

# FITNESS BUSINESS SECRETS



WingsFly

# **INTRODUCTION**

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Dear Fitness Coaches,

Are you looking for ways to attract more dream clients, that are easier to manage and that pay you a lot more, to do the work you actually enjoy doing? Or how would you like to double or triple your sales in the next few months...

If you're interested in any of those two scenarios then this will be the most important information you'll ever read. Here's why : We want to share with you what we believe to be the single greatest secret in the fitness business. When you use these strategies, traffic will never be a problem again. These are proven strategies that have been used in the fitness industry and are responsible for generating lakhs worth of sales for us and our clients.

These strategies will also allow you to unfairly dominate fitness market and crush your competition into a fine powder while creating goodwill and buzz around your business.

In this report, you'll learn:

- How to build a High ticket funnel that will act as a virtual ATM. (Even digital marketers suck at making highly profitable funnels that are revealed in this report).
- The most "Affordable & Easy" to get Traffic: 8x traffic using marketing channels and double your sales.
- "The Larger Market Strategy": How you can use it to swoop up the majority of the market that's being ignored - and transform them into loyal customers who continually drive sales in your fitness business;
- How to make a Godfather offer ("offer that doesn't let your customer sleep" to triple your customer base and profits.)

These strategies have worked for us. We've made them work for our clients. And now, we're here to teach you how to make them work for you.

If you're ready to discover the best-kept secrets in the fitness business - the secrets that will help you double your sales - then keep reading.

**4 STEPS TO DOUBLE SALES IN 45 DAYS**

# 1.

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## Build a High-ticket Funnel

Most businesses are walking around, trying to fu\*k a complete stranger. They don't have a system that builds any kind of intimacy, relationship or affinity before asking for a sale and later ends up losing most of the sales.

90% fitness coaches do not even know what a **funnel** is? All they are doing is using their Instagram to make posts and reels, where they ask people - Dm me the word "Coaching" or leave a cute "HI" on my WhatsApp, and as soon as their prospects DM them, they send a brochure that converts 1 out of 100, leaving fitness coaches broke. **1 star, total crap, would not recommend!**

If all your marketing consists of you screaming, ‘Buy my stuff!’ then you’re only appealing to a fraction of your potential buyers and you’re missing out on a huge percentage of the total number of potential buyers in your market.

This is a great reminder that the job of our piece of content/ ad is not to sell but to create, intrigue, and get the prospect to raise their hand and say, ‘I’m interested.

There are three ways we can influence people:

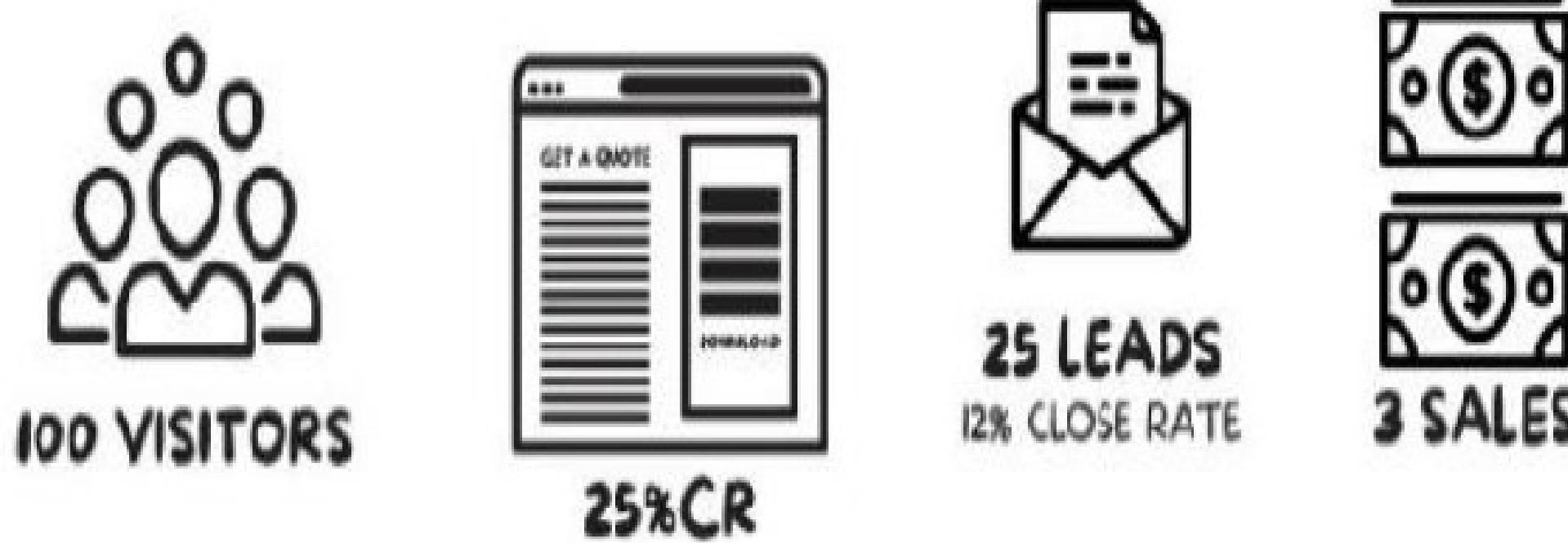
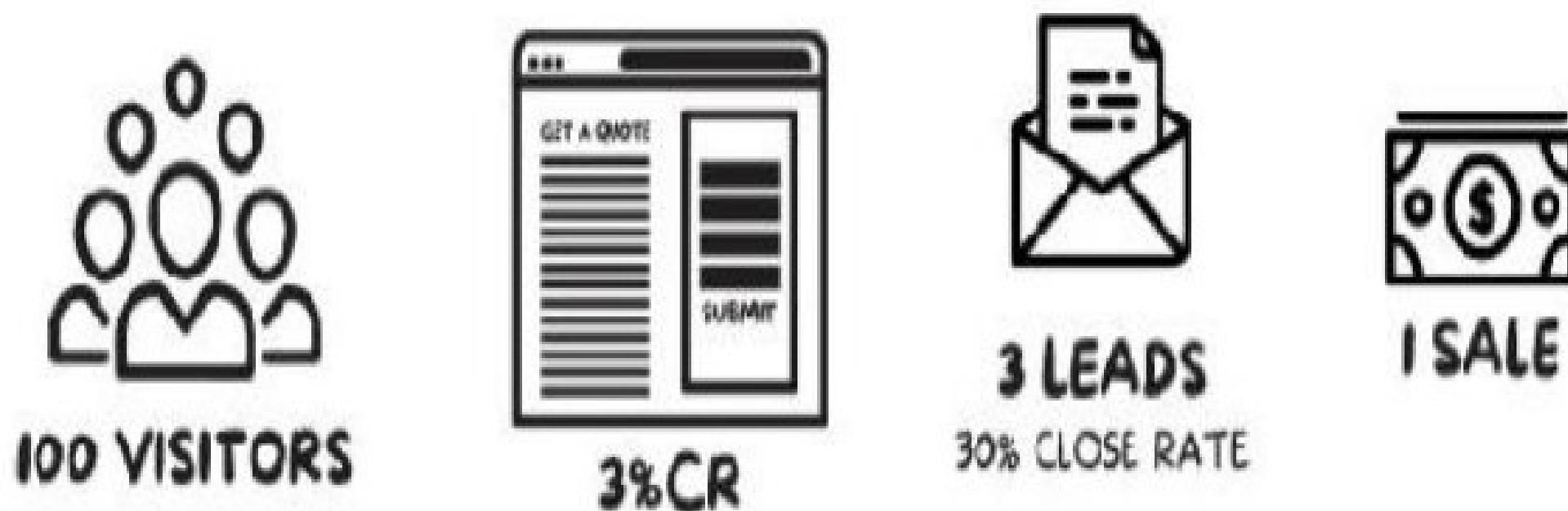
1. Talk about how good we are.
2. Have others talk about how good we are.
3. Demonstrate how good we are.

In sales and marketing, #3 is the most effective.

Demonstrating how good you are doesn't only help with influencing them, but it creates heaps of goodwill and helps you reach a much larger segment of your market. And let's not forget, people are 10 times more likely to come to you to learn something than they are to be sold to.

