacle of success that they deserved. Based in Surrey, UK, in the small town of Guildford they were dubbed 'Guildford's best kept secret' due to their gift and genuine interest in wanting to impact

people's lives. They were frustrated because there were lesser trainers with minimal qualifications who had more clients than them.

Unsatisfied at not being able to reach their ideal clients through the constraints of their lack of marketing and technical skills, they reached out to anyone who said they could help them with marketing even though they knew they didn't care about their business or them.

After finding Fitness Marketing Agency they have been able to position themselves as key players in the industry. They now have a larger set up, three different business modules, an additional £17,000 revenue, and the stress and pressure removed from them so that they can get on with what they enjoy most.

Tom Leith
HOLISIUM



IF YOU ARE SCEPTICAL ABOUT JOINING FMA I WOULD SAY IT'S BUILT FROM A GUY THAT'S BEEN IN THE INDUSTRY; HE'S BEEN A PERSONAL TRAINER, AND HE'S GOT A PROVEN TRACK RECORD AND A TEAM OF PEOPLE MAKING IT SEAMLESS FOR YOU.



WITH 100+ LEADS IN HIS FIRST CAMPAIGN THIS CLIENT HAD TO TURN HIS ADS OFF IN THE FIRST TWO DAYS OF GOING LIVE JUST TO KEEP UP WITH DEMAND!

Based in Glasgow, Scotland Tom Leith started off personal training in a big commercial gym, self-employed walking the gym floor building up his client list. With success in getting clients in Tom found he could employ somebody else to train the clients he couldn't whilst training his own and earn off him too. Whilst helping a client with some rehabilitation he learned of a studio that was becoming available. Taking over the lease Tom started Holisium and stayed in the same premises building up his clientele over two years and taking on two members of staff.

Tom wanted more trainers and to be available during more hours, to do this he needed more clients and knew that he needed more marketing structure so he sought out Fitness Marketing Agency to

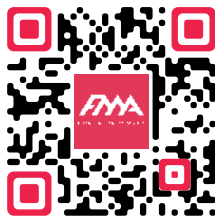
help. Tom wanted someone like himself that had been in the industry but specialised in marketing and could deliver.

With their first campaign live Tom sat back and watched the leads come pouring in. Within 2 days they had to turn the adverts off to keep up with the leads, they'd had over 100 in. Now employing seven trainers Tom has enough work for them all and a busy thriving gym.

Crediting FMA with his success he has found the easiest part of working with them has been the team of people that have made it seamless for him to build the whole thing out and not having so many different systems and operations to follow.

WHO WE HELP

SCAN HERE TO BOOK A DEMO CALL NOW



- > If you sell fitness/memberships for group training, one-to-one personal training or classes from a physical location and you're fed up with the growing competition in the marketplace that seems to just rip off your marketing efforts and business model/idea.
- > If your new client numbers have dropped over recent months and you are struggling to get new clients in the door.
- > If you generate lots of interest (leads) but are struggling to convert these leads into paying clients.
- > If your business growth has increased, you're making more money and have more clients than ever, but you feel you need advanced help and tactics to take on distinguished business even more.
- > If you want your fitness business to create legacy and total domination in your local area and beyond, and you know that you need to get an outside perspective so that you can continue to be the leading authority you are.



ABOUT BEN DAVIS

Ben Davis started in the fitness industry in 2000 as a minimum wage gym instructor. Progressing to personal trainer with a full schedule of clients in a short space of time, he soon realised he had reached a ceiling financially as he couldn't fit any new clients into his schedule.

Wanting more Ben started studying marketing and opened up his own fitness business hitting 253 clients and 6 staff members leaving Ben totally redundant from daily operations including training clients and holding consultations.

Ben started helping and consulting with major brands, athletes, fitness entrepreneurs and gym owners to help them with their marketing and this is when the Fitness Marketing Agency was created to service the industry he loves and to help people like you with marketing.



Rhys Jenkins

BSC FITNESS



BEING ABLE TO FOCUS ON OTHER AREAS OF THE BUSINESS WHILST THE LEADS WERE COMING IN IS SUCH A WEIGHT OFF YOUR SHOULDERS...IF ANYONE IS FEELING A BIT SCEPTICAL ABOUT JOINING FMA, I WOULD SAY TO DO IT, TO TRY IT, BECAUSE YOU DON'T REALISE HOW MANY PEOPLE OUT THERE LOOKING FOR HELP UNTIL YOU CAN TRULY CAPTURE THEM AND SPEAK TO THEM ON THE PHONE.



15 SALES A DAY MADE IN THE FIRST THREE DAYS

Rhys came out of University wanting to help as many people as he could through 1-1 personal training which moved into group training. He realised the importance of having a community and could see how much people thrived in the environment so he opened his first gym.

Rhys was very aware of corporate gyms opening up around him and wanted to give himself the advantage which is why he joined FMA. FMA took a weight off his shoulders. Not only having a consistent flow of leads but being able to utilise the sales training and referral campaigns alongside other services FMA provides allowed Rhys to fully focus on getting his coaching product to the highest standard possible. He

also reached so many new people with FMA's marketing campaigns increasing his reach, his influence and gaining a lot of members who would have otherwise been picked up by the big corporate gyms.

In his first marketing campaign with FMA, Rhys received 116 application leads and on his first three days of switching it on, he was making around 15 sales per day which was a game changer for Rhy's business. FMA's sales training has given Rhys the confidence to jump on a call to any lead that comes through and sell the prospective client, giving him the ability to help so many more people.



Joe O'Shaughnessy

URBAN FITNESS - DUBLIN, IRELAND



IT DOESN'T MATTER HOW GOOD A COACH YOU ARE IF YOU CAN'T GET PEOPLE TO COME AND TRAIN WITH YOU. ANYBODY WHO IS THINKING OF OR SITTING ON THE FENCE ABOUT WORKING WITH FITNESS MARKETING AGENCY I REALLY CANNOT STRESS THIS ENOUGH: IT'S A NO-BRAINER. IT'S BEEN HANDS DOWN THE BEST DECISION I'VE MADE.



