



**FITPRO**  
LEAD GENERATION

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## 5 TIPS FOR GENERATING SALES

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

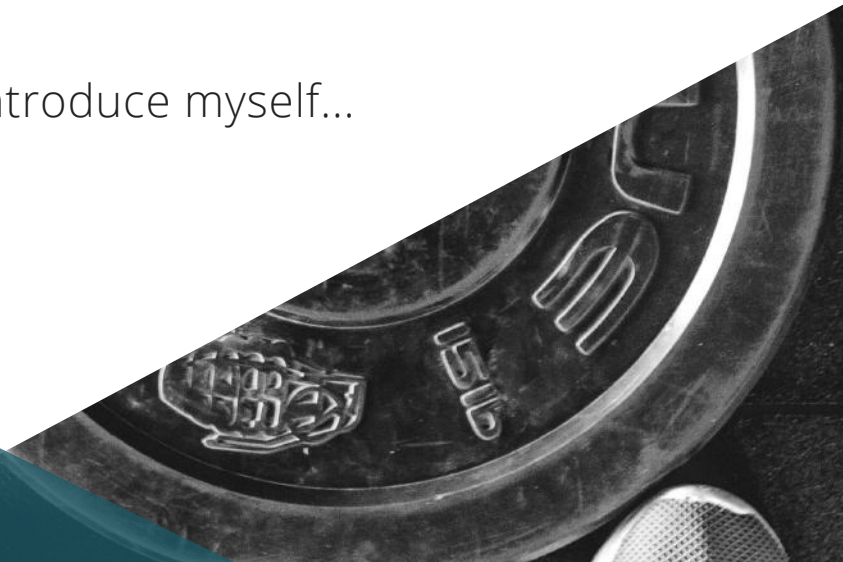
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## 5 Tips For Generating Sales ☐

This week is all about generating sales James started the week off! What an interview it was, so if you're struggling and need a confidence boost go and check it out Today I'm sharing 5 ways you can boost your sales

- **Confidence**
- **Listen**
- **Price Menu**
- **Ice-Breaker**
- **Relatable**

But first, let me introduce myself...



# WHO IS DAVID KYLE?

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**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...

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## 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.

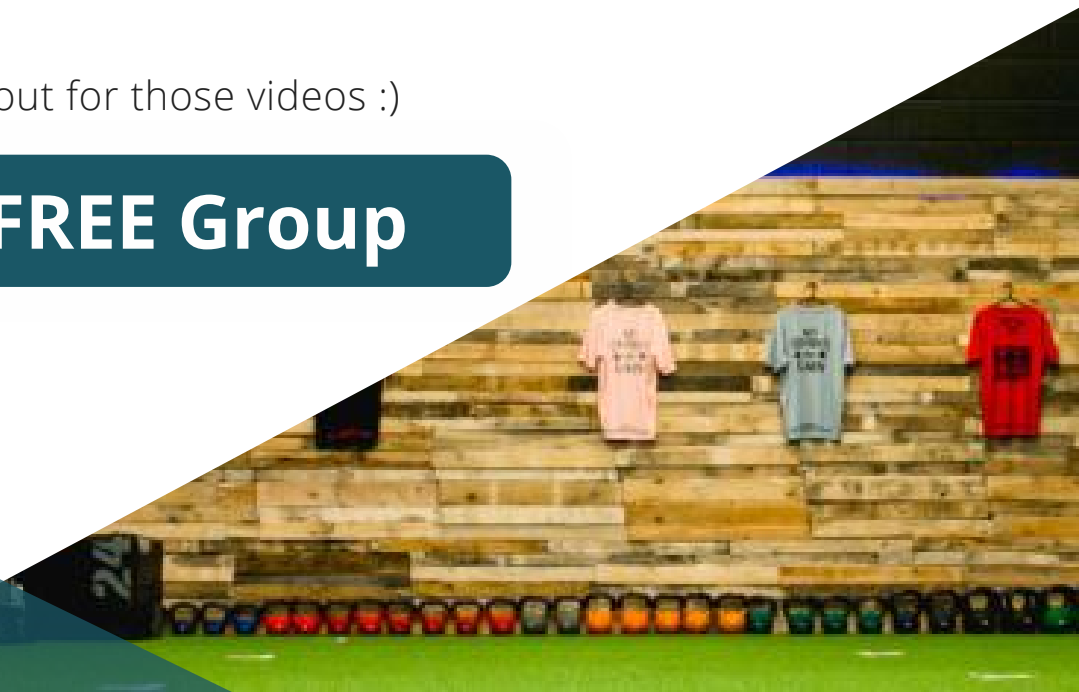
Simply click the link below to join.

