



**FITPRO**  
LEAD GENERATION

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## 5 WAYS TO KEEP YOUR CLIENTS FOR LONGER

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

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This week is all about how to build that relationship and keep clients long-term

Yesterday, Paul shared his experiences and what he does within his own fitness business to build strong relationships, keep clients through covid and beyond

Today I have 5 things that we do at DKnine to keep our client retention high

- 1. Reset The Goals Posts**
- 2. Core Values & Acknowledgements**
- 3. Don't Kit Your Studio All At Once**
- 4. Social Media**
- 5. Rewards & Suprises**



# 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.

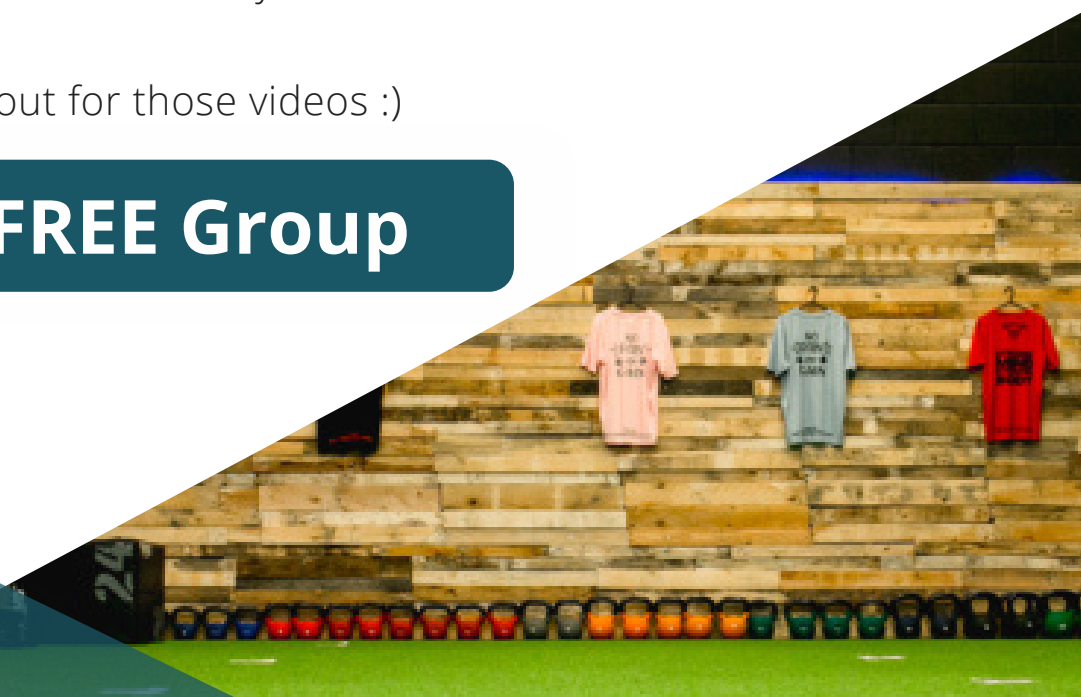
Simply click the link below to join.

**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 WAYS TO KEEP YOUR CLIENTS FOR LONGER

# 1: RESET THE GOAL POSTS

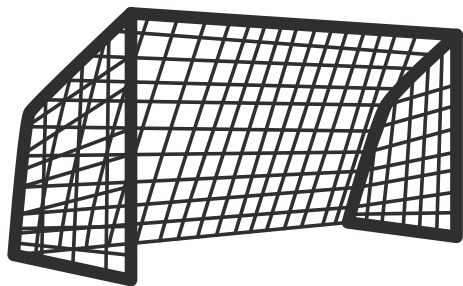
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When a client joins initially, they have a goal for their 6 weeks

The 6 weeks is up, they've stayed an extra couple of months and now it's time to re-set their goals

Every quarter we have a chat with a client about working towards a different target  
Maybe they have a holiday coming up, a challenge, a charity event

This way they are always striving for more



## 2: CORE VALUES & ACKNOWLEDGEMENTS

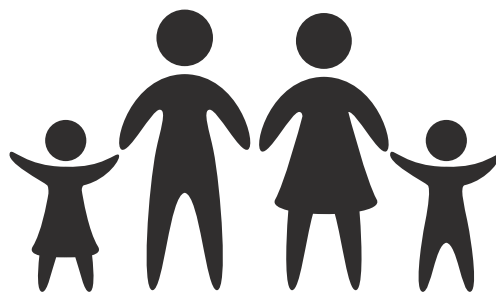
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This is something we work hard on  
Everything we care about, and how we  
interact

