

Do you want to grow your RebelFitness business?

Greetings, RebelFitness team.

My name is Tigran Gevorgian, I am a copywriter.

I have analyzed your website, and as a strategic partner, I can say that you did a very smart “move” on your website.

Every potential customer when they are just meeting your business, they are establishing the value of your business in their mind. When they scroll down a home page - they see that you called your gyms one of the best gyms in Las Vegas. I understand that by doing that, you were trying to establish credibility of your gym. But when people read it, they think “oh, again, some gym calls itself one of the best. I can call myself the best on my website as well”. You considered these kinds of thoughts in the potential client’s mind. And in order for that potential client to change his/her mind and say “hm, this gym is not lying, they are actually one of the best ones” - you provided evidence that your business is actually one of the best. When people click on the [Expertise.com](#) logo, “a small window of that website opens on your website”, and they can actually see a list of businesses that were the best, and they find your business there! Now they will actually believe that your gym is actually one of the best because they’ve seen it with their own eyes.

So by showing the proof that your gym is actually one of the best ones - you’ve established “an actual” credibility of your gym. People will think “since this gym is one of the best ones - they can definitely help me achieve my goal”.

They will believe that you are actually able to help them. Which will massively increase the likelihood of them being your potential customer becoming an actual customer. So that was a really smart decision you made.

However, while analyzing the statistics of your website, I noticed that it received 7.2K visits on your website in May, but in June you received about 1K visits. Your visits decreased, therefore your sales decreased as well.

These are not good results for such a potential business as yours.

I am sure you are not satisfied with that.

I can help you.

I've found ideas on how you can improve your website and I have developed a plan to increase the number of visits and sales on your business.

These are some of ideas I have to improve your website.

1)At the home page, where it says "our prices start at \$10! Click here to view our membership prices and to also sign up online!" First, I suggest you get rid of "and to also sign up online" because when the person reads about the price first, and then reads "and to also sign up online" - the sequence in his/her mind breaks. He/she has been expecting something about the price - not about signing up. They would think "what?, this was about prices, what does signing up have to do with prices? Not logical at all". That sentence can make the potential client confused and as a strategic partner I can say even when a person is confused just a little bit - that bit of confusion, and not understanding can stop him/her from actually seeing and buying the memberships you have. If you do not want to change anything else in that sentence besides getting rid of "and to also sign up online" - perfect, it's up to you. Second, when the person clicks on that sentence, do not show him/her "Purchase a day pass for **\$20** and **get the second day for free!**" only when they click that sentence. They might not click it. So I would suggest you put "Purchase a day pass for **\$20** and **get the second day for free!**" Instead of "our prices start at \$10! Click here to view our membership prices and to also sign up online!" . Moreover, I would suggest you say "purchase a daily pass for \$20 and get second day for free. But hurry, the offer ends in 1 hour!". The person will purchase. Why? Because with that sentence, we have applied to a person's fear of losing an opportunity (an opportunity of getting a lot of value from your business for less price) and that fear will push him/her to purchase those \$20.

2)Make a "value equation" at the very beginning of your website so that would be the first thing the potential customers sees. Your business needs to be valuable for a person right away so they will continue traveling through your website. Add something that your business has that would increase the value of your business in the potential customer's mind. For example: "Lose weight - without getting on diet" / "lose weight - without stress" / "lose weight - with a plan proven by millions" .

3)Avoid using white and red colors. Use smooth blue instead of white, and use smooth yellow instead of red. People's eye "likes" the combination of colors more, which will contribute to them staying on your website for a longer time.

4)When people enter your website, make a screen that pops up and says something like "if you want to get tips, suggestions, offer about weight loss - provide your email to

receive them". That way, you turn the person who have just entered your website into a lead who you can market to.

5)I suggest you not only establish the credibility of your gym by saying and showing that it's one of the best gyms - but actually show the pictures of real people who have come to your gym and changed their shape. Pictures like "before and after". That way, your gym will be even more credible because now people will be able to see the actual result of people you have helped and say "see, this gym actually helps people get their goal! Look at how many people it has already helped. These people were just like me and now they are in my dream shape. This gym has helped them - it can help me as well". People will have more belief that you can actually produce more.

These were some of ideas on how to improve your website.

Here's the plan to increase the number of visits and sales you have.

1. We get people curious with the short form copy (most likely PAS) (that I will write) on social media ads
2. Then, from social media, we'll drive people to your website because people will want to find the answer to their curiosity and there, I will write the sales page where I reveal their problem, solution, and present your product as the ultimate way to accomplish the solution. Once people read the whole sales page, they will be motivated to purchase your product.
3. When they buy your product, ask them to take the quiz to give them some additional value. On the quiz, I suggest you use the questions that will give you as much information about your customers as possible so you can market to them better (obviously, you'll market to them through their email that they will give you when they buy your product)

As a result of all my ideas and plan, your gym's credibility will massively increase, we will make your website more gorgeous, your gym will be more valuable for people, we'll get more people to market to, we will know more information about your customers, we will increase your website's visits and actual sales.

Ready to power up your business with my strategic plan? Let's schedule a zoom call where we discuss how we will work together to grow your business. With my expertise and strategies, we'll unlock the true potential of RebellFitness. Reply me to my email tigrangevorgian.me@gmail.com to set up a time to discuss our partnership further. I am excited to connect with you!

For you to see that I am an actual person - check out my Twitter: Tigran Gevorgian | Copywriting.

Thank you for taking the time to read this email.
With Appreciation, Tigran.