PREVIOUSLY I WAS IN A PULL-YOUR-HAIR OUT STAGE WHEN IT CAME TO MARKETING AND TECH. WORKING WITH FMA IT'S ALL DONE FOR YOU; IT'S EASY TO FOLLOW AND WE'RE NOW CLOSE TO CAPACITY

Seven years ago Joe O'Shaughnessy started a beach bootcamp in Killarney, Ireland. With no idea about marketing Joe would round people up and tell them to join him on the beach for a new fitness programme. With no advertising Joe's attendee numbers were inconsistent and some weeks he would have 20 attendees whilst other weeks he would have one. Joe felt it was time to transition from a bootcamp to a physical location and opened up his own gym. Deciding to enrol in more certifications to become a better coach he was pulling his hair out at the marketing side of things which he didn't feel was where his time was best spent.

With two children, a role as a busy dad and business owner,

Joe knew his time was best spent working on where he wanted the business to go and becoming a better coach. Too busy to learn automated systems, funnels and Facebook ads Joe decided to contact Fitness Marketing Agency to enable him to make the best use of his time – focusing on his speciality of teaching fitness, not marketing it.

FMA have helped Joe with structure through his marketing and have enabled him to reach the correct target audience.

Offering corporate packages with corporate contracts Worldwide and the right clients now in his gym Urban Fitness is almost full to capacity and Joe is able to make plans for future growth.



Daniel Lucas

TMAC



IF YOU'VE BEEN THINKING ABOUT JOINING FITNESS MARKETING AGENCY, DON'T HESITATE. I SHOULD HAVE JUMPED ON THIS 2 YEARS AGO, BUT I DIDN'T AND IT'S COST ME A LOT OF MONEY!



MARTIAL ARTS GYM HAS GONE TO 150 MEMBERS AND THEY HAVE A PLAN TO GET TO THE NEXT LEVEL!

Daniel Lucas owns a martial arts gym that suffered a 65% decline in membership when the COVID lockdowns hit. Before then he used pay-per-click advertising via Google and the occasional referrals to get members.

This changed thanks to Fitness Marketing Agency. Daniel was able to build his membership back up to 150 members after the last lockdown. What's astonishing is that this happened over the span of just 6 weeks thanks to the strategies he discovered as part of the programme.

The results came fast for Daniel. He got 20-30 leads right off the bat thanks to one of the campaigns he turned on once he got started with Fitness Marketing

Agency. So, it wasn't a deal where he had to wait for months to get results. They came immediately.

At first, Daniel was a little intimidated because as he admits he's not very tech-savvy. He didn't want to mess around with technical stuff and just wanted to do what he does best: run his gym and train his clients. Thankfully, Fitness Marketing Agency members helped him out a lot, so he didn't feel lost.

Thanks to Fitness Marketing Agency, Daniel now feels a great sense of confidence and a solid sense of direction for his gym. He now has a plan going forward for the future, vs. constantly worrying about getting to the next month like he used to.

Jak Wooley

JW PERSONAL TRAINING



FITNESS MARKETING AGENCY WILL TEACH YOU THE MARKETING AND SALES STRATEGIES YOU NEED TO BE SUCCESSFUL. BUT, MOST IMPORTANTLY, THEY'LL HELP YOU GROW AS A PERSON TOO!



FROM PERSONAL TRAINER ON GYM FLOOR TO OPENING A GYM WITH 65+ HIGH-PAYING CLIENTS

Jak started his fitness business from a home studio. However, after meeting with Ben and joining Fitness Marketing Agency, he told him that he'll be outgrowing his home studio in 2 months thanks to the strategies he'll be discovering as a member.

That's what exactly happened. Jak moved to a new facility outside of his home and the leads were coming in like crazy. Thanks to Fitness Marketing Agency, he ran a campaign targeting females and the leads were coming in like crazy. In fact, Jak got so many leads that weekend that he had to take down the ad!

In all, Jak ended up with 65 new clients. But now there was a new problem: Jak was working 14

hour days to fulfill the new clients he attracted thanks to Fitness Marketing Agency. He started to see his family less and didn't have much of a life outside of training clients.

That's when he got help from Fitness Marketing Agency to add staff so he can pass training sessions off to them. This has given Jak more free time to work on the business vs. feeling like he was constantly working long hours.

Now Jak is able to enjoy the perks of having a thriving gym while having more free time for friends, family and the ability to look after himself a little more than he did before he added staff.

RESPECTED & TRUSTED

BY MANY LEADING AUTHORITIES IN THE FITNESS INDUSTRY, **THE SAME EXPERTS YOU TRUST!**



“ Ben has been fundamental in helping us refine and execute our strategy in winning the large number of Personal Trainers that exist here in the UK. As part of his strategy working with us, he devised a way for our company to generate leads on a regular basis, and these leads obviously convert to real, good opportunities. ”

AVI LASAROW, DnAFIT



“ Since working with Ben, we’ve completely revolutionised our marketing strategy. We’ve honed in on the few things that are going to be really successful, committed time to those towards perfecting them, and we’ve seen a 25-50% growth in our leads. ”

TIM GREEN, TEAMUP



“ For me to grow and to build a successful business, I needed to outsource a lot of my work. Ben was the ideal person for me to go to for digital marketing, as he knows the fitness industry so well. Ben has set systems up into the business so we’re getting leads coming through via Facebook ads and through squeeze pages; those leads are then turned into clients. Anybody who’s thinking about growing their business needs Ben. ”

RICH MORRIS, BOOTCAMP FITNESS



“ I’ve known Ben for a long time and he has really helped me with the content that I have especially in this era that we live in now, where there’s so much that we could be doing online. What a lot of people need – whether they’re a supplement company, a health and fitness professional, or an educational company – they all need help with online internet marketing, lead generation and marketing strategy. This is what Ben specialises in. ”

PETE COHEN, MOTIVATIONAL SPEAKER

RESPECTED & TRUSTED

BY MANY LEADING AUTHORITIES IN THE FITNESS INDUSTRY, **THE SAME EXPERTS YOU TRUST!**



“ Ben has really helped us out with his know-how of how to sell tickets and how to market ourselves online; Facebook especially was a really big help for us. ”

