

SECRETS TO A GREAT CHALLENGE

From Emails to Texts to Timelines



TIMELINE FOR MARKETING TO LAUNCH

For a standard marketing offer we recommend the following

- 10 day lead time minimum from Marketing launch to challenge start date
- We like fixed start dates every fortnight, but this is because of our sales style (group sales) more than anything so feel free to modify this to suit your business
- Marketing should ideally only run until you have hit Lead Target or Sales targets . This is why Goal setting is important. There is such a thing as too many leads if you don't have the resources to sell.
- Your marketing cycles can include - internal referral challenges, past members, current member buy in
- Marketing across the month should usually try to give at least 1 week break to an audience where you deliver Content, Education, or Infotainment... just to spread the goodwill. Paid content marketing. Same audience as offer, small budget.



TO CONSIDER

- Does the Challenge have a fixed start date?
- How many Challenge sales do you need to make?
- How many hours do you have dedicated to selling per day?
- How are you taking payment OVER THE PHONE for the Challenge?
- What is your preferred Sales process into ONGOING? Seminar, Small Group Consults, One on One Consult.
- Selling at the start of the challenge into ongoing, in the middle of the challenge of the end?
- Is the Challenge open to current members?
- Is there a prize for Challenge winners?



YOUR AD

Once you have your **IRRESISTIBLE OFFER**

- Decide on the **Image** - check out the image bank for ideas. We use istock for photos, but there are soooo many options.
- **Video** - really organic style videos work also, just film yourself walking through a session, capture the vibe the energy, the members.
- Use pictures or gifs of your **members** in sessions.
- **COPY** - Check out samples in the membership site, and the Copy Download options
- Headline is just as important as the Copy
- **TARGETING** - follow the instructions on the membership site and post screenshots for us to approve.
- **CONSIDER** - what ads have performed in the past - if you want insights or feedback on how you can recreate or improve those. Tag us in a video. LOOM is an awesome tool - <https://www.loom.com>



YOUR AD

SO YOUR AD IS APPROVED AND YOU ARE GOING LIVE

- Make sure you have set up **emails** to go to registrants as soon as they sign up. Samples included in this document
- Set up **automated lead alerts** - video in the membership site
- Make sure you have a **lead tracker** - either one of ours or your own
- Dedicated **time for sales** - block them out as an appointment in your diary every day
- Set a **reminder on your phone** to check your ad stats daily, and post ad stats in the group
- Have your texts ready, emails ready to send for follow ups
- Make sure you are ready to take payment over the phone. Remember we use Stripe



SALES

SO YOUR AD IS LIVE AND SALES ARE COMING IN

- Make sure you have set up **emails** to go to registrants as soon as they pay confirming that they have paid and any appointment/ seminar/ welcome details.
- How are you selling the ongoing package now they have bought the IO, the aim is to convert as many as possible
- Make sure you have a **lead tracker** - either one of ours or your own
- Dedicated **time for sales** - block them out as an appointment in your diary every day
- Set a **reminder on your phone** to check your ad stats daily, and post ad stats in the group
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SALES - UNCONTACTED LEADS

SO YOU HAVE BEEN HAMMERING THE PHONES

- Have you sent your leads the **FUN texts**?
 - Video of you in front of a session - this could be your Julie, what are you waiting for we have tried
 - Hail Mary Text?
 - Last Chance Text?
 - We use SMS Broadcast for Bulk texts
- Have you been sending them **emails** at the end of every day?
- Have you been calling 3 x per day including the weekends and evenings?
- Have you sent them a **9 word email**? We usually send a 9 word email ever 12 weeks to Bulk cold leads



EMAILS AND TEXTS

TEXT AFTER MISSED CALL 1

“Hi Julie sorry we missed you, we will try again in 30 mins, Liv from your 28 Day Challenge”

Then try calling Julie 30 seconds after you send this.

This works well for girls as they typically do not answer phones they don't know.

But they will click to open your text and accidentally answer your call.

Which for you was an “accident” as you mistakenly dialled her number again.

For Guys, try calling 2 or 3 x in a row. Often guys just answer a call that won't give up, like a nagging wife hahaha

NEVER call from an unknown number.



