



FITPRO
LEAD GENERATION

5 TIPS ON UNDERSTANDING YOUR AUDIENCE



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

This week is all about understanding your audience
Specifically when it comes to prospects and how to keep your clients long-term

On Monday Tanya talked all about the importance of understanding your target audience

Today, I'm giving you 5 specific things that are important when it comes to understanding your niche, your target audience and understanding their language

So everything you do for your business, like the sales pitches you present and your social media is specifically targeted for them

- Take Notes

- Ask Them The Right Questions

- Put A Survey Out

- Look Where Your Prospects Spend Their Time

- Creating Core Values



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 TIPS ON
UNDERSTANDING
YOUR AUDIENCE**

1: TAKE NOTES

Start getting all the information you need about them and anyone in their target audience range

The way I do this, is I take notes about what they are wanting to achieve

I take notes from anywhere – a sales consult, chatting with a client, scrolling through Facebook

And then I can use this with everything I do, ads, social media, consults – all of it!



2: ASK THE RIGHT QUESTIONS

When you're having this consult and asking them questions or when you're out on the gym floor

Instead of asking 'how was your day'
Ask them specifically about their nutrition today

If you want to know why they joined, ask them!

They will give you great content for you to use on your socials and in your consults



3: PUT A SURVEY OUT

Your survey should be asking the clients...
how are you getting on? what more can we offer? do you feel supported?

When we used to do this, we would give them a blank box to reply with their answers
It got confusing

Instead, we now ask specific questions and get them to rate us 1-5

Then at the end we give them a chance to leave any final comments or suggestions



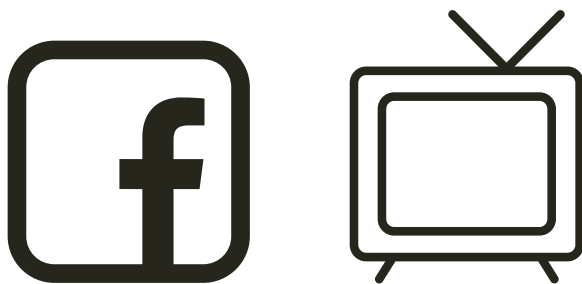
4: LOOK WHERE YOUR PROSPECTS SPEND THEIR TIME

If you don't have many clients and you're struggling for content

The best thing to do is look where your prospects hang out

Facebook groups, magazines, TV programmes

This will give you a good insight into their conversations, interests



5: CREATING CORE VALUES

Now you've asked questions, taken notes,
put out surveys, know their interests
Its time to create your core values

This is what your business runs towards
Our surveys ask about our core values
Do they feel welcomed?

Are the sessions challenging enough? Do
they feel supported outside of the session?

This gives us insight and confidence into
our programme and what we can do better

Plus it makes great social media!



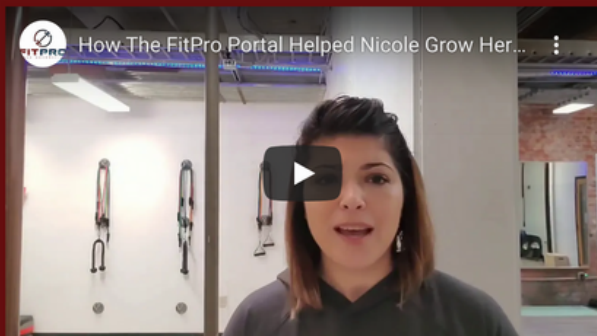
DID YOU ENJOY READING THIS FREE GUIDE...

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.

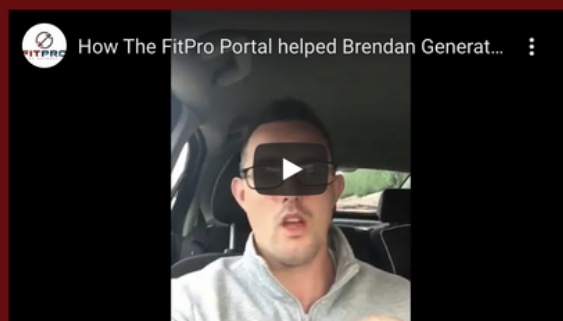
In 1 Year, Simon Has Gone From 130 Clients To 210



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...

