



**FITPRO**  
LEAD GENERATION

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## 5 TIPS TO GROW YOUR FITNESS BUSINESS

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

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If you want to grow your business you need to charge an amount that works

When we first started we played around with pricing and went with £50 a month membership

When we look back, we're literally pulling our hair out

- **Get The Price Right**
- **Hire Some Help**
- **Spread The Cost**
- **Know Your Cost Per Lead & Sale**
- **Operations Manual**

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.

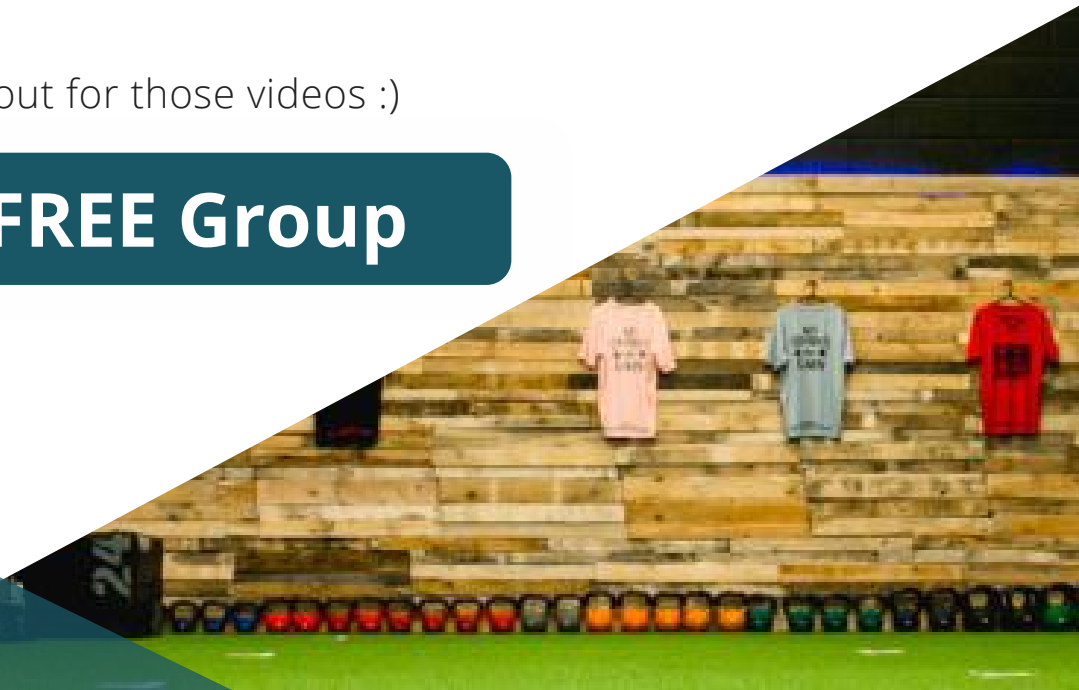
Simply click the link below to join.

