



THE ULTIMATE FITPRO

"COPY & PASTE" LEAD GENERATION

SOCIAL MEDIA & FACEBOOK
ADS GUIDE



WE HAVE 1 AIM EACH YEAR... TO GET 100 FITPROS TO 10K + PER MONTH & STAY THERE

There are 2 key aspects to growing your fitness business...

- 1) Lead Generation & Sales
- 2) Your Ability To Keep Clients

In this ebook/guide, we are going to cover the first, Lead Generation & Sales then it is over to you to keep the clients and move your business forward.

Like it says at the top, here at FitPro Lead Gen, we have 1 aim each year...

Help 100 FitPros Get To 10k Per Month & Stay There

And we have a great success rate at doing it, this is done either via our [Facebook Ads Management Service](#) (Done for You) or [The FitPro Portal](#) (Show You How)

What is unique about this ebook, is that we going to share with you insights into what we are doing and showing our clients, from running successful Facebook Ads to how to get the best possible return from posting organically on social media.

But first, let me tell you a little about how the first version of this ebook came about...



THE 4TH EDITION...

It's crazy to think that this will be the 4th edition of this guide.

The first one I put together was towards the end of 2017, 8 months after I decided enough was enough.

You see just like you, I have my own Fitness Business, called DKnine Fitness. Where I was working 6am -10pm, 5 days a week, struggling to get past 35 clients.

Myself & Holly had never been on holiday together and we had been together for over 5 years at this point.

So I put a plan in place, to get staff in and **have the business run without me while we travelled around Thailand for 5 weeks**

On the flight over, I wrote the first edition and posted in the UKPTs Facebook group, that I had written this guide. In the first 24 hours, that post had over 130 FitPros commenting that they wanted a copy.

As I am writing this 4th edition, June 2021, we have had over 5000 FitPros download the guide from all over the world, and with a lot of changes happening since the Lockdowns & IOS14, I have decided that now is a good time to share with you the most updated digital marketing strategies that are working right now when it comes to generating leads for your fitness business.



WHO IS DAVID KYLE?

Like I said, I am just like you, I have my own Fitness Business called DKnine Fitness here in Cardiff, PLUS...

Myself & the team help Gym, Bootcamp, Studio Owners & FitPros grow their business to 10kpm + and stay their



We have clients who have multiple locations, we have clients that spend as much as £1000 a day on ads, we also have 1 man band businesses that just need leads.

Everything we do at DKnine and what we are seeing working with our Facebook Ad Management Clients are tracked and noted so we can share what is working with our coaching clients inside The FitPro Portal

Any questions you have on Lead Gen, What I Do or How We Can Help, feel free to add me on Facebook or drop me a message with any questions you have.

David :)



Add David on Facebook





FINALLY...

There are 2 final things I wanted to mention before we device into what was promised inside this ebook...

The first is that I would love you to come and join our FREE Facebook Group called: FitPro Lead Gen with Dave, as of June 2021 we have just over 1.9k FitPros members -->>

FitPro Lead Generation with Dave!

Private group · 1.9K 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.

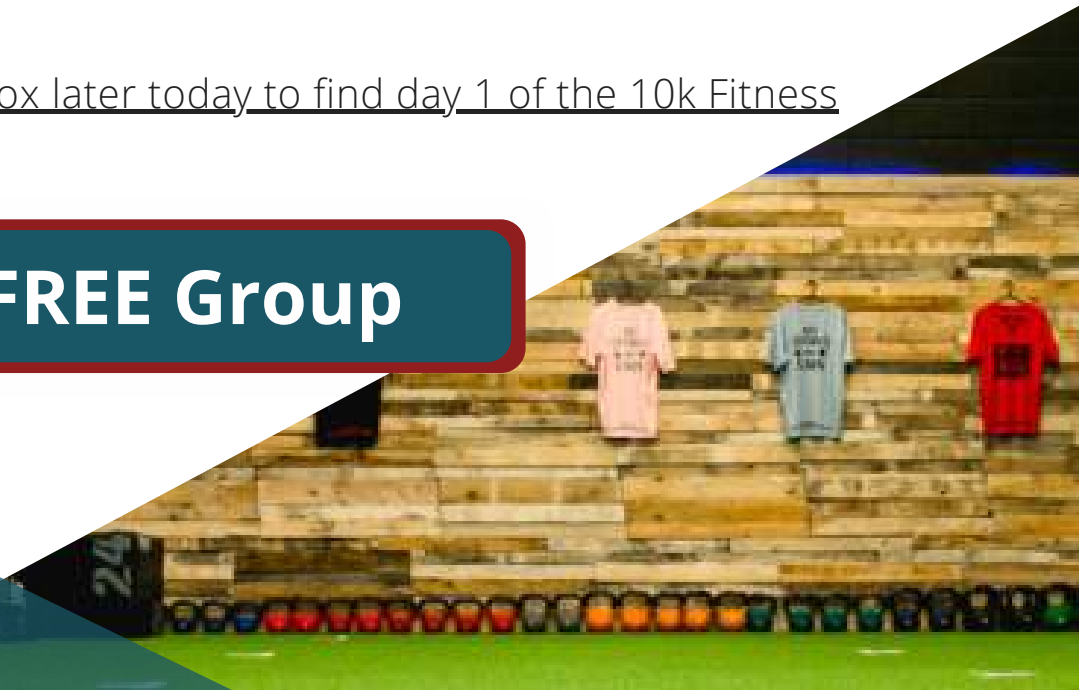


Finally, you will love this last bonus...

We have given you FREE access to our **MOST PROVEN 5 Part - 10k Business Challenge**, which will be delivered to you via EMAIL over the next 5 days

Simply head to your inbox later today to find day 1 of the 10k Fitness Business Challenge

Join The FREE Group





EBOOK PAGE GUIDE

**5 SOCIAL MEDIA POSTS
TEMPLATE IDEAS
WITH CANVAS TEMPLATES**

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**5 INTERACTIVE SOCIAL MEDIA
POSTS**

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**5 FREE & SIMPLE, YET HIGHLY
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**5 ESSENTIAL STEPS TO GROWING
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**5 STEPS TO SUCCESSFULLY
GENERATING LEADS WITH
FACEBOOK ADS
WITH 3 BONUS ADS COPY**

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5 SOCIAL MEDIA POSTS TEMPLATE IDEAS

with Canva Templates

MONDAY

MONDAY MOTIVATION

Monday is by far the most popular day of the week for anybody to start their fitness journey. Whether they are looking for weight loss or to train for an event, Monday is the perfect day for it.

That's why on Monday we get all our clients to post some sort of "MOTIVATIONAL" post, followed by a question. This not only gets people interacting with the motivation aspect of the post, but also replying to the question.

Here is a great example:



[Download The Canva Templates](#)



TUESDAY TASTY TUESDAY

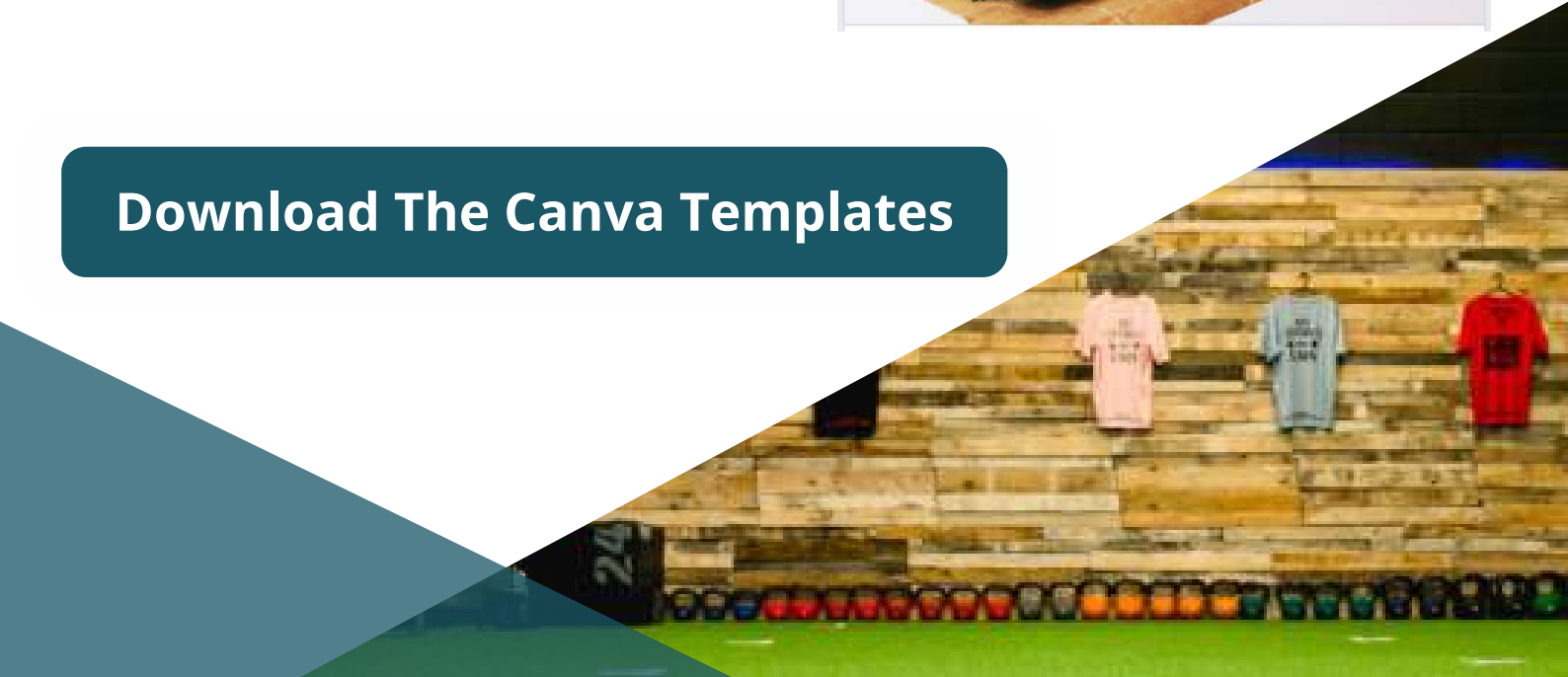
Interaction is what helps keep your Facebook page fresh and visible, that why “Tasty Tuesdays” is a must!

Share one of your favourite recipes, making sure it is not boring and sounds tasty. Be sure to give it a catchy headline, followed by an introduction and guidance to comment and share the post.

Here is a perfect example for you:



[Download The Canva Templates](#)



WEDNESDAY WORKOUT WEDNESDAY

Like all your other posts, they need to be targeted towards your target audience, this is really important when it comes to “Workout Wednesday”.

You will want to give them a glimpse into your training sessions, a workout that is fun and challenging but nothing that is way too much.

Here is a super simple example:



[Download The Canva Templates](#)



THURSDAY

TESTIMONIAL THURSDAY

There is no better example of your work than showing a success story, whether that be a before and after pictures or a screenshot of a message.

There are a number of ways to share these success stories, from storytelling to simply letting the picture take centre stage. Be sure to always include a CTA at the end.

Here is a short story example:



[Download The Canva Templates](#)



FRIDAY

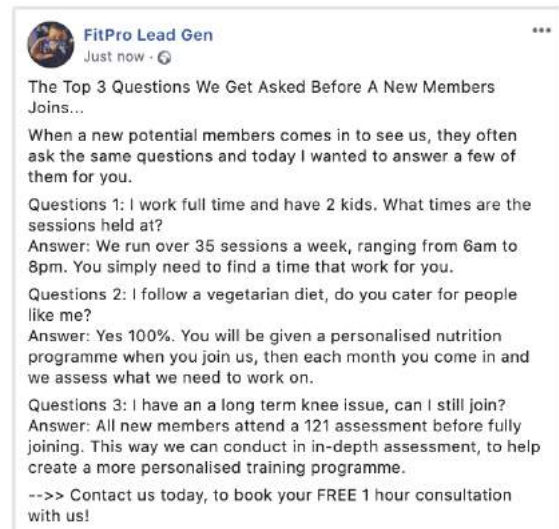
3 TIPS FRIDAY

Fridays are a great day to get creative and show prospects you know your stuff, making sure the post is targeted towards your perfect client.

There are so many posts you can create with the "3 Tips..." or "3 Ways..." headlines, you can create a completely different one each week. Here are just 2 for you:

- 3 tips to feeling more energised each day
- 3 ways to increase your bench press in just a month.

A great post to do once a month, would be answering the most common questions asked by the prospect:



[Download The Canva Templates](#)



THE IMPORTANCE OF K.L.T

I have bad news when it comes to instant leads & posting on social media...

As I write this guide, Facebook currently show each post on average to 4% of your overall page following

Why? Because they want you to spend

So is posting on your Social Media dead?