LEANDER VERBRAEKEN, **GET TOGETHER FITNESS CONFERENCE**



“ Ben provides targeting marketing; it's laser-targeted, it's very much more effective, and I get a lot more bang for my buck. I can highly recommend Ben Davis's services; they've made a big difference to our business and I'm sure they will do to yours. ”

ANDY WAKE, **BOXERCISE**



“ Since working with Ben, we really now have a coherent Facebook strategy, especially for marketing our Krav Maga classes around the UK. You've got to say to yourself, "Are you a Facebook specialist?" "Are you an online marketing specialist?" If not, you need to hire one and I highly recommend Ben. ”

JONATHAN BULLOCK, **KRAV MAGA ELITE**



“ I can highly endorse Ben Davis for his marketing skill set, ideas and contribution to my company. Ben/FMA are great to work with and I would recommend him to anyone that is looking to grow their Fitness Business. ”

MICHAEL MORELLI JR, **MORELLI FIT**



“ The first port of call that I go to if I have any questions about marketing or need more information? I always want to get Ben's opinion and advice on something before I launch it to the general public. I can't recommend his work highly enough. He's a fantastic individual, good fun to work with and delivers on time with some great results as well. ”

JAMES BREESE, **STRENGTH MATTERS**





AREA EXCLUSIVITY (UPLEVEL ONLY) WE'VE GOT YOUR BACK!

Because of the nature of our work and the results we get our clients we have a strict rule in place for our UpLevel members, which is area exclusivity.

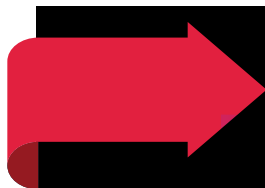
This means we only work with one Fitness Business Owner in a certain radius to avoid a conflict of interest. Without being 'hypey', our marketing strategies, tactics and implementation work (more cash, profits and clients for you) so I'm sure you wouldn't want your closest competitor rolling out the same marketing campaigns and growing their business too?

Most fitness business coaches, mentors, gurus and coaching companies WILL take on your competitors, which just leads to confusion in the marketplace by the consumer (as you're both rolling out the same marketing message) and disappointment by you as you picked that said company or person to help you and now they're also helping the guy/girl across the street just so they can line their own pockets.

WE ONLY WORK WITH **ONE FITNESS BUSINESS OWNER IN A CERTAIN RADIUS** TO AVOID A CONFLICT OF INTEREST.



AREA EXCLUSIVITY



So with that being said, when you join UpLevel you can sleep easy at night knowing that we've got your back, you're our number one interest and together we will dominate the local area for you with your custom marketing to attract your ideal clients.

Russell Grant

BUSY MAN & WOMAN'S
FITNESS CLUB



FITNESS MARKETING AGENCY HAS HELPED ME PROJECT MY INCOME. I NO LONGER FEAR HOLIDAYS OR TAKING TIME OFF BECAUSE I KNOW WHEN I'M GOING TO GET PAID!



BUSY MAN & WOMAN'S
FITNESS CLUB

HE WAS AT 15 ONLINE COACHING CLIENTS BEFORE FMA.
HE'S NOW AT 90

Russell started his Online Fitness Business in response to the pandemic. He wanted to help busy men get fit from home and live healthier lives. He got frustrated by other marketers and experts who recommended that he do organic outreach and direct message people on social media. It was very time-consuming for him, and he knew there had to be a better way.

Joining Fitness Marketing Agency was a leap of faith for him. He was impressed by the case studies and testimonials that motivated him to give it a try. The good news is that leap of faith paid off. He now attracts leads every day and now has more leads than he can handle. He was able to boost

his client load from 15 members to over 90 members, and 40 of them are paying him automatically every month. What's great about joining Fitness Marketing Agency is everything is done for him. He doesn't have to touch any of his marketing campaigns and can focus on doing what he does best: teaching busy men how to live a healthier lifestyle.

The future is bright for Russell because he knows how to get more leads to his fitness business in a manner that's not time-consuming for him. He can easily turn on the spigot of leads any time he wants, which gives him more control in his fitness business.

Gavin Denning

GWD PERFORMANCE



I'VE WORKED WITH OTHER BUSINESS COACHES AND CONSIDERING WHAT WE USED TO DO COMPARED TO WHAT I DO NOW, THESE GUYS ARE ON A DIFFERENT LEVEL.



GWD
PERFORMANCE

FITNESS BUSINESS OWNER ELIMINATED HIS STRUGGLE TO CONSISTENTLY GENERATE LEADS/SALES AND HAS NOW GROWN HIS CLIENT BASE BY 25%!

Gavin started off as a Personal Trainer in a local gym. Knowing that to grow he needed to make the move from working in a gym to running one, he opened his own independent gym in Bedford. Wanting to spend more time working on his business than on the gym floor, Gavin hired coaches and got in touch with Fitness Marketing Agency.

Now currently at 70-80 group training members and 40 personal training members Gavin has founds his leads are going crazy, and gaining new clients is no longer a problem. Since working with FMA his numbers have risen by 25% and he is looking to take on one or two more coaches.

Gavin now spends a lot more time on his business and less on the

gym floor. Whilst he loves training clients still, he now also loves working on his business in order to keep his coaches and future coaches busy. Gavin would like to grow his brand and has the confidence that through working with FMA he can do that.

Since joining Fitness Marketing Agency Gavin has felt a sense of community with the other members who are also like-minded fitness business owners. After meeting up Gavin reflects that, "We meet up quarterly and its really good to meet up with these guys who are in the same situation as you. You normally come away super pumped to go and work on your business.

AT THE CENTRE OF EVERY SUCCESSFUL FITNESS BUSINESS YOU WILL FIND THAT BEHIND IT STANDS **THREE KEY ELEMENTS**

At Fitness Marketing Agency our goal for you and every fitness business owner we work with is to drive marketing to get ideal clients on demand, so you get paid what you're worth and you build a remarkable business that everyone thinks of once it comes to getting fit, improving health and more.