EMAILS AND TEXTS

EMAIL AUTOMATED AFTER OPT IN



Hi Small Business

YOU ARE REGISTERED

Congratulations on Registering for our 28 DAY CHALLENGE

So What Happens Now?

Our amazing team will give you a call to book you into your sessions and answer any questions you have about RBT Gyms or the Challenge

In The Meantime...

Here is one of our favourite Protein Shake recipes that actually helps your drop those pounds, build your abs, and tastes amazing. Had one this morning... YUM

Rivals a Starbucks Frappe without the Cals... WIN!

Go on... try it

P.S If you want to save \$\$\$ and commit to you 28 Day Challenge right away, snap up one of the last few spots here. [These huge discounts can't last](#)



SUBJECT LINE SHOULD BE CONGRATULATIONS AND AN EMOJI

INSERT A YUMMY RECIPE FOR VALUE



COFFEE KICK PROTEIN SMOOTHIE

INGREDIENTS

- 1 espresso shot, cool
- 1 scoop Vanilla Protein Powder
- 1/2 cup Almond Milk (Unsweetened)
- 1 large Banana (6-7in) chopped and Frozen

INSTRUCTIONS

Combine all the ingredients in a blender

Blend until smooth

Serve immediately

CALORIES: 250 PROTEIN 25 CARBS 25 FATS 2

OPTION TO PAY NOW - SEND TO PAYMENT PAGE IF YOU CAN

See you in the Gym,

The RBT Family



FITPRO FORMULA

EMAILS AND TEXTS

EMAIL AUTOMATED AFTER OPT IN

END OF EVERY DAY

- SUBJECT LINE: YOUR REGISTRATION IS COMPLETE
- Hey Julie, we tried to call you today about your registration for our 28 DAY Challenge on the number provided XXXX. We will try again tomorrow

END OF THE WEEK

- SUBJECT: WE MISSED YOU
- Hey Julie, we have been trying all week, so we want to show you some of our awesome results, just so you know the next winner could be you! (YOU TUBE VIDEO LINK OF BEFORE AND AFTERS)

AFTER 5 DAYS

- SUBJECT: YOU HAVE A PENDING CREDIT
- Hi Julie

We wanted to give you the great news, Melbourne Skin have extended our amazing offer and giving you an additional \$10.00 to use in conjunction with our 2 for \$77 Cryotherapy Offer.



EMAILS AND TEXTS

EMAIL AUTOMATED AFTER OPT IN

AFTER 5 DAYS

- SUBJECT: YOU HAVE A PENDING CREDIT
- Hi Julie

We wanted to give you the great news, RBT GYMS have extended our amazing offer and giving you an additional \$25.00 to use in conjunction with our 28 DAY CHALLENGE Offer.

So if you have been waiting for the perfect chance to jump into your Fitness.

For ONLY \$77 you can

- BENEFIT
- BENEFIT

This amazing offer can't last

Click this link to secure your spot!



EMAILS AND TEXTS

9 WORD EMAIL

A 9 word email is a very powerful tool, you cannot change the rules of the game and you CANNOT overuse it. But when used correctly it's a great way to re-engage dead cold leads

RULE 1: no fancy text, images, headlines, logos, signatures, nothing

RULE 2: Plain text only

RULE 3: fight every urge you have to sign it off.

RULE 4: do not change the subject lines

RULE 5: Follow these template styles, if you want to use something different post in the group for approval.

SUBJ: Hey

BODY OPTIONS: **Pick ONE**

Do you still want to lose 5kg guaranteed?

Do you still want to lose weight?

Do you want to get fit for summer?

Are you looking for your best body yet?



EMAILS AND TEXTS

9 WORD EMAIL

Summer Calling

Liv testing funnel 🔥🔥🔥

To: Liv Jones

SAMPLE EMAIL

Inbox - li...rbtgyms.com 11



Do you still want to get fit for Summer?

James Tyndall

Re: James 🔥🔥🔥

To: Summer Calling

SAMPLE REPLY

Inbox - li...rbtgyms.com 11 Septembe

Yes!

On Wed, 11 Sep. 2019, 9:32 am Summer Calling, <liv@rbtgyms.com> wrote:

Do you still want to get fit for Summer?