**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 TO GROW YOUR FITNESS BUSINESS

# 1: GET THE PRICE RIGHT

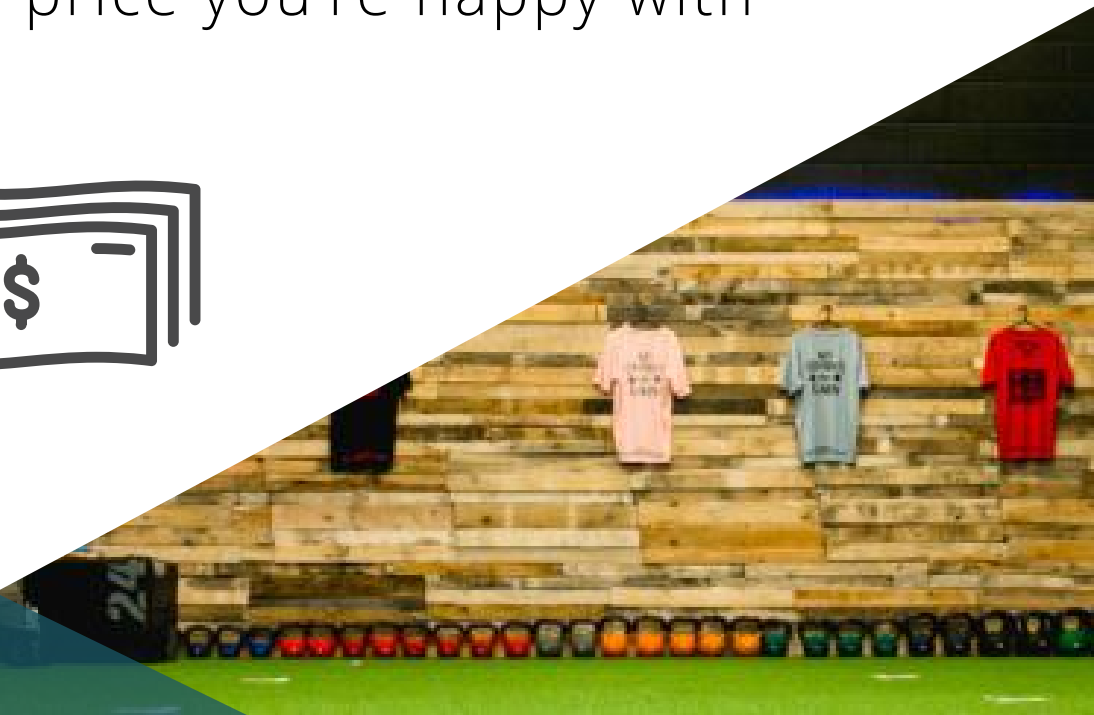
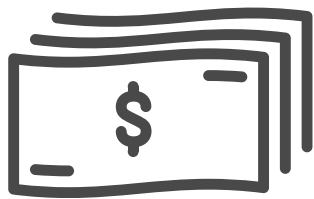
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If you want to grow your business you need to charge an amount that works

When we first started we played around with pricing and went with £50 a month membership

When we look back, we're literally pulling our hair out  
It stopped us from moving forward  
This is what held us back

You don't have to charge massive amounts  
But charge a price you're happy with



## 2: HIRE SOME HELP

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If you love coaching, hire someone to do admin & sales

If you prefer the business side of things, hire someone to do the coaching

Hire fast but also make sure they are the right fit for your fitness business  
We want our staff to bring the business up, not drag it down



## 3: SPREAD THE COST

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This is one we've done loads of times

Equipment can be expensive...VERY expensive

But if you look most companies offer interest-free periods

Usually 12 months in length  
There's nothing worse than loads of equipment setting you back

So, look out for these offers  
And spread the cost over 12 months... interest-free!





## 4: KNOW YOUR COST PER LEAD & SALE

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Because if your front end programme is £100 and it costs you £150 to bring them in

You know this is – £50

So we need to make sure you're making some sort of profit, or at least breaking even

If that client goes on to stay for 12 months then it was worth it

If they leave after 6 weeks...then it's not!  
So bear this in mind!

And make sure you're considering those cost per leads and cost per sales



## 5: OPERATIONS MANUAL

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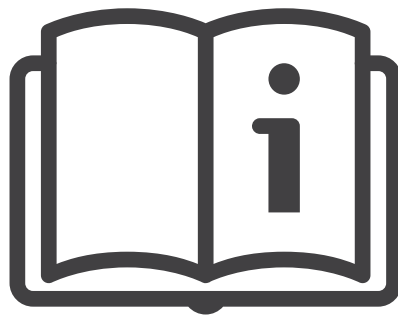
This is key

Have an operations manual

What to do, step by step inside your fitness business

So you can step away, and the business can still run without you  
Literally, every single aspect of your business

So – get typing!



# 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.

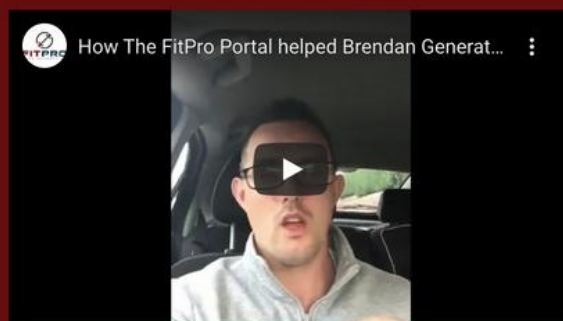
**In 1 Year, Simon Has Gone From 130 Clients To 210**



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...