So, now to demonstrate our expertise we can create something known as a Super Valuable Content Offer (SVCO). Basically, we answer the burning questions of our prospect that we know our prospect is craving for and package it as a Super Valuable Content Offer (SVCO). It can be in a form of a Free Report, VSL video, Webinar or E-book.

You can see in the graphic below, a scenario that doesn't involve anything more complicated than some simple third grade math....



**4 STEPS TO DOUBLE SALES IN 45 DAYS**

The above graph represents two different scenarios:

**Scenario 1:** You send 100 people to a website or landing page that is speaking only to the 3% of your market who are looking to buy, with a call to action (CTA) like ‘get a quote’. This type of CTA typically converts at around 3%, resulting in three leads. A typical conversion rate for this type of offer generally converts at 30%, resulting in this exercise yielding one sale.

**Scenario 2:** You send the same 100 people to a website or landing page that speaks to the burning questions that market has with a HVCO. This type of offer generally converts at 25% because it’s aimed at educating the market rather than selling. Because the offer is more educational, naturally there is less buyer intent behind it, so these leads close at a lower rate of typically around 12% if nurtured correctly. Resulting in three sales. Net result? Same cost to generate the 100 visitors, with triple the amount of sales.

# 2.

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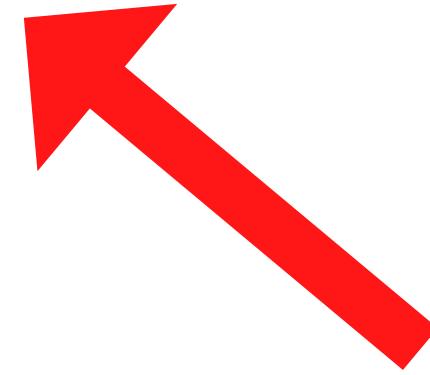
## **The most "Affordable & Easy" way to get Traffic**

Instead of relying on luck, you must do what billionaires do - Invest in assets and get returns on those assets. Clearly, the billionaires are not relying on referrals. They are putting in Rs. 1 and getting Rs. 5 or Rs. 10 back on a predictable, billion-dollar scale. In other words, they maximise and leverage money to make more money.

But you'll be happy to find out that investing in your business, more specifically in advertising is one of the best investment on this planet.

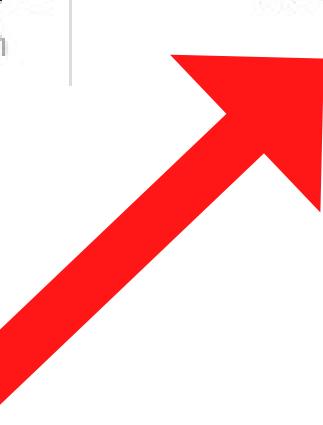
Look at this advertising expenditure from one of my client's Facebook accounts Rs 31,732 was spent for a return of Rs 4,75,988 That's Rs 4,44,256 in profit in just two days. That's a return on investment of 1500%!

Delivery ↑	Amount spent	Impressions	Reach	Link clicks	CTR (link click-through rate)	CPC (cost per link click)	Leads	Co
● In review	—	—	—	—	—	—	—	—
● Active	₹509.09	10,236	10,137	110	1.07%	₹4.63	109 [2]	109 [2]
● Active	₹744.08	17,544	16,531	155	0.88%	₹4.80	172 [2]	172 [2]
● Active	₹1,767.46	49,818	42,610	422	0.85%	₹4.19	378 [2]	378 [2]
● Learning	₹11,319.45	159,380	115,780	1,886	1.18%	₹6.00	1,916 [2]	1,916 [2]
● Active	₹9,875.21	190,244	153,539	2,182	1.15%	₹4.53	1,983 [2]	1,983 [2]
● Ad set off	₹543.10	6,181	5,156	47	0.76%	₹11.56	29 [2]	29 [2]
● Ad set off	₹6,969.42	53,640	40,270	506	0.94%	₹13.77	388 [2]	388 [2]
	<b>₹31,732.55</b>	<b>487,169</b>	<b>307,416</b>	<b>5,308</b>	<b>1.09%</b>	<b>₹5.98</b>	<b>4,975 [2]</b>	<b>4,975 [2]</b>
	Total Spent	Total	People	Total	Per Impressions	Per Action	Total	Total