EMAILS AND TEXTS

TEXTS FOR FOLLOW UP ON LEADS

HAIL MARY TEXT

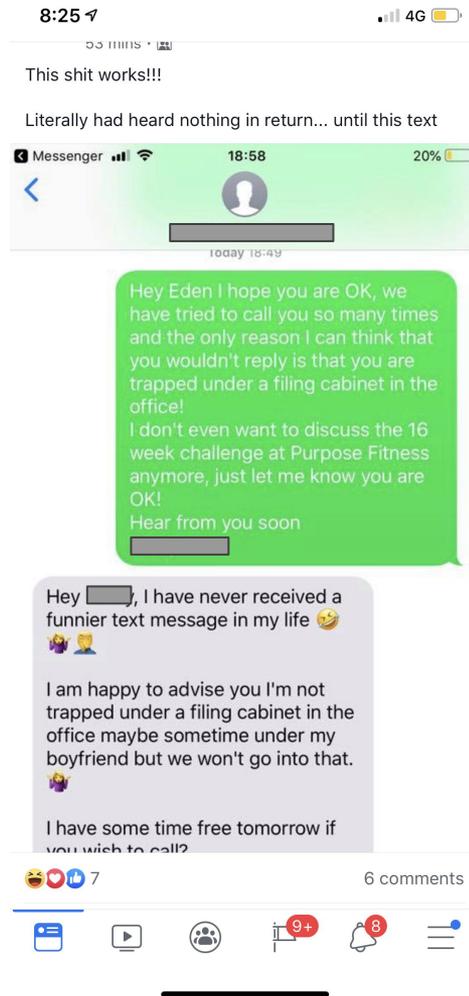
Funny

Surprising

And will re-engage about 20% of your

“Uncontactable leads”

Send after about Day 5 of CONSISTENT contact.



EMAILS AND TEXTS

TEXTS FOR FOLLOW UP ON LEADS

LAST CHANCE

Hi Julie, Liv from RBT Gyms here. We're choosing a few people each month that has trained with us before, or just enquired about us, to give away 28 days of training for only \$97. Great way to get back in to it again or try us out. Just reply ME if you're interested and I'll give you a call Monday.

then if they replied ME, I created a stripe page and sent to them to pay with this text

Ok, that escalated quickly..had more people than I thought wanting to come back so I'm going to have to go first in best dressed..I can only take a few at this price so if you're really keen, here's a link. I will have to shut that down after we get 15 so make sure you get in by pre-paying today. Just click here Julie [LINK TO PAYMENT PAGE](#)



PICKING A PRIZE

We get so many question about this and here are our Go Tos that are easy to organise, and pretty exciting for members and new Challengers

- **CASH** - because everyone loves it
- **GOLD CLASS VOUCHERS** - luxury cinema experience with the full meals and drinks included
- **BIG ASS TV** - because everyone wants a big TV

Still not sure

Survey your members, send out an email and text asking them to CHOOSE from 3 choices (MAX 3 choices)

Wufoo, straight up replies, survey monkey, don't overcomplicate - only 20% of your members will answer, so don't worry about the work in counting some votes
Or if you are still coaching sessions..... JUST ASK THEM. I am thinking of an awesome prize, would you guys prefer to WIN A, B or C



CURRENT MEMBERS

The decision here is do you invite new members to join the Challenge.

We have done it BOTH WAYS in the and let me explain the circumstances of each

MEMBERS JOINING IN

- **Cash injection** - a small buy in for a change to WIN the prize.
 - Let's say you have 100 members assuming 20 of them would "buy in" to the Challenge for the chance to win Prize (Pareto's principle 80/20)
 - Say buy in is \$97 for a 6 week challenge - on top of their normal Direct Debit
 - **\$1,940 Upfront cash.**
 - You can also waive this fee if they **refer** a paying client to the Challenge
 - We have only done this when we have done a once off or irregular challenge

CURRENT MEMBERS

MEMBERS JOINING IN

- **Introduction to a new Service level in your business** - if you are creating a new level in your business, perhaps a new higher level of service/ offering/ inclusions that you will be marketing and you want a % of current members to upgrade to increase average \$\$ per client (thus growing your business - and profit - overnight)
 - Members get to take part in the challenge to trial the new service level for free as a valued member, they sign a waiver that says if they don't cancel they will continue on this package at the new direct debit price
 - Say those same 20 members pay you \$45 a week now, the new price is \$67 a week
 - 20 members increasing their debits by \$22 a week, that's an extra \$440 a week to your direct debit with absolutely no marketing and no new members.