01

**HOW TO
MARKET**
(Get attention)

02

HOW TO SELL
(Get paid)

03

**HOW TO BUILD
A BRAND**
(Get more awareness
and exposure)

WHAT KIND OF MINDSET DO YOU HAVE?

FIXED MINDSET



- » I'm either good at it, or I'm not
- » When I'm frustrated, I give up
- » I don't like to be challenged
- » When I fail, I stop and give up
- » If others succeed, I feel threatened
- » I'm fearful to try something new or take on outside perspective
- » It can't possibly work for me because my business is different
- » I'd rather create stories about why I'm no good at something than create momentum/ action towards my goals

GROWTH MINDSET



- » I can learn anything I want to
- » When I'm frustrated, I persevere
- » I want to challenge myself and grow
- » When I fail, I learn
- » I give 100% effort in everything
- » If others succeed I'm inspired and want to find out how they did it
- » I know success leaves clues so naturally follow the path that others have gone through
- » I love learning and recognise it's impossible to know everything

Continues on Page 26 >>>

GROWTH VS MINDSET

Having been in the industry for a while, the chances are that you've got that little egotistical voice right at the back of your head shrilling...

"I don't think Fitness Marketing Agency will work for me."

Or,

"I don't think I can afford Fitness Marketing Agency!"

Now you're not thinking this because you're a bad person.

We're all built this way.

To think the worst can happen, rather than think of the possibilities.

Due to our school system, our partners, and our loved ones who don't want to see us fail, we are programmed to be cautious at every step we take, especially in business.

To run a successful business you need to have a growth mindset, not fixed.

Agree?

But time and time again, I see it.

So here's the thing...

If you're not willing to change...

No worries.

Because I only want to work with people who are done making these excuses:

"I don't have enough time."

You must change your priorities to make time to achieve your dreams. Plus we will save you time as we do most of the heavy lifting.

"I have kids."

Having a fitness business and putting in a marketing system that predictably brings you clients will allow you to spend more time with your kids and be an inspiration to your whole family.

"I can't increase my fees!"

The more you charge, the more value you create. If you can just learn how to create more value, your clients will

gladly pay 5-10x what most people think is possible.

"I just don't know how to get there."

You need guidance from a group that has achieved the 'exact' same things you're looking to achieve.

"I don't have enough money."

If you did, you wouldn't need to change. Because you DON'T have money, you need to change... Make sense?

"I'm too young."

Youth is a strength; you know new technology, you know the new economy and you're more comfortable learning new things to better serve your clients. Clients value youth because they know it brings fresh eyes.

"I'm too old."

Your wisdom, experience, and connections are your strength. For you, it's even easier than it would be for anyone else! Connections are your strength. For you, it's even easier than it would be for anyone else!

"I don't want to spend time away working and miss my family."

What if your fitness business ALLOWED you to spend even MORE time with your family? (Hint: it will.)

"I'll get XYZ qualifications first, then I'll join!"

The raw truth is that your ideal clients don't really care about what qualifications you have! They only care about themselves. I'm pretty sure you're already skilful enough as a coach/Personal Trainer?

"I'm not a sales person; I just want to do personal training."

If you just wanted to do personal training, you'd get a job. You're an entrepreneur and if you need to be the best marketer, you can. If you need to be the best manager, you can. If you need to be the best fitness business owner, you can. If you need to be the best sales person, you can. Being an entrepreneur is being a shape shifter. You'll become WHATEVER you need in order to become successful.

I could play this game ALL DAY LONG.

But it's not just a game.

I've done this to myself.

I've reprogrammed my mind and the minds of hundreds of my clients – all fitness business owners like you.

If you want to grow your fitness business then I would urge you to re-consider what we have to offer and sign up to the programme so we can help you with all things marketing and much more...

"THE MIND IS JUST LIKE A MUSCLE - THE MORE YOU EXERCISE IT, THE STRONGER IT GETS AND THE MORE IT CAN EXPAND."

IDOWU KOYENIKAN

HERE ARE JUST A FEW MORE ADDED BENEFITS UPLEVEL MEMBERS RECEIVE



»» Campaign Of The Month

This is where we reveal an actual marketing piece or campaign that's been tested and will be profitable for your fitness business for you to use. To continue to stand out in a crowded marketplace, you need your marketing to be innovative so your competitors can't copy or keep up, so you get market traction quickest and get the clients you need.



»» Live Coaching Calls

On a weekly basis members jump on a strategy call with Ben and his team as they help you get unstuck with all things marketing and coach you to success so you create the fitness business you want. This is where you get the greatest value out of our combined knowledge and experience as we help with copywriting, lead generation, sales funnels, automation, bots, offline marketing and much more...

»» Access To 3x Live 'Member Only' Masterminds Per Year:

Three times a year we get together as a group collectively. These workshops are not 'death by Power Point' type events, and we don't have speaker after speaker 'trying' to pitch from the stage. It's none of that!

We connect to go over high-level strategies and planning, but you'll not leave with a massive to do list as we also implement on the day too, so you get faster traction and results.

Plus... networking with fellow successful fitness business owners who are all striving for the same success is invaluable, as you pick up extra tips and ideas from the conversations you have in the room.

Have you ever heard the expression, "**Knowledge is Power?**"

I disagree. Knowledge is handy...but knowledge alone is not power.

As the old adage goes, true power comes not from what you know...

but from who you know. (Or more importantly...who knows YOU!)

The biggest breakthroughs come when knowledge is combined with connections, and that's exactly what our member only meet-ups are all about: **Knowledge + Experience + Connections.**

»» The Exclusive Members Only Community

This is where you'll get to chat/network with other successful fitness business owners so you won't feel you're taking this journey alone. If at any time you need to tap into the power, support and wisdom – just post in the group and you'll have replies from the community around the world.



»» Facebook Ad Campaigns and Marketing Funnel Creation with Advanced Training

The cheapest and easiest way to generate leads is with a high converting Facebook advertisement campaign and marketing funnel. At the Fitness Marketing Agency we work with you to create a custom campaign, which will get you lots of enquiries and new client sales very quickly.