**Amount Spent**

Link clicks	CTR (link click-through rate)	CPC (cost per link click)	Leads	Cost per Lead	Appointments scheduled	Cost per schedule	Returns on Investment
—	—	—	—	—	—	—	—
10,137	110	1.07%	₹4.63	109 [2]	₹4.67 [2]	4 [2]	₹127.58 [2]
16,531	155	0.88%	₹4.80	172 [2]	₹4.33 [2]	9 [2]	₹82.74 [2]
42,610	422	0.85%	₹4.19	378 [2]	₹4.68 [2]	23 [2]	₹76.89 [2]
115,780	1,886	1.18%	₹6.00	1,916 [2]	₹5.91 [2]	117 [2]	₹96.75 [2]
153,539	2,182	1.15%	₹4.53	1,983 [2]	₹4.98 [2]	128 [2]	₹77.16 [2]
5,156	47	0.76%	₹11.56	29 [2]	₹18.73 [2]	2 [2]	₹271.55 [2]
40,270	506	0.94%	₹13.77	388 [2]	₹17.96 [2]	29 [2]	₹240.32 [2]
307,416 People	5,308 Total	1.09% Per Impressions	₹5.98 Per Action	4,975 [2] Total	₹6.38 [2] Per Action	312 [2] Total	₹101.71 [2] Per Action
							<b>₹475,988.25</b>



**Amount Earned Back**

**4 STEPS TO DOUBLE SALES IN 45 DAYS**

I think you get the point. Investing in advertising that attracts high-value prospects and then converts that traffic into bona fide sales and clients, is the smartest, most lucrative investment you'll ever make.

And those were just examples of Facebook Ads. We're not taking into account Youtube or any of the other traffic channels we employ for our clients to multiply money.

Yet despite this reliable, lucrative return, many businesses brag that they don't spend money on advertising. They almost wear it as a 'badge of honour'. And usually, they don't advertise because they think of it as an expense. However, that's a huge tell-tale sign that you're playing too small. You see...

**Advertising is an investment that makes more money than anything else. Period.**

But it's not your typical investment, where you stick a bunch of money into something and hope you end up rich when you're old. Because when done properly, advertising can make you money almost immediately.

Just like billionaires who leverage money to make more money, you can also multiply your money by attracting high-value clients through smart investing in paid advertising.

**Now, the question most people ask is Advitiya....How much budget should we set aside for advertising?**

I hear people talking all the time about business books or university courses where they learned about marketing budgets and having a ‘defined budget’ as a percentage of sales.

Like you should spend 10% of turnover on marketing, and ridiculous things of that nature. Let me tell you: You should only have a marketing budget if your marketing isn’t working. Because if you’re putting Rs. 1 in and getting Rs. 5 back... Why wouldn’t you want to invest as much as your cash flow allows? In some cases, it may even make sense to borrow cash to invest in marketing, as you have essentially created a money-printing machine.

The way I think about it, it’s like a vending machine where you can put in 1 Rs. and buy a Rs. 5 or a Rs. 10 note. Essentially, you’re buying money at a steep discount!

**So, why would you limit yourself to how much you should spend?**

I don't know an investment on the planet that gives the types of returns that efficient paid advertising does, except perhaps super high-risk, start-up unicorns. Warren Buffett himself, the most successful investor in the world, only gets a 20% return.

In one of my video training, I have revealed my secret selling system.

I've systematized this process and am handing it to you on a silver platter, after a few years of trial and error, after lacs & lacs spent on scientific advertising tests.

Here's the link to BOOK the Call with me- Click Here

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Buckle up, take notes, and enjoy!

# 3.

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## The Larger Market Strategy

One of the major keys to doubling your sales is appealing to a larger market and the way to do that is through "**The Larger Market Strategy**".

