



FITPRO
LEAD GENERATION

5 TIPS TO WRITING A WINNING AD COPY

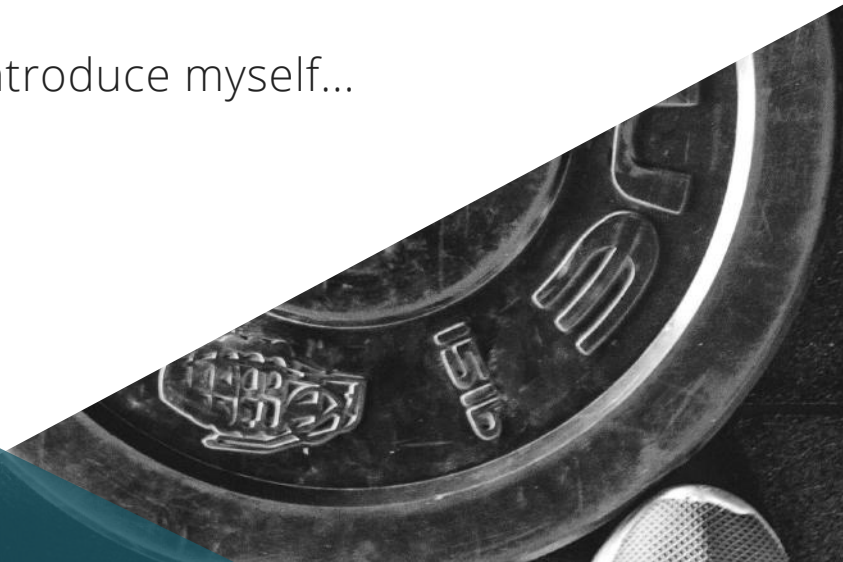


GYM OWNERS, PERSONAL TRAINERS, BOOTCAMP OWNERS & FITPROS...

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**

But first, let me introduce myself...



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.

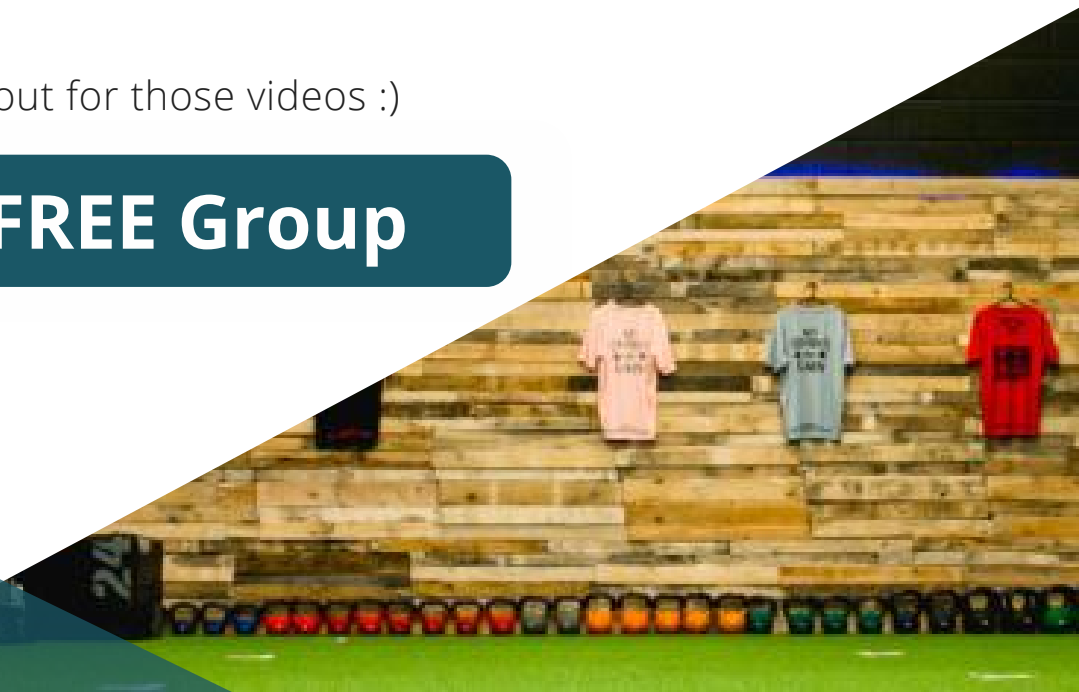
Simply click the link below to join.

