

## **Fit and Go my research, winning strategy and claims.**

**Who are they?** Fit and Go is a fast fitness company who works on a franchising model. They offer solutions like EMS, Vacufit and other technologies and it is a sub-niche of the fitness market (Busy individuals who don't have time to workout).

They currently have 100 studios overall Italy and their goals are to reach 130 studios and get more clients for their affiliates in the next year.

Website to get more context: [fitandgo.it](http://fitandgo.it)

Top competitors: Bodystreet (Same solution, spread over 7 countries), Surger.co.uk (Fairly small but emerging in UK).

**What business objectives are we trying to achieve here?** I want to get them 1000 new clients for their 100 studios in the next 4 months. Get more qualified leads for B2B business. Get more product sales via email marketing.

These are the problems that I figured out after my call with their marketing team.

### **Problems:**

Not matching to current level of market awareness of their audience. (Although, in few ad copies they are directly calling out the solution, which is better than other ad copies).

Doesn't have time to focus much on creating content.

Low marketing budget. (Although they are running 40 ads currently)

Lack of market awareness amongst the employees.

Focus divided between paid and organic. (Only posting 2 reels per month)

Focusing on quantity rather than quality on Meta ads. (46 ads running currently)

Not getting the winning ad. (Continuously removing and iterating without analyzing)

Google My Business profiles are not optimized.

No email marketing. (We can sell their products to their current clients by sending simple emails because they already have the trust in the company. Showing the roadblock and presenting the product as the best vehicle to overcome that roadblock and achieve desired results faster).

## **Solutions:**

We take over the marketing and let her focus on creating more UGC content and provide free value to cold prospects meanwhile creating brand awareness.

Talk to the prospects according to their market awareness level.

Create a low ticket or even free product to get the trust.

Do identity play.

Improve their google maps ranking.

Play with the experience and the identity part.

Do 2-step lead generation marketing.

Attach pixel to the website to do the re-targeting. (To this audience you directly present the offer)

Focus on writing better copies.

Simplify the pricing strategy.

Sell the products to current members via email.

## **Goal #1:**

What is the goal?

The goal is to get 10 new clients for each studio. Meaning 960 new clients.

Timeline: August 10.

Checkpoint#1: Improve Google Maps Ranking

- Keyword research
- Include the high volume keywords in descriptions and business name.
- Geo-tagged photos.
- Daily updates.

- Encourage reviews.
- Up to date NAP.
- Add high quality videos.
- Implement and Analyze.

Checkpoint #2: Improve the marketing.

- Matching the audience at their level. (The current audience isn't solution aware. So we need to call out their problem and offer the solution. Then move to stage 3 and frame your product as the best vehicle to get to the desired state). (This applies to every funnel, marketing, organic content, landing pages).
- Lower the barrier to entry by offering the first session on a breakeven price.
- Write copies. Stating out the problem, roadblocks and solution and offer our product. All of these while connecting to identity and experience.
- Create informative and fascinating content to gain new followers and lead them through our funnels.
- Create more reels sharing the experience.
- Get clients to do the video testimonials.
- Influencer marketing. (Choosing the current trending influencer which complies with the brand values).
- First 2 weeks test out the ads and double down on the best one with the breakeven first session offer.
- Set-up pixel on the website and re-target the people who visited the site.(Directly, present the offer(Buy now, urgency). Change the offer if doesn't work well).

**Goal #2:** Email Marketing(The objective is to get more sales for the products and encourage other prospects to book their first session).

Timeline: starts from Sept 1.

- Collecting and building email list. (preferably at least 1000 for existing clients and 2500 for other prospects. The goal with current clients is to sell the current products. The goal with other prospects is to book their first session.)
- Building out email sequences. (According to the market awareness at that time).
- Weekly 2 emails.
- The goal is not to only get sales but to provide free value with some information that they care about.
- Keep the audience engaged.
- Get more than 35% open rate and atleast 15% conversion rate.

**Goal #3:** Qualified Lead For Franchising:

- Connect to the pain and desires of people who have the money to invest but don't know what to.
- Show results of current franchisings.
- Benefits.
- Create a lead form that includes inserting the liquid cash the person has to invest.
- Get 8-10 leads.
- Hold a webinar.
- Get Marco on the webinar to talk to the potential investors and explain everything to them.

Other players marketing strategy:

- 1- Awareness
- 2- Calling out the problem(In this case, not enough time to train)
- 3- Presenting solution and product.
- 4- Benefits
- 5- CTA

What improvements can I make?