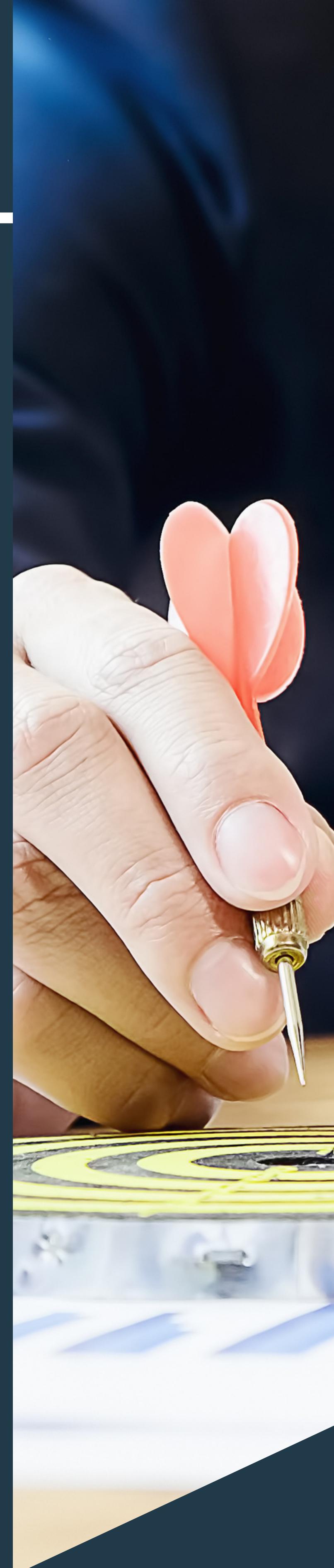
With the broader market strategy, you can dramatically widen the number of prospects you're appealing to, putting yourself light years ahead of the competition - and doubling your sales as a result.

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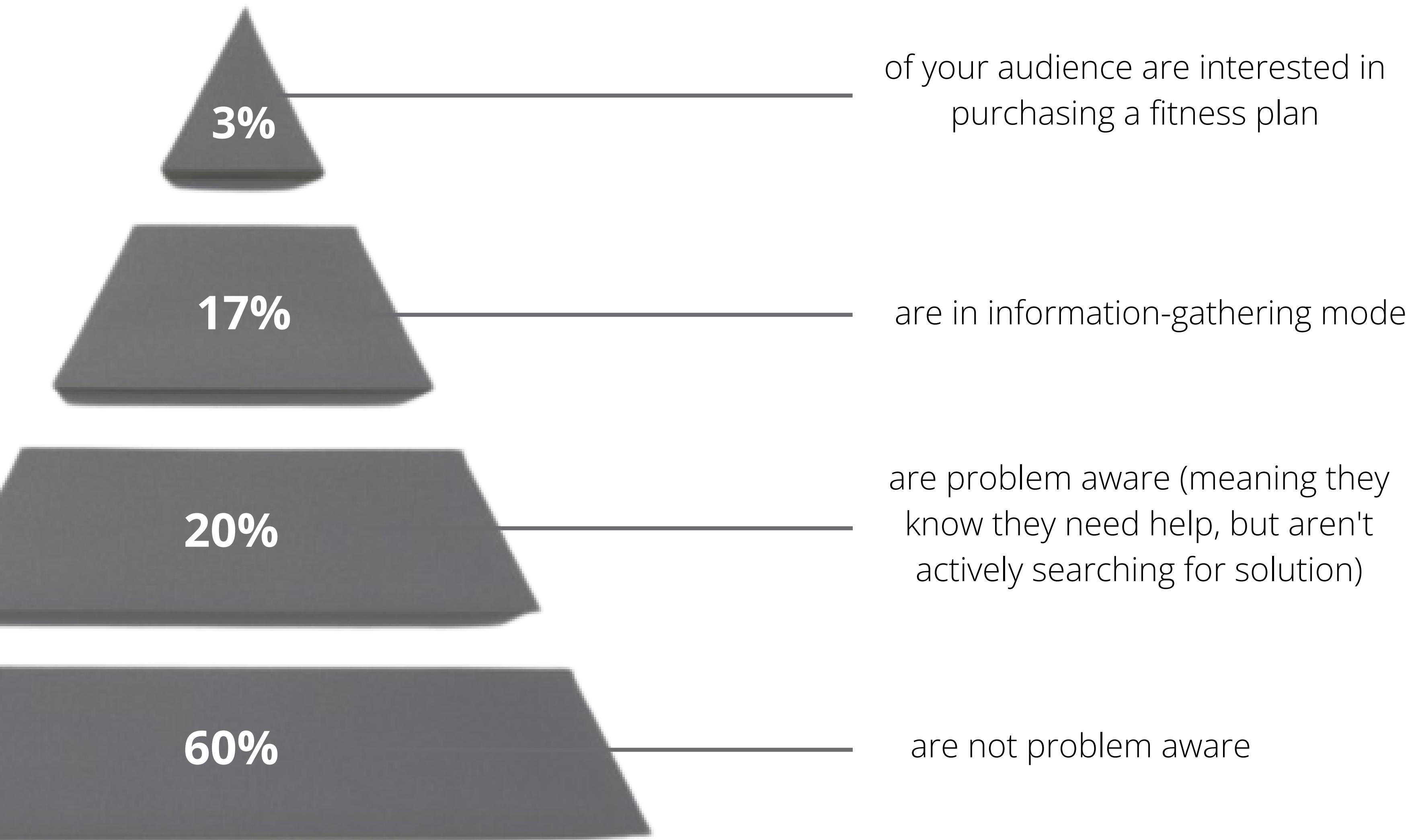
The Larger Market Strategy is a two-step strategy.