We want to make sure we know about their  
families and pets

So if its a quiet session we can have an in-  
depth conversation  
Whats going on in their lives, their family life,  
how their weekend was

Then, the following session we can follow-up  
The moment you remember something small  
like that, the moment they feel really cared  
for



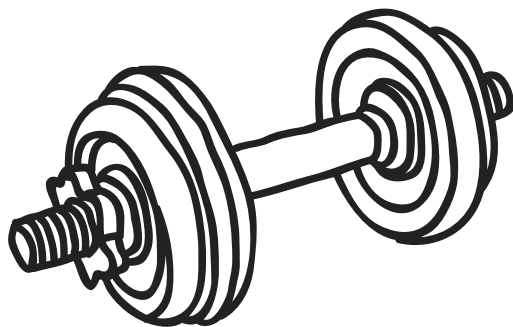
### 3: DON'T KIT YOUR STUDIO ALL AT ONCE

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When we started, we didn't have loads of money, we borrowed

And year on year we've been replacing equipment, updating it and just getting more and more in  
This has actually worked out well.

We can keep clients excited about the new equipment on the way  
We are constantly growing and improving and clients LOVE to see it





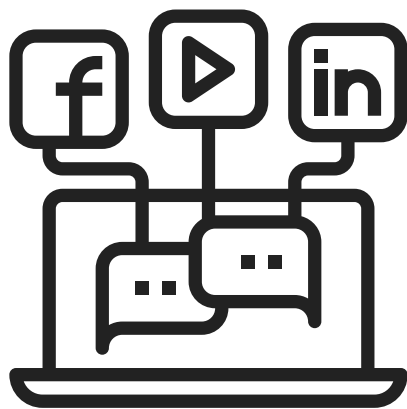
## 4: SOCIAL MEDIA

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Most of our clients don't have much of a social life outside of work and family  
So we create events

We ask them what they want, and we organise it  
Meals out, bowling, go-karting, yoga, pilates

This is a great way to get people making friends inside and outside of the studio  
And that will in turn keep them with you for longer



## 5: REWARDS & SUPRISES

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When a new client joins us, we send them a postcard

They wake up one day and have a card from us thanking them for joining the programme

That's a surprise they were not expecting  
We also send birthday cards and presents  
We donate to their charity events coming up

If someone in the family has been ill, we send a card

These are just small ways to show your clients you're more than just a gym



# 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.

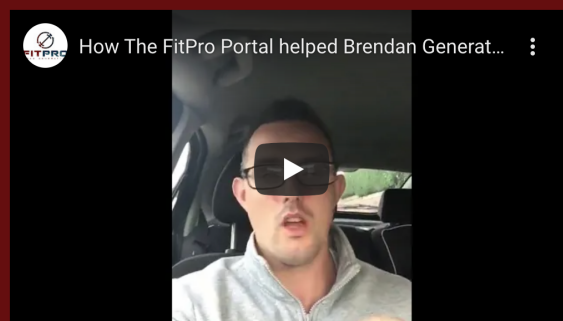
**In 1 Year, Simon Has Gone From 130 Clients To 210**



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...

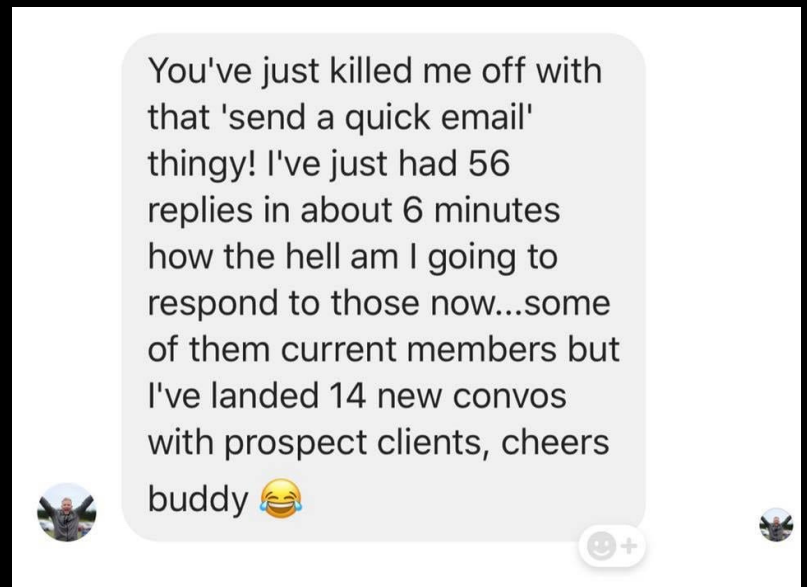
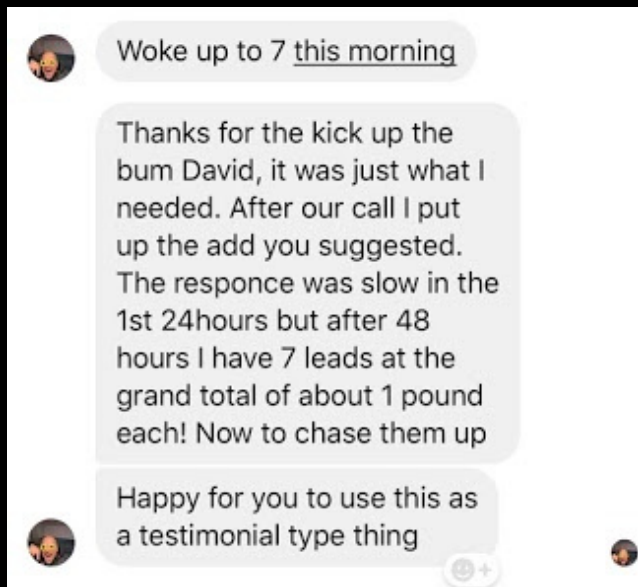