**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 TIPS FOR  
GENERATING  
SALES**

# 1: CONFIDENCE

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Talk slowly, and really force them to open up.

Don't let them rush.

Be confident with the way you present yourself and show you're in charge, you're the expert and its nothing new for you.



## 2: LISTEN

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Now it's time to be quiet and listen.

The more they talk, the more ammunition and pain-points they give you to work with when it comes to the sale.

If they discuss their holiday you can reflect this back to them, you can discuss feeling comfortable on holiday and being active on the beach etc.



## 3: PRICE MENU

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When you go to a restaurant they will name the meal and explain what's in it.

Sometimes when you're talking to someone and you tell them they get 3 PT led sessions and nutrition they might not actually know what this means.

So have a pricing menu.

A sheet explaining what each thing is.





## 4: ICE-BREAKER

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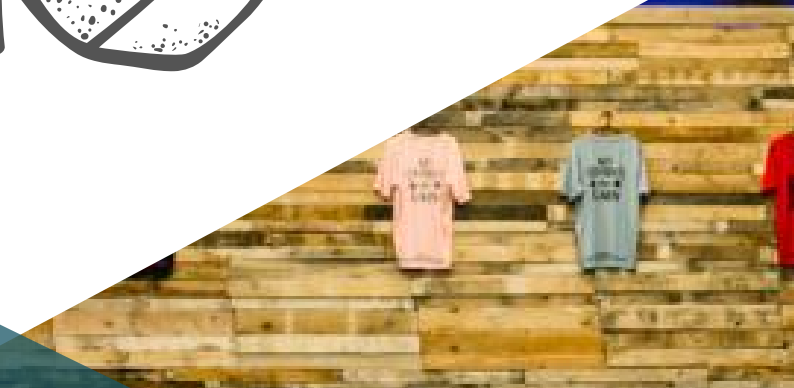
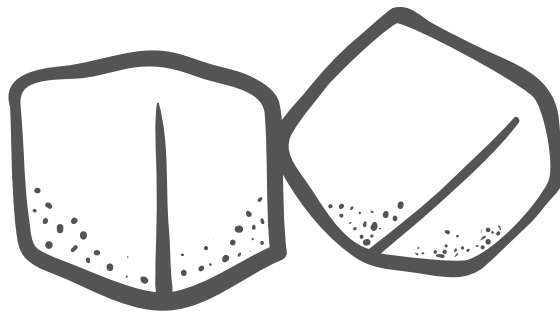
Probably should have been tip 1!

We've talked about this a lot.

They will be nervous and wary. We need to relax them and get them talking and comfortable so they feel in charge of the conversation.

Offer them coffee, walk them around, ask about their day.

Release that tension so you can comfortably sell to them later.



## 5: RELATABLE

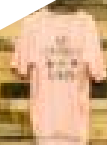
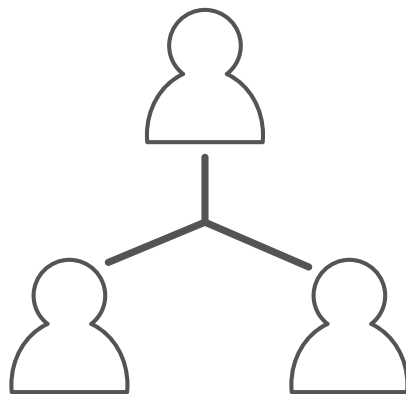
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Find someone who they can relate to.

