Body Structure Business Analysis

Website: Body Structure Medical Fitness

Socials: IG start = 633 followers, (.57%) engagement rate Body Structure (@bodystructureky) • Instagram photos and videos
FB start = 2.2k followers, (5.1%) engagement rate BodyStructureKY FB

Target Market: Individuals seeking medically supervised fitness and rehabilitation services, those recovering from injuries, and people looking for a comprehensive health improvement plan

Current Funnel:
1. Google search/word of mouth → Free consult →Offer tailored plan →upsell on side service
2. Social funnels

Bottom Line Conclusion:

By leveraging my detailed plan, you can build effective sales funnels and improve existing ones to drive more leads and ultimately more conversions.

A business is predicated upon 2 things: Getting attention and monetizing attention. You are already amazing at monetizing attention. Now it's time to start capitalizing on the last pieces of the puzzle, Monetizing attention: **Warm and Cold Traffic.**

We all know that sales is a numbers game. Every "No" gets you closer to a "Yes." Therefore, if I talk to enough people and bring actual value, I will increase my sales.

By creating new sales funnels and driving traffic efficiently, your business gets in front of more people. By the law of averages, this will automatically increase your revenue.

Warm and Cold Traffic

1. Capitalize on other forms of traffic by creating brand awareness
    a. **Warm** - These visitors are **aware of you** or your niche, but they haven't interacted with you directly yet. They might have found you through social media recommendations, blog posts, or affiliate marketing. They require some "warming up" with valuable content or testimonials before converting.
        i. **Fix** - start a campaign directed towards warm traffic
            1. Start implementing a Social media game plan

a. FB, IG, YT
b. Need social media expertise
c. Make sure you're not making the cardinal 10 Social Media Mistakes
d. Eliminate the common mistakes made by 95% of businesses and implement a proven strategy for building social media and you will elevate yourself above the masses.
e. Blogs need to be promoted across your social media to drive traffic and increase conversion. You must shout yourself out to be seen, and have many and all roads leading to "Rome."
f. By growing your social media and blasting out your content you will create a megaphone for attracting warm traffic to your business.

b. **Cold (most brands do not know how to do this)** - These visitors have **no prior knowledge** of you or your brand. They might have stumbled upon your website through search ads, banner ads, or general browsing. They require the most convincing with clear explanations of your value proposition and strong calls to action. Some will read all the way down, some half way, and some just the top.
    i. **Fix** - Give them some type of content that they want for free. Take some of your secret sauce and give it away. All you ask in return is their info, and then you can start guiding them down the sales funnel.
        1. The secret to converting cold traffic is leveraging the power of FREE.
        2. Whatever you're sharing for free cannot be boring, general knowledge
        3. Once you get their email, now you're able to market to them virtually forever.
        4. You will know for a fact that the people on your email list want to hear what you have to offer.
        5. You must have a way to get their info because we both know that in sales if they leave that door (aka website), chances are they are never coming back

2. You need a new Instagram manager or content creator or both.
    a. Inconsistent Posting
        i. Problem: Irregular or infrequent posting can lead to decreased engagement and visibility
    b. Low Engagement
        i. Problem: Lack of interaction (likes, comments, shares) on posts
    c. Inconsistent Branding and Aesthetic
        i. Problem: Disjointed or unclear themes across posts
    d. Poor Quality Content
        i. Problem: Lowe-quality photos, videos, or captions

e. Limited content Variety:
    i. Problem: Repetitive or limited types of posts.
f. Lack of Strategy and Goals
    i. Problem: Posting without clear objectives or measurable goals.
g. Not Using All of Instagram's Features
    i. Problem: Not leveraging all available Instagram features (Stories, Reels, Swipes).
h. Bad Audience Targeting
    i. Problem: Failing to connect with the right audience (usually this is due to them thinking it's just about posting content)
i. Neglecting Analytics and Insights
    i. Problem: Not tracking performance or optimizing based on data
j. Limited Time and Expertise
    i. Problem: Overwhelmed with running their business or lacking expertise in social media management.