- Social proof(Client testimonials. Including videos)
- Track record(90% of our clients achieve their desired results)
- Experience (Dedicated Personal trainer, Nutrition guidance, Team of qualified doctors, clean environment, free kits and items)
- Identity Play (Are you a busy individual ... followed by problem)
- Better ad creatives(Such as a client working out)
- Desires(Get in shape with working out for only 20 minutes)

What are the biggest roadblocks faced by the audience?

- Skeptical about the training(Tackle it with scientific research, organizational backing, client results)
- Very high cost(Tackle it with this is what money is meant for close)
- Lack of knowledge(Easy, create awareness)

Top players social media content strategy:

- Creating cool reels showing their clients working out.
- Personal Trainer and Client talking throughout the video.(This gives a sense to the guy who has a desire to get in shape that he will be followed throughout his journey).
- Getting famous people to train in their facility.

Top player websites:

- Stage 5 market so they are including the experience aspect in their headline.
- Maximum Results, Minimum Time. Lowering the time frame and increasing the perceived likelihood of success.
- Client Stories.
- More than a gym. Once again playing with experience. Backing up with scientific claims, client results and personal trainers qualifications.
- Results Built on Science. (Removing the skepticism and demonstrating scientific research).
- Priceless Wedding. They are niching down by targeting very few people in the market who have high intent to buy the product. Their pain/desire threshold is at maximum. Showing client results who bought the same program to increase their belief that this idea will work. Reduce time and effort.

Target market and avatar:

## What kind of people are we talking to?

- Men or Women?

We are talking to both gender.

- Approximate Age range?

25-60.

- Occupation?

Doing any job, self-employed or business man.

- Income level?

Middle or High income

- Geographical location?

Italy, Romania

## Painful Current State

- What are they afraid of?

They are afraid of not being able to take care of their health due to their busy schedule. They are afraid they won't be the best example to their children. They are afraid that they are not motivated. They are afraid that other people like their acquaintances judge them for not caring about their health. They are afraid that their not working out might affect their relationship with their partner. They are afraid that they can't get back into shape. They are afraid that they might catch a disease if they carry on like that. They are afraid and skeptical about the new technology to actually provide results.

- What are they angry about? Who are they angry at?

**Themselves:** They might feel angry at themselves for not having the time or discipline to stick to a traditional gym routine. This internal frustration could manifest as discouragement or a sense of guilt.

**Lack of Time:** The constant feeling of being time-starved can be a source of anger. They might feel resentful that their busy schedules prevent them from prioritizing their health and fitness as much as they'd like.

**Ineffective Workouts:** If they've tried traditional workouts in the past without seeing desired results, they might be angry at the inefficiency of those methods. This could lead to frustration with gyms or personal trainers who haven't helped them achieve their goals.

**Societal Pressures:** Social media can cultivate a culture of unrealistic body image expectations. The Italian Fitness Warrior might feel angry at the pressure to conform to a certain physique, especially if they struggle to achieve it with their limited time.

- What are their top daily frustrations?

- **The Time Crunch:** This is the overarching frustration. Their days are packed with work, family, and social obligations, leaving precious little time for traditional gym routines. They feel squeezed for time and resentful that their busy schedules prevent them from prioritizing their health as much as they'd like.
- **Feeling Stuck in a Rut:** They might be frustrated with the ineffectiveness of their current approach. Perhaps they haven't seen the results they desire despite putting in effort at the gym. This lack of progress can be discouraging and lead to a sense of being stuck.
- **The "Mirror vs. Motivation" Battle:** Looking in the mirror and not seeing the physical results they yearn for can be a daily blow to their motivation. This can

lead to self-consciousness about their body image, especially if social media pressures them to conform to unrealistic beauty standards.

- **Skepticism Towards Quick Fixes:** While open to new technologies, they might be wary of promises that seem too good to be true. The idea of achieving results in just 20 minutes a week can trigger skepticism. They want solutions that are efficient but also backed by science.
- **Decision Fatigue:** With so many fitness options and conflicting information available, they might get overwhelmed and experience decision fatigue. Choosing the "right" approach can be a constant source of frustration.

- What are they embarrassed about?

**Lack of Progress:** Not seeing desired results despite their efforts can be embarrassing. They might feel self-conscious about going to the gym if they don't feel they measure up to others or haven't achieved the physique they desire.