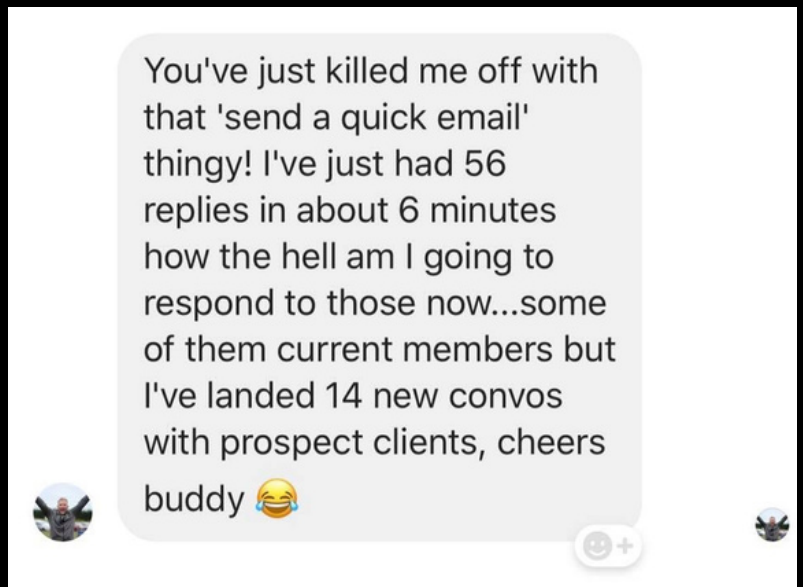
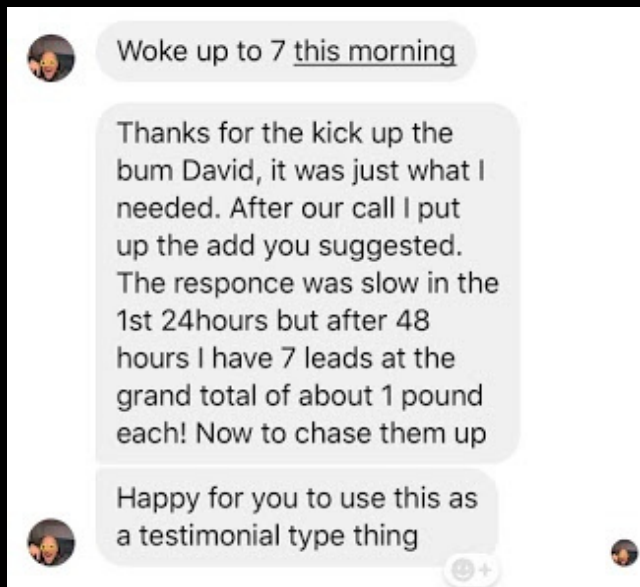


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HERE ARE A FEW SUCCESS STORIES & RESULTS SO FAR FROM THE FITPRO PORTAL..