Website

1. SEO

a. Least traffic out of competitors
b. Traffic: 90% mobile
c. Keep them on the page for 14 sec on average. Less than half the time of competitor
d. 89% bounce rate
e. Less than half the visits of competitors
f. Not optimized for search terms
    i. “fitness center in Lex, KY”
    ii. "physical therapy Lexington".
g. Each page on website needs to be updated/redesign

2. Above the fold

a. Good video, but the one with Kevin is the one you want at the top. It speaks the language of your target audience. It’s a great example of you talking about the clients' pains/desires/dream state and the benefits they will receive. They care about the features, but the real way to raise their curiosity is to talk about the benefits and how they will take them from where they are to their perfect dream state.
    i. High quality
    ii. Showcases the gym and trainers
    iii. Shows your knowledgeable
b. Text on video is hard to read
c. Header and banner are set up in a clunky way

3. Lead magnet
    a. Get new people on the list, you can market to, that you know want to hear more about you.
    b. To get their info
    c. Able to market to them until they unsubscribe
    d. Ebook, free training, or discount service for giving info
        i. Give away some of the secret sauce to create credibility and trust
        ii. Segment email campaigns to target specific audiences within your list
        iii. Current vs new clients
        iv. Bought vs haven't bought
        v. Younger vs older
        vi. Group vs personal training
    e. Emails will be designed to guide them along the sales funnel
4. Homepage
    a. needs an update
    b. The design is slightly clunky
    c. Adjust the design to flow and be more pleasing to the eye
5. Homepage copy
    a. Must rewrite
        i. Colors need an update to catch the reader's attention
        ii. Talk too much about yourself and not enough about the target audience, their pains/desires, and how your facilitates will take them from where they are now to the dream state they're looking for.
        iii. Don't list out the features of your service/product. Talk about the benefits those features will bring the client.
        iv. Make sure you're using language that your audience would use. Don't use technical jargon. Even if you're talking to scientists, you don't want to bore them.
        v. Be concise
        vi. Always end any piece of copy with a call to action
            1. Tell the reader what to do next. Guide them along the sales funnel.
6. YouTube video next to "our team approach"
    a. The narrator sounds too salesy
        i. Video narrator reminds me of the 90's. The ultimate goal should be to update the look of everything. Layover a new voice track to update the feel of the video. Keep testimonial in (very powerful, she is your target audience).
    b. Talk about yourself too much. Almost repeating what's in the text next to the video
    c. Love the video at the bottom
        i. The only problem is it's the same video at the top
        ii. Take out the video at the top and put this video in its place

1. Love the content in the video. Touches more on how your service facilitates the solution to their problems.
2. It looks more professional and up-to-date
3. Kevin does an excellent job of speaking about the benefits of Body Structure

d. Everything on the page needs to be there for a reason and we don't want to be redundant

7. Testimonials are very hard to read. The reader might not see them
    a. These are very powerful for getting new clients.
    b. Make everything on your page easy to read and easy to digest.

Top player analysis

Good examples of exciting curiosity

1. Thurston Personal Training
    a. Pop up lead magnet for info
    b. Love the music and the feel of the video
    c. The intro music gets you excited
    d. Video shows their skills/benefits
        i. Uses a successful client
        ii. Shows her before and after (powerful)
    e. Catchy, bold, large headline
    f. Concise copy
        i. Cost/Certainty/Trust
            1. They are saying that the cost is worth it because it will get you in the best shape of your life
            2. They build certainty by saying how many how been helped already
            3. Video and results help build trust and show who they are
2. G-Strength
    a. Use movement to catch the eye
    b. Large moving text, which easy to read
    c. Cost/Certainty/Trust
        i. Lowers the cost by saying that it will unlock your true potential
        ii. Builds certainty by telling it's science-based
        iii. Builds trust by saying their #1 and showing testimonials.
    d. Concise copy
        i. Easy to read, large font
    e. Website has an updated feel
3. advancedptwellness.com

Websites Examples

1. United Medical
2. Green Oak
3. Andersonville Physical Therapy
4. RecoverRx Physical Therapy

Instagrams Examples

1. TrueFix Physical Therapy (@truefixpt) • Instagram photos and videos

MARKET RESEARCH

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

Men or Women?