- **Falling Short of Societal Ideals:** Social media cultivates a culture of unrealistic body image expectations. The Italian Fitness Warrior might be embarrassed if their body doesn't conform to these ideals, especially when surrounded by seemingly perfect physiques online.
- **Feeling Out of Shape at Social Gatherings:** The fear of being judged for their appearance can be a source of embarrassment. They might avoid social events or feel self-conscious in situations where their body is on display, like at the beach or pool.
- **Giving Up on Past Attempts:** If they've tried and failed to achieve their fitness goals in the past, they might feel embarrassed about those failures. This could lead them to avoid talking about their fitness journey or feeling hesitant to try a new approach.
- **Admitting They Need Help:** There can be a societal stigma around needing help with fitness. The Italian Fitness Warrior might feel embarrassed to admit they struggle and seek guidance or a structured program like yours.

- How does dealing with their problems make them feel about themselves?

- **Time Crunch:** The constant struggle to squeeze in exercise can make them feel **overwhelmed, stressed, and frustrated**. They might feel like they're constantly playing catch-up and failing to prioritize their health.

- **Feeling Stuck in a Rut:** The lack of progress despite effort can lead to feelings of **discouragement, disappointment, and self-doubt**. They might question their abilities and lose faith in their capacity to achieve their goals.
- **Mirror vs. Motivation Battle:** Not seeing desired physical results can trigger feelings of **inadequacy, insecurity, and self-consciousness**. They might compare themselves to others and feel like their body doesn't measure up to societal standards.
- **Skepticism Towards Quick Fixes:** Being wary of unproven solutions can make them feel **uncertain, hesitant, and indecisive**. This can lead to decision fatigue and difficulty committing to a new approach.
- **Decision Fatigue:** With so many options and conflicting information, they might feel **confused, overwhelmed, and paralyzed**. Information overload can make it difficult to choose the "right" program, hindering their progress.

- What do other people in their world think about them as a result of these problems?

### **Perception of Laziness or Lack of Discipline:**

- They might fear judgment for not being able to dedicate more time to exercise. Others might perceive them as lazy or lacking the discipline to stick to a workout routine.

### **Not Living Up to Societal Ideals:**

- Social media portrays unrealistic body standards. The Warrior might worry others see them as unhealthy or unattractive if they haven't achieved a certain physique.

### **Fear of Disappointment:**

- If they've previously shared their fitness goals with friends and family, they might fear being seen as a failure if they struggle or give up.

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

**"Ugh, I feel so swamped lately! Between work, family, and trying to maintain some kind of social life, there's just no time for the gym anymore."** (Frustration with time constraints)



**"I used to be so dedicated to my workouts, but lately I just feel stuck. I don't see any results, and it's so discouraging."** (Feeling stuck in a rut and discouraged by lack of progress)

**"Honestly, sometimes I look in the mirror and just feel down about myself. Social media doesn't help, everyone seems to have this perfect beach bod."**  
(Self-consciousness about body image)

**"I've tried so many different things - different gyms, classes, even a personal trainer - but nothing seems to work for me. I'm starting to feel like maybe I'm just not cut out for this."** (Skepticism towards quick fixes and feeling like a failure)

**"The worst part is I know I should be doing more for my health, but with everything else going on, it just feels impossible to figure out where to even start."** (Decision fatigue and feeling overwhelmed)

**\*\*Desirable Dream State:\*\***

- **\*\*If they could wave a magic wand:\*\*** They would have ample time for regular exercise without sacrificing their work or family commitments. They would feel energized, confident, and proud of their physical health and appearance.
- **\*\*Who they want to impress:\*\*** They want to impress their family, friends, and peers by showcasing their dedication to a healthy lifestyle and achieving their fitness goals.
- **\*\*How they would feel about themselves:\*\*** They would feel empowered, accomplished, and in control of their health and fitness journey. They would have a positive self-image and feel confident in their ability to maintain a healthy lifestyle.
- **\*\*Secret desires:\*\*** They secretly desire to have the energy, vitality, and physical appearance of someone who prioritizes their health and fitness. They want to feel comfortable and confident in their own skin.
- **\*\*Description of dreams and desires:\*\*** Over dinner, they might express a desire to feel more energized, confident, and attractive. They may talk about wanting to achieve their fitness goals and feel proud of their physical accomplishments.