No, you see posting on your social media channels should be part of your marketing system, part of the eco-system that generates leads and builds K.L.T (Know, Like & Trust)

When a prospect sees an advert, they may then check your page out and seeing that page posts regularly and quality content helps build that K.L.T

Or maybe this prospect has been following you for a while, then them seeing you post often and quality content again will boost the K.L.T until they are ready to reach out and get started with you

This is where the Social Stack inside The FitPro Portal will help, giving you 30 ready-made social media posts and Canva graphics each and every month

Check Out The FitPro Portal



5
INTERACTIVE
SOCIAL MEDIA
POSTS

1: THE “ASK A QUESTION” POST

The sole purpose of this post is to create interaction, increase your Facebook profile, and start becoming the go-to FitPro when a prospect needs your help.

This type of post should be short and sharp, with a stand out picture relevant to the text.

Here are 2 great examples:

- *"If there was one exercise you could ban forever, what would it be?"*
- *"How soon after a session do you eat next?"*

No matter how many comments you receive, be sure to reply to each one and if possible take the conversation to a private message.

Here are 2 other forms of questions, which don't always have to be about your service:

- *"We are looking for someone to design us a new shirt for our clients, who can you recommend?"*
- *"Fill in the blank. The first thing I do after visiting the dentist is_____"*



2: THE “BEFORE & AFTER” POST

Nothing shows your work off better than a "Before & After" picture, especially ones that have a story behind them.

Simply showing your work off, will put you miles ahead of your competition as very few services do this. You will instantly increase your post likes, comments and potentially increase your enquiries

Secondly, adding a story to the "Before & After" picture will take the reach of the post to another level.

A simple example would be: *"How Lucy's confidence exploded, once she lost that initial 1 stone"*

Worries about what potential customers would say about their pictures being taken?

One way of combating this would be to agree to not show their face.

Another would be explaining how AMAZING their "Before & After" pictures look now and that you would love to be able to show them off to the world.



3: THE "DIRECT CALL OUT" POST

This type of post is perfect to fill in any last-minute spaces on your programme, especially if someone has just called up to cancel and you now have an open space.

A few examples of this type of post in action would be:

"Due to a late cancellation, we now have a 12.30pm slot available for....."

"We now ONLY have 2 spaces available on the March... [fill this in with a service you offer]"

This type of post can also be an awareness post, that talks directly to your customer's current worries and pains:

"Mums, Is your child's birthday coming up?

But not sure what type of cake to get?

Then our Custom Made cake designed services is what you need"



4: THE “5 TOP TIPS TO...” POST

If you are after interaction, comments and leads then look no further than a “Top Tips” post.

You can keep it simple by just posting them on your page or if you are after more conversations then you will need to create a short download or PDF (just like this E-Book you are reading)

Here an example:

You create a simple: “Top 5 Tips to a... [goal potential customers would like to achieve]” in a PDF or poster style download.

Then create a Facebook post along the lines of: “FREE “Top 5 Tips to a...”, simply comment: “.....” and we will send it over”

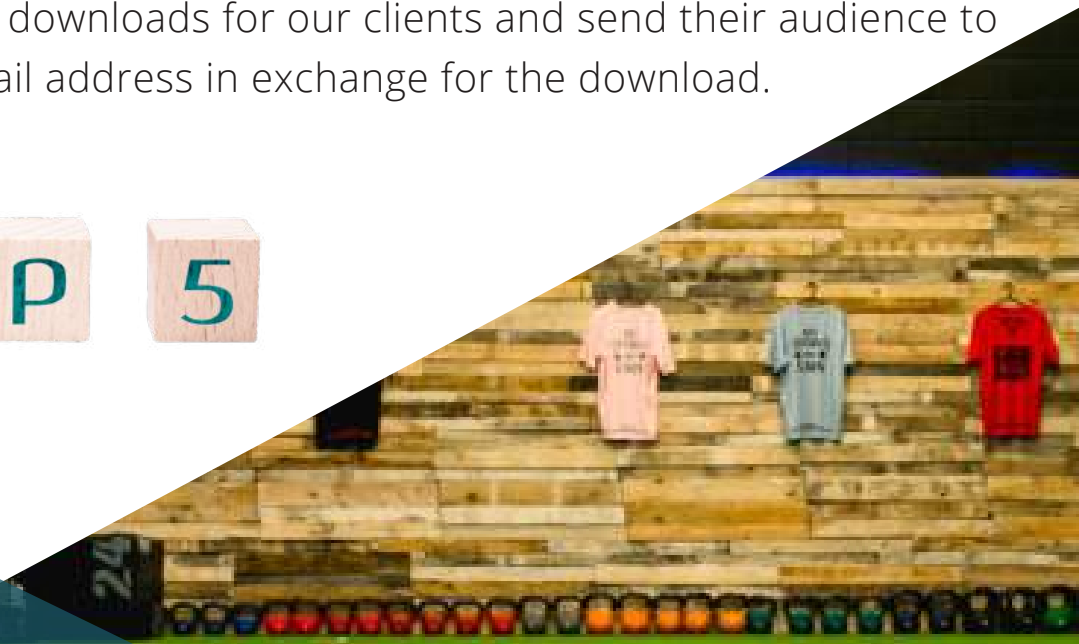
When comments come in, simply reply and get it sent over.

Then in a few days, follow up with a message to start a dialogue to potentially turn them into a client.

We create these type of downloads for our clients and send their audience to a page to grab their email address in exchange for the download.



TOP 5



5: COMPETITION "LIKE & SHARE"

These type of posts can quickly make you go viral in your local area, depending on what you are giving away and the way you word the competition post.

A simple example would be:

*"**COMPETITION TIME** We have 2 FREE 21 Day Passes To Give Away. To enter simple comment below with your goals for the next 21 days"*

If you wanted to really go to town with the competition and you can afford to do it, you could give away one of your most expensive services. For example:

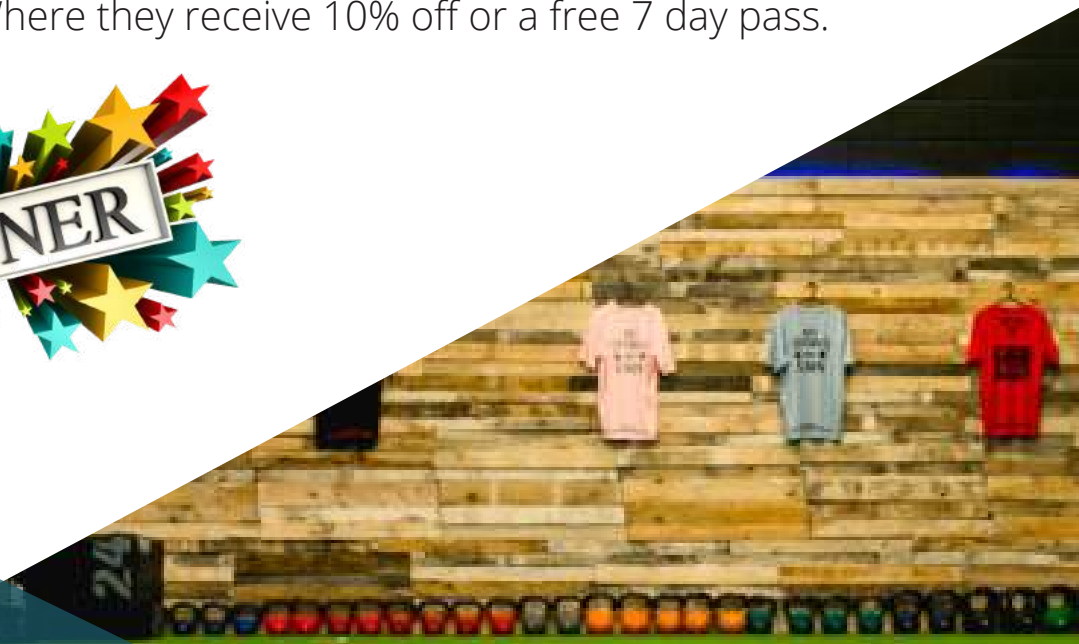
"HUGE COMPETITION FOR THE PEOPLE OF [name]. We are giving away a complete [service] for FREE which is worth a massive [£££].

Simply like our page, take a screenshot of the like and post it in the comments.

=> We are also giving 3 runner-ups a secret prize <="

Reply to all posts, wishing them good luck. Then on the day of the draw, stream the prize draw live on Facebook.

Then simply private message everyone that has entered and explain that they are one of the runners up. Where they receive 10% off or a free 7 day pass.





KLT -> CONVERSATION -> SALE

As your reading this, you are probably picking up the theme of what we NEED to be posting on Social Media

Here is why...

A follower sees your post, they like what they are reading, you spike their interest, this starts the **"Know, Like & Trust"** phase. Where once you hit all of these 3 key phases, the prospect feels confident enough to reach out and start a **conversation**.

You see all posts on Social Media should have a Call To Action "CTA" in order to start that conversation, even if the conversation starts off with a comment on that post.

Once the conversation starts, it is then over to you to take that conversation into a **consultation/sales phase** in order to convert that follower to a prospect and finally to a client.

If sales or selling, emails, text or phone calls are not your strong suit, then we have you covered inside The FitPro Portal.

We have a sales specialist, ready to answer all your questions & downloads, scripts and guides ready for you to use right away in your fitness business

Check Out The FitPro Portal





**5 FREE &
SIMPLE, YET
HIGHLY
EFFECTIVE WAYS
TO GENERATE
NEW CLIENTS
TODAY**

1: DIRECT CALL OUT / ANNOUNCEMENT POST!

On your personal timeline, post a simple “Direct Call Out / Announcement Post”.

This is simply telling your friends that you have something to offer:

-> I Have 3 Spaces For Ladies Over The Age Of 30 On My Belly Buster Programme.

-> GUYS!! Who wants to see what all the fuss is about on my 12 Week Shredded Programme? Drop Me A Message Now!

These are super simple posts, that will get people enquiring about your services.

Make sure you post an eye-catching picture along with the text, that will get lots of views and get you onto a winner.

Go Write This Post Now!

PS... Try putting [Does Anybody Know] at the start of the post and watch your friends comment, share, and even tag friend who they think would be interested.



2: TAGGING POSTS!

First, you may need the permission of your current clients, if you don't have any clients then use your friends and family.

This one is all about tagging people in your posts, which will massively increase the reach of your post as it will also appear on your friend's timeline too.

Here are a few ways of using the tagging feature:

- *Check out [Client's Name] AMAZING results, this was achieved in [days], without having to ...*
- *What an awesome session with [Client's Name], [Client's Name], [Client's Name], [Client's Name]! You lot have been getting AMAZING results and I can't wait to see how further you are going to come!*

Just make sure the post is clear about what you offer.

Such as writing out the "Direct Call Out Post" about looking for new clients and tagging all your current clients in the post.

Go Write A Post And Tag A Few People Now!



3: LOCAL FACEBOOK GROUPS!

This is a brilliant way of getting your name and service out there.

Just the same as any other post, you will need to be tactful about the time of day you post. Consider when your target audience is most likely to be online and then post.

There will be plenty of Local Facebook groups in your area, they are usually named something like: For Sale in [Area]. Type into the search bar on Facebook and you will see them all there.

Something to consider is not joining too many at once, as Facebook will catch on to what you are doing and ban you from posting in groups for a few days.

Your posts in the group should be the “Direct Call Out Post” from post number 1 just make sure the picture and text stand out.

Don't forget to make it super easy for whoever sees the post to contact you, and finally, make sure you actually reply to everyone that comments or likes.

Go Join A Few Local Group Now!



4: GET MESSAGING!

The average person on Facebook has over 200 friends, these are made up of family members, friends, and potential new clients.

Obviously only message people who would actually be a good fit for your services.

When doing something like this, it's important to not go straight for the kill and ask for the sale.

Start the conversation off with a simple ice breaker, finding something you have in common.

Then slowly direct your conversation to your services and what results you have delivered in the past.

If they are not interested, don't worry then they might actually know someone who is.

After all, what's the worst that can happen? They say NO and you message the next one.



5: TALK TO YOUR CLIENTS!

Your current clients love you and your service. Which makes them your biggest and loudest advertising tool.

Just like the “Tagging Post”, having your clients approve of your service and associate with you will make a massive difference. Any worries or issues any of their friends may have had, will be quickly squashed once your clients approve of your service.

So here are 2 simple ways you can leverage this situation:

The first is Referrals! Drop your current clients a quick message along the lines of: *“Hey [name], I love the results you have been getting with us. Do you know anyone that would be a great fit to join us?”*

The second way is Up Selling to your current clients: *“Hey [name], I love how far you have come so far! I have [service] coming out at the end of the month, that would go hand in hand with your current [service]. It’s going to help you.... And is only an extra £££ to what you pay now.”*





YOUR MARKETING CALENDAR

Remember, Apple doesn't just post for the sake of posting, neither do they release a new iPhone whenever they feel like...