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 TO
WRITING A
WINNING AD
COPY**

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

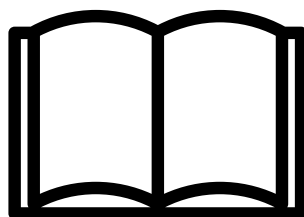
Now you've caught their attention, you have to list the benefits!

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

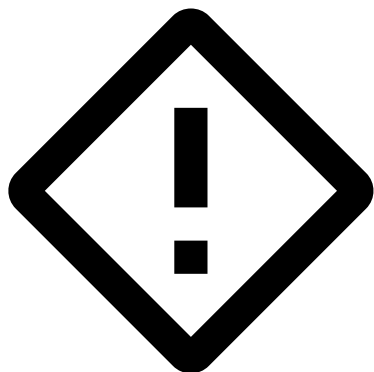
This is key!

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.

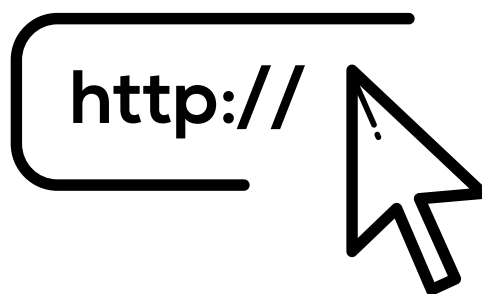
You want to give them as many options as possible to get involved!

So those are 5 things you should do when it comes to creating a Facebook ad copy

Test, test, 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 clients.

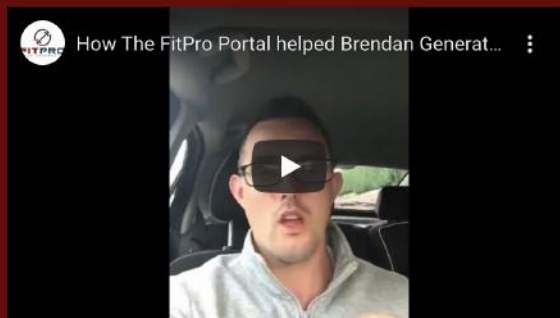
In 1 Year, Simon Has Gone From 130 Clients To 210



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...

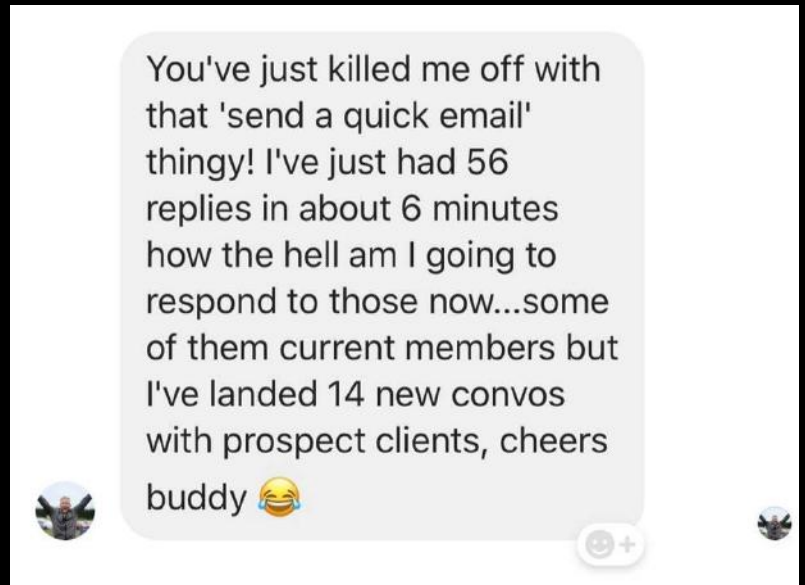
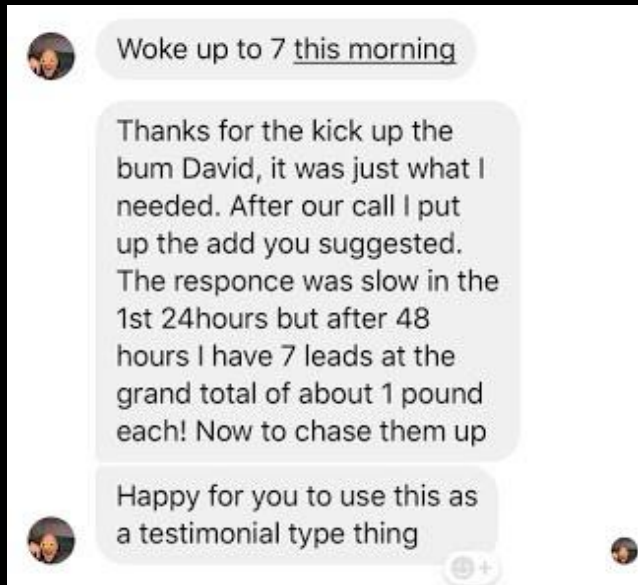