We then provide you with further training on the inner workings of Facebook so you fully understand the power of this great advertising platform. Watch us and follow as you see how the master Facebook marketers operate, engineer and scale winning campaigns.

»» Direction

Getting on the fast track to success with your fitness business is about executing the right plan that is mapped out for you by a team of highly skilled marketers.

On that plan it will include all of the right strategies for you, executed in the right order, in the right way, and at the right pace so you get the best results possible.



WE'RE ONLY ACCEPTING 5 NEW MEMBERS FOR THIS MONTH FOR OUR PRIVATE COMMUNITY... WILL YOU BE ONE OF THEM?



NOTE:

We don't want 'loads' of clients! This isn't some massive, 1000+ community where you're just a number in a big eco system. As cheesy as it might seem it's like family.

WELCOME TO DUBLIN MASTERMIND 2023



Josh Rylatt

TRANSFORMATION FIT



SINCE WORKING WITH FMA, NOT ONLY ARE WE GETTING MORE LEADS AND CLIENTS FROM OUR PAID ADVERTISING, WE ARE ALSO GETTING MORE FROM ORGANIC FEEDS TOO.



TRANSFORMATIONFIT

WE HAVE A CONSISTENT, STRATEGIC MARKETING PLAN IN PLACE; WE'VE GONE FROM 60 TO 84 HIGH END CLIENTS

Kicked out of school and in trouble with the police, as a young boy Josh Rylatt was put in a probation volunteer scheme in a local gym. Finding fitness had an increased impact on his mindset and body, Josh realised he could use this to help other people. Becoming a trainer Josh progressed his skill set and knowledge and started doing mentorships, coaching classes and various courses. Knowing that if he wanted to sustain a career in an industry that he loved he needed to open up his own training facility – he successfully did this in 2015.

To grow the business Josh knew he needed to get expert help with his marketing. Being located in Leicester City Centre he had

a number of competitors, and although head and shoulders above them all he needed a marketing plan to help get prospective clients through the door. Reaching out to Fitness Marketing Agency in 2017, Josh has since then elevated his client numbers; firstly down to service and the results he gets them and secondly through the strategic marketing plan he has in place to bring the desired results he needs and the clients in. Josh is consistently innovating his marketing to stay at the forefront of his market locally when it comes to offering fitness solutions. Over the last six months Josh has been more strategic and systematic with his marketing and has elevated his client numbers from 60 to 84.

Mike Hogan

OZONE HEALTH & FITNESS



THE BEST THING ABOUT WORKING WITH FMA IS THE COMMUNITY – WE'VE ALL BEEN SCEPTICAL AND NERVOUS IN THE PAST, WE'VE ALL TRIED DIFFERENT THINGS AND BEEN BURNED. BUT THE RETURN ON INVESTMENT WITH FMA IS A NO-BRAINER!



530 MEMBER GYM INVESTS €500 IN MARKETING SPEND AND MAKES A RETURN OF €5-6000!

Interested in fitness from a young age, Mike Hogan wanted to help people get fit from the start. Working in the industry for over 10 years Mike started out as a Personal Trainer and initially started Ozone Health & Fitness as a big box gym with low cost membership. Mike realised he needed to add more members or a different level of pricing to maximise revenue and profit in the gym.

Having worked in the industry with Ben previously, Mike (and his business partner Ken) sought out the help of Fitness Marketing Agency knowing they wanted something different and real to help maximise revenue and profit in the gym. Previously trying to do it all alone and realising they

could not keep up with the latest trends and stand out from their competitors whilst running a training facility, it was a relief to have the help they needed.

Three years on they are still Fitness Marketing Agency clients boasting a friendly gym with around 130 personal training clients and 400 gym members. Able to stand out from their competitors they are confident that no one locally is in the same league as them marketing-wise, and they credit it all to FMA.



“

THE FITNESS BUSINESS OWNERS THAT ARE WINNING (MORE CLIENTS, PROFIT AND TIME OFF) ARE THE ONES THAT UNDERSTAND THE FUNDAMENTALS OF HOW TO ATTRACT THEIR IDEAL CLIENTS AND THEN PROVIDE A FIVE STAR SERVICE TO THEM!

”

TENHAM
THURSDAY 31ST MAR



Barrie Mark

BARRIE MARK PT



IF YOU'RE ON THE FENCE ABOUT JOINING FITNESS MARKETING AGENCY, THEN JUST GET OFF THE FENCE AND JUST DO IT. IT'S THE BEST DECISION I'VE MADE FOR MY BUSINESS OVER THE PAST 18 MONTHS!



HE PUT IT OFF 18 MONTHS BEFORE HE JOINED, AND NOW WISHES HE WOULD HAVE JOINED SOONER!

Barrie Mark runs a gym with 200+ members. He wanted a way to get a consistent flow of leads so he can continue to grow his gym and get to the next level. The problem is he hired 2-3 other marketing agencies and got mixed results, so he was pretty skeptical.

However, when he decided to get off the fence and join Fitness Marketing Agency, he kicked himself that he didn't 18 months sooner. Why? Because he was able to achieve consistency in lead flow month after month without worrying about ups and downs in income.

The best part is Barrie now has a proven advertisement he can simply turn on to summon a surge of leads. He knows when he turns

the campaign on, he's going to be flooded with leads. This has given Barrie confidence that he can reach his goals and help more people.

Overall, Barrie is enjoying more income and a consistent flow of new members joining his gym. In fact, he's been able to create so much demand that he's been able to raise prices for his memberships. He also loves being able to chat with other fitness business owners within Fitness Marketing Agency so he can discover their secrets.



Piotr and Karolina Fajeci

SEGA



WE DID NOT BELIEVE IN BEN DAVIS AND DECIDED NOT TO SIGN UP BUT USED HIS IDEA ANYWAY! (CHEEKY) WE TOOK £9758 NON REFUNDABLE UPFRONT PAYMENTS! THAT WAS +195% VS LAST YEAR SALES! FAST FORWARD 4 WEEKS AND WE ARE HAPPY MEMBERS OF FMA TRYING TO COPE WITH LEADS AND ALREADY PLANNING TO OPEN NEW FITNESS CLASSES WITH BENS HELP.