- 67% Women, 33% Men

Approximate Age range?

- Average age is 60

Occupation?

- Professionals
- Elite of Lexington
- Equestrian community
- Country club community
- Golf Community
- Tennis Community
- Business owners
- Tv personalities

Income level?

- Average income is $120,000

Geographic location?

- Lexington and surrounding areas

Painful Current State

What are they afraid of?

- “not knowing exactly what to expect.”
- ‘Intimidation”
- “ torn rotator cuff that my doctor said needed surgery. “

What are they angry about? Who are they angry at?
What are their top daily frustrations?

- “shoulders have given me issues for years, and a recent injury was preventing me from confidently working out”

What are they embarrassed about?

- Overweight
- Uncoordinated
- Pre-existing injuries
- Weak
- “I have never worked out before“

How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

- “negatively affecting my mental health, which affected my relationships and my business”

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- “I have a torn rotator cuff that my doctor said needed surgery.”

What is keeping them from solving their problems now?
What don’t they like?

- Personalized attention
- medical supervision
- comprehensive health plans
- “just the right size, not like some of the enormous gyms around.”
- “I have but one downside and that is wish they were open longer as well as Sundays.”
- “sales team is aggressive and not to mention deceiving just to get you in the door”
- “ I would not come to this one because of their membership practices.”
- “Their equipment is never working properly. One machine won't turn on another has no screen a other no audio another keeps shutting off in the middle of a workout. I have complained about this to management over 10 times.”
- “ not opening on time.”
- “The training staff that I have observed CANNOT teach the basic lifts.”

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- “ I’m stronger, more confident and feel better than I have in years.”
- “‘nothing but positive outcomes”
- “‘tremendous impact on both my physical and mental health.”
- “right path to a healthy body and mind.”
- “now very strong and fast, more than most kids his age.“
- “getting fit for playing golf--flexibility and strength conditioning.”
- “ paying dividends for me now that golf season has arrived.”
- “ I've lost 10 lbs. or so, I'm fit and flexible, especially for my 67 years and am playing better golf than I have in a long time. Feeling good about myself physically”
- “made me feel at home from the start.”
- “ home away from home for past 12 years.”
- “helped me reach my goal to do my first pull up!”
- “after a year the doctor said my condition was so improved that I no longer required surgery.“
- “my strength has increased and I have lost over 20 pounds. My body fat index is optimal and I am stronger at age 66 than I have ever been.”
- “ With the exercises, the personal training and the physical therapy I've had to prevent shoulder surgery, I have the balance, muscle strength and tone, of someone 20 years younger than me”
- “ I am now able to enjoy an active lifestyle again.”

Who do they want to impress?

How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- To feel young again
- To be the best at their sport again
- To be the strongest in the room again
- To be part of the professional community

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- “ It's making a huge difference in my overall well-being.”
- “My mind, body and spirit has changed so much for the better since joining two years ago. You always step into a very welcoming and nonjudgmental environment, with people who care about your gains just as much as you.”
- “ brings great energy and pushes me in the kindest way possible. I never want to be without this team of fitness gurus!”

What do they like?

- Love the Body Structure staff
- “ well-educated in exercise science and personal training, and always willing to provide assistance.”
- “attuned to my needs as a senior citizen.”
- “plenty of equipment, all kinds of machines, and all maintained and clean.”
- “Client-focused“
- “ listened to every weird thought and hypothesis I had, explained the "why" behind what we were doing, and even reviewed workouts I was doing to see if anything would be an issue. 10/10 great”
- “showing me the proper way to use the equipment.”
- “have everything one could wish for in a gym & more. Trainers, Pilates, PT, full equipped gym that’s clean & bright.”
- “equipment feels good. You can tell it was chosen by people that actually workout.”
- “professionalism, dedication and expertise of everyone I have worked with there”
- “never crowded, always clean, and offers physical therapy, Pilates, trainers, and a gym is something I love about this beautiful facility.”
- “ I go there between 3-5 times a week and it's like being with my own family. Everyone there is marvelous.”
- “The staff always greet me with a big smile on their faces. The trainers are very knowledgeable and willing to help whenever I have any questions about the equipment. The facility is very clean and organized. All of the above make going to the gym one of the highlights of my week.”
- “If anyone is looking for a gym that you feel like you’re always welcome, this is the place for you”

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

- Don’t know how to workout properly
- Don’t know how to get back to normal from injury
- They need an expert to help keep them from surgery
- They feel like they can’t do it alone

Who do they blame for their current problems and frustrations?