And yeah, I know we are not at the same level in our Fitness Business, but we still need a marketing plan

A plan for launching new services, a plan for your ads, your social media, your email newsletters - A plan for client reactivation, for referrals, for up-sells - A plan for staff developments and training

Consider these 5 pillars, when creating your own marketing plan:

- 1) Business Focus
- 2) Online Lead Gen
- 3) Offline Lead Gen
- 4) Client Retention
- 5) Team Development

Inside The FitPro Portal, we give you your own Marketing Plan with training on how to fill and use it, plus give you your monthly ebook to hand out, your social media with the Social Stack, your Facebook Ads Copy that has been tested to deliver.

We even have a friendly monthly sales completion to see who can make the most sales

Check Out The FitPro Portal





**5 ESSENTIAL
STEPS TO
GROWING YOUR
FITNESS
BUSINESS TO
10K PER MONTH**

1: GET THE PRICE RIGHT

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

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

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: OPERATIONS MANUAL

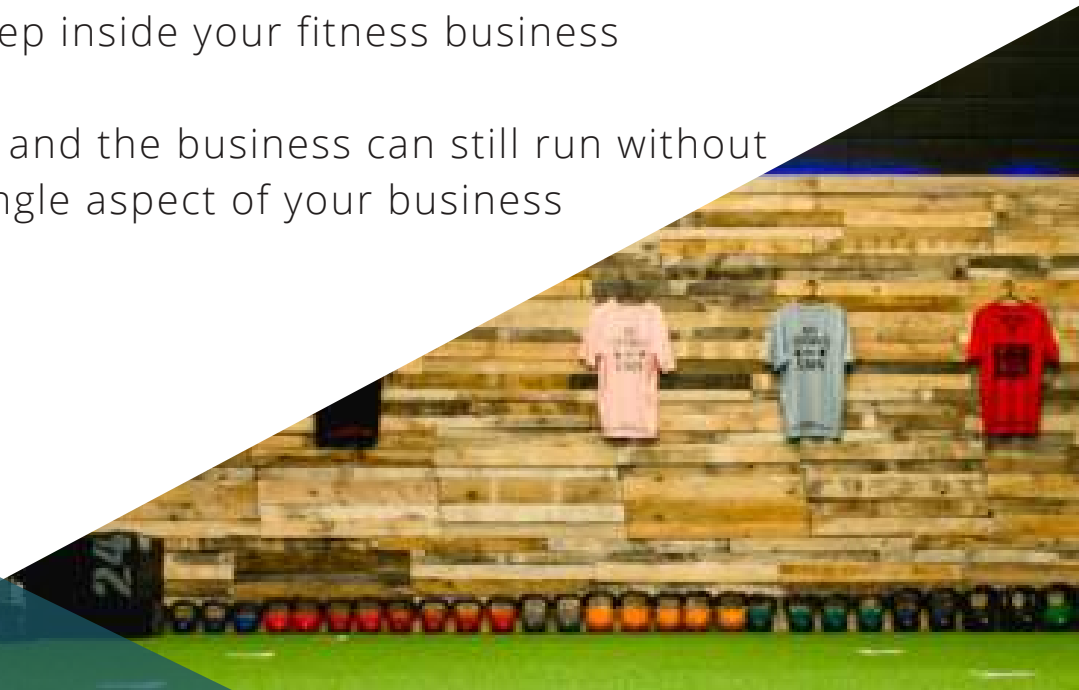
This is key

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!



5: KNOW YOUR COST PER LEAD & SALE

The final essential step is knowing your numbers, in particular, your cost per lead and cost per sale

Take your front end programme, if this programme is £100 and it costs you £150 in ad spend and other costs, then you are at negative £50 for that sale to bring a client onboard

Therefore we need to make sure you're making some sort of profit or at least breaking even on the front end

Or if not, then we need to be making sure that the client stays for a minimum of 2 months to make a profit

This then takes us into knowing your client LTV (Life Time Value)

Knowing this number will give you a much clearer picture of what you can spend to bring in a client and what the client is worth in the long run

So make sure you're considering those cost per leads, cost per sales, LTV and all other numbers in your fitness business.





5 STEPS TO SUCCESSFULLY GENERATING LEADS WITH FACEBOOK ADS

WITH ADS COPY

MOVING INTO PAID ADVERTISING

Posting on social media sure has its place, that's why the last 28 or so pages has all be about types of posts to use, to generate new leads for FREE.

In the final part of this eBook, I want to dive into setting up and running Facebook Adverts for your fitness business.

You see Facebook Ads is by far the quickest and cheapest form of online advertising.

DKnine Fitness started in Southampton with no reputation or clients and grew to 20 clients in its first month - We then moved to Cardiff and got to 100 clients in just 6 months...

ALL BY USING FACEBOOK ADS!!!

Facebook Ads work, and over the next few pages, I am going to show you the exact steps we use to generate a daily follow of predictable leads, how to chase these leads, plus give you some of our MOST PROVEN Ads Copy & Images

Finally, if you would rather watch the whole set-up, then click the link below and I have recorded it all for you

Watch The Video





IOS 14 UPDATES...

May 2021 brought about the biggest changes we have seen with Facebook Ads since the platform launched in 2007, with the introduction of Domain verification.

Unfortunately, we won't be able to cover this topic in details in this guide, but I wanted to just give you a quick overview:

This change is only affecting those that want to run Conversion Campaigns, in the next few pages, we are going to show you how to run ads use Facebook LeadAds.

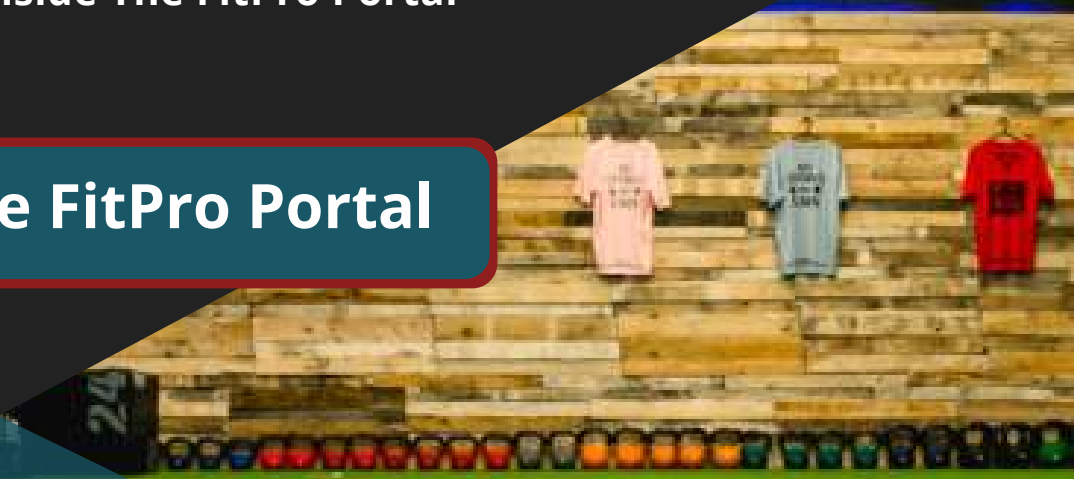
If you are wanting to use Conversion Campaigns, you will first need to verify your Domain. This is done in Business Setting within Ads Manager.

Next, you will need to place the 'view pixel' on the landing page and the 'lead pixel' on the Thank You page

Finally, you will need to head back into Ads Manager and over to the Events Manager and set your Conversion Types.

For a full breakdown and step by step guidance on setting this up come and join us inside The FitPro Portal

Check Out The FitPro Portal

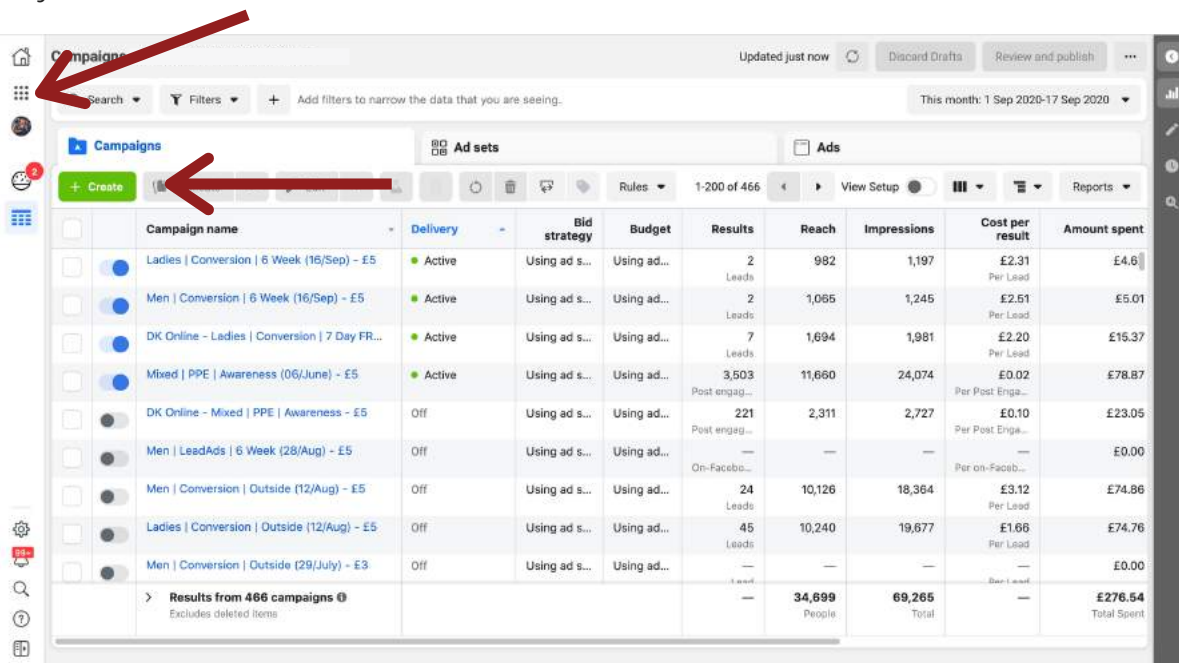


1: CHOOSING THE CAMPAIGN

There are many types of Facebook Ad Campaigns we could use, they all have a purpose and all deliver specific results. As this guide is designed towards generating leads for your Fitness Business, we are going to start with running Facebook Lead Ads.

Before we dive into that section, first we need to load up Facebook Ads Manager. Log in on your Facebook account and search for a button that says "Ads", Facebook is always changing its layout, therefore a quicker way may be to type in www.business.facebook.com

You then need to **click the 3 lines**, top left and select Ads Manager, or until you land on this page, from here, we will need to click the Green button that says "Create"



The screenshot shows the Facebook Ads Manager interface. A red arrow points to the menu icon (three horizontal lines) in the top left corner. Another red arrow points to the green '+ Create' button in the top left of the main content area. The main content area displays a table of campaigns with the following columns: Campaign name, Delivery, Bid strategy, Budget, Results, Reach, Impressions, Cost per result, and Amount spent.

Campaign name	Delivery	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Ladies Conversion 6 Week (16/Sep) - £5	Active	Using ad s...	Using ad...	2 Leads	982	1,197	£2.31 Per Lead	£4.6
Men Conversion 6 Week (16/Sep) - £5	Active	Using ad s...	Using ad...	2 Leads	1,065	1,245	£2.51 Per Lead	£5.01
DK Online - Ladies Conversion 7 Day FR...	Active	Using ad s...	Using ad...	7 Leads	1,694	1,981	£2.20 Per Lead	£15.37
Mixed PPE Awareness (06/June) - £5	Active	Using ad s...	Using ad...	3,503 Post engag...	11,660	24,074	£0.02 Per Post Enga...	£78.87
DK Online - Mixed PPE Awareness - £5	Off	Using ad s...	Using ad...	221 Post engag...	2,311	2,727	£0.10 Per Post Enga...	£23.05
Men LeadAds 6 Week (28/Aug) - £5	Off	Using ad s...	Using ad...	On-Faceb...	—	—	Per on-Faceb...	£0.00
Men Conversion Outside (12/Aug) - £5	Off	Using ad s...	Using ad...	24 Leads	10,126	18,364	£3.12 Per Lead	£74.86
Ladies Conversion Outside (12/Aug) - £5	Off	Using ad s...	Using ad...	45 Leads	10,240	19,677	£1.66 Per Lead	£74.76
Men Conversion Outside (29/July) - £3	Off	Using ad s...	Using ad...	—	—	—	—	£0.00
Results from 466 campaigns					34,699	69,265	£276.54	£276.54



