



FITPRO
LEAD GENERATION

5 SIMPLE SALES SKILLS YOU NEED



**THURSDAY
27TH JANUARY**

www.fitproleadgen.com



FITPRO
LEAD GENERATION

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

This week is all about sales..

Claudia Li came on to share her experience and knowledge when it comes to sales recently... if you haven't checked out that guest interview, be sure to have a listen.

Today, I'm breaking it down into 5 easy steps so you can get an understanding of what we discussed and start making those sales yourself!

BREAK THE ICE

EXPLAIN THE CONSULATION PROCESS

LEARN FROM THEM

EXPLAIN THE OFFER

EXPLAIN THE PRICE



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 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 :)



ALMOST THERE

There are 2 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.

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 :)





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**5 SIMPLE
SKILLS YOU
NEED!**



BREAK THE ICE

These people will come in with their guard up, they will be nervous!

Ask them a question, something they're confident in answering..

Something simple like how they got there, or what they do for work?

Then they will relax!





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EXPLAIN THE CONSULTATION PROCESS

When you start the conversation, explain that you will ask all about them and what they're looking for!

Then, if you think they are a good fit, at the end you will discuss the programme and your offers..





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LEARN FROM THEM

Ask some provoking questions!

The more they reveal about what they want and why they're struggling... the more information you will have for the next stage!



EXPLAIN YOUR OFFER

Take what they've said, their wants, needs and desires and match them with what your programme has to offer.

Do they struggle with time?
Explain how many session times you offer per day!

Don't know what to do in the gym?
Explain they have a qualified PT guiding them and coaching them throughout the entire session.

Tick off everything they need!





EXPLAIN THE PRICE

Say the price, and go silent.

It's almost like the first person who talks loses..

If you jump in and start justifying your price, they will question it too!



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.

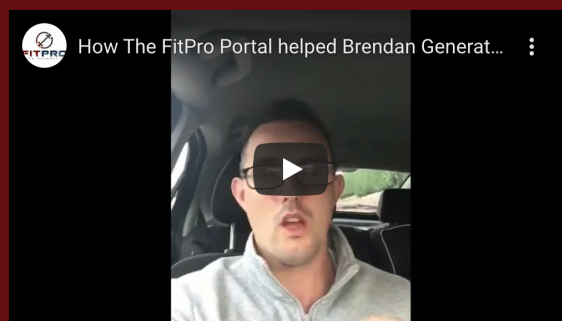
In 1 Year, Simon Has Gone From 130 Clients To 210



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






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...

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

 Woke up to 7 [this morning](#)


Thanks for the kick up the bum David, it was just what I needed. After our call I put up the add you suggested. The response was slow in the 1st 24hours but after 48 hours I have 7 leads at the grand total of about 1 pound each! Now to chase them up

Happy for you to use this as a testimonial type thing

You've just killed me off with that 'send a quick email' thingy! I've just had 56 replies in about 6 minutes how the hell am I going to respond to those now...some of them current members but I've landed 14 new convos with prospect clients, cheers buddy 😂

 **Tom Byrom** ▶ The Portal - FitPro Web Design
8 mins · 

Used the fit dad copy on the portal, asked for 10 dads and got 10 leads. (Busy day chasing them and converting them tomorrow) ... but from a £20 ad spend I can get a potential of £600 return. First time using ads as well! I'm more than happy with that.

 **Brendan Bonar** Honestly, I signed up with the portal for the £1 for 7 days no problem there. I use just one of [Davids](#) posts for a Facebook ad that gained me 4 new clients at £175 PM EACH! With 3 more looking to start next week 🙌

It's a no brainer 🤔

Like · Reply · 41m · Edited   2

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



I've had 4 enquiries in the last 8 hours after I posted a slightly tweaked version of your ad copy! If I convert just 1 of these, that will have paid for the social media management I opted for last night 🙏

Lee G PT ▶ The Portal - FitPro Web Design
7 mins · 🧑‍🤝‍🧑

Quick share this morning
3 simple ads off the portal.
No lead page funnel just fb lead ad with a Google form attached.
Just over 100quid spent so far on ads.
6 Signs to my 6week program at £250 a time so far = 1250
Profit of 1150.

There's 21 leads just from the ads but from messages and the comments feed it say closer to 30.
P.s I've found adding my number to the thank you page on fb lead ad with a simple can't wait to opt in then text lee straight away on

No even got hold of half the leads yet either. Most sign ups come from people commenting on the post then me messaging them direct or by sending a email with the offer then a call to sign up 🙌.

I'm looking to get 50 members in my group by end of June .
Started on 39 on 31st may. I think I'll hit the 50th member by this weekend 🙌😂😂😂

I need a admin and sales caller