



GYMHUB



YOUR NEXT 100 GYM MEMBERS

THE ULTIMATE 7-STEP CHECKLIST

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ABOUT STEVE GRANT

Steve competed in National Athletics and played **Rugby League with the Cronulla Sharks and in the South of France.**

He lectured at the **Australian College of Physical Education** before owning his 1st fitness studio in Mona Vale for 8 years and selling for a great profit.

Steve created **GYM HUB in 2015** to provide **gym marketing and business mentoring** to brands like Virgin Active, F45, Vision PT, Training Mate & Tribe Social Fitness.

Steve **opened his 2nd studio in 2017** building to 10+ staff & \$100k in mthly revenue in the first 18 months. **Rushcutters Health was voted 'Most Outstanding Fitness Service Sydney 2024'.**

STEP 1: NICHE DOWN 3 TIMES

Before you can ever solve a problem, you must first understand what the problem is.

I'm sure you've heard it before: Define your ideal member – their age, gender, lifestyle, what they want...Even go so far as to give them a name and face.

To avoid wasting valuable marketing dollars every month on Facebook, **it's important to focus on a niche.**

Using broad wording, or appealing to a wide range of desires, will mean you resonate with nobody. If people are going to listen to you, they need to resonate with you. So focus on just a selected group of people, and become the niche expert. **Then you can get paid high like the expert you are.**

1. What is their age?
2. What is their gender?
3. What is their goal?



20-40
Male
Muscle gain



20-40
Female
Fat loss



30-50
Male
Fitness event

Now that you have these, you need to restrict your ad placement to people who sit within these parameters, using Facebook targeting tools. This will ensure you don't waste any money showing it to people who aren't relevant.

STEP 2: CHOOSE 1 PROBLEM TO SOLVE

Your goal is to talk in the way your ideal members talk to themselves.

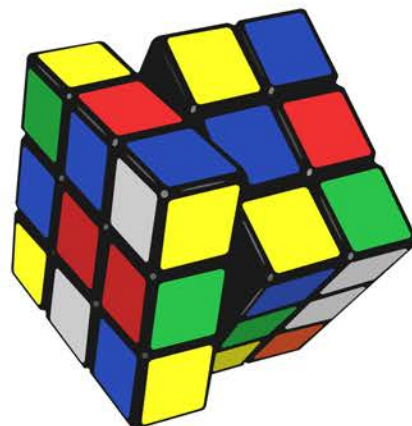
You have to write using the same stories they used to view the world, in order to understand them to resonate with them. there are two key questions that you have to answer to resonate with a potential member:

- 1. What is the number one problem? They are facing right now.**
i.e. over weight, losing muscle tone, high blood pressure, injured.
- 2. What is holding them back from solving this problem without help?** *i.e. time poor, stressed, back pain, not sleeping*

Identify these answers. Ask past or current members, are people you may know who fit the description.

Your goal is to figure out the language they use, and the way they describe their situation, and then to tell that story right back to them in your marketing.

It will never be 100% perfect, but don't let that stop you from taking action. What's important is shooting something out there and listening to the feedback.



STEP 3: CREATE AN IRRESISTIBLE OFFER

Once you have identified your perfect member, their problem, and their reason for not being able to solve the problem themselves, it's time to craft your offer.

CHECKLIST:

- High value, low risk
- Under \$97
- 14 days or less
- Value stack lots of extra bonuses

If you already have a program you use, or an offer you are set on, providing, that's fine. You should constantly be tweaking and refining as you go, to better serve your members.

If you don't have a program to run through yet, create it to perfectly match your members' pain points. You are the expert in health and fitness, not them. Remember that.

