



FITPRO
LEAD GENERATION

5 AWESOME WAYS TO GENERATE LEADS



GYM OWNERS, PERSONAL TRAINERS, BOOTCAMP OWNERS & FITPROS...

This week is all about generating leads into your fitness business, growing your business and keeping staff happy.

Yesterday we created a marketing calendar to give us a clear structure and guide on how we will reach our goals

We looked at 5 things you need to be focussing on without your business to keep moving forwards.

Today, I'm sharing five lead gen ideas and tips we're using right now for paid and organic marketing to bring leads into our fitness business every single day

- Facebook Ads

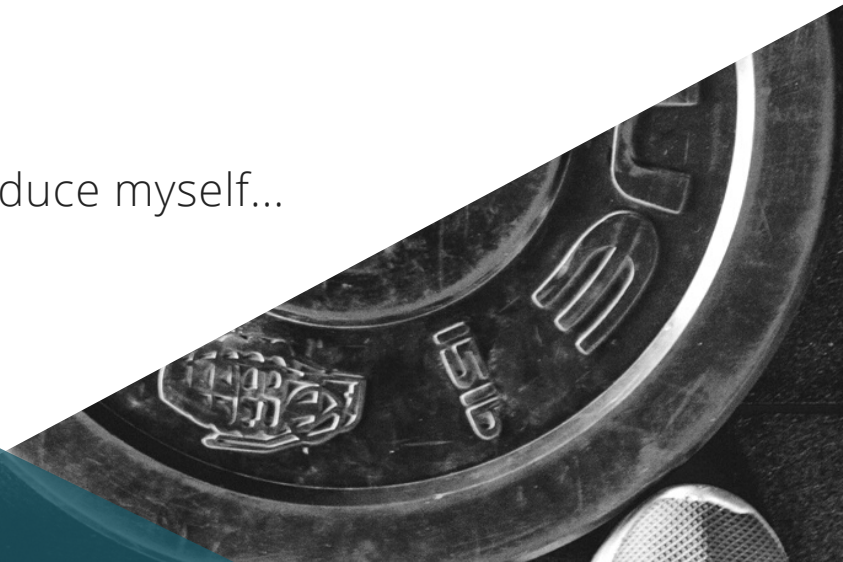
- Youtube Ads

- Email

- Posting On Social Media

- Referral

But first, let me introduce myself...



WHO IS DAVID KYLE?

Before we dive into the main reason you decided to download this guide, I wanted to give you a little bit of confidence that what I am writing about in this eBook works

Just like you, I have my own Fitness Business, DKnine Fitness, we have 5 full-time staff, and run both Small Group & Large Group sessions

As well as the gym, we also own FitPro Lead Generation, where we help FitPros around the world generate a consistent flow of daily leads for their fitness business, with paid advertising, organic marketing & many other forms of digital marketing.

Feel free to come and add me on Facebook or drop me a message with any questions you have.

David :)

Add David on Facebook





ALMOST THERE...

There are 2 more things I wanted to mention before we get started with this eBook

The first is the FREE FitPro Facebook group we have, which currently has over 1200 members.

In here, we share the latest and most up to date content when it comes to Facebook Advertising, Social Media, Web Design & Digital marketing as a whole. Including, what is working for us at DKnine Fitness and what we have seen work for our Facebook Ads clients all around the world.

