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### **Product description:**

What the product is, is a facial recognition product for members to scan their face to allow them to exit and enter the gym instead of membership cards etc. this provides huge benefits to the owners like:

Hands free access for members, increase in security, stops members sharing cards, it can gather valuable data of members attendance etc, it is also extremely accurate when detecting person from person and is cost effective, it is also automated so staff don't have to sit at the front desk and watch members enter etc.

### **Who Are We Talking To?**

Gym owners, usually male, age 28-40, directors of the gym

Avatar: 35 year old Mark, Runs his gym in a city with huge competition around, Stressed out by rising costs of running his gym and members retention/ subscriptions reducing, very competitive and loves his gym so he strives to outperform all gyms around the area but struggles too.

**Pains:** High costs of running gyms, Keeping up with tech and trends, be overrun by competitors, members sharing membership cards/ losing membership cards, hard to track member attendance

**Desires:** Reduce costs whether that be by reducing staff needed, member management and tracking, high security, modern and advanced gym to overcome competitors

### **Where Are They Now?**

Almost no interactions with brands and this solution is brand new to them.

Check their phone or computer and see an email from a brand they have basically never heard off.

At the bottom of the funnel as this is basically the first interaction with the brand.

Likely they received the email at their desk in the gym whilst working on other problems associated with running a gym.

### **Where Do We Want Them To Go?**

Want them to go to the website where they can complete a questionnaire to decide if they are a good fit for the product and then from that questionnaire they can book a call to then move on to buy the product and get it installed and integrated into their gym.

### **Steps To Get There?**

Have to grab attention, amplify pains that my product can solve like reducing costs , educate them on how my product can fix these pains/ push them towards desire whilst building trust that it is legitimate and demolishing any potential objections, lastly a CTA that pushes them over the pain threshold to get them to go to the website.

### **My personal review of copy and steps to improve:**

Subject line:

Need to be more clear what they are going to learn inside the email and build more curiosity about it, also I think as it is 2 sentences that might be too much and one could be better to grab attention.

To achieve this is by shortening it to one sentence and making it more clear

Line 1:

Also the same with this I think it grabs attention nicely but it is 2 sentences and I think It could hook the reader better and amplify curiosity more to get them glued to the email

To achieve this shortening it to one sentence which could be a really good fascination to hook the reader might be more effective

Line 2:

This could definitely be made easier to read and better create curiosity and FOMO that the reader is missing out on this new tech

To achieve this a better choice of words to make it easier to read and also start increasing and amplifying FOMO here would be very good to hook the reader

Line 3, 4:

I think this tells them the secret too early and it reveals the secret too much

To make this better making it more specific on certain aspects of the secret and doing this further down the copy could be more beneficial so the reader thinks there is more to learn

Line 5:

I think this could use a figure or some evidence to support the statement to increase trust with the reader that top performing gyms are actually doing this and then if top performing gyms are doing it they should too

To achieve this add a stat or figure and be more specific on how the product works so they feel they can learn more

Line 6 and 7:

I think these lines are very effective in telling the reader some specific benefits however it is quite long and could be made more concise

To achieve this shorten and make more concise whilst keeping the information so that it better holds their attention and doesn't bore the reader

Line 8 and 9:

I think this is good in making the reader promise to themselves they want the product's benefit and so want the product, however line 9 could be clearer as a hand hold close so any uncertainty in the reader's mind is gone.

To achieve this improve line 9 making the instructions more clear and obvious.

CTA and p.s.:

The cta could definitely better push the reader over the pain threshold better, same with the p.s.

To achieve this better and more vivid pain inducing vocabulary could be used so the reader is in huge amounts of pain causing them to take action

Overall I think the email needs to be more concise and specific to hold the readers attention better

Email:

Subject Line:

Gym owners beware! DO NOT fall behind in technology...

Body:

Hey [name],

A technological breakthrough is happening right NOW! And if you fall behind it will cost you memberships, and even your gym.

Right this second, a brand new technological breakthrough in security and access is being implemented in gyms worldwide to create the ultimate experience for their members.

The secret?

Facial recognition for access control.

**The top performing gyms all over the world** are starting to embed this new seamless security into their gyms access, replacing old and outdated membership card readers and instead allowing members to enter with only their face!

Why?

Because this new tech allows gyms to get rid of lost, stolen and shared membership cards due to its impenetrable security and incredible accuracy, easily monitor members usage and track their attendance whilst identifying potential threats!

Do you want your gym to be top of the line in tech, completely wiping out competitors and be on par with the top gyms worldwide?

If so, continue to our website where you will complete the questionnaire and **book a call with one of our experts for free** to get this tech inside your gym!

[Click here to stay ahead of your competitors](#)

**P.S.** Time is ticking. You better act NOW before it is too late , possibly costing you your gym.

Stay secure,  
Quintek

Subject Line:

Gym owners beware! DO NOT fall behind in technology...

Body:

Hey [name],

Right NOW! A technological breakthrough in security and access is being implemented in gyms worldwide to create the ultimate experience for their members and falling behind could loose you your gym...

**The most hardcore and luxury gyms all over the world** are starting to integrate this seamless security and access control into their gyms as:

- It is touchless and automated using only the members face to detect paid members
- Includes seamless software integration allowing member monitoring and tracking
- It is insanely accurate at only allowing paid members to enter making it incredibly secure

This automated system frees up staff for crucial tasks due to them not needing to assist members access and the huge increase in ease and effortlessness increases member retention.

It is facial recognition for access control which will replace outdated membership card scanners with a high tech module to detect paid members by their face while integrating with the software systems seamlessly.

If you want to learn the ins and outs of this solution and completely wipe out competitors with your top of the line facial recognition technology whilst getting a huge amount of benefits...

Continue to our website, complete the quick questionnaire and **book a call with one of our experts for free** to get this tech inside your gym!

[Click here to stay ahead of your competitors](#)

**P.S.** Time is ticking. The New Year surge of members is approaching, and this tech will set you apart, attracting more members and boosting your success.

Stay secure,  
Quintek