- Themselves
- Lack of knowledge/training
- Busy life/work
- Previous bad training

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

How do they evaluate and decide if a solution is going to work or not?

- What their colleagues think about it
- Is it back by science
- Do they have success stories

What figures or brands in the industry do they respect and why?

What character traits do they value in themselves and others?

- Kindness
- Knowledgable
- Cleanliness
- Understanding
- Patient
- Professionalism
- Willing to help
- Organized
- Non-judgemental
- Willing to go above and beyond

What character traits do they despise in themselves and others?

- “get away with just easy stuff.“
- “Unpleasant human being”
- “ trash talk clients to other clients.”
- “ very overpriced for her skill level as a trainer.”
- “ never can get ahold of these people”
- “ Absolutely no regard for people”
- “ I would not come to this one because of their membership practices.”
- “Rude customer service,”
- “Poor communication and they are very insensitive.”

What “tribes are they a part of? How do they signal and gain status in those tribes?

- Elite of Lexington
- Professionals
- Golf enthusiasts
- Horse enthusiasts
- Congregation
  - Online**:** Social media platforms (Facebook, Instagram, LinkedIn), fitness and health forums, medical fitness blogs.
  - Offline**:** Medical offices, local health and wellness fairs, and community centers.

Services offered

GOLF FITNESS

Do you want to crush the golf ball with power and consistency?
or eliminate those aches and pains that kill your game?
or significantly reduce your handicap?
identify your body...swing connection
prescribe your top correctional exercises so you can see immediate results
leave knowing the key success factors to achieve a CONSISTENT swing
that produces POWER just like the pros

It doesn't matter how high your handicap is, or your pain level, we are ready to help you enjoy the great sport of Golf! Our complete team of Titleist Performance Institute Certified Trainers and Physical Therapists can improve your body's ability to function as it relates to the golf swing. If you combined the knowledge to build a better body with your favorite golf pro instructor, we guarantee success. Consequently you might even get in the best shape of your life!

MOVE WELL - FEEL WELL - LIVE WELL

Are you experiencing back, neck, joint pain?
Would you like to improve your balance and mobility while helping protect yourself from injuries and falls?
What if you could increase your strength and decrease your levels of stress at the same time?
Are you tired of feeling like “just another body” in the group classes you’ve experienced before?
Or maybe you simply want to improve upon your already existing fitness and wellness practices by stretching & releasing tense muscles & fascia, learning how to improve your mind-body connections, and having a lot of fun while doing so?
If you answered YES to any of these you will be so glad you chose The Pilates Studio @Body Structure to help you reach these goals and so much more!
The Pilates studio was created to provide a bridge between pain and dysfunction and those new to exercise. Progression is at the individual’s pace in a quad (4) or less instructing environment. based on individuals goals or needs, our instructors have access to our team of Physical Therapist, personal trainers and health coaches to safely guide you down your path to better health, all under the same roof.

Our Studio Promise is to empower each of you with the skills, knowledge, tools, and professional instruction to achieve your fitness and well-being goals with

“INDIVIDUALIZED ATTENTION - Each and Every Session!”
Individualized, hands-on sessions are the cornerstone of true Classical Pilates and this is why we limit our Group Sessions to four-person Quads. Yes, you can take larger group classes anywhere, but what sets us apart from all other studios in the area is that you are not just another body filling a space in an already overpopulated class.
The personalized level of care you receive in your Small Group Sessions is as important as if you are attending one of our Ultra Exclusive - single client Private Sessions or our two person Duet Sessions; which, by the way are perfect for you and your spouse or you and your closest confidante.
Regardless of your age, physical ability, size, or past injuries, our instructors along with our fully-equipped, comfortable, and safe Studio Environment ensure you achieve and exceed your fitness and wellbeing goals.
“In 10 Sessions you will feel a difference. In 20 Sessions you will see a difference. And in 30 Sessions you will have an entirely new body.” ~ Joseph Pilates, founder & creator of the Pilates Method