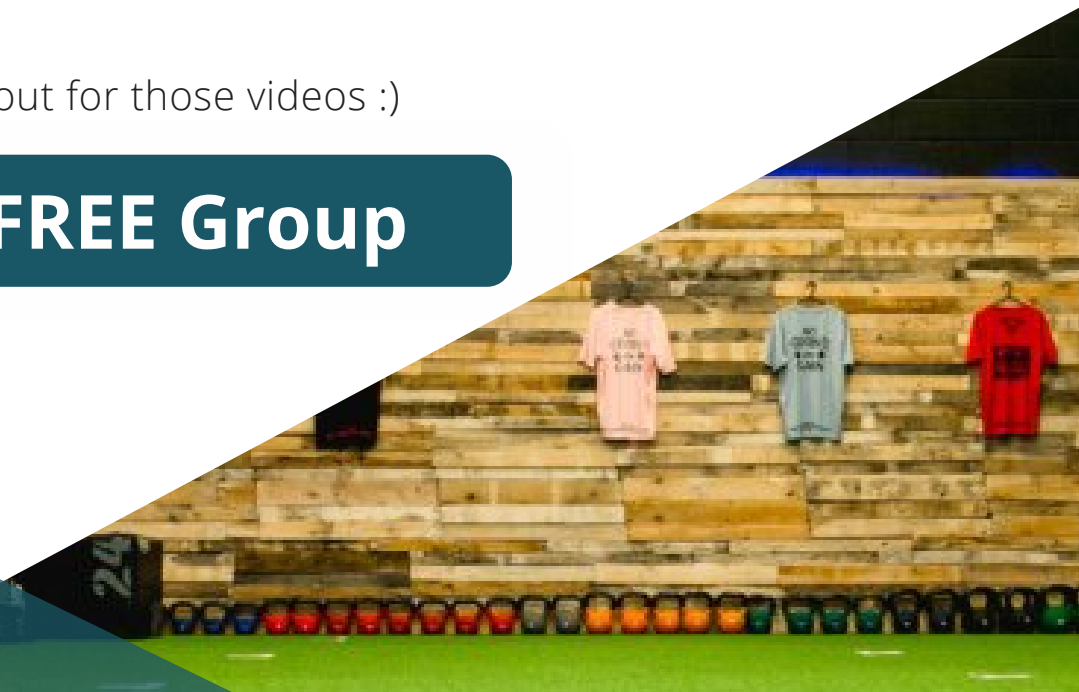
Simply click the link below to join.

Finally, you are going to get a number of emails from me over the next few days...

I put a FREE 7 part lead generation course together during lockdown in 2020, and have tagged them onto this eBook, to give you an even greater insight when it comes to lead generation for your fitness business.

Be sure to keep an eye out for those videos :)

Join The FREE Group





**5 AWESOME WAYS
TO GENERATE
LEADS**

1: FACEBOOK ADS

This is exactly how I've grown my gym, and now we have Facebook ad clients all over the world who pay us to run their Facebook ads!



2: YOUTUBE ADS

Not many businesses are tapping into this just yet.

When we ran youtube ads for DKnine, it changed everything. They keep seeing our ads, as we have no competition.

Plus, its a video of us talking and showing people around our studio, they get to know us super quickly and it helps to build that KLT!



