



The 5-Step Sales Funnel

More Leads, Easier Sales, More Revenue

We're going to build out your 5-Step
Sales Funnel Today...

If You Stay Until The End...

I'll show you how you can get me to
personally help you build out your
sales funnel....

FOR FREE!

But there is a catch...

You have to be great at what you do,
committed to following through, and
currently running a fitness business

This isn't for newbies!

Does any of this look familiar

Burnt Out

No Time For Family

Split Shifts

Lack of Profits

No respect

Hitting the 'Ceiling'

Ineffective Marketing

Lack of Growth

Frustrations with your team

Too many 'priorities'

YOU DESERVE BETTER!

I did it and so can you...

- Created Marketing Plans For The Top Fitness Businesses In The World
- Went from dead broke personal trainer to a successful fitness entrepreneur in less than 10 years
- Ran a fitness business with over 400 clients in a small town in Indiana and did over \$600,000 in revenue yearly

Marketing & Growing Your Fitness Business Is Only Getting Tougher...

But There Are A Few Things That Will
Make It Easier For You...

And You Don't Have To Make All The
Mistakes

Imagine implementing a few simple strategies that double your business

The 3 Secrets...

Secret #1: Attract The Right Leads With The Right Offers

Secret #2: Create Value For Those Leads To **Make Them WANT To Buy**

Secret #3: Leverage **An Easy Sales System** That Doubles Your Close Rates



The 5-Step Sales Funnel

Step #1: Get Traffic

Step #2: Create A Lead Magnet

Step #3: Create Value

Step #4: Create An Experience

Step #5: Close The Deal

Get Traffic



Action Step:

List your top 3 traffic sources:

1. _____

2. _____

3. _____

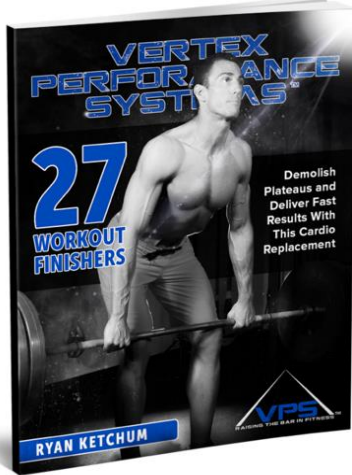
Create Your Lead Magnet



Examples

systems.com/gift/

pendas FCG S/M Content Adaptive Logistics IFS 24 Fitrix TeamWork 6th Annual Black Fri... WebEx Meeting Cen... FR Campus TimeTrade High Ticket Script - ...



Download Your Free
27 Workout Finishers
Demolish Plateaus and Deliver Fast Results With This Cardio Replacement

- ▶ **Maximize Fat Burning** in just Minutes!
- ▶ Alleviate Workout Boredom and **Keep Your Training Fresh and Exciting!**
- ▶ **Skip the Long, Dull Cardio** and Get Even Better Results!
- ▶ **Bust Through Training Plateaus** Without Adding Additional Training Days!