1: CHOOSING THE CAMPAIGN

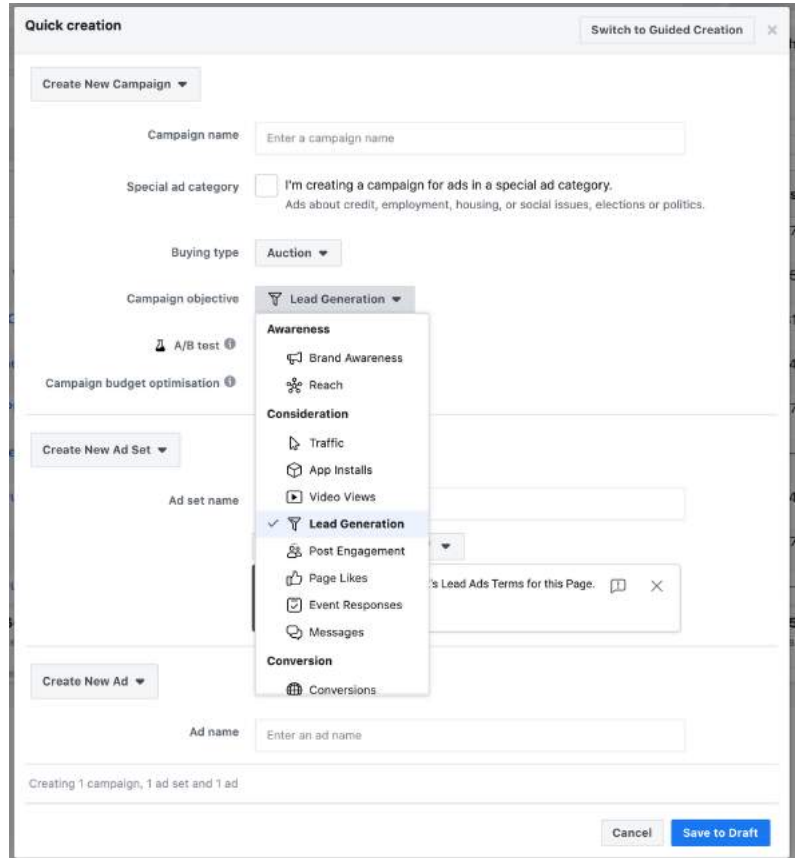
From here we now need to fill in the first pop up box

1: Enter a Campaign Name

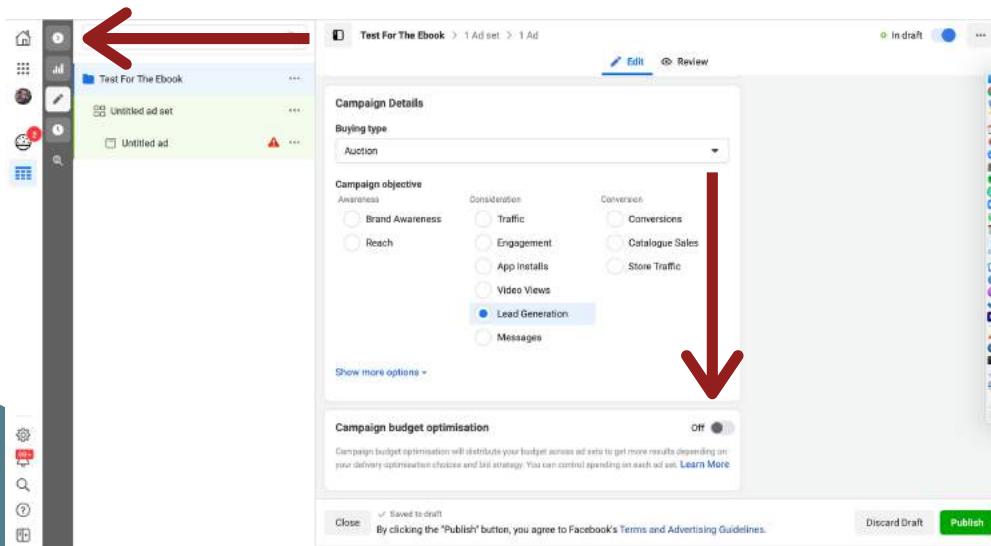
2: Click the Campaign Objective dropdown and select: Lead Generation

3: Now read the T&C's that popped up in the "Create New Ad Set" section

4: Finally, press the "Save to Draft" button to load up the next screen.



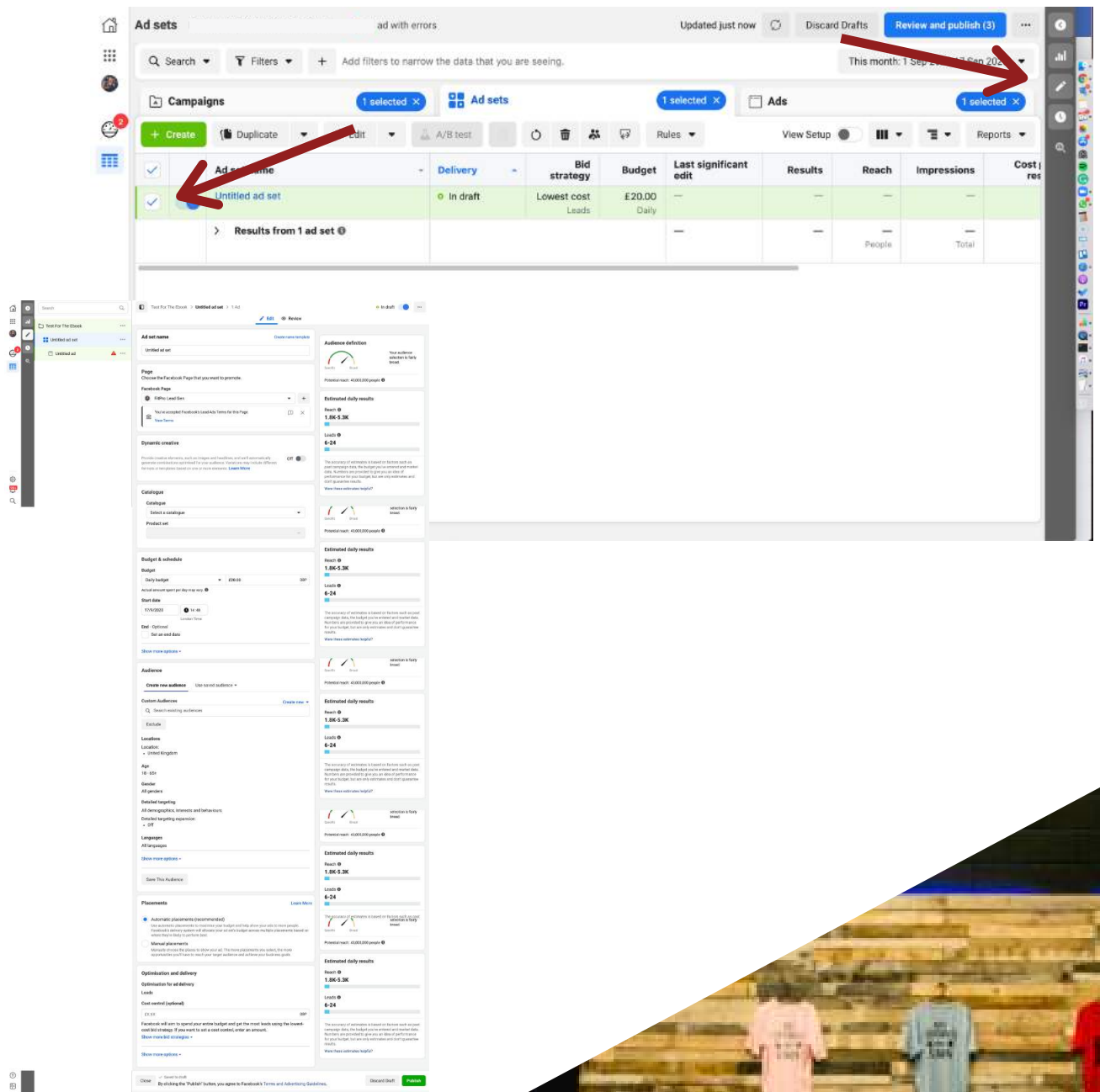
With the next screen showing, scroll down to make sure "Campaign budget optimisation" is turned off and then press the "Collapse pane" button to return to the campaign screen



2: CHOOSING YOUR AUDIENCE

The next step is selecting the target audience we would like our adverts to be sent to, this is all done in the "Ad set" section.

With the "untitled ad set" selected, press the edit button to load the editor screen



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Ad sets' section is active, showing a table with columns for Ad set name, Delivery, Bid strategy, Budget, Last significant edit, Results, Reach, Impressions, and Cost per result. The 'Untitled ad set' is selected, and a red arrow points to the 'Edit' button. Below the table, the 'Edit' screen for the 'Untitled ad set' is shown, featuring various configuration options such as Page, Dynamic creative, Campaign, Budget & schedule, Audience, Placements, and Optimization & delivery. A red arrow also points to the 'Audience' section in the edit screen. The background of the bottom right corner shows a blurred image of a clothing store with t-shirts hanging on a rack.

2: CHOOSING YOUR AUDIENCE

Starting from the top...

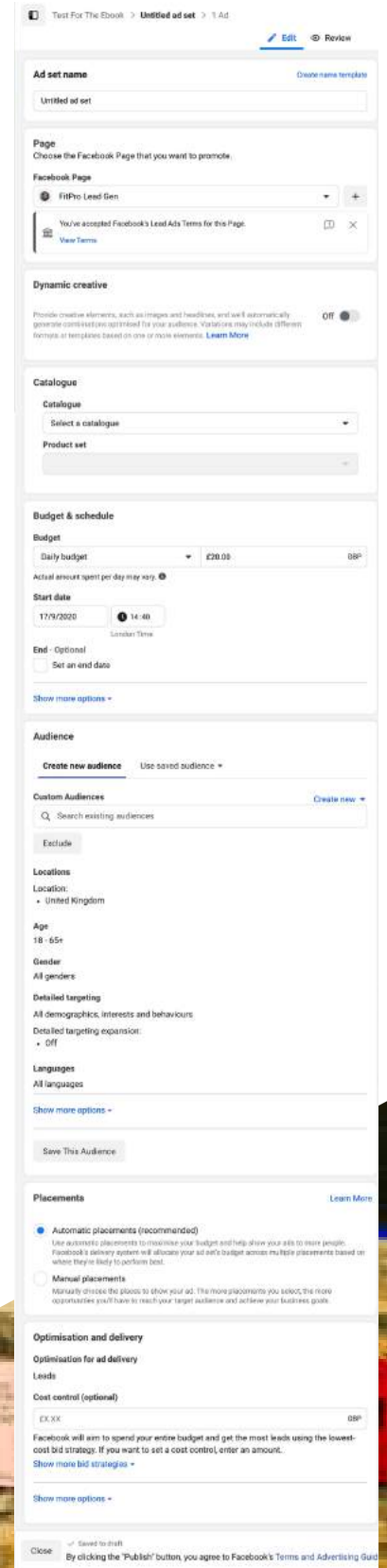
Page: Make sure the correct page is selected, then move down to "Budget & schedule"

Budget & schedule: in this section, enter the amount you want to spend each day on this ad set. We will talk about running multiple split tests later, for now, we are only going to run 1 advert.

Audience: moving down to "Locations" hover and press the edit button. Press "x" on the currently selected location, then zoom in to your location. Then click "Drop Pin" and then click on the map where you want to drop it.

If you are a local business, I would have my circle radius at no more than 10km, this will depend on the type of service you offer. If you are an online business, then you can instead of dropping the pin type in the name of your country in the "Search locations" section.

Age: you should know your target audience age range, if not, really think about what age ranges they would fit into.



The screenshot shows the Facebook Ads Manager interface for an ad set named "Test For The Ebook". The "Audience" section is expanded, showing options to "Create new audience" or "Use saved audience". Under "Create new audience", there are sections for "Custom Audiences" (with a search bar for existing audiences), "Exclude", "Locations" (set to "United Kingdom"), "Age" (set to "18 - 65+"), "Gender" (set to "All genders"), "Detailed targeting" (set to "All demographics, interests and behaviours"), "Languages" (set to "All languages"), and "Placements" (set to "Automatic placements (recommended)"). The "Optimisation and delivery" section is also visible, showing "Optimisation for ad delivery" set to "Leads" and "Cost control (optional)" set to "EX XX".

2: CHOOSING YOUR AUDIENCE

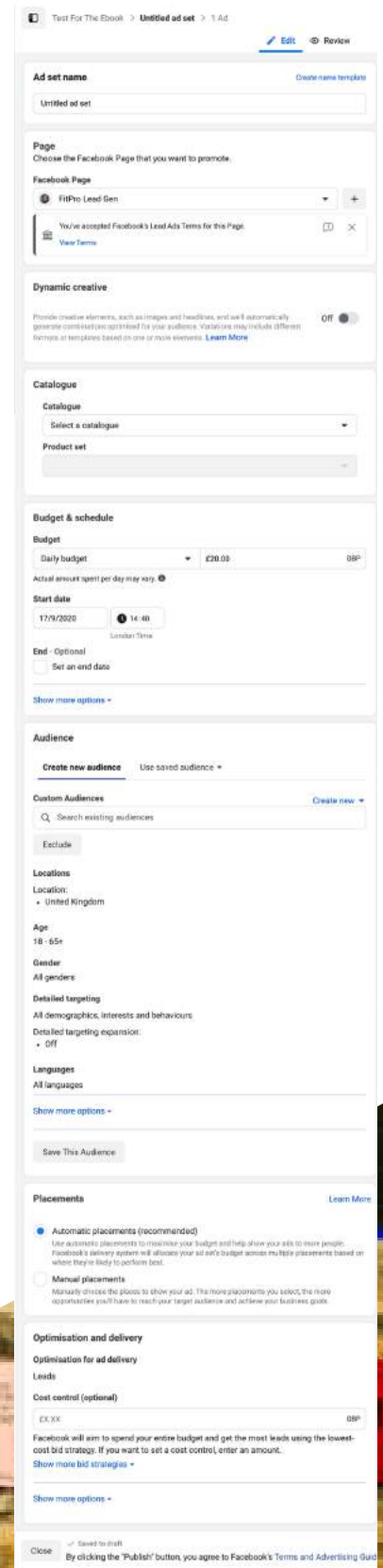
Gender: We would only ever run one advert per gender, this is down to the adverts images and copy. Therefore please select the correct gender to begin. We will then create a second campaign for the opposite gender.

