

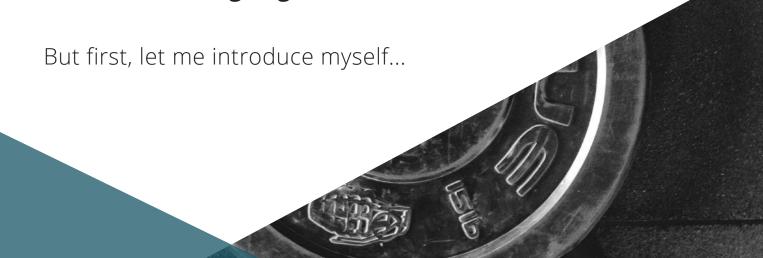
5 TIPS TO WRITING A WINNING AD COPY



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

This week is all about writing copy for your ads, sales pages, landing pages, social media, emails – the lot!

- Call Out
- Explain What They Get
- Urgency
- Call To Action
- Link To Landing Page





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.







1: CALL OUT

The headline needs to call out to a specific type of audience.

Gender, Age, Location.

If you're talking to anyone and everyone it will get lost.

E.g. We're Looking For Busy Ladies Over 30 In & Around Cardiff





2: EXPLAIN WHAT THEY GET

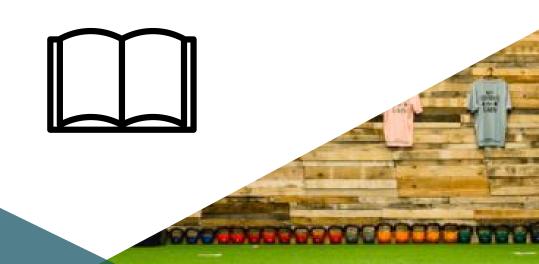
Now you've caught their attention, you have to list the benefits!

E.g. On this 6 week programme we will give you access to 3 sessions per week.

This will challenge you and boost your confidence

Meal plans & recipe books even the whole family will like

You're going to be in a super supportive group filled with motivation and accountability





3: URGENCY

This is key!

E.g. We're limiting this to just 5 people

We only have 5 spaces left

We only work with people in small groups

We need to relay to clients they must join soon or they may miss out on this offer!





4: CALL TO ACTION

They need that extra kick over the line

E.g.

If you've read this and it sounds your type of programme, click the link below to register information

Highlight again you have limited space

Tell them what to do next!





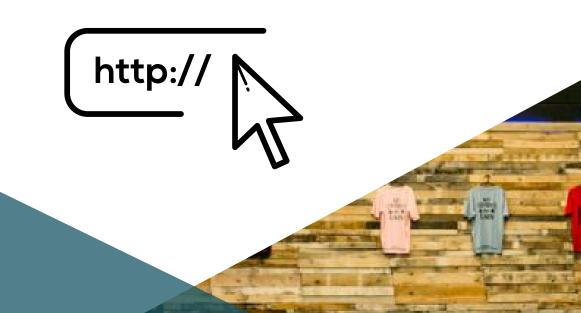
5: LINK TO LANDING PAGE

This is sprinkled throughout the ad copy This makes a huge difference to your ad copy

Headline & hook —> link to landing Urgency —-> link to landing etc.

You want to give them as many options as possible to get involved!

So those are 5 things you should do when it comes to creating a Facebook ad copy Test, test!
Short vs. Long ad copies
But follow this format and I guarantee you will get some great leads





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

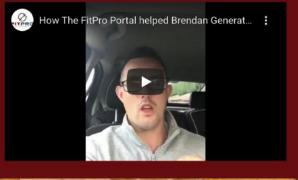
In 1 Year, Simon Has Gone From 130 Clients To 210



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

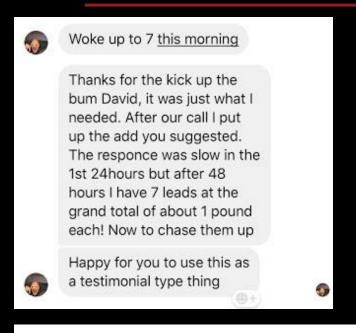
Plus so much more...



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



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



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 brainier 🦪

Like · Reply · 41m · Edited



START YOUR 30 DAY TRIAL

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



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





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 .

I need a admin and sales caller





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



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



Dean Chambers #

Thanks for the warm welcome. I know this KLT stuff really works. I've been digesting your emails and content David Kyle for at least a year and now here I am, on my way to conduct a group class at 5:50am and I haven't been this motivated to crack on with a course for some time. Looking forward to working with you all.

O2

1h Love Reply

9:03 PM

So, ad has been up since 22nd, when I left for FL. I made 1350. so that is 6 sales. 5 challenges, 1 regular member. ad spent 37.50

From one of The FitPro Portal ads?

Yes. I linked it up to zapier as well to get a text as well.

Thanks David, everything is great just so busy with buying a house and keeping on top of biz.

Portal is ace man I just wish I had more time to watch everything and implement everything- great resource for fit pros 290





START YOUR 30 DAY TRIAL