WORKFIT CORPORATE WELLNESS PROGRAM

Body Structure has been providing health and wellness services to the Lexington area for decades. Our company mission statement exemplifies the concept of our corporate wellness design. Based on the corporation and employee needs, we will define and focus on individualized wellness strategies. The question is always, “How long and how much?” Unfortunately, it seems the majority of the responsibility has been shifted to the employer. It is Body Structure’s job to find the quickest and most efficient way to turn the health and wellness responsibility over to the employee and display our efficiency to the corporation’s financial investment (ROI). Our staff has the experience to develop an efficient wellness plan to decrease corporate liability and cost, while increasing employee productivity and long-term health.

HYBERBARIC OXYGEN THERAPY

Your body's tissues need an adequate supply of oxygen to function. When tissue is injured, it requires even more oxygen to survive. Hyperbaric Oxygen Therapy (HBOT),

or as it’s known an O2 Chamber, is a medical therapy in which a person lays in an inflatable chamber in an increased atmospheric pressure environment. In a Hyperbaric Oxygen Therapy chamber, the air pressure is raised up to three times higher than normal air pressure. Under these conditions, your lungs can gather up to three times more oxygen than would be possible breathing pure oxygen at normal air pressure. Your blood carries this oxygen throughout your body, restoring normal levels of blood gases and tissue function, while also stimulating the release of substances called growth factors and stem cells, which promote healing and fight infection.

HBOT alone can often effectively treat certain conditions, while other conditions may require additional therapies. Below is a list of potential conditions that could benefit from O2 Therapy.

• Alzheimer’s and Dementia

• Asthma and Allergies

• Autism and Brain injury

• Bone Regeneration and Sports Injuries

• Fibromyalgia and Rheumatoid Arthritis

Frequently Asked Questions:

Is it safe?

• YES!!! The Hyperbaric Oxygen Chamber uses filtered ambient air, so there is no risk of oxygen toxicity to the body even with regular use.

• The chamber can be depressurized and opened from the inside.

• Once inside the chamber, both visual and verbal communication is possible with the outside, and there is a buzzer for help.

• Most people report a comfortable, relaxing experience and emerge from the chamber feeling refreshed.

How does it work?

• The HBOC is filled with compressed ambient air equivalent of 11 feet below sea level where increased pressure allows the blood plasma and other liquids of the body to absorb additional oxygen. This greatly increases oxygen intake by the cells, tissues, glands, organs, brain, and fluids of the body.

• This increased oxygen intake results in increased circulation and decreased swelling to inflamed areas.

Why does it work? Henry's Law of Physics:

• An increase in atmospheric pressure allows for more gas to be dissolved into any given liquid. Oxygen, the 8th element on the Periodic Table, exists as a gas at room temperature.

• The human body is composed almost completely of water. Gas.... Under pressure... dissolves in water

Are there any reasons a person should NOT go into the chamber?

> Yes. You should NOT go into the chamber if you are inebriated, if you have ear canal problems, an ear infection, or if you are experiencing cold/flu like symptoms.

INFRARED SAUNA

Sunlighten developed a unique technology with SoloCarbon heaters that provide 7x more effective detoxification than those found in traditional saunas and have the only infrared technology with clinical data shown to reduce blood pressure, increase core temperature and aid in weight loss.

Our full spectrum consists of near (NIR), mid (MIR), and far (FIR) infrared waves, each with distinct characteristics and frequency ranges.

Near Infrared: (NIR)

Wound Healing

Skin Purification
Cell Health/Immunity

Mid Infrared: (MIR)

Weight Loss
Improved Circulation
Pain Relief

Far Infrared: (FIR)

Blood Pressure Reduction
Detoxification
Weight Loss

INSURANCE PAID FITNESS

We currently participate in the Insurance Fitness Reimbursement and Rewards Programs below. If you are enrolled in one of the plans below, contact us for a consultation.