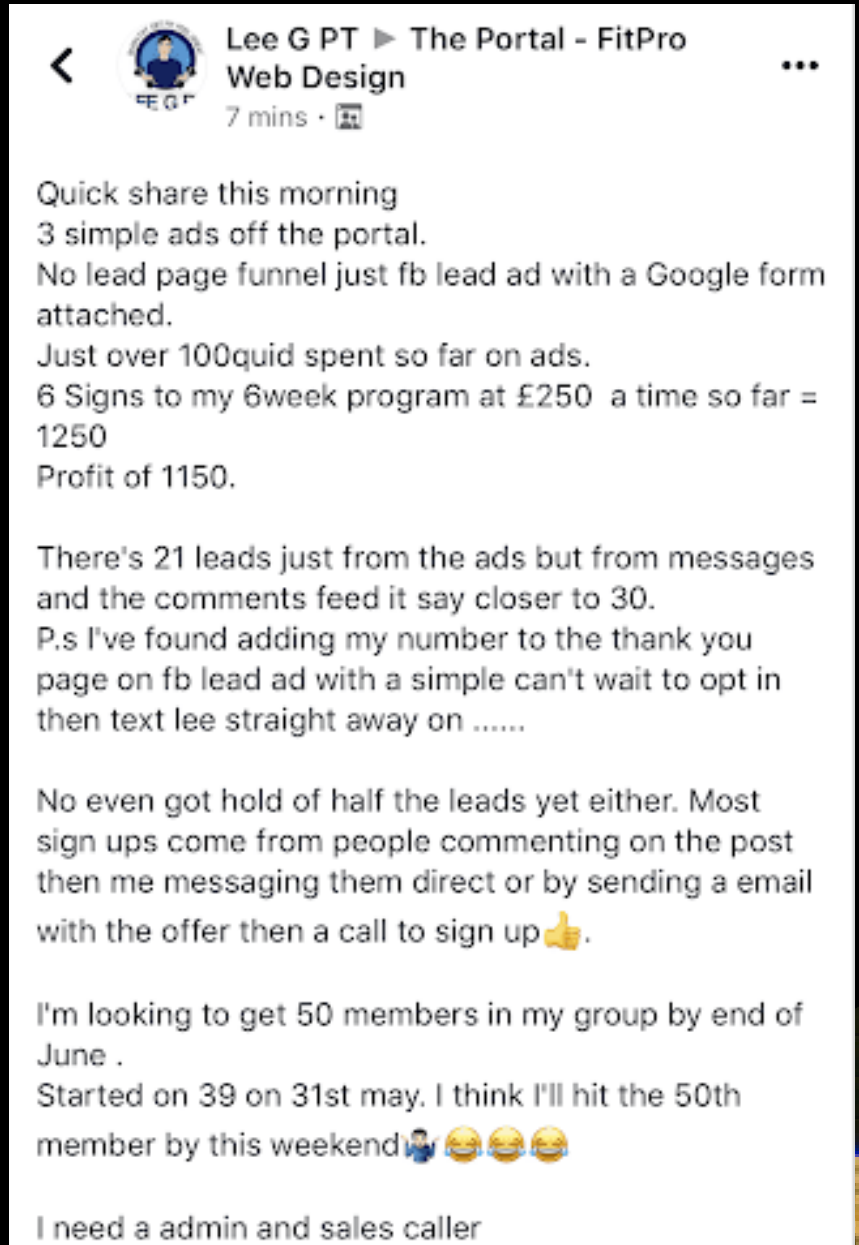


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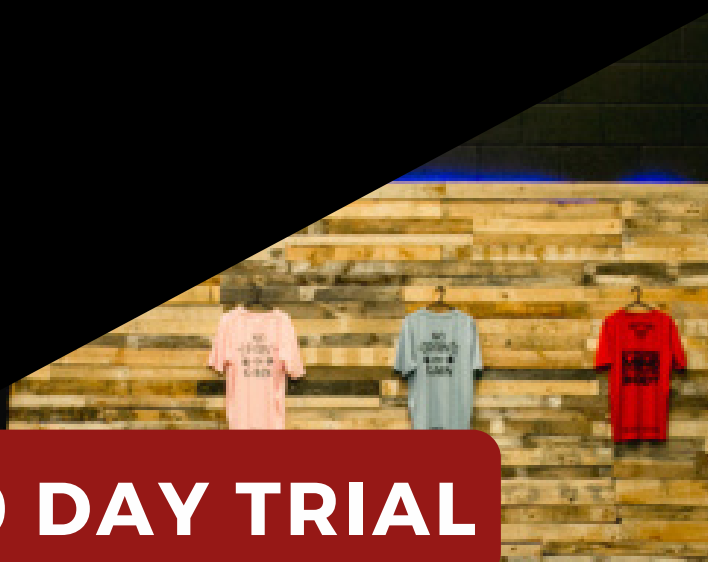
