

Outreach

SL: About (gym name)

Hi name,

On your site, I saw (main roadblock/problem specific to their gym) which could be preventing (their dream outcome)

One MMA gym in Nottingham I worked with, the Fighter Training Performance Centre, was actually having this problem, and when we fixed it, they went from 0 to 8 new paying members in a month.

What we did was "tease strategy briefly for their specific roadblock."

Name, would you be open to a quick call this week, or just talk here on mail, about how you can apply this strategy to your gym?

Best wishes,

Birk

A prospect's situation
Prospect: <https://www.rebellionbjj.co.uk/>

Situation:
They get attention but are bad at monetizing
Their SEO is quite good, but their site design & copy overall is bad.

They don't use a proper free trial funnel, only mentioning they have one briefly.

They don't address objections & questions the reader might have when they click on the homepage.

The design just looks bland & boring. There is no navigation from the homepage to find more info, only the header.

They don't set themselves apart from competitors.

OLD
SL: About Rebellion BJJ

Hi Brett,

On your site, I saw your design & copy aren't optimized to what people want which could be preventing them from joining.

One MMA gym in Nottingham I worked with, the Fighter Training Performance Centre, was actually having the opposite problem. The owner wanted more members because he was getting bored training the same people a

What we did was we focused on improving the customer experience.

Brett, would you be open to a quick call this week, or just talk here on mail, about how you can apply this strategy to Rebellion?

Best wishes,

Birk

NEW

(I checked their socials, and they're trying to get more people on the free trial.)
SL: About Rebellion BJJ

Hi Brett,

Are you marketing your gym on your own?

I'm asking because you're pretty good at getting people on your website, but...

It's what's actually on your website that counts if you want people to join (and see a nice bump to your savings 🤑)

One MMA gym I worked with in Nottingham, the Fighter Training Performance Centre, made 3 major changes to their website and went from 0 to 8 new members in less than 2 months.

The 3 things:

1. Highlight and leverage the instructor's expertise.
2. Make the homepage easy to consume and easy to get an idea of what the gym is all about. (fitness? defense? competing?)
Just easy to get lots of info to them (connecting to their wants and pains) in a short space of time, because people usually don't navigate the site, only check the homepage.
3. Leveraging the value equation, to be perceived as the highest value gym the reader checks, also helped with a good free trial funnel, to reduce risk and sacrifice for them.

Our objective:
Get a positive reply, wanting to go on a call, or talk further

Who am I talking to?

Solo fight gym owners (not part of chains):

Pains:

Bad customer retention.

Doing A TON of work and a lot of stress, and rarely any free weekends.
"The last time I had two consecutive days off was Memorial Day weekend, which was my honeymoon."

Doing **follow-up**, planning curriculum, **working on marketing**, placing orders, etc... Boring work, but needed.

"the gym covers its expenses but there's not much left on the bone afterwards, at times it has been in the negative."

"We have amazing world-class instructors but hardly any students"

Desires:

Make enough money from the gym, so it pays for itself & they can grow their savings.

Be able to do what they love, without stressing about what they don't love doing.

They love the training & teaching. They love helping the students & the feeling of community and of being a mentor/father figure to all of them.

They don't love all the logistics and business side stuff.

Change - It gets boring training the same people over & over. They want to see some new faces.

Roadblock:

They don't have enough members to make the money they want.

They are doing everything themselves. They haven't hired an agency or staff to do marketing & logistics for them.

My Solution:

If you can find someone skilled to do business stuff for the gym, then you can save time, stress less & get better results
If you can get better results, then you can get more paying members
If you can get more paying members, then you can get more money.
If you can get more money, then your gym pays for itself, and you earn a living from martial arts.
If you can earn a living from martial arts, then you can retire from a full-time job & enjoy life, doing what you love, and not doing what you don't.

Me, the Product:

Someone with a proven track record in getting fight gyms more members.

Someone who takes over everything business & marketing for them. Leaving their schedule free for anything they please.

Saving Time & Making Money.

Where are they now?

They are stressed & busy with their work. They know some basic marketing & are trying to find new ways to get the results they want.

What are the steps needed?

Tease something specific personalized to their situation, and elude to more information that will help them get their desired outcome.
Make it clear they can only get the information if they take our desired action, which is to reply.

We need to not sound salesy, and we do this by not making big claims we can't keep. We need to understand what our product is, what the solution is, and what their roadblock is.