We offer a limited number (only 150 available) Private Memberships that come with your own private fitness coach that will deliver you a personalized training program. Our Private Fitness Memberships provide a high level of accountability, with limited participation that will allow us to continue to safely serve our members with low capacity, personal attention, off the charts cleanliness, and most of all "RESULTS"that last a lifetime!.

What's included:

Personal Plan Designed Around Personal Goals

Bi-weekly Personal Training Sessions

Attendance Tracking

Ongoing Re-evaluations

Long-term Results

HEALTH AND FITNESS MEMBERSHIPS OF LEXINGTON KY

FITNESS MEMBERSHIP

SMALL GROUP EXERCISE MEMBERSHIP

PHYSICIAN REFERRED EXERCISE PROGRAM P.R.E.P.

POST THERAPY PROGRAM

HEALTH COACHING

CORPORATE MEMBERSHIP

MASSAGE THERAPY/BODYWORK

Our Licensed professionals offer a variety of massage and stretch sessions to help relax and address your specific needs.

We offer 30 minute-2 hour appointments.

Prior to first Appointment:

- Complete health history paperwork
- Recommendation for your first session:

    45 minute or 1 hour session

What to expect:

Your therapist will discuss your health history and the areas of the body you would like to address during your session

At Body Structure our 1-on-1 physical therapy care ensures the focus is always on you. We have been providing comprehensive physical therapy services for the Lexington, KY, area for over 20 years. Year after year, people chose our physical therapy team because of the exceptional care, outcomes, and our physical therapists ability to provide comprehensive treatment options.

Our Services

We are here to help you get out of pain and reach your goals. This starts with an in-depth evaluation that allows our physical therapists to build a customized physical therapy plan designed specifically for YOU to meet YOUR needs.

At Body Structure we can go above and beyond traditional physical therapy services. As Kentucky's only licensed Medical Fitness Facility, if desired, you

can take advantage of a full wellness program that focuses on optimizing your total health and wellness not just your injury. We understand that your body is an interconnected system, and when one piece is neglected, the whole body can suffer. We have the knowledge and expertise to help build a stronger, healthier, long-term you.

Come to **Body Structure** for our physical therapy services in Lexington, KY. Call **859-268-8190** to schedule a physical therapy appointment today.

PHYSICAL THERAPY AT BODY STRUCTURE OF LEXINGTON KY

SPORTS INJURIES

CERVICAL PAIN & HEADACHES (TENSION HEADACHE, MIGRAINE)

BACK PAIN

TOTAL MOTION RELEASE(TMR®)

DRY NEEDLING

MEDX THERAPY



PRE AND POST SURGICAL THERAPY

VESTIBULAR REHABILITATION AND BALANCE TRAINING

WORK INJURY MANAGEMENT

HOME SAFETY EVALUATION

PERSONAL TRAINING IN LEXINGTON KY

PERSONAL TRAINING AT BODY STRUCTURE OF LEXINGTON KY

ONE ON ONE PERSONAL TRAINING

WEIGHT LOSS

BALANCE & FALL PREVENTION

GOLF SPORT TRAINING

PHYSICIAN REFERRED EXERCISE PROGRAM P.R.E.P.

POST THERAPY PROGRAM

PRE/POST NATAL EXERCISE

IN-HOME PERSONAL TRAININg

BODY STRUCTURE MEDICAL FITNESS IN LEXINGTON, KY

Body Structure was created to provide a path to a healthier lifestyle. Our 20-plus years in the health industry continues to produce proven results. Our licensed, specialty, healthcare facility promotes a comfortable non-intimidating atmosphere. We provide a personalized healthcare team under one roof that collaboratively implements a comprehensive program for each individual.

Factors that distinguish our medical fitness model are qualified and credentialed staff supervision, early detection and prevention of disease management, clinical integration of programs, active medical oversight, objectively tracking outcomes of one’s overall health, and a friendly staff that guides you on a path to a healthier life!