

1 - Find a business with the ingredients for success

Has 4,000 followers on Instagram, posts vary from 30-300 likes per post

2 - Come up with a hypothesis of something that could help them achieve their goals

I can create funnels to catch people from the streets and direct them inside the gym with the help of posters and other attention grabbing copy

3 - Write a personalized outreach message to them following the principles in the lessons. Aim for maximum impact

SL: An improved method to catch new potential clients

Hello,

I was on Google Maps searching for the perfect gym, and yours caught my eye.

I decided to look on the website and was quickly amazed.

The infrared-light powered sauna definitely caught my attention, along with the smoothie bar for boosting protein shakes with extra gain benefits.

These qualities definitely give a competitive advantage, and it will be amazing to see how much more your gym can grow with additional techniques.

How many people actually know about these aesthetic qualities your gym offers?

Reply if you're interested in expanding your gym

- Michael

4 - Send your message via email or social media DM

What do you think my Gs? 🤔

Ignore below

YouTube & Reddit Research of Body Transformations

"Reject rolls and embrace goals."

I've lost about 90lbs the past couple of years.. one thing that really annoys me is people who say, "You look great both ways!". That's not really the point. I was pre-diabetic, depressed, had chronic-pain (both physical and psychological). Life was difficult. I don't trust people who sew beauty in that. [Pain = depressed, chronic pain, difficult life]

I just literally exclaimed "HOLY FUCK!" when I saw the before and after. Good thing I'm not in public.

I am objectively much happier. Getting fit helped me gain a lot of confidence in myself and my ability to achieve my goals. Also, I got sober at the same time which has had a profound effect on my self esteem.

"If you workout for appearance based reasons, you're fat phobic"

it's also cuz I don't wanna die at 30 🕒

If you are trying to reach a fitness goal, it is always good to know where you are at the moment and periodically check your improvement. Give us a call to set up a time for you to come in and get started on your new fitness journey with a much clearer goal in mind.