Enter your first name

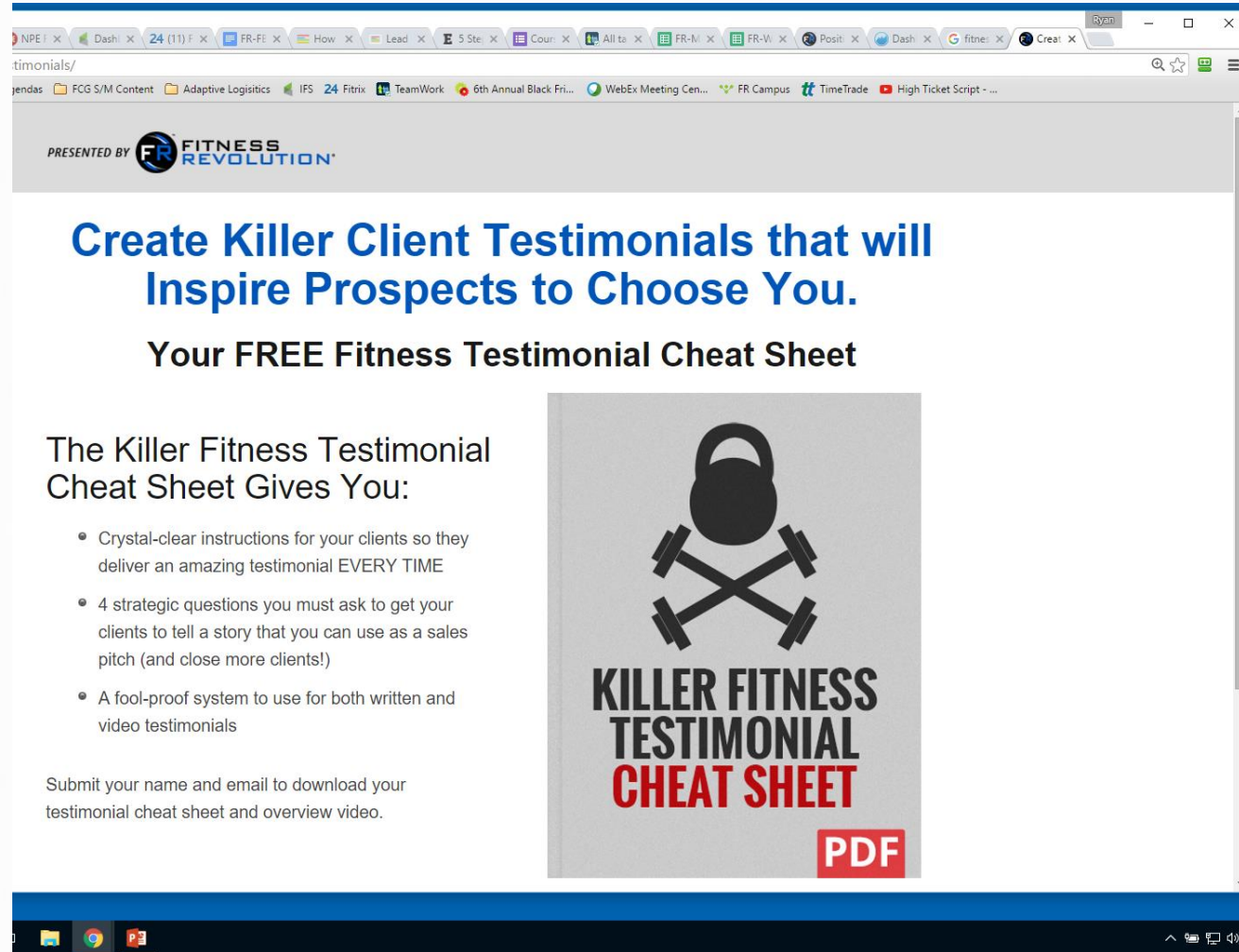
Enter your email address

Free Download

FREE Download

Simply enter your best then click "Get Instant Access" and I'll immediately send you **27 Workout Finishers** so you can ramp up your burning fat workouts and improve conditioning today.

Examples



The screenshot shows a web browser window with multiple tabs open. The active tab displays a landing page for Fitness Revolution. The page features a header with the company logo, a main headline, a sub-headline, a list of benefits, a form for downloading the cheat sheet, and a large image of the cheat sheet cover. The browser's address bar shows the URL 'timonials/' and the page title 'Your FREE Fitness Testimonial Cheat Sheet'.

PRESENTED BY **FR FITNESS REVOLUTION**

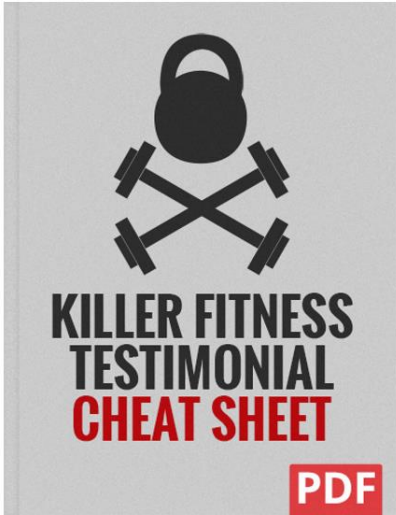
Create Killer Client Testimonials that will Inspire Prospects to Choose You.