CURRENT MEMBERS

POST IN MEMBER GROUP 4 weeks out from start date

Post sample below - make sure you post with a fun video or a photo for attention. You can also replicate in email / Newsletter.

🚩🚩 ATTENTION AWESOME MEMBERS 🚩🚩🚩

We are launching our a 28 Day Transformation Challenge (INSERT DATE HERE), as you guys may or may not know there is an awesome (INSERT PRIZE HERE) up for grabs. We want to offer all our member the chance to WIN the (PRIZE).

🏆🏆🏆 So how do you become a part of this awesome challenge? 🏆🏆🏆

All you need to do, is refer a friend, they only pay half price, just because they have been referred by one of you, so they pay just \$X and you BOTH have a chance to win (INSERT PRIZE HERE). You get the chance to win, for FREE, just because you referred a friend

Just comment YES below and we will send you the link to register your info for the Challenge.

- *Note// every person that comments you INBOX them the Wufoo to register This Wufoo should only have Required fields - Member Name (you should have their contact info)
Friend they are referring - name, email, phone.*



CURRENT MEMBERS

MEMBERS NOT INVITED

- **It's a consistent marketing cycle** - if you are regularly marketing 28 days / 21 days/ 14 days in the marketplace, there is no need to invite members every week / month
 - I promise you the good ones know it's just a way to bring in exciting new members to the family.
 - It's an **easy way for you to get referrals** is actually ask members for referrals for the 28 Day Challenge, you give their friend a discounted rate for the challenge (you didn't have to pay Facebook for the lead) usually about \$20-\$50 off and the member gets something for the name/ email/ phone number in return. Maybe a shaker, or a gift card to the movies.... Just something nice. (yes we have also run huge internal referral challenges but that's another module)
 - Many of your members may have actually come from this style of Challenge so they are not fussed and don't feel entitled.
 - If it's the first time you are running a challenge... just consider getting them to buy in for the Challenge for additional accountability.



PAST MEMBERS

Same as Current members this can be an easy way for you to re engage your Past members.

Maybe you are launching a new level, maybe you just want to reach out and see how they are going, and try and get them back in. A quick easy Challenge will usually entice the few that miss you back in the door

Even if they came back and did the challenge for free... you gain a client back.

They may even bring some friends with them

If I have learnt anything in business you won't get anything unless you ask.



PAST MEMBERS

EMAIL 4 weeks out from start date
SUBJECT: WE MISS YOU (Name) 🙌🙌

In short.... we miss you, and we want you back.

There have been so many exciting changes here at XYZ and we hope you have missed us too

We are launching our a 28 Day Transformation Challenge (INSERT DATE HERE), as you guys may or may not know there is an awesome (INSERT PRIZE HERE) up for grabs.

So how do you become a part of this awesome challenge?

All you need to do, is reply I WANT IN to this email and we will give you all the info you need to get started.

- When they reply you grab their new number, confirm old number, and chat to them about what they have been doing and get them back in for the Challenge.



ORGANIC OUTREACH

CAFE STRATEGY

We all go to cafes. Coffee is life.

Have a deal with your local cafe that they get to train for free in your group training.

Talk to the owner, if you currently aren't chatting to people like this, then you should, you are in the people business.

Now in return you can give out 20 Free 14 day free passes on Thursday mornings to people who buy coffees, or to mums if you want to start a mums group.

Now you go to your computer, you make up a Lean in 14 voucher, normally \$97, free for the person holding this voucher.

Next you go to the cafe and you give it out on Thursday mornings to everyone who buys a coffee.



ORGANIC OUTREACH

When you give it out you get their name, email and phone number and what day you want them to start the sessions.

You then text and email them everything they need to know, and some before and afters to hype them up.

You will need to give out 30-40 to get 20 people to turn up.

Do this every single week and you will have 80 people a month starting in your business.

- Now you might say I don't have time for this. That's a lie.
- But TJ I take sessions on Thursday mornings, then do it on a Sunday

If you want to grow your business as fast as possible, you do whatever it takes.

