

6-Week Small Group Promo Idea

(courtesy of FUELhouse)

Goal to convert into regular members.

Below is a SAMPLE OF FUELhouse's 6-Week Small Group, Gimme FUEL Gimme FIRE (GF) copy for ads, details on what's included, pricing and payout to coaches. If you use this idea please respect our wishes and do not copy and past our lingo verbatim. We will be launching this again on April 30th 2018.

HELLO THERE

If you've found yourself on this page, we bet you're someone looking for a change. You may even be looking for a total transformation, of your body, of your behaviors, and all the things affected by your fitness – dating, energy levels, confidence, and more.

GF may not be the right solution for you. It's not for everyone.

But if you're on our website and still reading, we'd be happy to share a bit more about what GF in 6-Weeks is all about so you make the right decision for you. Because if it is the right fit, you may be in for an experience similar to Brit...

[PHOTO OF BRIT]

[Testimonial: When our 6-week Transformation was up, I knew I'd had physical changes because of how my clothes were fitting, but I had no idea how many inches I had lost. On top of that, I felt stronger than I ever had and was finally feeling like my body was working for me! Maybe the best part of the whole thing was when I realized that I didn't know if the 6-weeks was over or if we had one more, because I was not counting the days until it was over and I could "stop". That was when it really hit me that I'd finally made that whole sustainable lifestyle change that I thought was impossible/sort of bullshit until it happened to me. That was in November of 2015. At that point, I had lost 12 pounds and 6.5 inches in the 6-week challenge! I was terrified that the end of the transformation, especially with the upcoming holiday season, that I would slowly revert back...but it didn't!

— Brit]

If you really want the most out of your GF experience, it requires a serious commitment.

The good news is we've got you covered with all the following:

Your investment includes:

- GF Intro Workshop with your team
- 3 KB+Body Weight group classes/week
- Home Workouts
- Unlimited email and online support
- Nutritional Coaching and educational emails
- Before and After pictures and measurements
- GF Workbook
- Optional Progress picture contest- winner gets their money back!
- GF t-shirt + swag!
- Additional access to T/TH Boxing at 7am to help accelerate your results!
- An online community! Get to know your tribe through a private Facebook Group
- “That’s A Wrap Party”, a party dedicated to celebrating the success of all the participants who worked their butts off for six weeks

And you get all of the above for...

EARLY BIRD RATE- ENDS APRIL 14TH : *3 payments of \$197 plus tax*

STANDARD RATE- ENDS APRIL 21ST: *3 payments of \$237 plus tax*

*** Access to class is "use it or lose it." No refunds for missed classes - so get your buns to the House!

Again, GF isn't for everyone. This program works best when you are ready to go all-in and create some SERIOUS CHANGE.

In addition to the classes, FUELers get serious about nutrition and cooking, they read educational emails, and they often add on extra training sessions. In short... they work their bunz off!

Remember, there are no shortcuts here. Just smart training and nutrition executed consistently with the support of a like-minded community.

But that effort pays off in transformations like Brits ([link to Brit](#))

REGISTER HERE!

Only you can make that decision. The choice is yours. But we're more than happy to get together and answer your questions so you can make the right decision for you.

If you want to come visit us at the HOUSE, you can request a time to chat with us by emailing [HERE](#).

We are 100% committed to your vision of fitness success. If you're looking to lose weight, tone up, have more energy, better sleep, and more confidence... we can help! We're happy to answer any and all questions and help you make the best choice for your particular situation.

Your friend in Strength,

Molly and the FUELhouse Crew

Sign up for one of the following groups:

- M/W/F at 5am
- M/W/F at 10am
- M/W/F at 1pm
- T/Th at 7am and Sat at 9am
- M/Th at 7:30pm and Sat at 10am

BREAKDOWN for 4/9ths payout to Coach. (FH agrees to do all paid ads on facebook and all promos on social media and newsletter. Goal is to fill each group with a min of 8 participants and cap at 12. Coaches agree to manage their groups. We follow all the same programming so everyone has opp to see the same results!)

3 payments of \$197:

= \$591/9 parts

- \$65.66 x 4 parts COACH
- \$262.66/18 classes
- \$14.59/person
- *10 people \$146/hr
- *8 people \$116/hr
- *6 people \$87/hr