**\*\*Values and Beliefs:\*\***

- **\*\*Current beliefs:\*\*** They believe they lack time and discipline to prioritize their health and fitness. They may also believe that societal pressures and unrealistic body standards contribute to their struggles.
- **\*\*Blame for current problems:\*\*** They may blame their busy schedules, societal expectations, ineffective workout methods, and lack of motivation for their current fitness challenges.
- **\*\*Past attempts to solve problems:\*\*** They may have tried various workout routines, diets, or fitness programs in the past but failed to see sustainable results. They might think they failed due to lack of time, motivation, or effective guidance.
- **\*\*Evaluation of solutions:\*\*** They evaluate solutions based on their perceived effectiveness, convenience, and alignment with their lifestyle and values.

- **\*\*Respected figures or brands:\*\*** They respect brands or figures in the fitness industry that prioritize science-backed approaches, offer personalized solutions, and demonstrate tangible results.
- **\*\*Valued character traits:\*\*** They value discipline, commitment, determination, resilience, and authenticity in themselves and others.
- **\*\*Despised character traits:\*\*** They despise laziness, inconsistency, lack of integrity, and dishonesty in themselves and others.
- **\*\*Awareness of market trends:\*\*** They are aware of trends such as high-intensity interval training (HIIT), wearable fitness technology, and virtual fitness classes. They may view these trends with skepticism or curiosity, depending on their perceived effectiveness and relevance to their goals.

## **Avatar:**



**Name: Antonio**

**Age: 38 years**

**Occupation: Entrepreneur**

Meet Antonio, a 38-year-old entrepreneur from Rome, Italy. His days are packed with meetings, client calls, and managing his business, leaving him with little time to focus on his own health and fitness. Despite his success in business, Antonio feels a sense of frustration and guilt about neglecting his physical well-being.

### **\*\*Frustrations and Problems:\*\***

- **\*\*The Time Crunch:\*\*** Antonio's hectic schedule leaves him feeling constantly rushed and stressed. He struggles to find time for himself amidst the demands of work and family.
- **\*\*Feeling Stuck in a Rut:\*\*** Despite his efforts to maintain a workout routine, Antonio hasn't seen the results he desires. He feels discouraged and wonders if he'll ever achieve his fitness goals.
- **\*\*Self-Consciousness about Body Image:\*\*** Antonio compares himself to the seemingly perfect physiques he sees on social media and feels insecure about his own appearance. He worries about being judged by others for not measuring up to societal ideals.
- **\*\*Skepticism Towards Quick Fixes:\*\*** Antonio is open to new fitness technologies but is wary of promises that seem too good to be true. He wants solutions that are effective and backed by science, not just flashy marketing gimmicks.
- **\*\*Decision Fatigue:\*\*** With so many fitness options and conflicting information available, Antonio feels overwhelmed and unsure about which approach to take. He struggles to make decisions and often finds himself stuck in analysis paralysis.

### **\*\*Desires and Dreams:\*\***

- **\*\*Wave a Magic Wand:\*\*** Antonio dreams of having the time and energy to prioritize his health and fitness without sacrificing his professional success. He imagines feeling confident, strong, and proud of his physical accomplishments.
- **\*\*Impressions:\*\*** Antonio wants to impress his family, friends, and colleagues by demonstrating his commitment to a healthy lifestyle and achieving his fitness goals. He hopes to inspire others to prioritize their health as well.
- **\*\*Self-Image:\*\*** In his ideal state, Antonio feels empowered, confident, and in control of his physical health. He envisions himself as a role model for others, embodying discipline, determination, and resilience.
- **\*\*Secret Desires:\*\*** Antonio secretly longs to feel comfortable and confident in his own skin. He wants to overcome his insecurities and embrace his body with pride and self-assurance.
- **\*\*Dreams and Desires:\*\*** Over dinner with friends, Antonio might express a desire to feel more energized, confident, and attractive. He shares his aspirations to prioritize his health and fitness and hopes to inspire others to do the same.

### **\*\*Mini Life Story:\*\***

Antonio's day begins early as he juggles emails, meetings, and deadlines. He grabs a quick breakfast on the go before diving into a full day of work at his bustling office. Despite his busy schedule, he tries to sneak in moments of mindfulness and gratitude to stay centered amidst the chaos.

As the day progresses, Antonio feels the weight of his responsibilities bearing down on him. He struggles to focus on his work as thoughts of his neglected fitness goals linger in the back of his mind. He wonders if he'll ever find the time and motivation to prioritize his health amidst the demands of his career.

After a long day of meetings and phone calls, Antonio heads home exhausted but determined to make a change. He vows to carve out time in his schedule for regular exercise and healthy meals, knowing that his physical well-being is essential for his overall happiness and success.

