

## **AVATAR**

BJJ Coach, with small gym, 10-30 students

## **Painful Current State**

Doesn't have time, very busy schedule

Sometimes, only 5-6 students to a class and it feels demotivating

Teaching takes a lot of time without a big pay if you have few students

## **Desirable Dream State**

Some of them Quit their 9-5 job and focus on coaching only

Have a full gym every day

Become a leading figure in their community

## **My Product**

I want to invest 300\$ into Facebook Ads for their Gym and for them to pay me 100\$ for each new student I bring. 8 new students is what I have achieved before and it would bring me 800\$, at a profit of 500\$.

Email 

I want to invest in marketing for your gym

**Subject line:** I want to invest in your gym

**Text:**

My utmost desire is to witness you grow and achieve your goals. I want you to get at least 8 new students every month, and become a leading figure in your community/city.

There are a million gyms I could do this for, but I only work with 2 gyms at a time...

I sent a message like this one to 9 more gyms, and you specifically because I see everything that a gym would need to grow, like a spacious room, a dynamic schedule, Gi and No Gi classes, and also kids classes!

Also, [specific compliment]

I hope my proposal sounds interesting to you, just respond to this email and I can tell you more details.

P.S. I already partnered up with a gym from Canada, and we are doing amazing.

**Subject line:** I want to invest in marketing for your gym

**Text:**

How is it going coach? 🧑🏻

I know I am barging into your inbox like this, but I couldn't help but notice your gym on Google Maps, the positive reviews and the welcoming atmosphere mentioned by your students. And I said to myself "That's a gym I could partner up with"

Your gym has the key elements I've seen in gyms that experienced explosive growth.

**My offer is:** I want to start small, I will bring you 8 new students in the next 15 days, without any risk to you, without you having to lift a finger.

And when I fulfill that, you pay me 800\$. This is FREE marketing for you, because you get paid first.

By running Ads, calling and getting the people to come to a free first class, then signing up for a membership. I might even build you a new website if I consider it necessary.

WHY? I do this because I have the knowledge to help a gym get new students, but lack the stripes on my belt to open my own.

So let me know if it is cool-io to start this. OSS 👍

P.S. Check me out on Instagram @nick\_leglocker