Language: This can play a big part, depending on the area you live in and your target audience.

Placements: To begin with, we will keep this at "Automatic placements". Then as you start to use Facebook Ads more and understand the targeting, you change accordingly.

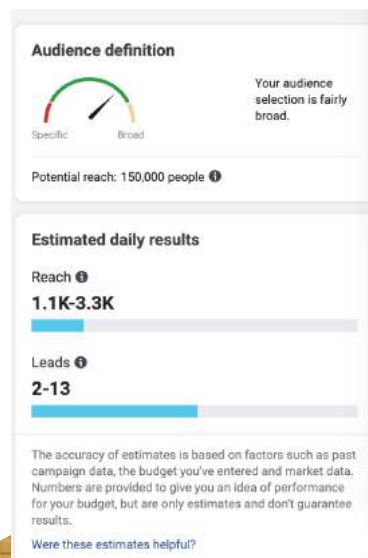
This will then give you an "estimate" of reach and results on the right hand side. As I just mentioned, it is an "estimate" and can most of the time be ignored.

Now please press the "Collapse pane" button top left to return back to the Ad set.



Facebook Ads Manager interface showing ad set configuration for "FitPro Lead Gen".

- Ad set name:** Untitled ad set
- Page:** FitPro Lead Gen
- Dynamic creative:** Off
- Budget & schedule:**
 - Daily budget: £20.00 GBP
 - Start date: 17/09/2020, 14:40
- Audience:**
 - Locations: United Kingdom
 - Age: 18 - 65+
 - Gender: All genders
 - Detailed targeting: All demographics, interests and behaviours
 - Languages: All languages
- Placements:** Automatic placements (recommended)
- Optimisation and delivery:**
 - Leads
 - Cost control (optional): EX XX GBP



Audience definition and Estimated daily results panel.

Audience definition: Your audience selection is fairly broad. Potential reach: 150,000 people

Estimated daily results:

- Reach: 1.1K-3.3K
- Leads: 2-13

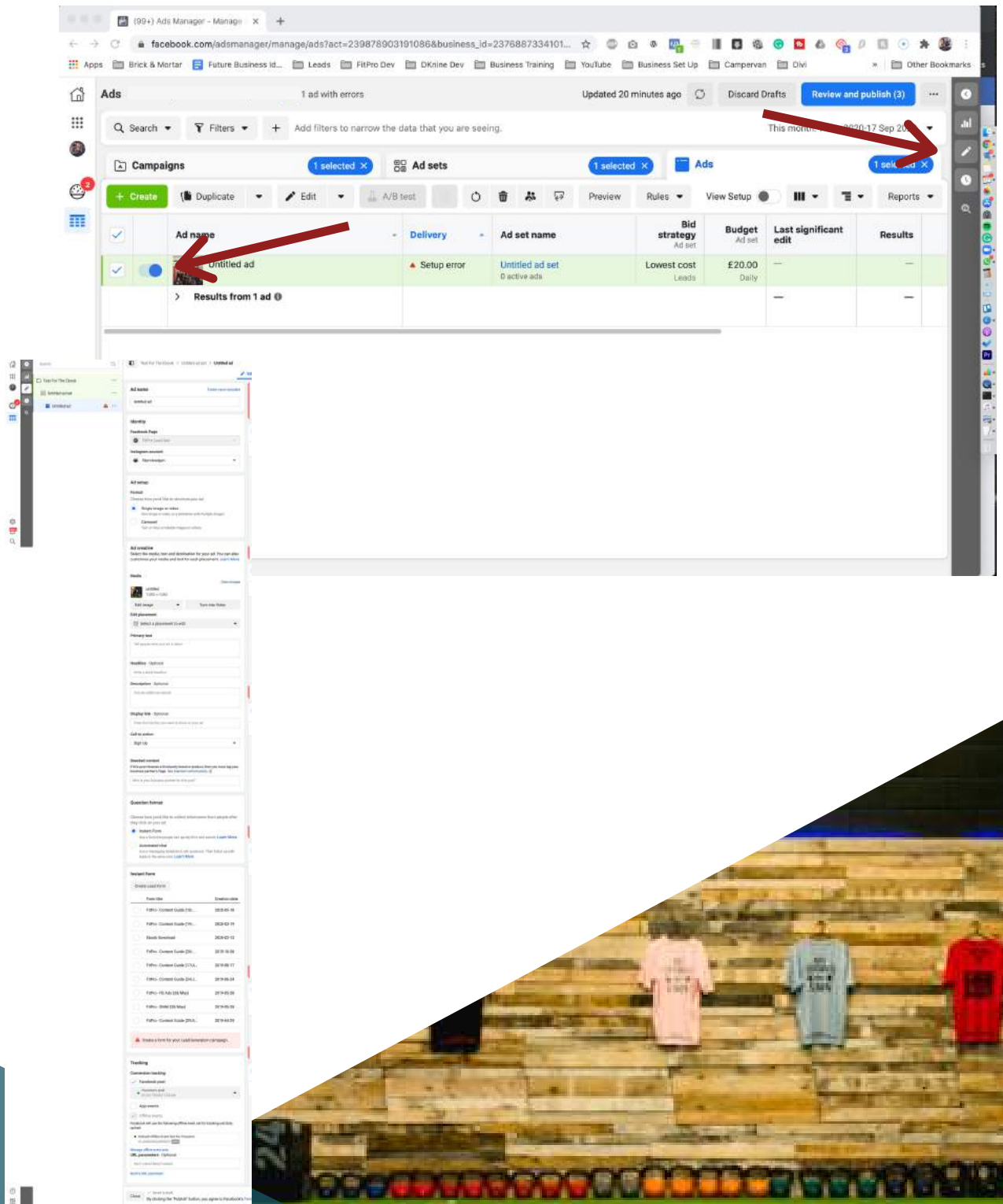
The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

3: CREATING THE ADVERT

The final step is to create the advert itself.

In the "Ads" tab, we want to select the "Untitled ad", then click on the "Edit" button on the right hand side.



The screenshot displays the Facebook Ads Manager interface. At the top, the browser address bar shows the URL: `facebook.com/adsmanager/manage/ads?act=239878903191086&business_id=2376887334101...`. The main header indicates '1 ad with errors' and 'Updated 20 minutes ago'. Below this, there are filters and a search bar. The main content area shows a table of ad sets with columns: Ad name, Delivery, Ad set name, Bid strategy, Budget, Last significant edit, and Results. The first row is highlighted in green and shows 'Untitled ad' with a 'Setup error' in the Delivery column. A red arrow points to the 'Untitled ad' in the table, and another red arrow points to the 'Edit' button in the top right corner of the table.

Ad name	Delivery	Ad set name	Bid strategy	Budget	Last significant edit	Results
Untitled ad	Setup error	Untitled ad set	Lowest cost Leads	£20.00 Daily	—	—

Below the table, there is a section for 'Results from 1 ad'. To the left, a sidebar shows the 'Untitled ad' details, including sections for Ad name, Ad creative, Ad creative details, Ad creative preview, Ad creative status, Ad creative history, Ad creative settings, Ad creative tracking, Ad creative optimization, Ad creative reporting, Ad creative analytics, Ad creative insights, Ad creative recommendations, Ad creative suggestions, Ad creative tips, Ad creative help, Ad creative support, Ad creative feedback, Ad creative comments, Ad creative reviews, Ad creative ratings, Ad creative scores, Ad creative metrics, Ad creative KPIs, Ad creative goals, Ad creative objectives, Ad creative strategies, Ad creative tactics, Ad creative techniques, Ad creative best practices, Ad creative guidelines, Ad creative standards, Ad creative policies, Ad creative terms, Ad creative conditions, Ad creative disclaimers, Ad creative disclosures, Ad creative notices, Ad creative warnings, Ad creative errors, Ad creative alerts, Ad creative notifications, Ad creative messages, Ad creative emails, Ad creative SMS, Ad creative push, Ad creative in-app, Ad creative social, Ad creative email, Ad creative SMS, Ad creative push, Ad creative in-app, Ad creative social.

3: CREATING THE ADVERT

Starting from the top...

Identity: Your page should be already selected. Move down to "Ad creative"

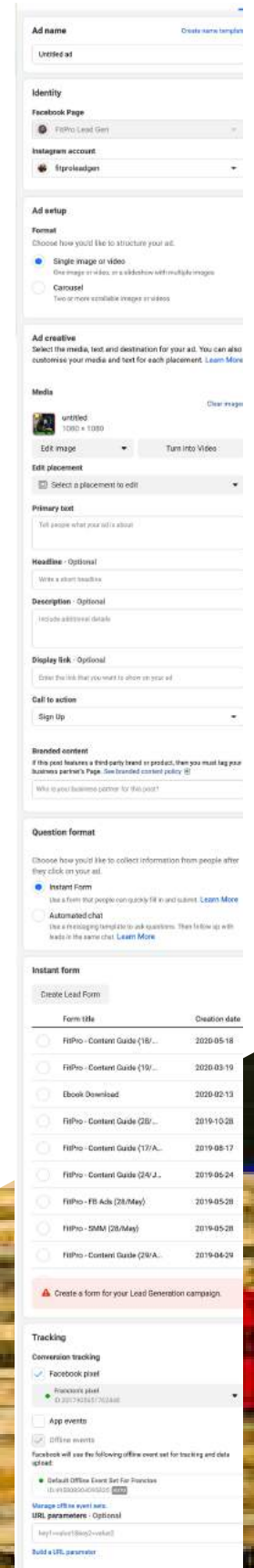
Media: Press "Clear image" to remove the current and then press the "Add media" to add your chosen image or video.

The next screen will then load up giving you the option to "Upload" a new image or "Account images".

In "Account images", press the "Page images" button, to load the pictures you have previously posted on Facebook in the past.

Select the image or video you need, then press the Blue "Continue" button.

Primary text: This is where we enter the copy that is going to be shown when a user is scrolling through Facebook. On these next few page I am going to give you an Ads copy you can use...



The screenshot shows the Facebook Ad creation interface with the following sections:

- Ad name:** Untitled ad
- Identity:** Facebook Page (FITPRO Lead Gen), Instagram account (fitproleadgen)
- Ad setup:** Format (Single image or video selected)
- Ad creative:** Select the media, text and destination for your ad.
- Media:** Untitled (1080 x 1080), Edit image, Turn into Video
- Edit placement:** Select a placement to edit
- Primary text:** Tell people what your ad's about
- Headline - Optional:** Write a short headline
- Description - Optional:** Include additional details
- Display link - Optional:** Enter the link that you want to show on your ad
- Call to action:** Sign Up
- Branded content:** If this post features a third-party brand or product, then you must tag your business partner's Page.
- Question format:** Choose how you'd like to collect information from people after they click on your ad. Instant Form selected.
- Instant form:** Create Lead Form
- Table of Instant Forms:**

Form title	Creation date
FITPRO - Content Guide (18/...	2020-05-18
FITPRO - Content Guide (19/...	2020-03-19
Ebook Download	2020-02-13
FITPRO - Content Guide (20/...	2019-10-28
FITPRO - Content Guide (17/A...	2019-08-17
FITPRO - Content Guide (24/J...	2019-05-24
FITPRO - FB Ads (28/May)	2019-05-28
FITPRO - SMM (28/May)	2019-05-28
FITPRO - Content Guide (21/A...	2019-04-29
- Tracking:** Conversion tracking (Facebook pixel selected), App events, Offsite events.

BONUS ADS COPY 1

Ads Copy:

[CALLING ALL] Busy *[GENDER]* in and around *[YOUR LOCATION]*

I'm looking to work with 7 more local *[GENDER]* that are looking to completely change the way they look and feel in just *[PROGRAMME LENGTH]*

The *[PROGRAMME LENGTH]* Transformation Programme for busy *[GENDER]* who have got to that point whereby they accept traditional gyms and yo-yo diets just don't work.

If you sometimes struggle to find the motivation and time to train on a regular basis then it sounds like you could be a good fit.