This works, it's outside your comfort zone, but it works.

Do it.



ORGANIC OUTREACH

GIFT CARDS

\$100 Gift Cards - they have to have a \$\$ value. Give them out in return for NAME EMAIL PHONE number
Make sure if members give them to friends you track the card number each member has and follow up with them each 14 days if not activated

SURVEY

Ask people in a cafe, street, shopping centre, the big box gym you work in... I am giving away a 12 week Transformation and all you need to do to enter is answer these 3 questions

- 3 Questions - (e.g. have you been a member of a gym? What would be your ideal body - show a picture with no BF% - Tell me how you feel about fitness in 1 word -
- Just need to confirm your name email and phone number to share the winning announcement

Awesome thanks so much, and exciting!!!...you have been randomly selected to win 28 days for FREE,
Hand them a WINNER flyer - with what they have won - and \$\$ VALUE along with the Competition for 12 weeks. So are you a morning person or an after work gym goer?

At the bottom of the flyer is 4 questions

Tick Box (AM/ PM) Name, Email ,Phone Number (you have filled out)

You tear off the bottom part to keep, and they keep the top



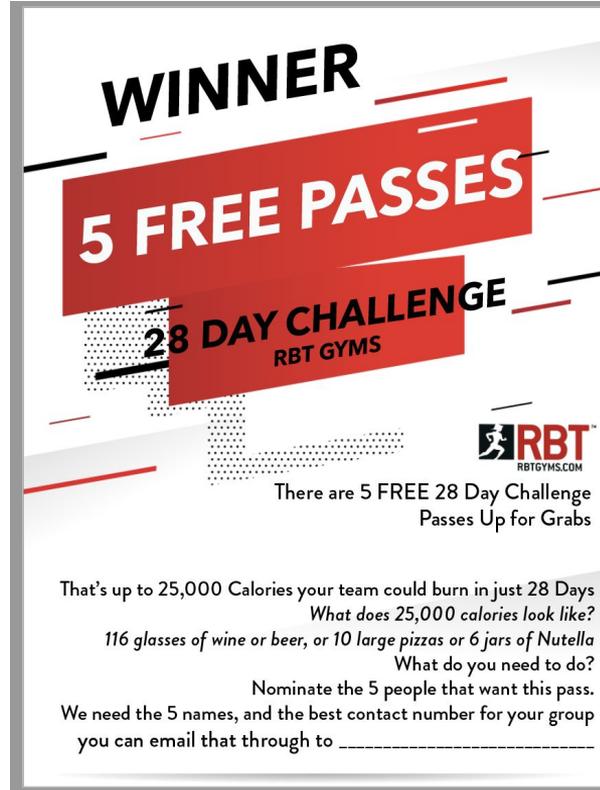
CORPORATE OFFERS

You can approach local businesses and you should with a few options

- **FREE Challenge** - they have WON 5 28 Day Challenge passes worth \$1000
 - Walk in with the flyer, and announce to the receptionist they have WON
 - Ask for the contact details of the people that may want to take part
 - Do not walk away without the contact name/ email /phone number of the contact person
 - Leave flyer with your contact information
 - Get them booked into their sessions
- **Discounted Challenge** -
 - Normally \$97 for your team only \$77 just text this number
 - Ask for them to email, share on their internal memo board or post on community board.
 - Each workplace has their own code and flyer with their logos
- **Dedicated Session/ Time slot**
 - Some may want their own custom sessions, and this can be a great intro. Dedicated time-slot, flat fee for the month \$497 - \$997 for the month for employees, low risk for the company, and then it can lead into ongoing “lunchtime” or off peak dedicated sessions



CORPORATE OFFERS



WINNER

5 FREE PASSES

28 DAY CHALLENGE
RBT GYMS

 **RBT**
RBTGYMS.COM

There are 5 FREE 28 Day Challenge Passes Up for Grabs

That's up to 25,000 Calories your team could burn in just 28 Days
What does 25,000 calories look like?
116 glasses of wine or beer, or 10 large pizzas or 6 jars of Nutella
What do you need to do?
Nominate the 5 people that want this pass.
We need the 5 names, and the best contact number for your group
you can email that through to _____