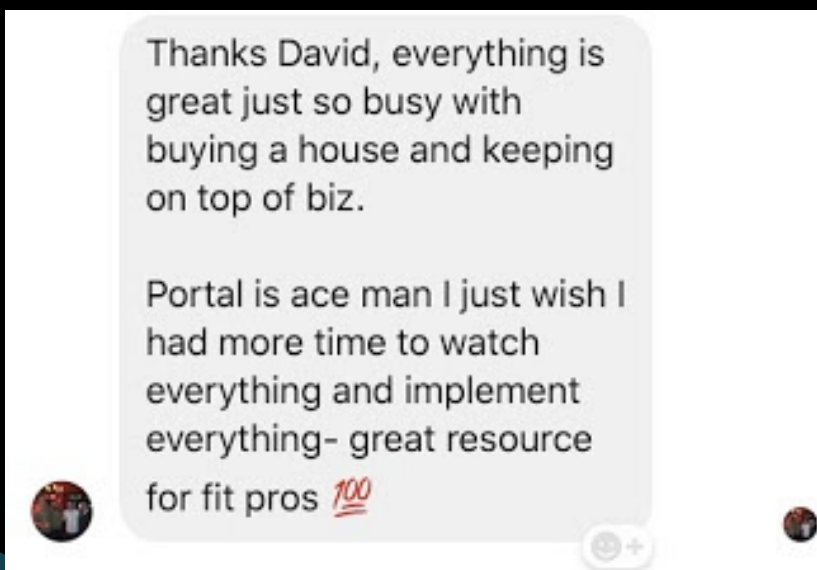
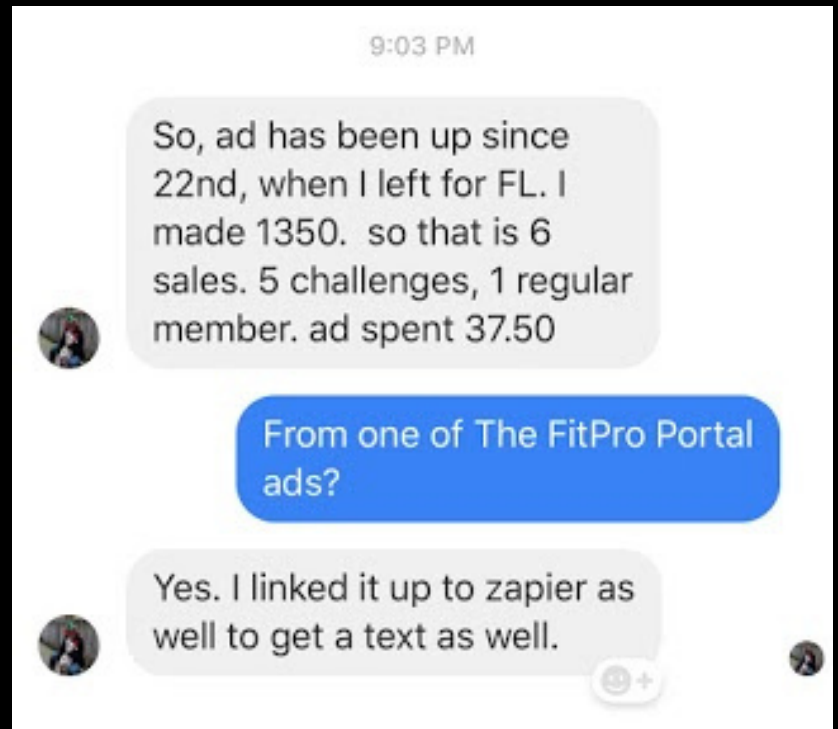


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