"I DIDN'T TRUST BEN DAVIS BUT HIS IDEA MADE ME £9K+"

Piotr and Karolina originally came from Poland; in 2004 they moved to the UK with just two suitcases, £300, nowhere to sleep, unemployed and unable to speak English. Fast forward to today and they now have a successful Krav Maga training centre – the first of its kind in the UK.

After seeing Fitness Marketing Agency adverts, Piotr had a call with Ben. Sceptical after his call Piotr decided to implement one of Ben's ideas anyway and made over £9,000 in new client revenue in the first month! Piotr quickly realised that to have that kind of knowledge and advice on a monthly basis would impact his business massively.

Since then he's gone on to continue to scale the business, month after month increasing revenue by 45% and he will tell you that joining Fitness Marketing Agency was the best thing he's ever done to impact his business.





APPLY TO PARTNER WITH **FITNESS** **MARKETING AGENCY TODAY!**

- > **Look at your current situation** with your fitness business, products, programs, services, revenue and team
- > **Find out about your growth plans** and what success looks like for you in the future
- > **Get clear about the REAL problems** holding you and your fitness business back from success
- > **Come away with new insights** to increase velocity towards your goals and a path to success through a Fitness Marketing Agency Programme

Stop Wasting Your Valuable Time And Energy Trying To Figure Everything Out On Your Own

Get the answers you need to move forward quickly by speaking with an experienced Fitness Marketing Agency advisor that will help fast-track your journey in growing your fitness business and creating the life you want.

THIS DISCOVERY CALL IS PERFECT FOR YOU IF:

- > You have an existing fitness business that's already making money (3K+ in revenue plus a month)
- > You have a proven product/service and are hungry to grow and scale
- > You are hungry to discover new strategies that could help you achieve your goals faster
- > You are a generally positive person and see every challenge as an opportunity
- > You are easily coachable and recognise you don't have all the answers

We have a limited number of appointments available and request that **only applicants who are hungry and ready to dominate apply.**



**Apply for Fitness Marketing Agency
by scheduling a Discovery Call at
WWW.FITNESSMARKETING.AGENCY**

Kev Foley

BFIT PT



IF YOU'RE SCEPTICAL ABOUT USING FMA JUST LOOK AT THE TESTIMONIALS - EVERY ONE OF THEM COMES FROM GUYS WHO WOULDN'T BE WHERE THEY ARE NOW WITHOUT THE SUPPORT OF A COMPANY LIKE FMA. FOR YOUR BUSINESS TO GROW YOU NEED A STRONG COMPANY BEHIND YOU, AND THAT'S EXACTLY WHAT I HAVE NOW.



FROM AN ADVERTISING SPEND OF £1,100 A MONTH, SINCE JOINING FMA THIS CARDIFF GYM OWNER NOW SPENDS £350 A MONTH AND BRINGS IN 10X THE AMOUNT OF LEADS

Working split shifts in a gym when starting out in the fitness industry, Kev Foley continued the pattern of working in the morning, sleeping in the afternoon and going back to work in the evening for 8-10 years. Deciding to build on a business that didn't need him at the forefront of daily operations as much, Kev took a back seat and built a business with a team that only needed managing so that he wasn't working on the gym floor and training clients. Moving into new premises in 2014 with 40 clients, Kev took charge of the marketing of the business himself spending £1,100 a month on advertising. Having had a lot of experience in using lots of different marketing companies Kev was tired of giving money to

people not knowing if he would get a return.

Watching the testimonials for Fitness Marketing Agency Kev knew that they would be the best fit for him. Since working with them Kev's advertising budget is now at £350 a month and brings in ten times the amount of leads! By using the right strategies and tactics taught to him by Fitness Marketing Agency, Kev now spends £1.50-£2 a lead in comparison to the £15-20 he was spending before, and is receiving 120-130 leads every time a campaign goes live.



Karl Doyle

KDF



I WANT TO BE SITTING IN A GYM WORKING WITH MY CLIENTS EACH MONTH, NOT SPENDING TIME SITTING BEHIND A COMPUTER. IF YOU WANT TO IMPROVE AND BRING NEW CLIENTS IN AND YOU DON'T HAVE TIME THEN YOU NEED THE HELP OF SOMEONE WHO REALLY KNOWS HOW TO MARKET A BUSINESS. I WOULD RECOMMEND FMA, THEY WILL HELP YOU TAKE THE NEXT STEP AND PUSH YOUR BUSINESS FORWARD.



WE'VE GONE FROM 16 TO 110 ACTIVE MEMBERS! IT'S A HUGE HELP HAVING OUR AD AND FUNNELS ALL DONE FOR US, SO I CAN FOCUS ON WHAT I LIKE TO DO BEST!

Karl Doyle started his fitness career working in a gym. When the gym closed Karl started KDF Fitness. For the first six months he concentrated on building his gym and getting the right equipment for it. Working 6am-9pm and teaching 43 classes a week Karl found himself also juggling figures, ordering supplements and trying to market his business. With no time for himself, this had a huge impact on his home life and relationships.

Karl's gym is in a really competitive area (8 gyms within a 3 minute walk of his) so he knew he needed to break away from the rest of the gyms with a completely different message. Prior to joining Fitness Marketing Agency his marketing activity was resulting in

slow results with his main attention focusing on referrals, blog posts and e-newsletters.

After contacting people in the industry for help Karl had the same name mentioned to him a few times: Fitness Marketing Agency. He decided to make contact and hasn't looked back since. Now understanding how to market and who to market to has taken a weeks' worth of work off of Karl's back every month!

Since joining Fitness Marketing Agency Karl has seen his members rise from 16 to 120!



THIS COMPLIMENTARY DISCOVERY CALL WILL ALLOW YOU TO...

» Clarify Your Vision

What does success look like to you? Your Fitness Marketing Agency Advisor will help you get clarity on the vision for your business. This will help you govern any strategic decisions you'll make in the future and lays the groundwork for helping you evolve from business operator to business owner with less dependence on you.