START YOUR 30 DAY TRIAL

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TRIAL 50

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

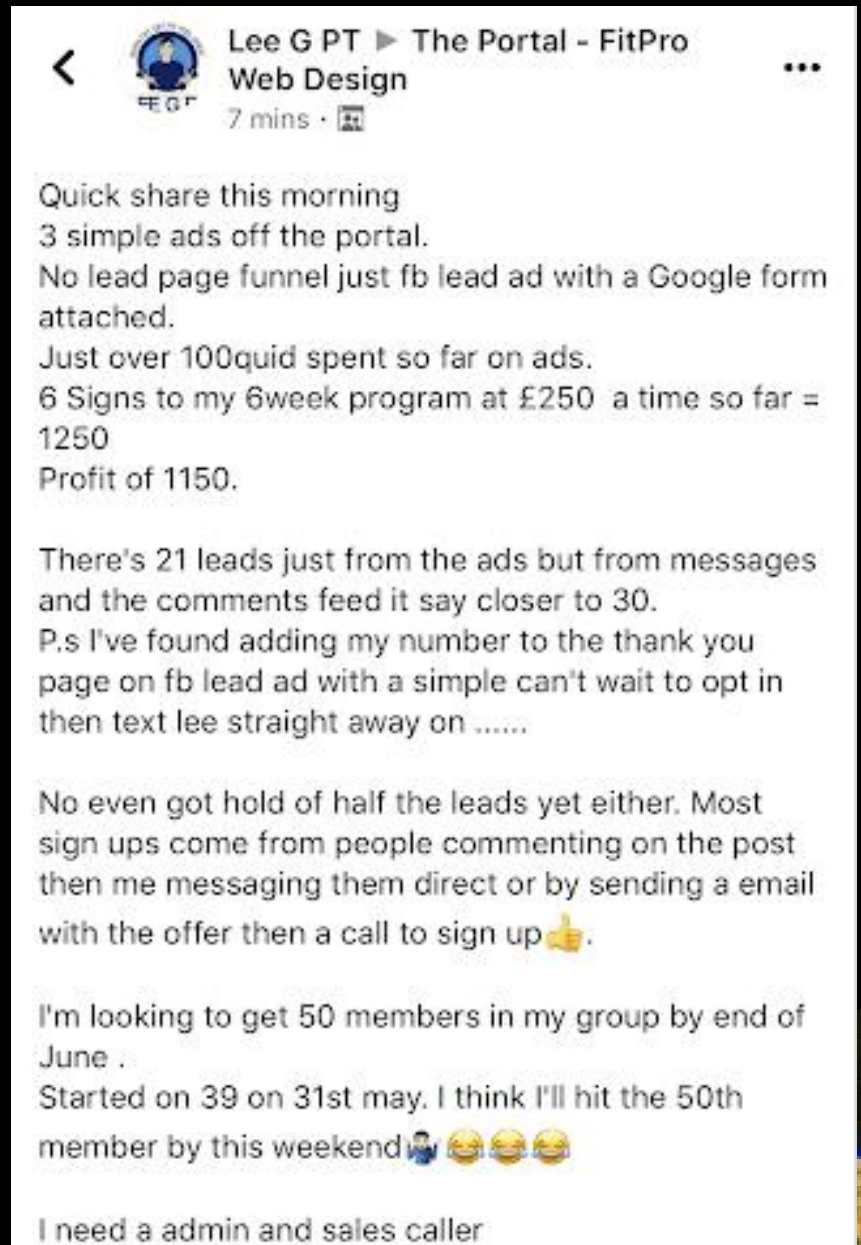