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# HERE ARE A FEW SUCCESS STORIES & RESULTS SO FAR FROM THE FITPRO PORTAL..

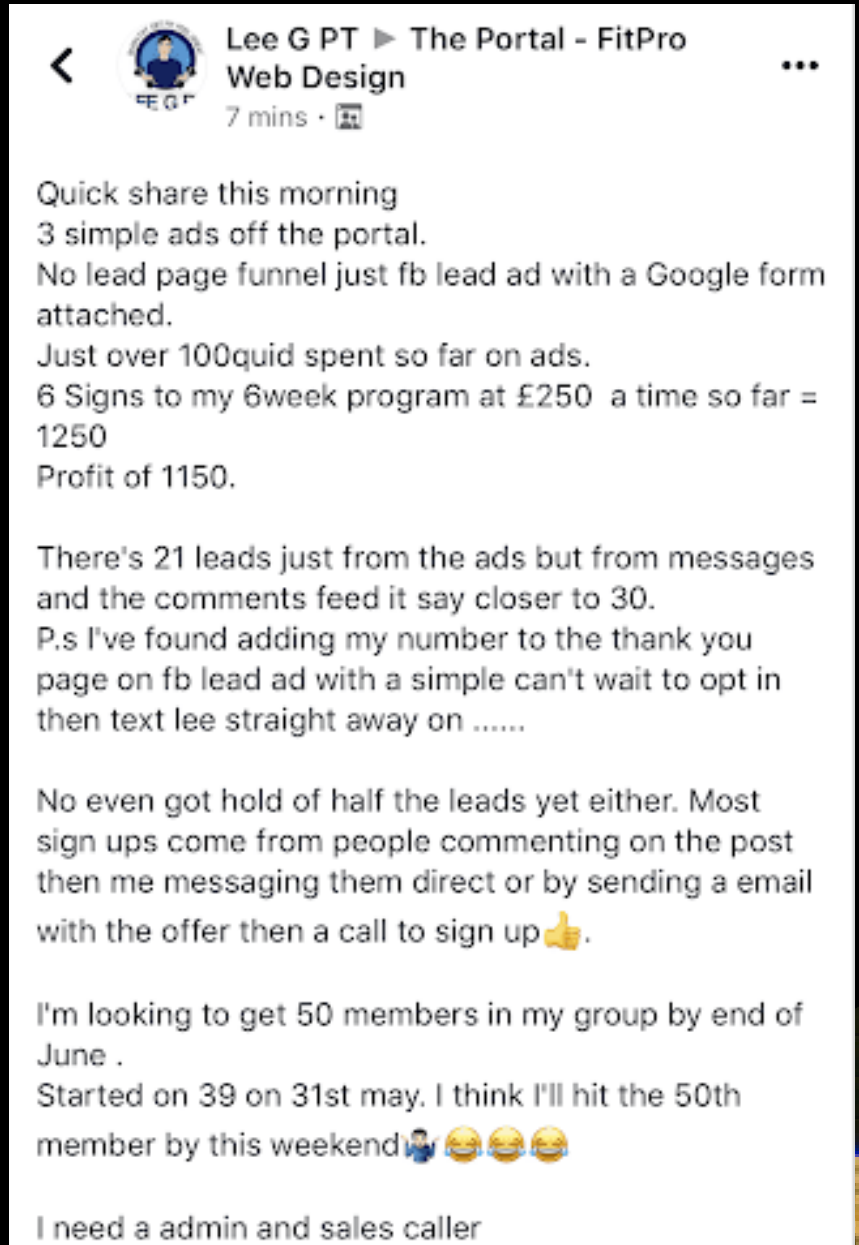
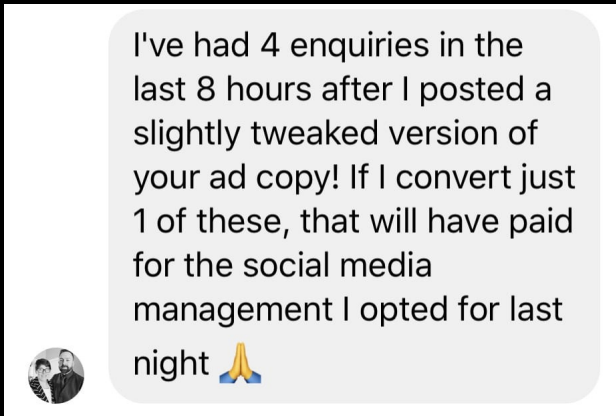