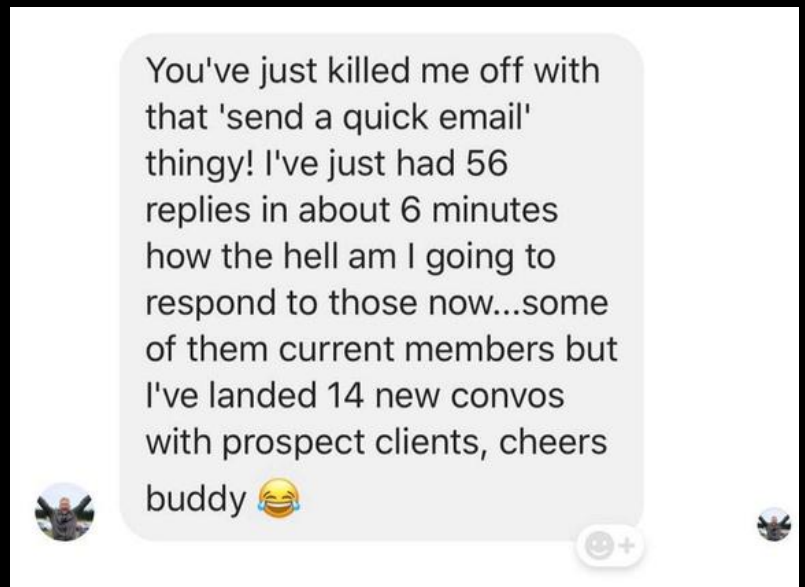


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# HERE ARE A FEW SUCCESS STORIES & RESULTS SO FAR FROM THE FITPRO PORTAL..