Be clear with your language choice and how your service is the solution to their pain point. Don't leave them with doubt. **I am going to solve the [paint point identified] despite [their limiting belief].**

Examples:

- How to lose 5 kilos of body fat without strict dieting
- How to increase lean muscle, even if you are time poor
- How to get back into fun regular exercise even if you have had chronic back pain



STEP 4: CLOSING THE SALE

When presenting your offer,

A - Show two (*maximum 3*) membership options

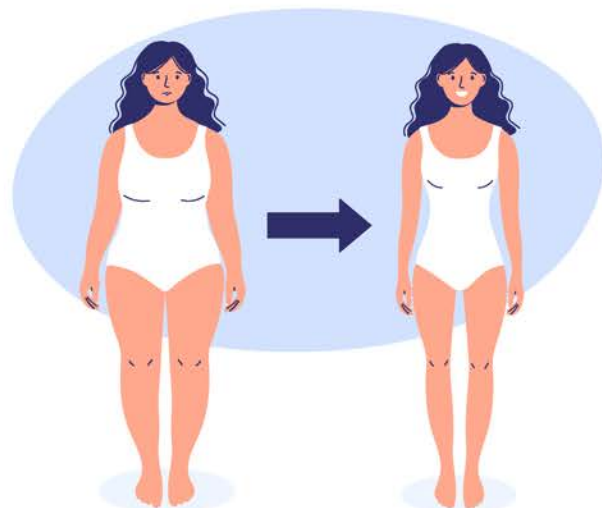
B - Don't focus on the 'vehicle of delivery', or the method by which you get results. Only very briefly outline it.

What you need to do is **focus on the results they want.**

Talk about the results they will achieve and what the successful endgame looks like. People just want results, they don't care how. **If you go explaining too much to them, they will get confused, experience conflict in their mind, and *not* join.**

A lot of fitness studios wear themselves thin by throwing in a bunch of extras to make the package sounds sweeter... But just focus on what is 100% necessary to achieve their goals.

You're the health and fitness expert, so you worry about the vehicle to get there. Just tell them where they're going, and make them believe *they will get there.*



STEP 5: LTV - LIFETIME VALUE

You've got to know your numbers.

What is your monthly revenue goal?

What is your Lifetime Value per member?

Right now, we'll focus specifically on the key metrics to marketing.

The most important one is lifetime value (LTV) per member. This determines how much you can afford to spend to acquire new members, and shows you exactly to hit certain revenue goals. Regardless, if you want to hit \$5000 or \$30,000 per month, you need to know your LTV.

Let's say your best program is \$50 a week. For a minimum of 26 weeks, that's a minimum of \$1300 ($\50×26).

But when you check your member retention averages, you might find the average members stays for about 18 months, or 78 weeks. So we can calculate their Lifetime Value as $\$50 \times 78 = \$3,900$



STEP 6: THE 3-STEP FUNNEL

Marketing 101 states that a prospect must know, like, and trust us before they will buy. So we use a simple three-step marketing funnel.

1 AWARENESS: EBOOKS + VIDEO TIPS

2 CONSIDERATION: CASE STUDIES + AWARDS

3 CONVERSION: IRRESISTIBLE OFFER

Once they register, within 15 minutes, you call them, understand their needs, and book them in for a meeting/introduction. They join up, pay you, and you deliver as promised. From here, you work on offering them extra services that they can choose to buy.



STEP 7: TAP INTO 5 KEY EMOTIONS



1. NEW

- **Breakthrough** – Intermittent fasting
- **Revolutionary** – EMS technology
- **Discovery** - Diets don't work
- **Game-Changing** – New spring workout combining strength, conditioning, and mobility to maximise fat loss
- **NEW** - Over 55 classes with low impact exercises, balance, and core strengthening to ...
- **Announcing** – Studio with 3 group class formats: Cycle, Strength And Boxing



2. EASY

Plays on the reader's laziness. Most people want a 'one, easy hack to triple their results.' People don't like work. So In your copy, you can use phrases like...

- The 4-hour work week
- step-by-step solution...
- copy-and-paste training templates.
- 62 fat burning recipe swipe files
- 10 ways to accelerate fat loss cheat sheets
- push-button formula for muscle gain
- plug and play training plans



3. SAFE

When you make big claims, you are hit with hard skepticism. Programming your sales & marketing language with the SAFE emotion will combat that skepticism. Psychology studies show that when people consider something "risky," they judge it as less valuable.