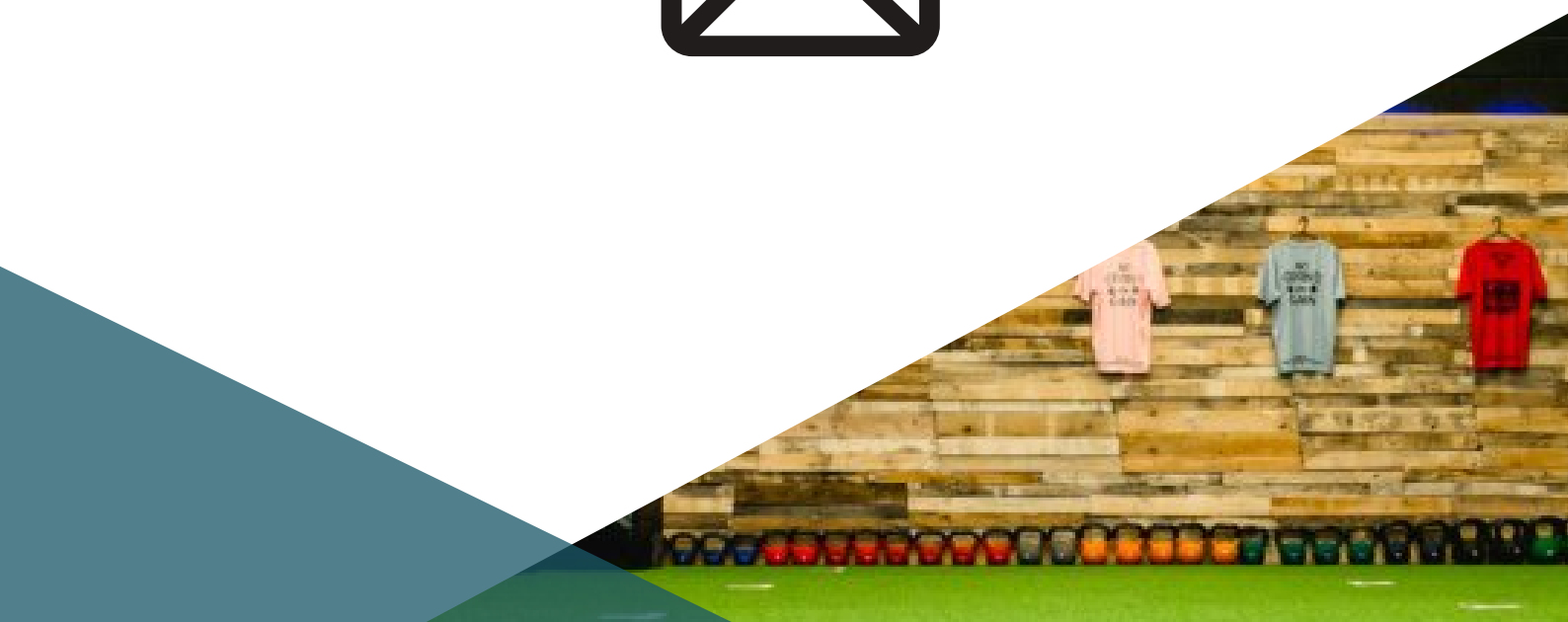


3: EMAIL

At DKnine Fitness we just send 1 email every single week. That email is a newsletter, we structure it in a certain way, warm them up and encourage them to apply.

We provide an intro to DKnine fitness. We then move into some sort of content, a link to a blog, an interesting article, whatever it may be. Then, we share some success stories, fb posts, reviews, whatever it may be.

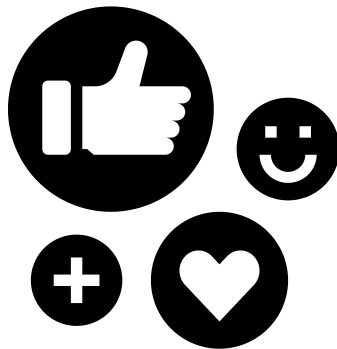
Then finally we share a call to action!



4: POSTING ON SOCIAL MEDIA

This can be scary, but tell people you have spaces!!

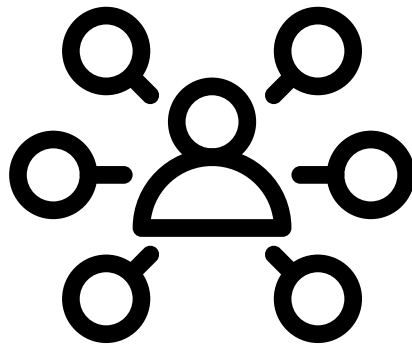
Post towards the end of the month when everyone will be paid, create some urgency Direct sales posts on Facebook are well worth it



5: REFERRAL

Every single month we run a referral programme. This month, we're giving away a DKnine fitness hoodie to everyone who refers a friend.

Provide some incentive!! Change it up every month, people want different things.



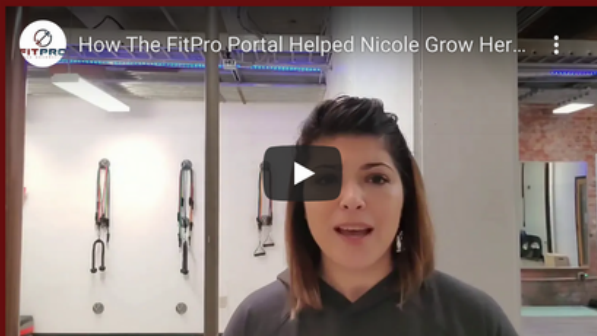
DID YOU ENJOY READING THIS FREE GUIDE...

Then let me introduce The FitPro Portal...

Here is Nicole Renee owner of Empower Fitness – Mystic CT a ladies only facility in Mystic, Connecticut giving her review of The FitPro Portal.

Nicole joined The FitPro Portal as she was just about to open her first studio, with the aim of generating leads, making sales & growing her fitness business.

One year on, Nicole has grown her studio to just over 60 clients.



Here is Simon Evans owner of C&S Fitness, Bridgwater giving her review of The FitPro Portal.

Simon joined The FitPro Portal having just opened his first studio, he now has 2 bustling studio with over 200 clients.

In 1 Year, Simon Has Gone From 130 Clients To 210



Here is Brendan Bonar owner of B Fit Training, Glasgow giving her review of The FitPro Portal.