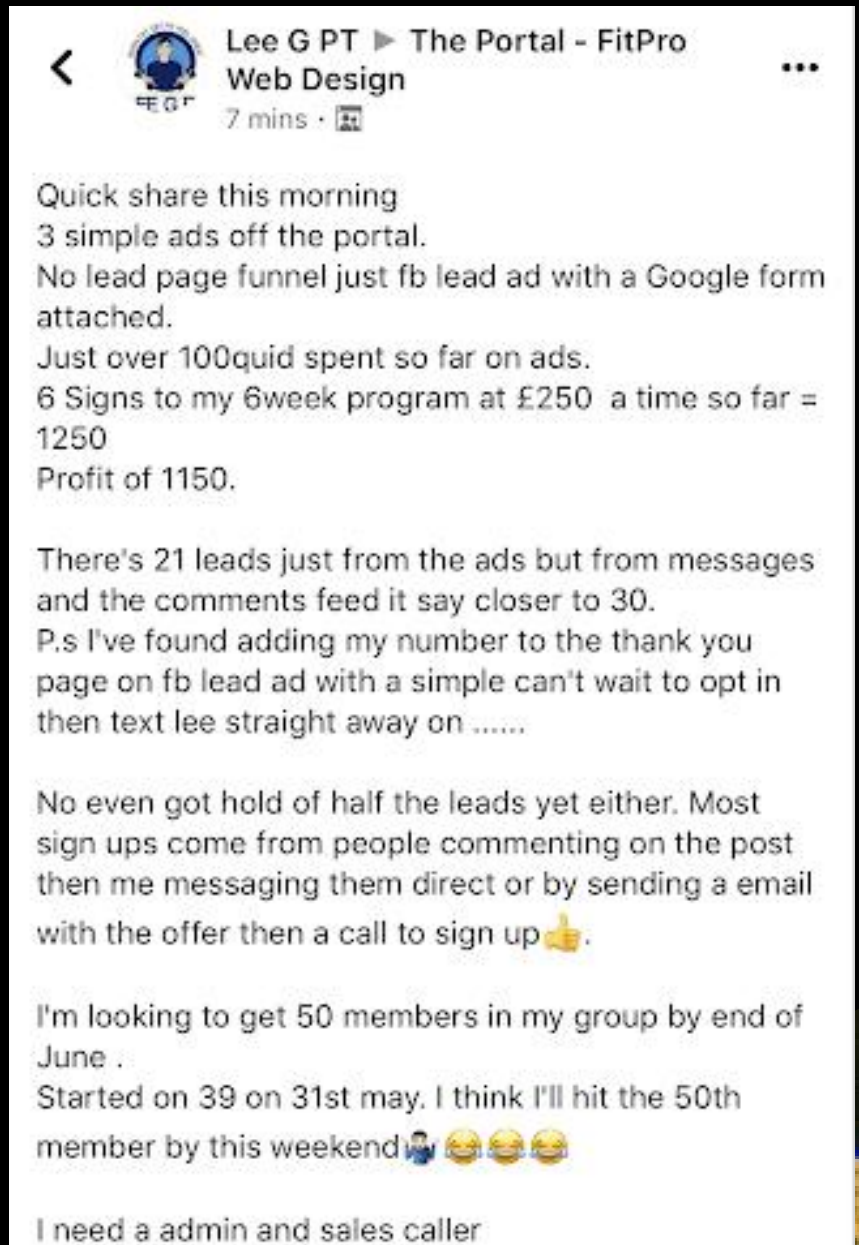
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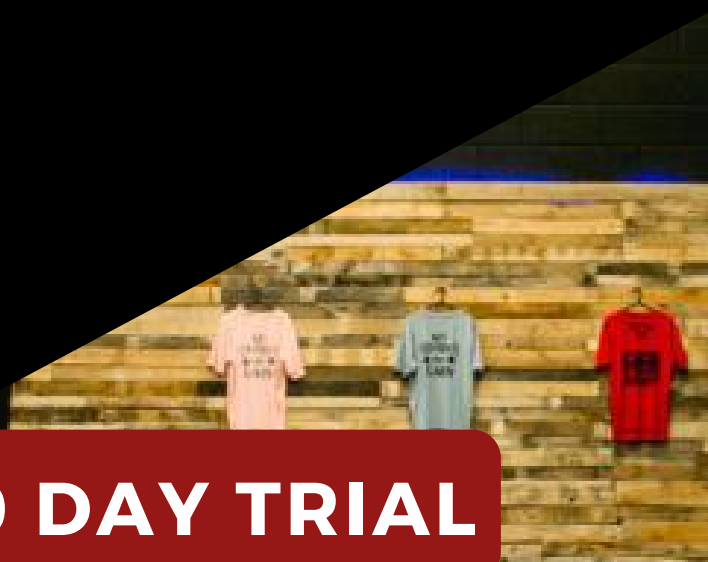
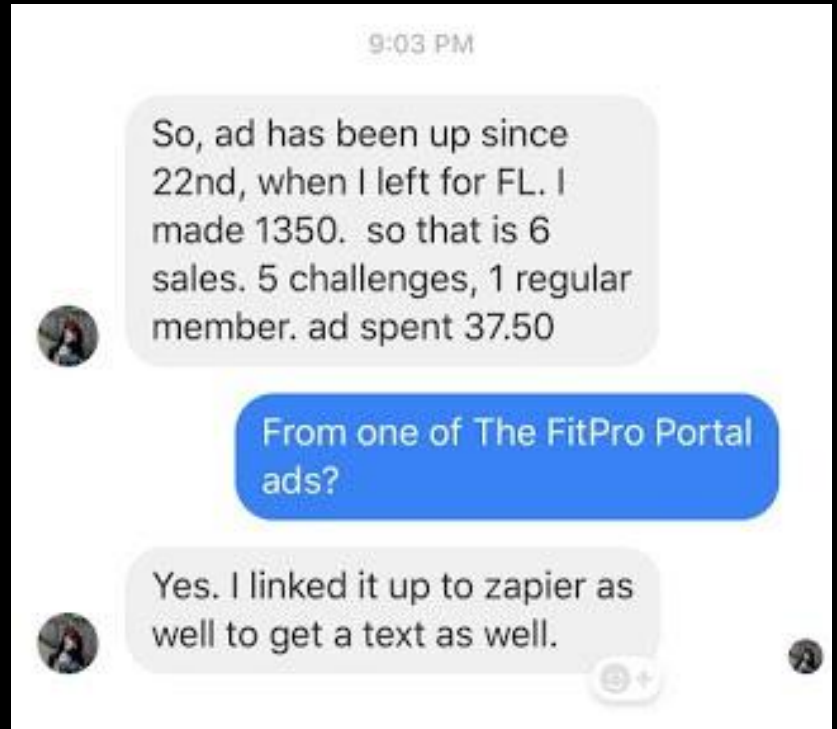
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