STEP 7: TAP INTO 5 KEY EMOTIONS

- Success Stories – Mary lost 4 kilos in 4 weeks
- Demos – Video helping an older lady perform a deadlift – cue technique
- Statistics- The average person loses 3 kilos in the first 4 weeks
- Historical Anecdotes – Helping locals lose over 1000 kilos since 2007
- Press releases – "Featured In the Wentworth courier"
- Quotes from authorities / credible news – Gyms now considered covid safe
- Testimonials – "I joined Rushcutters Health after stackin on a bunch of weight during covid..."
- Track record – Finalist in 2021 Sydney Small Business Awards / Since 2001
- Happened before – 5 people's results from our last Challenge
- Predictable – Proven 4 week system/recipe/method for



4. BIG

Big refers to the size of the opportunity at hand. It typically lends itself easily to FOMO.

- Monster
- Huge
- Once in a lifetime
- Big
- 90% OFF 3 day sale – save \$270. Don't miss out
- Don't miss your chance to take part in the same fat loss challenge that has successfully stripped over
- 1000 kilos of Sydney women since 2015

STEP 7: TAP INTO 5 KEY EMOTIONS



5. FAST

The only thing better than big and new is when a gym ads how FAST they will get that result.

"This one system can build your coaching business to 7-figures overnight".

Here are phrases you can use in your copy that communicate Big and Fast

- 6 packs abs in 6 weeks or less
- Quick shredder
- Fast
- Quickly
- In no time
- Before you know it

There you have it. Want to attract more membership?

Use at least 2 of the strategies above to 'write words that really make you rich

2 QUICK WAYS

WE CAN HELP YOU FURTHER



GYM GROWTH BUNDLE

**4 ESSENTIALS YOU CAN
PLUG & PLAY INTO YOUR
GYM RIGHT NOW**



BOOK A FREE CALL WITH STEVE

**AND GET A FREE 90-DAY
GYM GROWTH PLAN**

GYM SUCCESS STORIES



Mitch and Vicky
Real Fitness Training

GREW THEIR PT BUSINESS BY
53% IN JUST 6 MONTHS



Simon McDonald
Vision PT Five Dock

INCREASED PROFIT BY 70% IN
12 MONTHS



Matt Mazzaferro
Live Well Health & Fitness

HAD A 75% INCREASE IN PT &
DOUBLED HIS REVENUE



Dev and Jody Krishna
Empower

INCREASED THEIR GYM
REVENUE BY \$550K PER YEAR



Michelle Manion
FitMiss

ADDED 100HRS OF PERSONAL
TRAINING REVENUE IN 4 MONTHS



Matt Grant
MG Fitness

TRIPLED HIS GROUP TRAINING
BUSINESS & STARTED A PODCAST



Kris Preston
Functional Fitness Plus, Vic

MADE 10K IN SALES IN JUST 3
WEEKS



Jonathan Quieros
Duke's 24hr Gym Richmond

150% INCREASE IN SALES IN 1
MONTH



James Tampion
Vision PT Lanecove

ADDED \$3,000 TO HIS
WEEKLY BILLING IN 1 WEEK



Jodi Winter
Fitness Avenue Warriewood

INCREASED HER MONTHLY
BILLING TO \$11,999 IN 8 WEEKS



Brett and Michelle
Totally Pumped Bairnsdale

GOT 20 GOOD LEADS FROM A
GYM HUB REFERRAL CAMPAIGN



Alec Drain
Authentic Personal Training

DOUBLED HIS REVENUE & WON
FITNESS BUSINESS OF THE YEAR



Nick Kirk
Team Elwood VIC

SIGNED UP 50 NEW PT CLIENTS
IN 6 MONTHS



Nicole and Laura
24Fit Brisbane

HIT A MEMBERSHIP PERSONAL
BEST



BOOK A FREE ZOOM SESSION