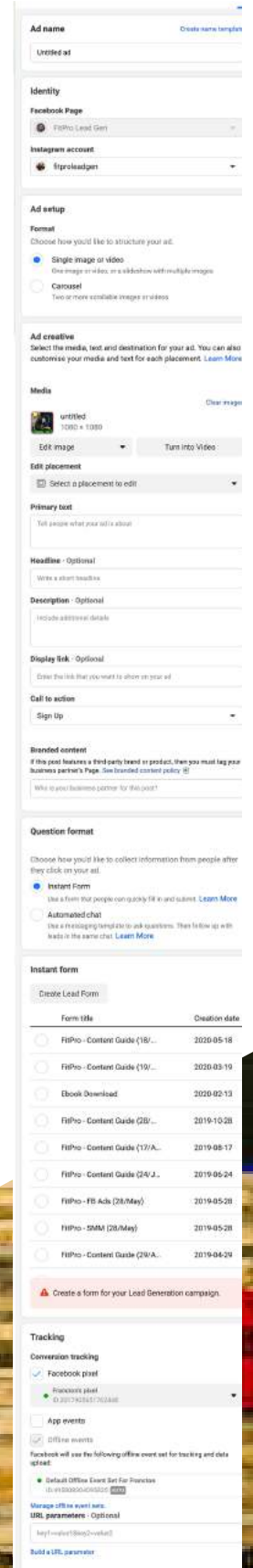
We will be starting our next programme very soon.

Interested?

Click the "Learn More" and request more information *[YOUR NAME]* :)

PS... Still not convinced?

Then drop us a message and meet up for a ☕



The screenshot shows the Facebook Ads Manager interface for creating a new ad. The 'Ad name' field is empty. Under 'Identity', the Facebook Page is set to 'FITPRO Lead Gen' and the Instagram account is 'fitproleadgen'. The 'Ad setup' section shows 'Format' as 'Single image or video'. The 'Ad creative' section is empty. The 'Media' section shows a placeholder image. The 'Edit placement' dropdown is set to 'Select a placement to edit'. The 'Primary text' field is empty. The 'Headline' field is empty. The 'Description' field is empty. The 'Display link' field is empty. The 'Call to action' dropdown is set to 'Sign Up'. The 'Branded content' section is empty. The 'Question format' section is empty. The 'Instant form' section shows a table of existing forms:

Form title	Creation date
<input type="radio"/> FITPRO - Content Guide (18/...	2020-05-18
<input type="radio"/> FITPRO - Content Guide (19/...	2020-03-19
<input type="radio"/> Ebook Download	2020-02-13
<input type="radio"/> FITPRO - Content Guide (20/...	2019-10-28
<input type="radio"/> FITPRO - Content Guide (17/A...	2019-08-17
<input type="radio"/> FITPRO - Content Guide (24/J...	2019-05-24
<input type="radio"/> FITPRO - FB Ads (28/May)	2019-05-28
<input type="radio"/> FITPRO - SMM (28/May)	2019-05-28
<input type="radio"/> FITPRO - Content Guide (21/A...	2019-04-29

Below the table is a button: 'Create a form for your Lead Generation campaign.' The 'Tracking' section shows 'Conversion tracking' is checked, with 'Facebook pixel' selected. The 'App events' section is empty. The 'Tracking' section also shows 'Facebook will use the following offline event set for tracking and data attribution.' The 'Manage offsite events' section is empty. The 'URL parameters' section is empty. The 'Build a URL parameter' section is empty.

BONUS ADS COPY 2

!EXCITING NEWS FOR [LOCATION] [GENDER]!

We are now looking to take on our next 10 [LOCATION] [GENDER] who want to dramatically transform their body in 30 days ☐

This is not a boring cardio plan, restrictive diet or “quick fix” programme

This is a carefully crafted Transformation Programme, that is tried and tested on 100's of local [LOCATION] [GENDER]

We found that 30 days is long enough to:

- ✓ Create new and long lasting habits regarding exercise
- ✓ Learn which foods help you to have more energy, feel fuller for longer, and less bloated
- ✓ Achieve staggering and noticeable results that leave close family and friends gobsmacked!
- ✓ Feel much more confident and radiant as that healthy glow starts to come back

🔔PLEASE BE AWARE 🔔

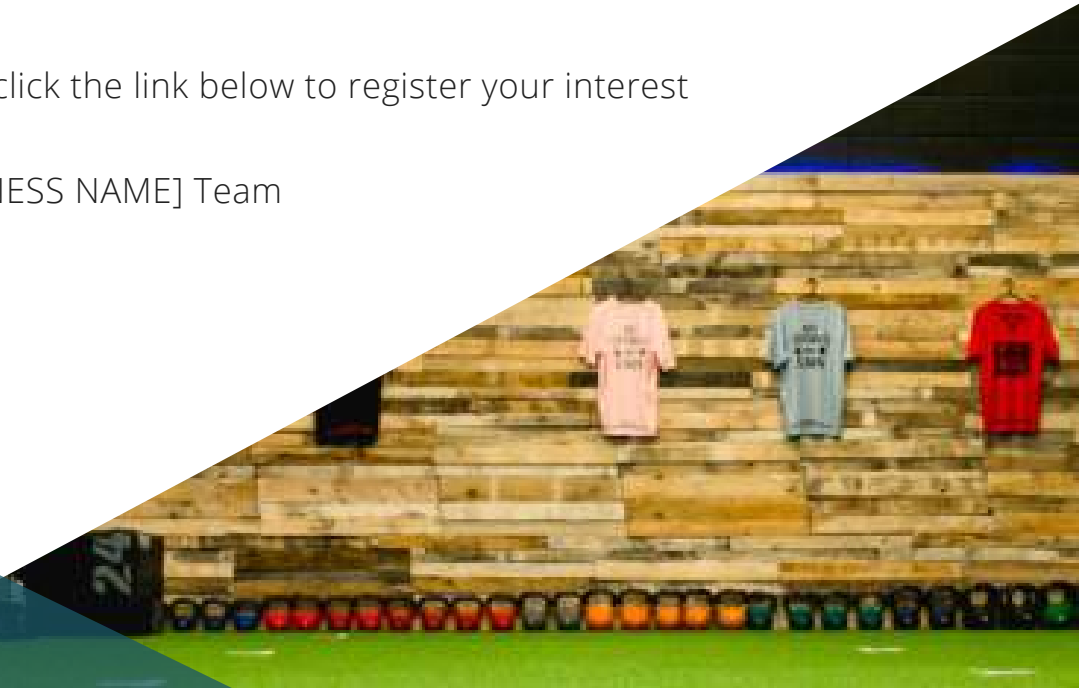
Spaces are very limited on this Transformation Programme so I am only looking for [GENDER] who:

- > Are 100% committed to making this change
- > Are prepared to invest in the programme
- > Are willing to step outside their comfort zone, take action and start finally making a change ☐

If you're interested, please click the link below to register your interest

[YOUR NAME] & The [BUSINESS NAME] Team

PS... All abilities welcome ☐





BONUS ADS COPY 3

[LOCATION] [GENDER]□

Come And Try Our 30 Day RAPID RESULTS Trial - starting from just £149

We Are Looking For 12 Local [GENDER] That Want To Get Into Great Shape And See Rapid Results On Our 30 Day Rapid Results Programme □□

Are you ready to step away from those BIG BUSY gym's where no one talks to you?

After more guidance with your training & nutrition?

Then let me tell you about what you get on the 30 Day Programme here at [BUSINESS NAME]:

□ 3 Small Group Personal Training Sessions Per Week - at our indoor facility

□ Unlimited Team Training Sessions on our tried and tested programme targeting all the key areas such as belly, back fat, arms, bums.

□ Nutrition support - we will take you step by step through planning your nutrition to help you get RESULTS.

□ Daily Support - via our motivational Facebook group

□ Accountability - we'll measure your results and progress to ensure rapid results.

Interested?

Click the "Learn More" and request more information

[YOUR NAME] & The [BUSINESS NAME] Team

PS... Still not convinced?

Then drop us a message and meet up for a ☺



3: CREATING THE ADVERT

Headline: This is the text below the image and next to the "Call to action button". Therefore a simple:

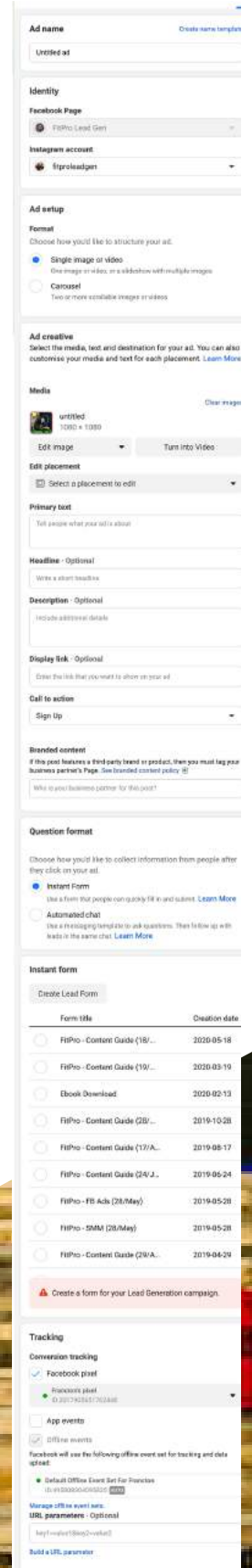
Specifically Designed for [Area] [Gender] -->>

Would work well as it points towards the button

Call to action: There are many options with this button, with the most popular being "learn more"

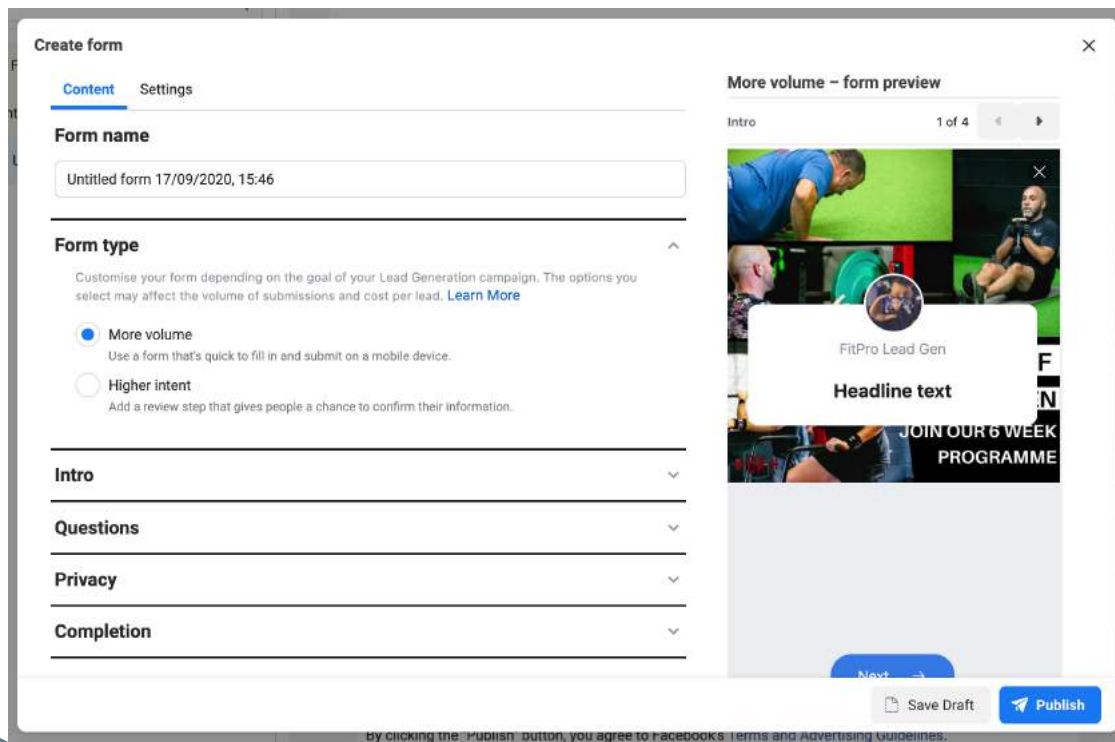
Questions format: Select "Instant Form"

Instant form: Press the "Create Lead Form" button to load up the next screen.



The screenshot shows the Facebook Ad Manager interface. Key sections include:

- Ad name:** Untitled ad
- Identity:** Facebook Page (FitPro Lead Gen), Instagram account (fitproleadgen)
- Ad setup:** Format (Single image or video selected), Ad creative (Select the media, text and destination for your ad)
- Media:** Untitled (1080 x 1080), Edit image, Turn into Video
- Edit placement:** Select a placement to edit
- Primary text:** Tell people what your ad's about
- Headline - Optional:** Write a short headline
- Description - Optional:** Include additional details
- Display link - Optional:** Enter the link that you want to show on your ad
- Call to action:** Sign Up
- Branded content:** If this post features a third-party brand or product, then you must tag your business partner's Page.
- Question format:** Instant Form selected
- Instant form:** Create Lead Form button
- Tracking:** Conversion tracking (Facebook pixel, App events)



The screenshot shows the 'Create form' interface. Key sections include:

- Content / Settings:** Form name (Untitled form 17/09/2020, 15:46)
- Form type:** More volume selected (Higher intent also available)
- Intro:** Section for introductory text
- Questions:** Section for adding questions
- Privacy:** Section for privacy policy
- Completion:** Section for completion text
- More volume - form preview:** Shows a preview of the form with a 'Next' button
- Buttons:** Save Draft, Publish

3: CREATING THE ADVERT

Form name: Enter a form name that will remind you of this campaign

Form Type: There is a little difference in the options, with the most common being "More volume".