Brendan joined The FitPro Portal with zero Facebook Ads experience, he has since been able to follow the ad set up vidoes & use the copy to generate leads.

Brendan Generate 3 x £169 Sales This Week, Off A £15 Ad Spend



Get 50% Off Your First Month By Using This Code On The Checkout Page:

TRIAL 50



DESIGNED TO GIVE YOU A ROCK SOLID LEAD GENERATION PLAN FOR YOUR FITNESS BUSINESS

- ✓ **We Start By Setting Up Your Fitness Business Lead Gen Eco System** - A Simple System That Will Take Your Admin Less Than 10 Minutes Each Day To Manage, That Delivers Leads Each & Every Day
- ✓ **3 Level Facebook Ads Course** - Designed to take you from Novice to Master with step by step training on how to initially set up and how to maximise your ad spend for the best ROI for business growth
- ✓ **Done For You Facebook Ads Copy** - No more guessing or struggling with what to write, these Ad Copies have been tried and tested to deliver high-quality leads
- ✓ **Monthly Social Media Calendar** - Done for you, ready to go Social Media & Images templates that are designed to spark engagement & deliver you leads

Plus so much more...

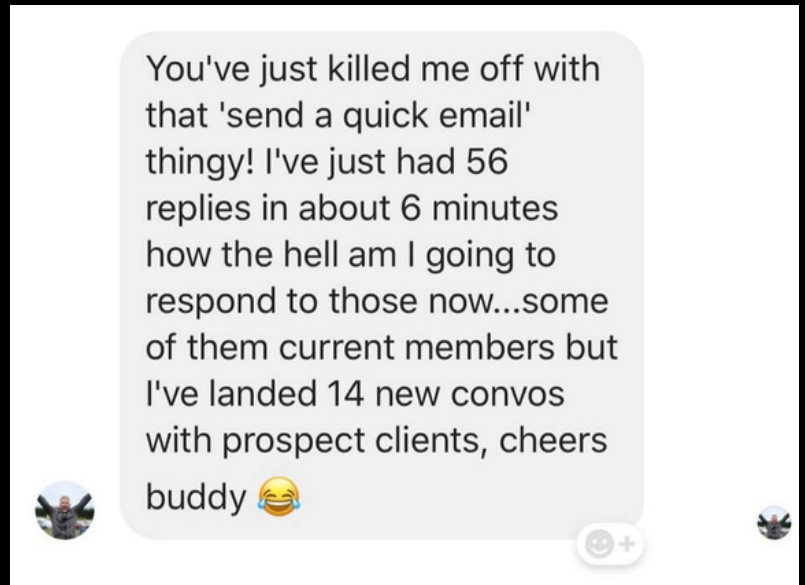
A photograph showing three t-shirts hanging on a wooden wall. From left to right, the shirts are pink, light blue, and red. The pink shirt has some text on it, but it's not clearly legible. The blue and red shirts also have text, but they are less distinct.

START YOUR 30 DAY TRIAL

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HERE ARE A FEW SUCCESS STORIES & RESULTS SO FAR FROM THE FITPRO PORTAL..