There's no point in someone saying they want to lose 3 stone and you talking about an athlete you're working with hitting a PB.

Find someone who you have worked with who had the same goals as them.

Explain the process they went through. Tick off everything they want to achieve. Show them social proof that it is possible!



# 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.

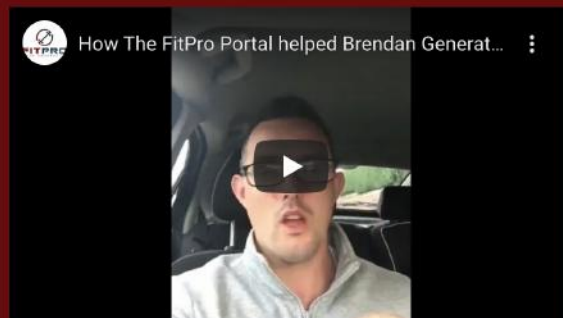
**In 1 Year, Simon Has Gone From 130 Clients To 210**



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

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- ✓ **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...

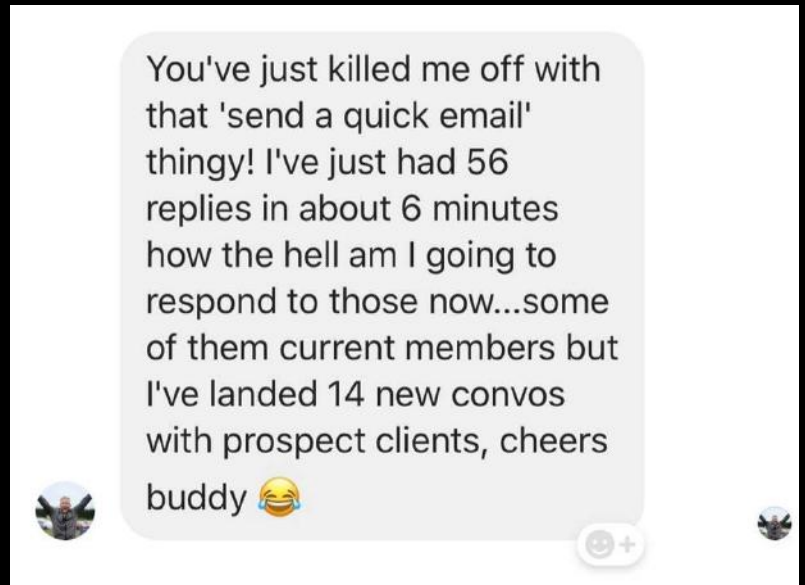


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# HERE ARE A FEW SUCCESS STORIES & RESULTS SO FAR FROM THE FITPRO PORTAL..