Intro: This option can be turned off

Questions: In the description section, enter: *Where should we send you more info?*

To add a phone number to the list, press the "Add Category" button, click the "Contact fields" and finally select the phone number option

Privacy: Add in your Privacy Policy in the "Link text" section

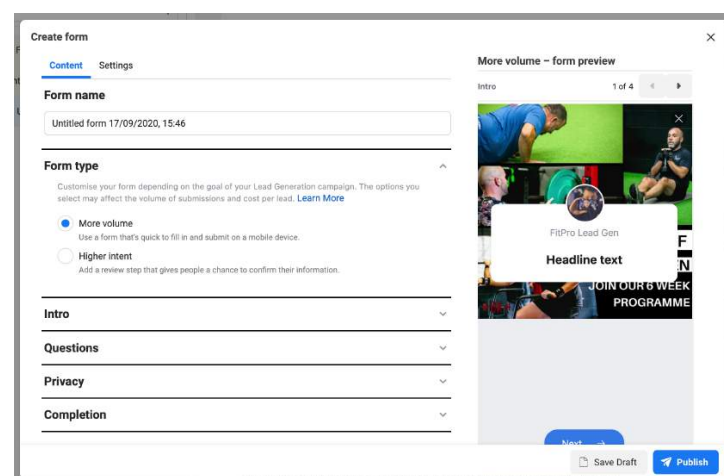
Completion: In the "Headline" section enter: *GREAT NEWS...*

In the description section, enter: *Your interest had been submitted, one of the team will be in contact shortly* You will enter what a "Call To Action" followed by signing it off with your name

Call-to action text: Here we enter the button text

Link: Paste in the link to the CTA

Then press the Blue "Publish" button

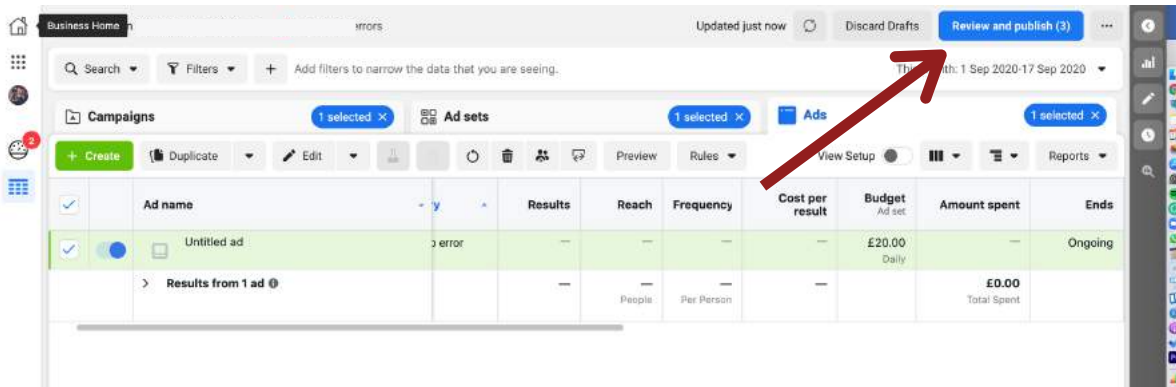


The screenshot shows the Facebook 'Create form' interface. The 'Form name' field is set to 'Untitled form 17/09/2020, 15:46'. Under 'Form type', 'More volume' is selected. The 'Intro' section is expanded, showing a preview of the form with the headline 'FitPro Lead Gen' and the text 'JOIN OUR 6 WEEK PROGRAMME'. The 'Publish' button is visible at the bottom right.

4: FINAL STEP...

We are finally ready to set the advert live...

For this, we simply press the Blue top left "Review and publish" button



Things to consider...

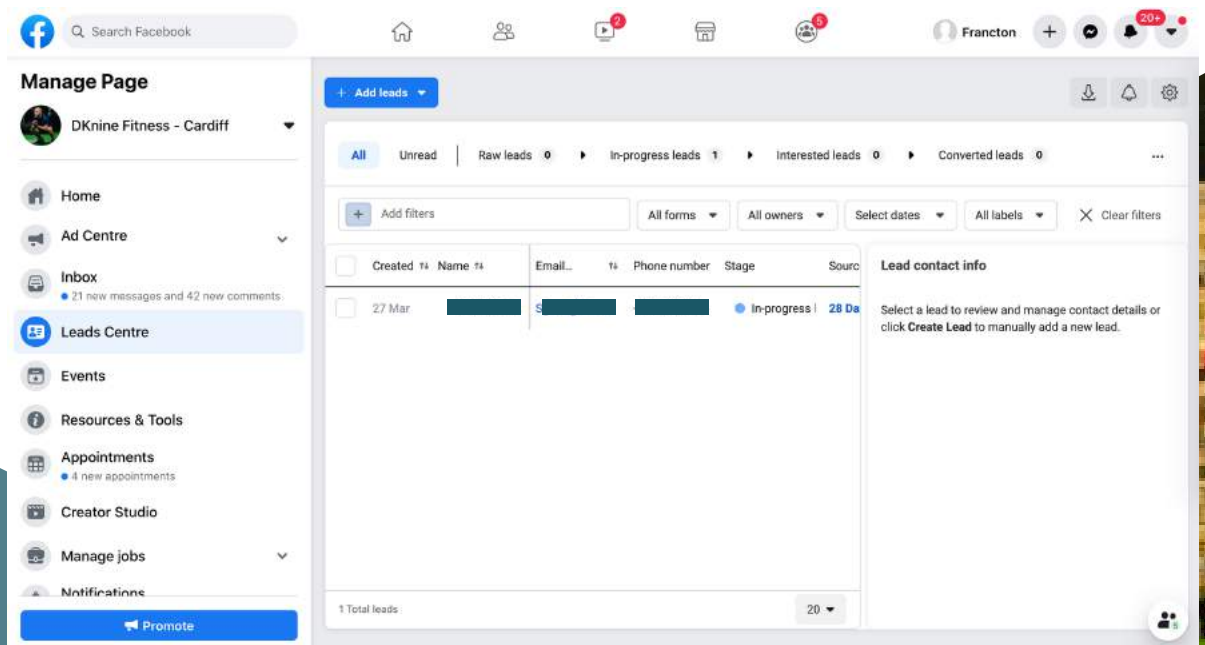
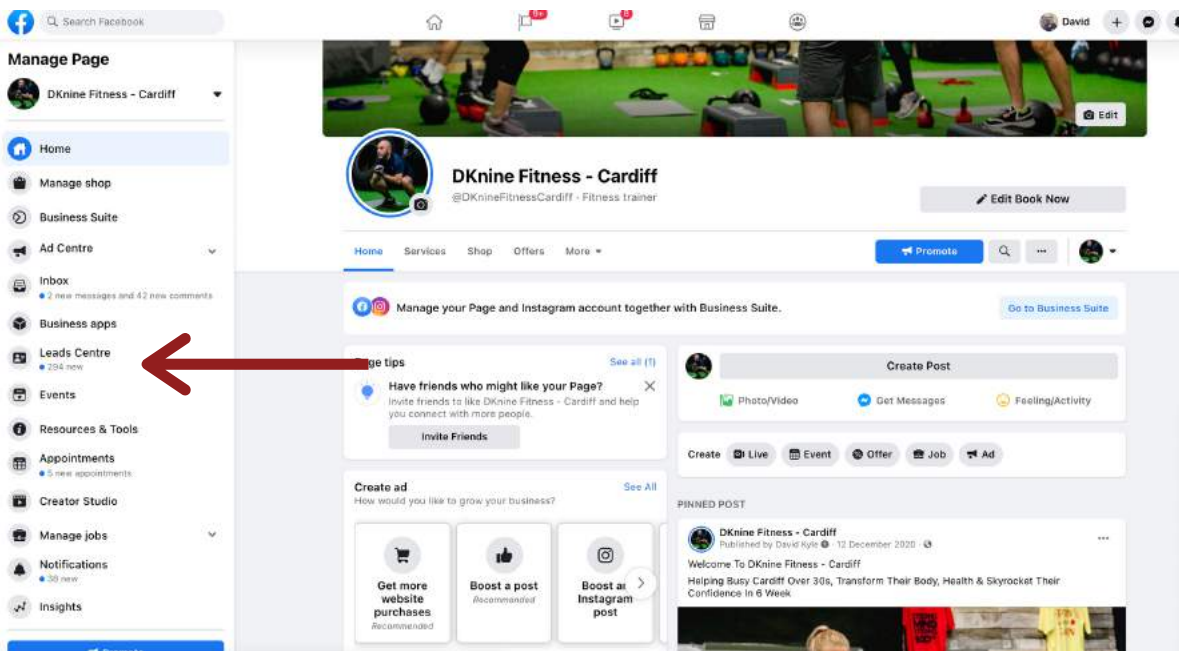
- If you are now wanting to create a different advert for the other gender, simply duplicate the campaign and change the gender
- If you are wanting to split test, in the "Ad Set", duplicate the current one with as many split tests as you need. Then in the "Ads" create the split test. We would focus either on the same copy, different images/videos. or same image/video, different copy to begin.
- Facebook usually take a few hours reviewing the advert, but there are times it may take longer. Be patient and wait for the confirmation.



5: CONTACTING LEADS

Once the ads go live, Facebook will start showing them to your target audience and then will collect the data you asked for

This data is then stored in the "Lead Centre" simply head over to your Facebook page on your computer to access it. Again, Facebook is always changing the layout and buttons.



5: CONTACTING LEADS

Chasing the leads is always going to be the hardest part of this whole funnel

Hopefully, your ads are running and leads are being added into the "Lead Centre". You then need to be jumping on the phone ASAP and calling these leads.

The aim of the call will depend on your business set up, for us, we call them to book them in for a consultation. Others call them up to sell.

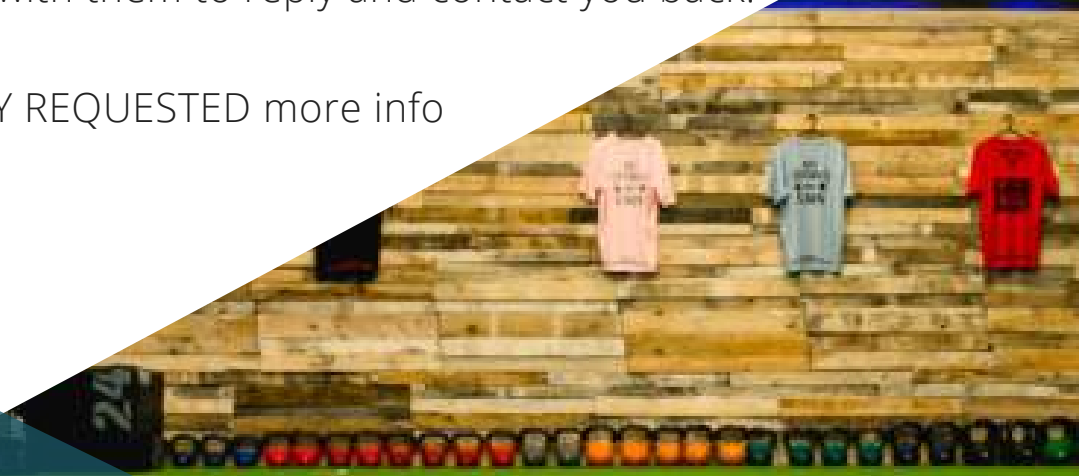
The reason this is the hardest part is that because 3-4 out of every 10 will answer the first time, therefore we need to stay consistent with chasing these leads.

Remember, THEY requested more information!

Therefore we would recommend calling 3-5 times minimum, followed by a text message if they didn't answer.

If possible, as you have their email address, you should add them into an auto-responder sequence that sends out a number of automated emails building the KLT with them to reply and contact you back.

Again, remember... THEY REQUESTED more info



AND THAT... IS THAT...