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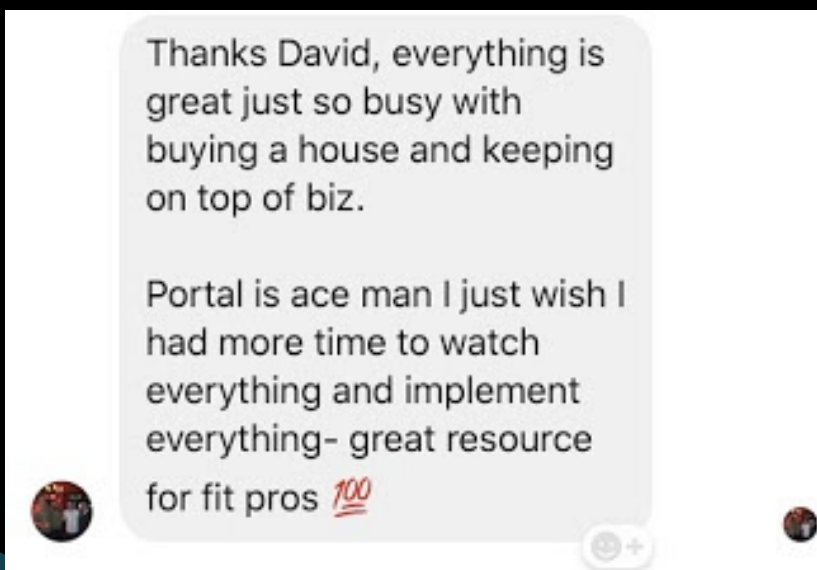
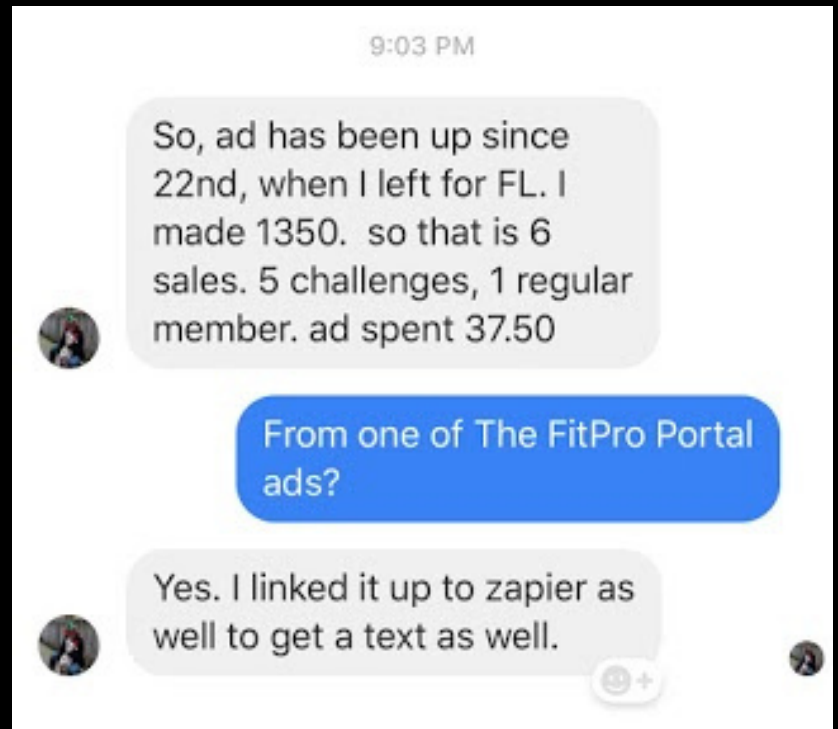
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