Despite the challenges and setbacks he faces, Antonio remains hopeful and optimistic about his journey towards better health and fitness. He knows that with dedication, discipline, and a little bit of support, he can overcome any obstacle and achieve his dreams.

## **My sample copy for them:**

Do you have a hectic schedule and have very little time to take care of your health?

Here's the deal: With scientifically proven method "EMS" You can now train in 20 minutes weekly to achieve your physical goals.

This is not a cardio plan or some fad diet.

If you are a highly motivated individual but lack time, get started now to see what you can accomplish.

### **What you get:**

 **Dedicated Personal Trainer**

 **Worry-free KIT**

 **Nutrition Guidance**

 **And much much more...**

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## **My email to the co-founder when I attached my latest research and strategy:**

Good morning Marco,

I hope you are well. As a co-founder, I know you are always looking for opportunities to grow your business at a faster pace than your competitors.

After our call with Maria, she mentioned some issues, but I believe she overlooked the main problem: the lack of communication with the audience at their current level of market awareness. She informed us that they are using AI to create copies, which is inadequate as AI cannot understand human emotions.

I have discussed this problem in more detail in the text document.

Moving on to the goals that Maria mentioned Fit & Go aims to achieve...

We are confident that we can acquire 1000 new clients for your studios in the next four months. Considering the customer lifetime value of €1500, this equates to approximately one million euros in revenue.

Additionally, by refining our B2B lead generation and making some changes to our landing page, we can reach our goal of reaching 130 practices in a shorter time than expected.

We are not making ridiculous claims, as we discussed the strategies during the presentation.

We await your response to proceed further.

## **Research paper that I sent to the co-founder after he asked for more information:**

After our discussion with Maria and an analysis of Fit & Go's current ads, it's evident that your team isn't effectively engaging potential customers at their market awareness level. We're facing a Level 2 market where the audience recognizes the problem of lack of time for workouts but

remains unaware of the solution and your products. This communication disparity is hindering Fit & Go's current results.

However, the challenge deepens as we're in a sub-market of the fitness industry, which is a Level 5 market where consumers are weary of various claims, particularly those promising results in just 20 minutes. Despite the truth of such claims, convincing them is difficult.

To address this issue, the expertise of copywriters who understand these nuances is essential to maximize results. Additionally, it's uncertain if your team is retargeting website traffic, a segment already primed for conversion due to their awareness of the problem, solution, and product. Creating dedicated campaigns for this segment could yield significant results as they are high-intent buyers.

Copywriting is crucial in marketing, and relying solely on AI, confirmed by Maria, could yield mediocre results due to the AI's inability to understand human emotions and buying triggers.

One of the main obstacles observed is Maria's inability to focus exclusively on social media, a crucial asset for businesses today. We propose to help her focus exclusively on social media and implement a strategy to help Fit & Go reach 50,000 followers in the next 6 months. The strategy involves maximizing short-form video content to increase virality and establishing an Instagram DM funnel to generate organic leads and boost sales.

Additionally, we suggest developing a new strategy for B2B marketing. While current results may seem satisfactory, there is room for improvement. Writing better copies that resonate with pain points and desires of investors, along with presenting precise results from previous franchising, can significantly increase leads. Your video explaining the franchising process is excellent and can be effectively leveraged.

After capturing attention and directing potential customers to the B2B page, a dedicated lead form for B2B clients, including investment criteria, ensures serious inquiries. Subsequently, hosting webinars to clarify franchising details and facilitate conversions can expedite the process.

This comprehensive strategy not only reduces costs but also improves lead quality, offering the fastest path to reaching 130 studios.

### **His response to my research and objections:**

Good morning Aoun,

thank you for the feedback and for the strategy outlined. I'll respond point by point to align with you:

COPYWRITING:

The major issue identified by you is related to this point. How do you plan to improve this aspect?

I quote "We are confident that we can acquire 1000 new clients for your studios in the next four months. Considering the customer lifetime value of €1500, this translates to approximately one million euros in revenue." Do you think you can achieve this solely by improving the copy?

B2B:

"By refining B2B lead generation and making some changes to the landing page, we can achieve the goal of reaching 130 studios in a shorter time than expected." Can reaching 30 centers in a short time be achieved just by changing a few things on the landing page?

I would appreciate your viewpoint via email, as well as a quote for doing this EXCLUSIVELY on a success fee basis.

Best regards