

**YOUR
2021**

THIS YEAR

**TAKE YOUR BUSINESS
TO THE NEXT LEVEL!**

BROUGHT TO YOU BY GYM LEAD MACHINE

**GYM &
PERSONAL
TRAINING**

**INTERNET
MARKETING
PLAN**



KEY INSIGHTS AND ACTIONS

2021

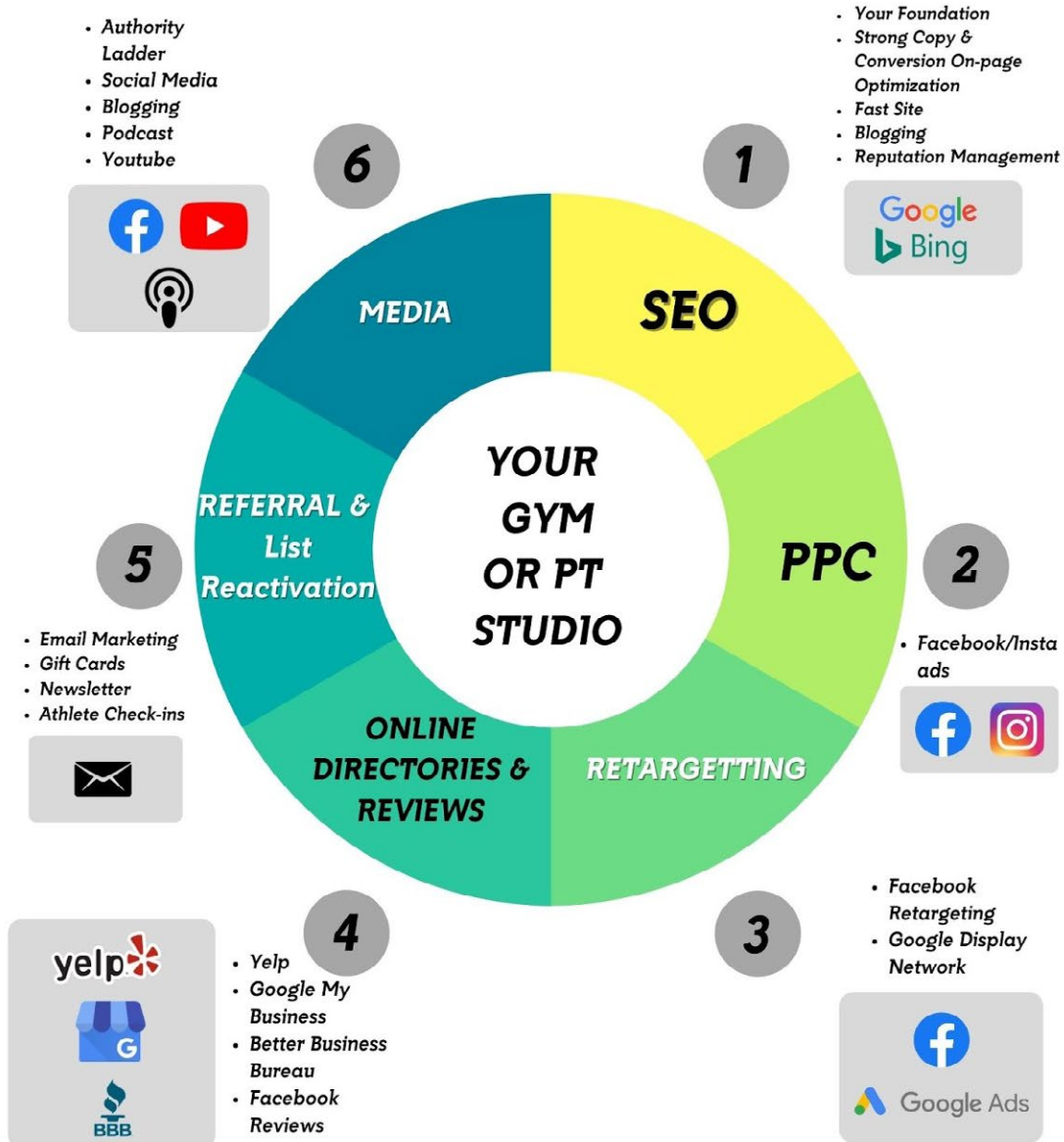
Goals and Targets

Your Marketing
Foundation:
Market - Message - Media

Website Conversion
Optimization

Your 2021 Plan & Budget

THE DIGITAL DOMINANCE METHOD



LEAD GENERATION TARGET PLANNER

Example:

Targets	
Fill in the blanks below, the green cells will auto fill	
Current Annual gross Revenue	\$250,000.00
Current Monthly Recurring Revenue	\$20,833.33
Annual Gross Revenue Goal	\$300,000.00
Monthly Gross Revenue Goal	\$25,000.00
Mode Monthly Membership Price	\$173.00
Average Leads per Month	15
Average Sales per Month	4
Close Rate	27%
Average Cancellations per month	4
Average Number of Clients per month	120
Average Monthly Churn	3%
Annual New Client Target	24
Annual New Client Target (with Churn)	25
Total Annual Leads	93
Monthly New Client Target	6
Monthly Leads Needed To Hit Target	23

You can access the worksheet here: <http://bit.ly/TBBMarketingCalculator>

- X** **GOAL**
- X** **PLAN**
- X** **ACTION**



“SUCCESS IS GOALS. ALL ELSE IS COMMENTARY.”

—BRIAN TRACY



WHAT ARE YOUR GOALS FOR 2021?

1. What is your Annual Gross Revenue Goal? _____

2. What is your current Monthly Recurring Revenue (MRR)? By the end of 2021, what do you want your MRR to be?

My MRR is _____. By the end of 2021, I want my MRR to be _____.

3. What is your average monthly membership fee? _____

4. How many new members do you need to gain in order to reach your new MRR goal? _____

5. What is your average close rate? _____

Take a look at the last three months and calculate your average number of new clients per month. Then look at the last three months and calculate your average number of leads per month. Divide the number of sales per month by the number of leads per month.

6. How many leads do you need to generate in order to reach your new member goal? _____

MARKET, MESSAGE, MEDIA



Market

The first thing you have to do is identify your market. Most would say, “We sell to everyone and anyone who is looking to improve their health and fitness.” As the saying goes, when you try to sell to everyone, you are selling to no one. You can’t sell to everyone, so who is your ideal customer? Is it the coupon clipper, the middle-class suburbanite or the high-end multi-million-dollar homeowner? You have to find the people in your market that you want to sell to—this is also known as finding your avatar.

Message

Once you define your avatar, you need to define your message. When you’ve identified who your customers are, you can create messaging that speaks to them. When your prospects feel like they can relate to your messaging, you are building a foundation of trust. Keep this in mind: The 20-year-old athlete has different priorities than the 45-year-old stay-at-home dad.

Media

When you have your avatar and message in place, you can better identify where and how to deliver your message to your market through media.

BUILD YOUR IDEAL CLIENT AVATAR

Consider the following factors when defining your customer avatar:

Demographics

Fears and Implications

Goals and Desires

Pains and Frustrations

Dreams and Aspirations

What Do They Want From a Gym?

WHAT IS YOUR MESSAGE?



Why should someone choose to do business with you vs. the competition?

1.

2.

3.

What benefits do you offer that will resonate with your target client avatar?

1.

2.

3.

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR GYM OWNERS

Is your website optimized for conversion?

- Do you have a compelling headline above the fold?
- Are you using authentic images/videos/photos of your client avatar?
- Do you have a call to action after every block of text?
- Do you have a lead-capture form?
- Do you have a visible phone number that prospects can use to call you?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop and mobile?

Is your website optimized for search-engine rankings and Google Maps?

- Do you have pages for your core services?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords; e.g., “your city CrossFit,” “your city personal training” and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?
- Have you claimed and verified your Google My Business listing?
- Have you properly optimized your Google My Business listing?
- Do you have lots of online reviews?
- Do you have a proactive strategy for getting new online reviews every day?

Are you leveraging email and marketing automation?

- Are you following up with your leads in five minutes or less via phone, SMS and email?
- Do you have conversion campaigns in place that follow up with unconverted leads five to seven times via phone, SMS and email until they book their free intro?
- Do you have a database with your customers’ email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews and to draw customers into your social media profiles?

Gym websites that work.

Let's talk



Are you taking advantage of paid online marketing?

- Are you running targeted Facebook ads to your ideal prospect base?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads through the display network?
- Are you strategically targeting with specific ad groups, text ads and landing pages?
- Do you have conversion tracking pixels in place?

Are you active on social media?

- Do you have your business profiles set up on Facebook, Instagram and YouTube?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?

2021

ONLINE MARKETING PLANNING GUIDE

THE DIGITAL DOMINANCE METHOD



DIGITAL MARKETING INITIATIVES

What are the Top 3 digital marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally can you meet with in order to take action on these three initiatives?



**ALL THE TOOLS YOU NEED
IN ONE PLACE**

**THE AVERAGE GYM LEAD
MACHINE CLIENT SAVES OVER
\$4,878 A YEAR IN SOFTWARE AND
SERVICE FEES.**

**GYM WEBSITES THAT WORK.
LET'S TALK.**

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