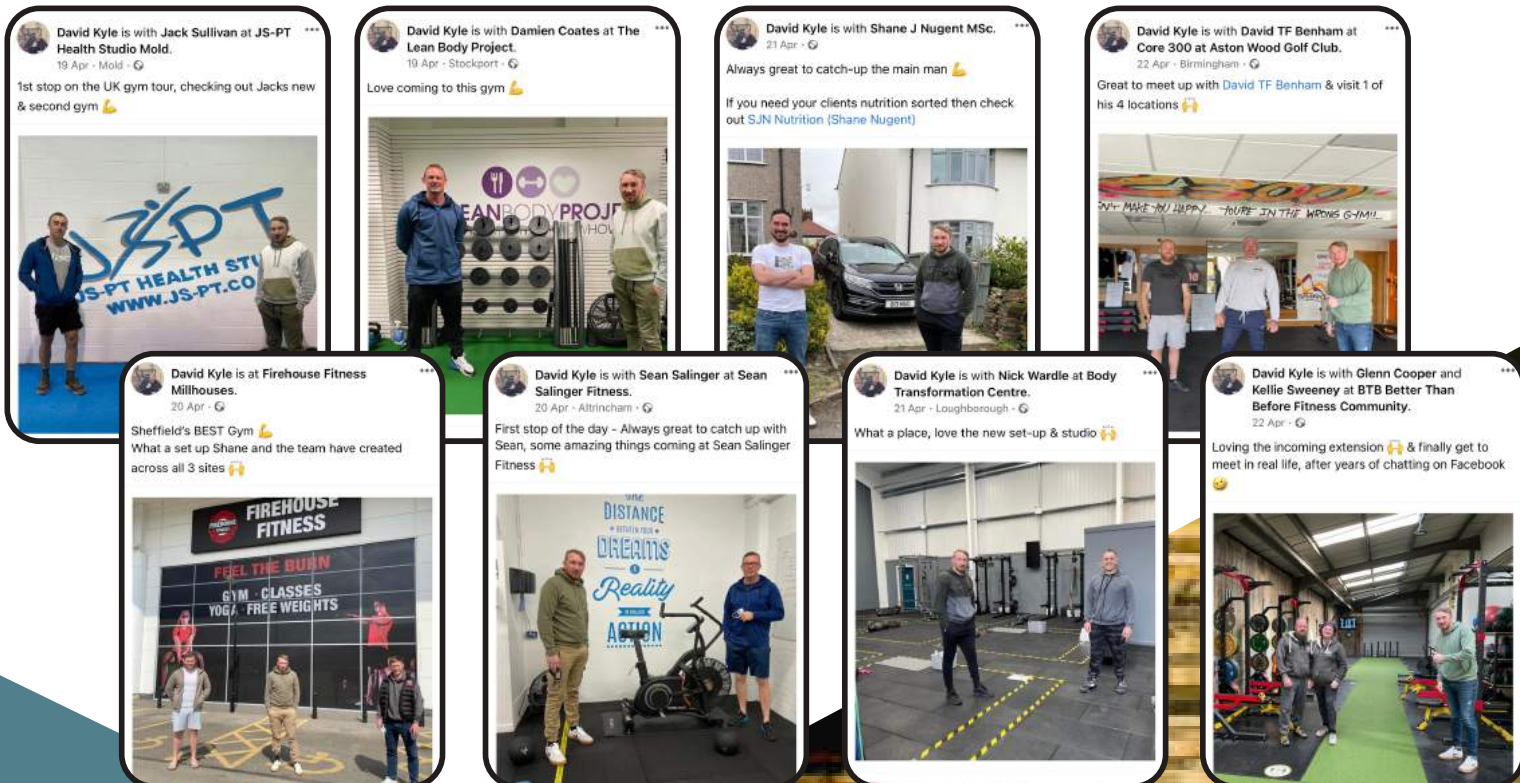
If you got a little lost with the final section with the ads, then I would definitely go back to the start of the section & check out the video training

Remember, organic or ads alone is never the way to look at true growth and getting your business past that 10k per month mark.

We need to be building a complete eco-system that is constantly generating leads for your fitness business from all areas mentioned.

Then once you generate that lead, we need to be consistent with our follow up to convert them to a client.

Finally, if you wanted to know a little more about how you can work me, then simply drop me a message below



Add David on Facebook

DID YOU ENJOY READING THIS GUIDE ON SOCIAL MEDIA & FACEBOOK ADS?

Then you are going to love The FitPro Portal, where we give you all this plus much, much more...

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.

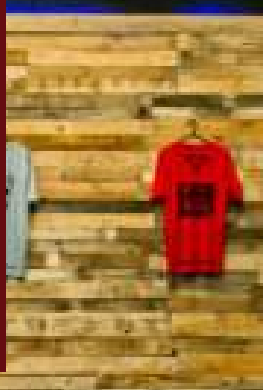
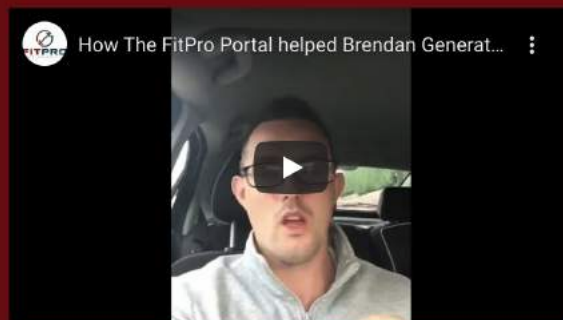
In 1 Year, Simon Has Gone From 130 Clients To 210



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...

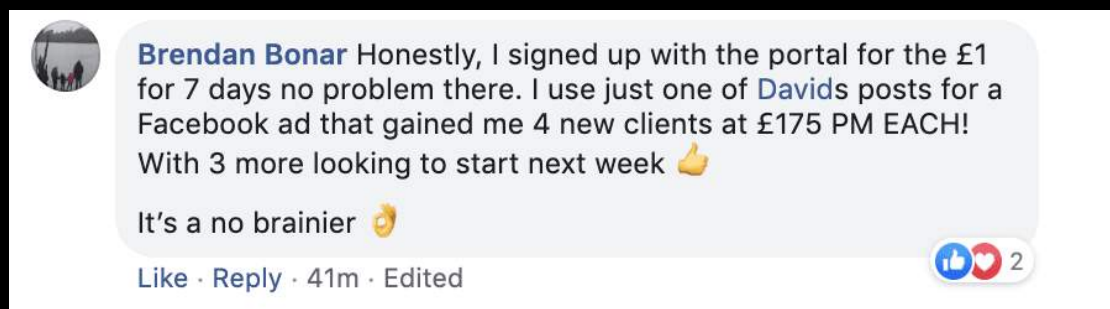
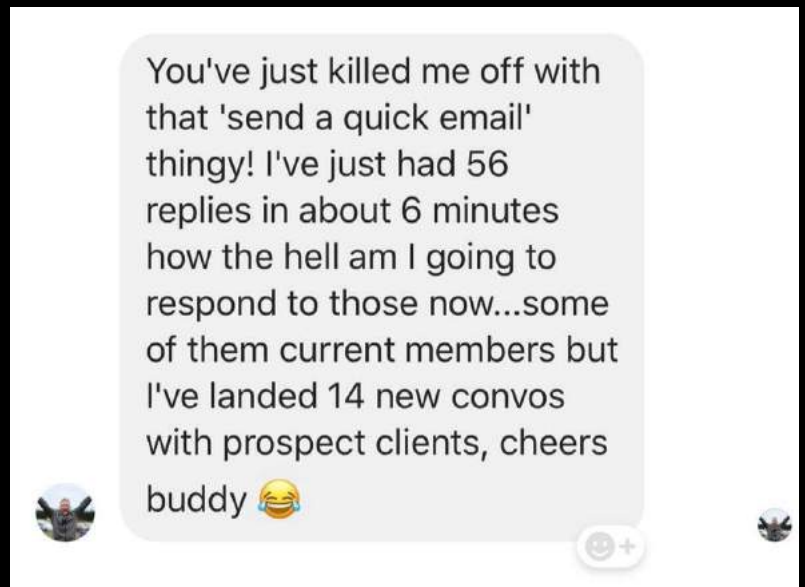
A photograph showing three t-shirts hanging on a rack against a wooden wall. The shirts are pink, light blue, and red.

START YOUR 30 DAY TRIAL

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

TRIAL 50

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

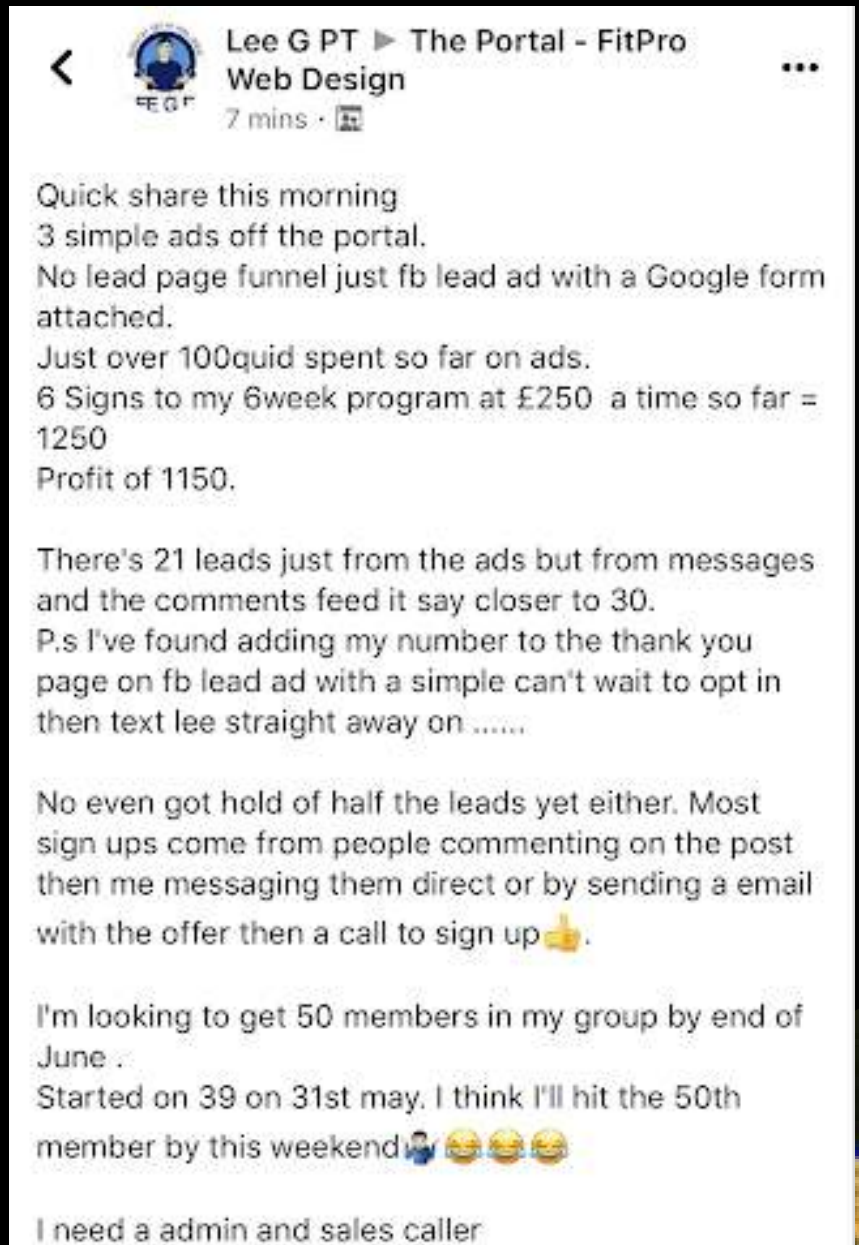


START YOUR 30 DAY TRIAL

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

TRIAL 50

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

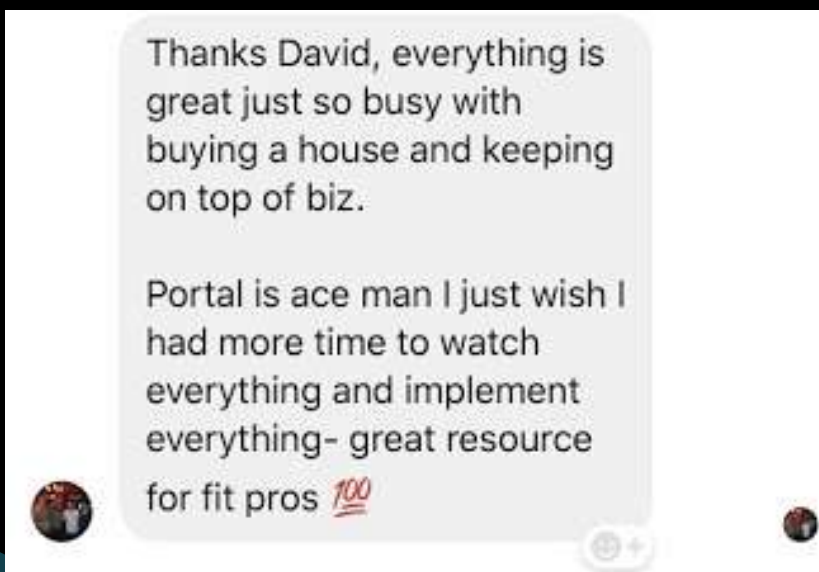


START YOUR 30 DAY TRIAL

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

TRIAL 50

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



START YOUR 30 DAY TRIAL

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

TRIAL 50