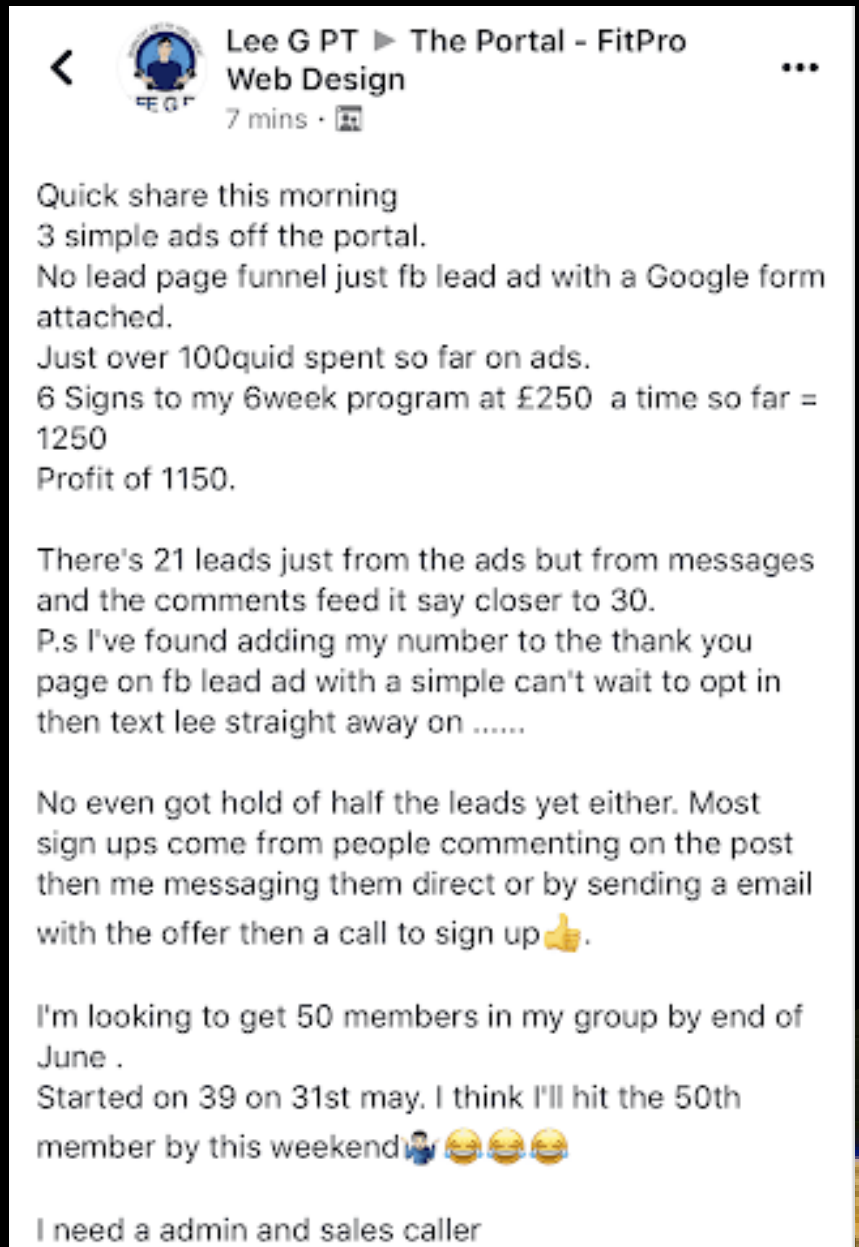


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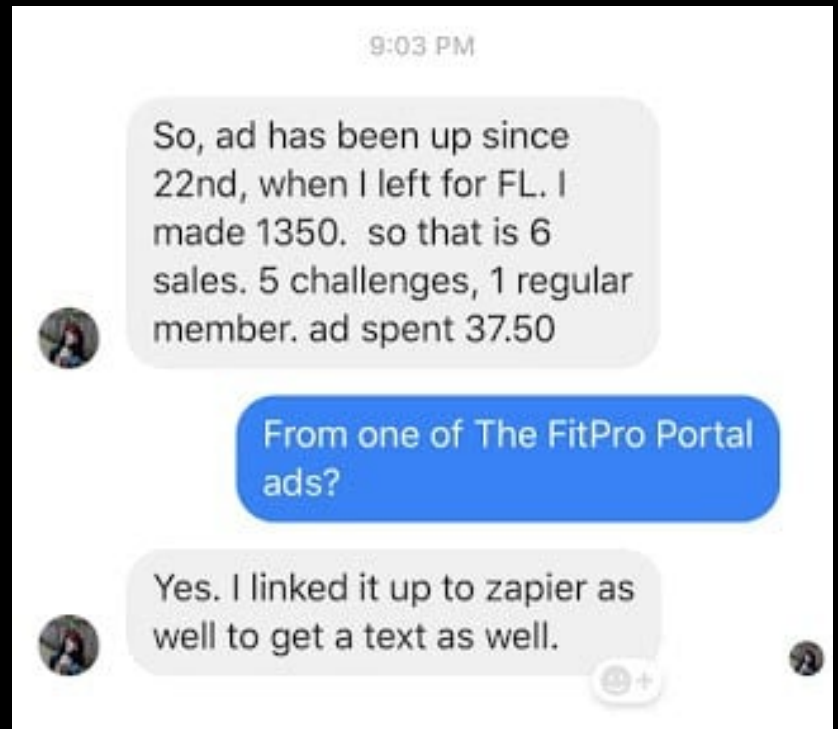


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