

## **Spec Copy #1:**

Target Audience: Gym or studio owners who have a difficult time motivating their members and managing their gyms.

Product: Everfit- This is a software that gyms can use to manage their memberships and to motivate their members. The software allows you to track your members progress and makes it super easy for gym owners to create custom programs and curriculum for their members to achieve their fitness goals faster.

Format: Email copy (D-I-C)

Key:

Disrupt

Intrigue

Click

**Subject Line:** Why your gym members are leaving you.

Tired of watching people cancel their gym subscriptions?

Struggling with having low attendance for gym classes and events?

Are you fed up with having to spend thousands on complicated software to keep your members and gym in check?

You're not reading this because you are mildly concerned. No, you are downright frustrated!

The way you manage your gym, motivate your members, and keep your staff in check is missing something crucial.

This could make or break you!

You could be the lonely gym with few members and one location.

Or, you could be the gym with hundreds of members at your door, hundreds of locations, and a staff of professional trainers.

It's your choice.

Oh, and I know what you're thinking.

"This 'something' is probably just another junk software that's too difficult to use, too buggy, and too difficult to set up."

YOU COULDN'T BE MORE WRONG!!!

This is the #1 software for gym owners that will allow you to:

- Easily manage and motivate your members.
- Communicate with staff and members faster and easier than ever.
- Automate classes and curriculum so you don't have to.
- Feel less overwhelmed, less stressed, and more excited to take your gym to the moon.

And if you're too worried that this business-transforming, life-changing software is too good to be true, then...

Try it out for FREE and don't bring your credit card.

Become the #1 Gym Owner in your town.

**Change how you manage your business and be the gym everyone goes to.**

////////////////////////////////////

**Spec Copy #2:**

Target Audience: Gym or studio owners who have a difficult time motivating their members and managing their gyms.

Product: Everfit- This is a software that gyms can use to manage their memberships and to motivate their members. The software allows you to track your members progress and makes it super easy for gym owners to create custom programs and curriculum for their members to achieve their fitness goals faster.

Format: Email Copy (P-A-S)

Key:

Pain/desire

## Amplify

### Solution

**Subject Line:** The ONE thing you need to run a successful gym without making your life hell.

I get it!

You spend your Saturday mornings creating countless workout programs on Excel.

Instead of playing with your kids, you're making video demonstration playlists on YouTube for your members.

Forget the nice dinner, you have to email your members all those programs and playlists that they may or may not do.

Oh and then to top it all off, you have to reach out to them through ten social media platforms and text them just to keep a check on your members!

How long are you going to do this? Don't you feel overwhelmed or feel like you're running in a million different directions at once?

You wanted a way to automate creating workout plans for your members, tracking their progress, motivating them, and managing your gym.

And now, you spent thousands on new software to manage your gym, but it just made your life harder as if it wasn't hard enough.

It's too slow and too buggy. It has a super complicated UI and all your members keep reaching out to you because they don't know how to use it.

You're running in circles around customer service but as far as you're concerned, they couldn't care less.

You're confused, disappointed, and downright embarrassed.

This is no way to treat yourself. You were supposed to live your dream life, not the life of your nightmares.

Stop this NOW and easily switch to a software for a more easy-to-manage and engaging gym.

Oh, and we actually care about you so we are there for you 24/7 to make your problems disappear.

**Get rid of the hassle and make your gym and members 10X easier to manage.**

### **Spec Copy #3:**

Target Audience: Gym or studio owners who have a difficult time motivating their members and managing their gyms.

Product: Everfit- This is a software that gyms can use to manage their memberships and to motivate their members. The software allows you to track your members progress and makes it

super easy for gym owners to create custom programs and curriculum for their members to achieve their fitness goals faster.

Format: Email Copy (H-S-O)

Key:

Hook

Story

Offer

**Subject Line:** My staff had just hit me with the bad news.

This was the **lowest** point I had been at since I started my gym.

One of my coaches sent me a message, “Why is the gym empty today and why have **half our members** canceled their memberships?”

My heart felt like it was in my throat.

See up until now, my gym had started off with a lot of members and it was running successfully.

I created curriculums and programs using different platforms such as Excel and YouTube and for the first few weeks, my gym was sailing smoothly.

But, as my gym grew and more members started showing up, me and my staff couldn’t keep up with building enough tailored programs so we got software to help us.

The software was a complete bust.

It was buggy, slow, hard to use, didn’t have many integrations, difficult to set-up, and difficult to create tailored programs for my members.

Don’t even get me started on the non-responsive and rude customer service.

As it turns out, this had a huge impact on my gym and my revenue dropped.

One month later, my gym now has **HUNDREDS of members** and I don’t need to stress nearly as much about managing my gym or my members’ progress.

I went from an overwhelmed and confused mess to a proud and excited success.

I did it and you can do it. Learn what I did.

**Make your gym crazy famous and 10X your revenue.**