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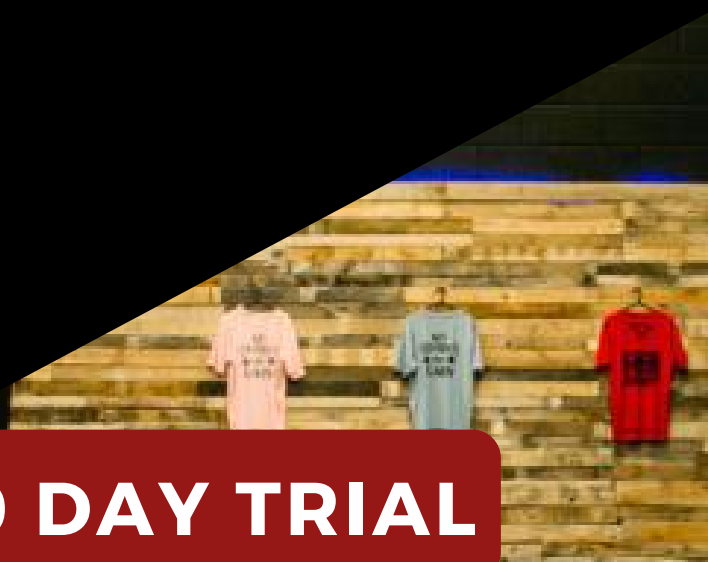
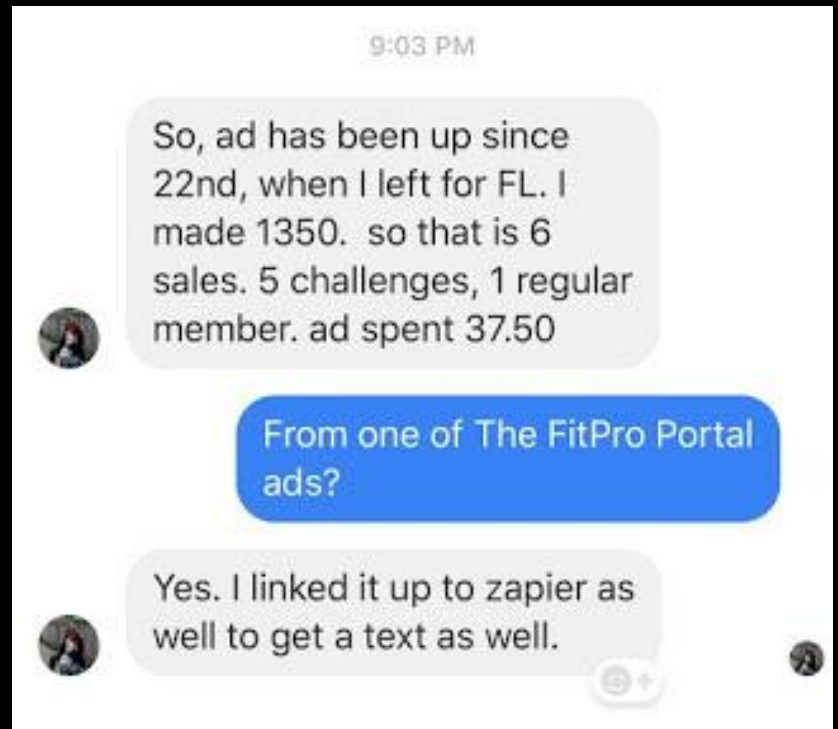


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