Step one is all about driving more traffic into your funnel. If you want to double your sales, you can't be reliant on one traffic source to do it for you. If all of your traffic comes from Facebook, you're leaving all the traffic you could be getting from Youtube ads or email - marketing on the table. And if for whatever reason your Facebook account gets shut down, you're left with not a single source of traffic - and not a single source of sales.

But by maintaining multiple sources of traffic, you can keep a constant flood of leads going into your funnel. You'll have a larger audience to work with. And the more traffic sources you have, the less affected you'll be if one of those sources doesn't work out.



Once you complete step one and are driving a larger audience into your funnel through multiple traffic sources, it's time to move to step two: **"Appealing to a larger percentage of that market than your competitors."**



Most Fitness coaches - focus solely on the 3% of people who are ready to make a purchase but when you focus all of your efforts on that 3%, you're leaving the other 97% of customers on the table. So if you really want to move the needle on your sales numbers, you need to focus on that 97%; moving those prospects higher in the pyramid and making sure they're 100% invested in buying from YOU.

The key to appealing to a larger percentage of your market - the prospects that fall in that 97% - is to establish yourself as someone they can trust.

*Now, Harshit, how do you do that?*

By becoming the go-to authority in your space.

Take advantage of every opportunity to provide value to that 97% of your audience that isn't ready to make a purchase. Publish lead magnets, answer tough questions on forums like Quora, go on Facebook Live and answer audience questions... the point is, you need to be visible, providing value and building trust.

By focusing on becoming an authority, you'll literally appeal to prospects in every stage of the research and buying cycle. You'll appeal to the 3% who's ready to buy because they'll want to buy from the best. You'll appeal to the 17% who are gathering information because they'll stumble across all the value you're adding in their research. For the 20% of your audience who's problem aware, you'll get on their radar and help encourage them to start doing more research. And for the 60% who aren't problem aware, once they become problem aware, you'll be there waiting with the solution to their problem.

The Larger Market Formula is a bullet-proof strategy that will drive more leads into your business.

# 4.

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## **Use “The Godfather Strategy”... and make them an offer they can’t refuse**

The Godfather Strategy is unquestionably the biggest secret I have ever uncovered in the trenches of sales and marketing. It instantly doubles or triples the profit.

**This is the Godfather Strategy:**

**Make Your Prospects An Offer They Can’t Refuse.**

An ‘offer’ consists of two things:

1. What your prospects want when they respond to your marketing.
2. What they have to do to get it

## **Sell What People Want To Buy**

Many university-educated people in business start by looking at what they would like to buy, and not their market. They ask, ‘What would I like to buy? What is convenient for me to sell? What do I think is a cool service?’