» Create Success Criteria

You've created a compelling vision, now how are you going to make that vision a reality? Our Fitness Marketing Agency Advisor will help you identify the systems and processes you need to reach your wildest business goals. That way, you can sleep better at night knowing you have a clear action plan for opening the floodgates of prosperity for your business.

» Identify Common Roadblocks

No entrepreneurial or business journey is devoid of potential roadblocks that could sabotage your goals but your Fitness Marketing Agency Advisor will help you identify current and future roadblocks that will hold you back from creating your dream business. That way, you can anticipate these obstacles and formulate strategies and plans to leapfrog them so you can achieve the life you want.

» Get Clarity and Confidence

You'll leave your Discovery Call excited to take your business to the next level and confident you'll reach your goals. That's because you'll have a solid plan of attack for solving a challenge that's holding you back, or discover a new breakthrough that'll help you get to the next level through a Fitness Marketing Agency Programme!

SCAN HERE TO BOOK
A DEMO CALL NOW



OR

Apply for Fitness Marketing Agency
by scheduling a Discovery Call at
WWW.FITNESSMARKETING.AGENCY

HERE'S HOW IT WORKS

- > You'll **complete a short questionnaire** so we can get to know you and give you the most value during the call
- > You'll **schedule a time that works for you** and your busy schedule. Make sure you choose a time where there are no interruptions so you can focus on your business
- > We'll send you information that'll help you **prepare for the call** and get the most breakthroughs
- > You'll **attend the call** with a Fitness Marketing Agency Advisor which will last 45 minutes. They'll take you through a 12-point analysis of your business and help you get clarity, a clear path for success in your business!

We have a limited number of appointments available and request that **only applicants who are hungry and ready to dominate apply.**



Reece Reynolds

CROSSFIT FAUNA



WE WENT FROM £4,000 A MONTH TO £8,000 A MONTH AND THAT CONTINUES TO GROW NOW...MY FAVOURITE THING ABOUT FITNESS MARKETING AGENCY IS THE VOLUME OF INFORMATION THERE IS...SO MUCH KNOWLEDGE TO GAIN AND SO MUCH DONE FOR YOU.



REVENUE HAS DOUBLED SINCE WORKING WITH FMA

Reece started training at a local Crossfit gym, then started to coach Crossfit. He continued to progress and manage a Crossfit gym in Canada before coming back to the UK to open up his own gym.

In Reece's second year of business, he realised he really needed to do something different in order for the business to survive. After trying to do his own marketing and not seeing much return Reece joined FMA and it has been totally different. FMA provided him with the solutions, tools and resources in order to save his gym.

Since joining FMA Reece now has a consistent flow of leads and has managed to double

his revenue. Reece received a high amount of application leads which gave him the confidence to pick up the phone and make sales using FMA's one-call-close due to having a starting point of information from the prospective client. Reece has also been utilising all of the training and resources available whilst continuing to grow his business and increase revenue month on month.

Reece has changed his business since joining Fitness Marketing Agency. He has all of the leads he needs, he has worked on his sales process and implemented a lot of the training and resources that FMA provide allowing him to focus on running the business and retaining his clients successfully.

Sol Gilbert

UNDERGROUND GYM



WHAT FMA DOES WORKS, IT'S SIMPLE, IT'S EFFECTIVE. ANYONE ON THE FENCE ABOUT JOINING FMA, JUST PULL THE TRIGGER AND GO FOR IT. YOU SEE THAT SOME PEOPLE HAVE BEEN WITH FMA FOR SUCH A LONG PERIOD OF TIME AND THEY ARE STILL GETTING MASSIVE SUCCESS, IT'S THE BEST THING I HAVE EVER DONE.

THE BEST THING HE HAS EVER DONE WAS SIGN UP TO FMA

Sol Gilbert is the owner of Underground Gym, he has 3 locations in the South of England; Brighton, Newhaven, Tunbridge Wells and about to open his fourth location. He has successfully been in the fitness industry for 20+ years.

Sol joined Fitness Marketing Agency just after the first lockdown in 2020 because he knew that he needed a different and innovative approach to continuing his success with his fitness empire. Sol initially found out about FMA via Facebook, watched a free training provided by FMA and absolutely wanted to know more.

Sol is a former professional cage fighter and isn't shy of putting in the hard work to get the

success needed, plus he was very coachable in following FMA's lead to get the results he wanted. Fitness Marketing Agency quickly helped him turn on new marketing campaigns to target a completely different demographic that didn't even know he or Underground Gym existed.

Sol loves the support he receives from FMA as well as the done-for-you marketing. After being in the industry for such a long time, he knows when something is worth having and being part of Fitness Marketing Agency is one of those things.



Callum Eckersley
UNIVERSAL FITNESS



SINCE WORKING WITH FMA, I HAVE ACHIEVED ALOT... INCLUDING A RECORD AMOUNT OF SALES.



FITNESS MARKETING AGENCY CLIENT GAINS 100 NEW CLIENTS

Callum Eckersley owns and runs Universal Fitness, a group personal training facility based in Fenton, Stoke on Trent. Universal is known for helping clients who struggle with their health & fitness, to feel motivated, fit, and body confident.

Callum has been working in the fitness industry for over 8 years and developed the Universal Fitness Programme based on his experience in helping everyday people get the best results with group training. Callum started working with Fitness Marketing Agency as he just wasn't generating enough leads, affecting all aspects of the business. He needed a kickstart in order to gain more members and grow Universal!

Fitness Marketing Agency helped Callum, not only with his marketing strategies to get more members but also with his pricing strategy and back-end systems, to make for a better member experience and offering.

Since working with FMA, Callum has achieved a lot; in his first campaign, he received a record amount of sales - securing over 100 new clients in just 12 weeks. Callum has also 3x'd his prices and changed his business model and systems in order to help achieve growth in his business without him burning out. Callum has set his goals for the future months/ year ahead and with the help of Fitness Marketing Agency, he will most certainly achieve them.

Terry Holt
THE PRIDE GYM



SINCE STARTING WITH FMA, WE HAVE INCREASED OUR REVENUE BY £100K PER ANNUM! THE SERVICE YOU GET IS BRILLIANT...DO THE 90 DAY MOMENTUM AND YOU WILL BE SOLD ON THAT.