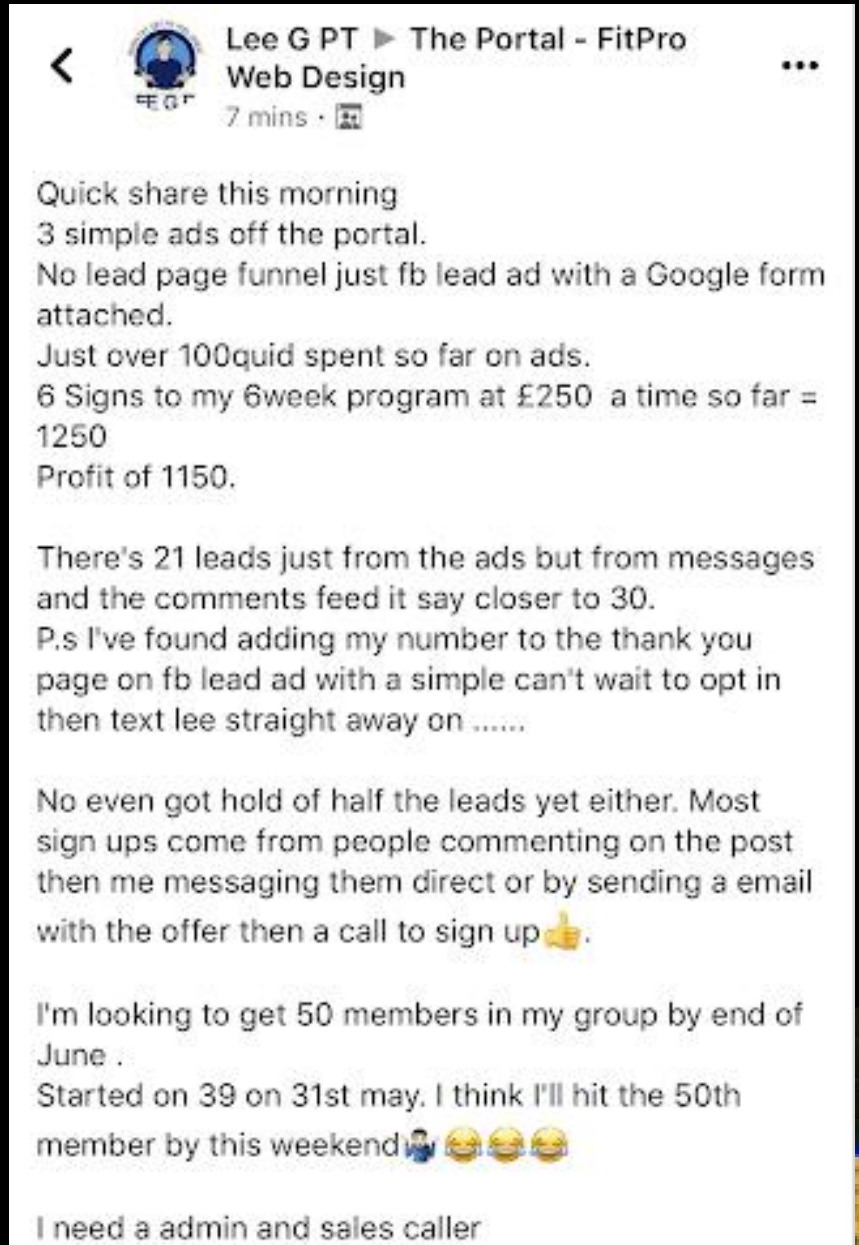


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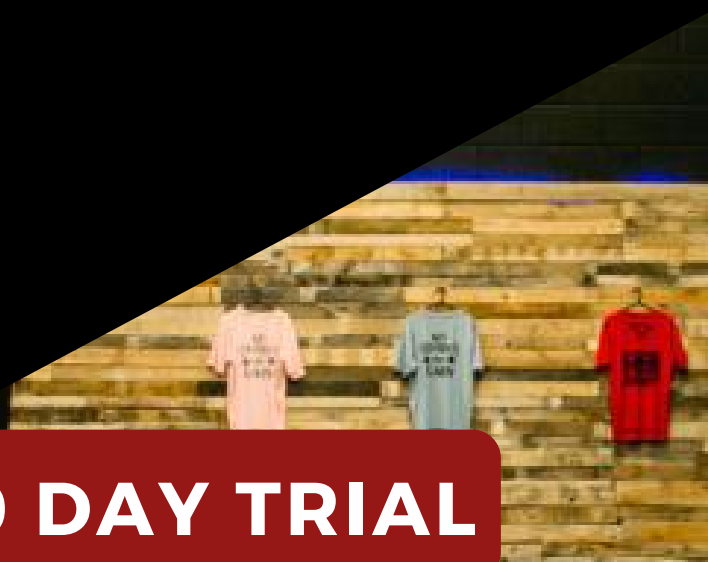
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