Your FREE Fitness Testimonial Cheat Sheet

The Killer Fitness Testimonial Cheat Sheet Gives You:

- Crystal-clear instructions for your clients so they deliver an amazing testimonial EVERY TIME
- 4 strategic questions you must ask to get your clients to tell a story that you can use as a sales pitch (and close more clients!)
- A fool-proof system to use for both written and video testimonials

Submit your name and email to download your testimonial cheat sheet and overview video.



Answer these questions

Who is your ideal client and what do they want?

What's is their biggest obstacle?

What do you have or can you offer to help them start solving that right away?

Now...

Let's create your offer!

Create 3 possible titles for your lead magnet:

1. _____

2. _____

3. _____

Are they good enough?

Are your offers ultra specific?

Can they be consumed and used immediately?

Are they beneficial to your ideal client?

Can you create it quickly?

How will you deliver it?

Lead Magnet Title

Medium:

1. _____

2. _____

3. _____

Create Value



The Secret's In The Follow Up

How can you provide value to your leads?

1. Deliver great content to help them answer a question or solve a problem
2. Share case studies or testimonials with them
3. Host a workshop/seminar
4. Deliver a webinar
5. Create a video series

The most under used...

Leverage your strengths as a coach and teacher via workshops.

1. Create 2-3 blogs answering your ideal client's biggest questions
2. Share 1-2 Success Stories
3. Write a 3 part email series promoting your workshop
4. Free registration
5. Offer the FEO at the workshop

The easy way...

If you're great on video or writing this is easy...

1. Create 2-3 blogs answering your ideal client's biggest questions
2. Share 1-2 Success Stories
3. Write a 3 part email series promoting your FEO
4. Direct to a sales page or sales opportunity

Action Step:

Content Topic #1: _____

Content Topic #2: _____

Content Topic #3: _____

Case Study #1: _____

Case Study #2: _____

Workshop Title: _____

Create An Experience

This is the first image that came up when I typed in FEO....



Create An Experience

Objective of your FEO:

1. Provide a low barrier to entry
2. Provide a quick result or solution
3. Don't undervalue your Core Offer

Find your hook



Action Step:

Result: _____

Time Frame : _____

Pain You Help Them Avoid: _____

Action Step:

[Result] in [Time Frame] without [Pain]

Lose 20lbs in 28 days Without Dieting

Jump Start Your Fitness In 10 Days

10 Day Jump Start Workout

Need help? <http://harrisonamy.com/41-classic-copywriting-headline-templates/>

Action Step:

List the top 3-5 benefits of doing this program:

1. _____
2. _____
3. _____
4. _____
5. _____

Benefits NOT Features

Close The Deal

The FR Sales Process

Stage 1: Engagement

Stage 2: Discovery

Stage 3: Value Building

Stage 4: The Sure Fire Conversion System

Sure Fire Sales System

Step 1: The Transition

Step 2: The Core Offer

Step 3: The Bonus

Step 4: Urgency

Step 5: Risk Reversal

Ask for the sale!!!!

Action Step:

1. Script Your Transition
2. Create Your Core Offers
3. Create Your Bonuses
4. Create Your Urgency
5. Establish Your Risk Reversal/Guarantee

The 5-Step Sales Funnel

Generate Traffic	Create Lead Magnets	Create Value	Create An Experience	Close The Deal
Source #1	LM #1: Medium:	Content #1: Content #2: Content #3:	FEO:	Transition:
Source #2	LM #2: Medium:	Case Study #1: Case Study #2:	Benefits:	Core Offer:
Source #3	LM #3: Medium:	Workshop:		Bonuses:
				Urgency:
				Risk Reversal:

It's tough to do on your own...

That's why you shouldn't!

Let Me Help Build Your Funnel

Schedule a 30 Min Coaching Call Today

<http://frnation.com/coaching-call/>

Limited Spots

Here's what we'll do

Review your current Core Offer & FEO

Create Your Traffic Sources

Identify Content

Create & Optimize An FEO

Map Out Your Selling Process

What's the catch?

Nothing! I'll help you build your own 5-Step Sales Funnel on the call with no hidden fees...

Then if you need a bit more help staying accountable to getting it done and growing your business we'll talk about getting you some coaching and joining one of our programs.

But, ONLY if it's a good fit!

Let Me Help Build Your Funnel

Schedule a 30 Min Coaching Call Today

<http://frnation.com/coaching-call/>

Limited Spots Available