FITNESS MARKETING AGENCY ENABLES CLIENT TO INCREASE REVENUE BY £100K PER ANNUM

Terry Holt is the proud owner of The Pride Gym, a family-run independent gym based in South Bradford. Having opened in December 2018, The Pride Gym has already won the prized accolade of 'Gym Centre of the Year 2020'. As a regular gym goer and fitness enthusiast, Terry founded his 'passion project', The Pride Gym. An open-door gym with a low-cost, one-price point membership.

Terry put everything he had into the business and was working all hours, leaving little time for a good work/life balance - he knew something had to change. This is where Fitness Marketing Agency came in, helping Terry adapt his business and marketing strategy to not only grow the gym

membership by 100% but give him back some time and balance.

Since working with FMA, Terry has increased his revenue by 100k per year and developed a whole new business model allowing Terry to optimise a new market. He reached 100 recurring members on his new group training programme soon after it was launched which has also increased awareness and demand for his existing memberships.



COMMON FAQ'S ABOUT JOINING THE PROGRAMME

Q: I want someone to just do it for me?

A: Really... you want to outsource your marketing and then give someone else the ability to make or break your fitness business? Having worked in the fitness and marketing world for a long time, unless your business is generating \$€£1,000,000 a year you, the business owner needs to learn the fundamentals of marketing and have the ability to make money at will rather than outsource to a marketing agency, consulting group, mentor or some random person in a third world country. You need to take responsibility for your business and marketing is just a small factor in that.

Q: I don't like marketing, I just want to train clients

A: Cool, you should probably just stay as a Personal Trainer then and not be a business owner because the reality is if you don't make the transition now to business owner and learn the skills of marketing come 5, 10, 15 years from now you'll be in the exact same position financially – trading time for money and stuck. Let me tell you first hand it's not fun working split shifts, not getting home until 10pm at night and not putting your kids to bed. There is a different way, that way is working with Fitness Marketing Agency.

Q: I'm too busy right now

A: You must change your priorities to make time to achieve your dreams, plus we save you time by giving you the exact strategy that works and we do most of the heavy lifting for you. Plus... saying I don't have enough time is just like an obese client telling you they don't have time to work out which we all know is BS!

Q: I see loads of Facebook ads from people offering to help fitness business owners, who should I trust?

A: Honestly... many of them are just bedroom consultants working from their mum and Dad's house posting motivational quotes on Facebook after they've completed a quick course on how to run Facebook ads. Don't get me wrong there are a few good guys and girls out there and I'd urge you to do your background checks, do they have the credentials, do they have success stories, do they have a physical office, do they have a team to support you? Do your due diligence on us and them. But not many have the extensive testimonials that we do.

Q: Do you have a guarantee?

A: The only thing I can guarantee is if you do nothing, nothing will change. That being said when you join UpLevel we have our 60-day love it or leave it guarantee. Join the programme and within the first 60 days if you don't absolutely love what you see you can leave and we part as friends.

Q: How long does it take to get results?

A: This is all dependant on how fast you go but across the board fitness business owners just like you see return of investment within the first 4-6 weeks

Q: I don't have enough money right now

A: If you did, you wouldn't need to change. Because you don't have money you need to change. **Make sense?**



WHAT TO DO NEXT



APPLY FOR **FITNESS MARKETING AGENCY** BY SCHEDULING A DISCOVERY CALL AT WWW.FITNESSMARKETING.AGENCY

"They deliver excellent practical marketing and sales training and are passionate about helping business owners in the fitness industry grow and succeed. I have personally benefited from his help and highly recommend the service."



**ALI AL RAMAHI, OPTIMUM HEALTH AND
SPORTS PERFORMANCE, UK**

"I am happy to say that this was one of the best decisions I ever made. I wish I would have done this a year ago. In my first marketing campaign (3 weeks in), I received 88 leads and 19 sign-ups. Don't be fooled though. Anyone can get you leads. FMA did over and above getting me the 88 leads. If you are on the fence, you might want to get in the game and let FMA help you. If you do what they tell you, your fitness business will go to a whole new level."



LEMUEL THOMAS, LT FIT, CANADA

"I joined FMA in June, 2019. I was a Personal Trainer at Fitness First in Exeter at the time. When I joined I was not planning to open a gym, I just wanted a few more clients. Fast Forward to January 2022 I now have my own gym! When I said to Ben 'ok, we'll open a gym in around 5-6 months' He replied with 'why not in 3 months?' So in about 3 months from that chat, we had the keys for our premises which is amazing."



AIVARAS BALTRUSAITIS, OAKMONT FITNESS, UK

"My first campaign working with Fitness Marketing Agency, I Have made €3,500 in new client sales from €135 advertising spend!"



MARK O'REGAN, MIND2MUSCLE PT, IRELAND

"So far we have brought in \$6,646 this month and contracted in \$18,432 in recurring working with Fitness Marketing Agency."



GILBERT DOUGHERTY, LIFT GYM, DUBAI

"I feel like FMA have accelerated my knowledge in marketing which has had an impact on both businesses I work in. It has allowed us to be more consistent with a better structure in place. Two weeks after opening the gym on the side of our physio clinic we have hit 20 members who signed up at £397 - Thanks Fitness Marketing Agency!"



LAURA HARGREAVES, PROSPORT PHYSIOTHERAPY, UK

"I scheduled 12 consultations and made 11 new client sales totalling \$2624 in revenue in the first 3 weeks working with you"



GÜRSU SAMANCIOGLUM, CHANDELIER, USA

"I've been with FMA for about 6 months and in that time my business has grown immensely! FMA help with all parts of marketing, from flyers, to Ebooks, to Facebook campaigns – nothing is left unturned! The Facebook Ad campaigns have provided me with hundreds of leads every month, and Ben provides valuable sales training to help convert these leads into sales. The other training modules within the FMA members site has helped me build systems within my business so that my clients get the best possible service from the moment they contact us!"



GRAHAM LOW, EAST COAST FITNESS, UK



FITNESS MARKETING AGENCY



FITNESS MARKETING AGENCY

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