They don’t ask, ‘What is the market starving for?’ Once you’ve done your research using and have discovered what people really want in your market, then sell it to them!

Moving on: Once you know what your market is starving for, then you take your service and craft it into a compelling pitch ... an offer they can’t refuse.

### **Offer Basics:**

What are you selling? \_\_\_\_\_ How much does it cost? \_\_\_\_\_ Who will take immediate action on this offer? \_\_\_\_\_ How do you claim/buy it? \_\_\_\_\_

First up, forget about your lawyer. Forget about regulations, and all of that stuff for now. I want you to think about what promise or offer you’d make if you had a magic wand and there were no rules or limitations.

What could you promise, and what you could have in your offer? Even if it's not your whole service, even if it's a splinter of your core service, what could you give prospects that would give them some results right away? Get creative with it but it should be no more than a few lines. Now it's down on paper, start pulling it back to something that you can back up and deliver on and that won't get you sued for false advertising.

**Irresistible offers are detailed and specific.** Let me explain.

Let's say we're selling mattresses online. Here's the offer I found: *'Buy an American-made mattress online with free and fast delivery,* is an incredibly boring offer.

Let's compare this watered-down offer to a winning offer in this space. Take Casper a mattress start-up. This is their offer: *'Get America's best-reviewed mattress, delivered to your door for free, for a 120-night trial.*

This is an irresistible offer that helped Casper take them from zero dollars as a small start-up to over \$600 million in sales in their first 4 years of business. That's the power of an irresistible offer.

**Wanna make an outrageous offer?**

**Follow the 4 parts of my Godfather strategy mentioned.**

*Make notes, take it seriously!*

The Four Parts Of Your Godfather Offer A Godfather Offer is comprised of seven major components that make its brilliance come to life:

## **1. Build Value**

First things first: To make your regular price believable, specifics and detail are crucial for proof. Show your prospect your testimonials or even how many thousands of people have paid for the service. **Show, don't tell:** Where possible, it's very important to include screenshots of other websites and catalogues. This makes it even more believable to the everyday sceptic. Then, illustrate in great detail (sell) why even at full price your product is an incredible deal. Then reveal your discount in a way that illustrates your role as your prospect's advocate and champion. Quantify the monetary benefits the product will deliver and compare it with the almost insignificant price you're asking in return. Reduce it down to the ridiculous.

## 2. Premiums

These are the free gifts that prospects receive along with the purchase. Having a hot premium can triple your sales. When you start paying attention to commercials on television and in the media, you'll realise the ones that really work, – they mostly have premiums. Why? Do you think they enjoy burning their money and eroding their margins? No! It's because they dramatically increase response.

## 3. Power Guarantee

The stronger your guarantee, the better. The role of the guarantee is to reverse the risk for the prospect and place it on you, thus removing some of the friction before making the sale. Twelve-month guarantees tend to be the most common. However, it's much better to be very specific.

## 4. Scarcity Offers

Scarcity needs to be genuine or you'll erode brand trust. Putting an expiration date on your offer. Buy before X to avoid a price hike. We only have so many hours in a day/employees to service you left. The best marketers use it because it works.



# **CLAIM YOUR FREE FITNESS MARKETING BLUEPRINT TO GET 3-30 HIGH TICKET CLIENTS IN 6 WEEKS OR LESS**

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**Getting the stuff in this report right is the only way to become super successful online.** If you're serious about dominating your market and maximizing your profits - your advertising ROI, you must address these five things. If you're not, then you're probably spending more money than you need to on marketing...but getting less return than you should. For example, when you work with us, we target a 5:1 ROI on your marketing spend, That's right. Our goal is to get Rs 5 into business for every rupee you spend on marketing.

I've given you the need to get started. But if you have any questions, or would like our help implement any of the above, get in touch today. Even better for a limited time we are offering you a 45-minute strategy session where we'll discuss your business goals and challenges and draw up a Digital Marketing Blueprint for free.

Claim your no-obligation free 45-minute strategy session and now get your custom Fitness Marketing Blueprint, Free!

**CLAIM YOUR 45 MIN FREE**  
**STRATEGY SESSION**