



MARKETING PLAYBOOK · FREE VAULT DOWNLOAD

Fast Cash Strategies for Fitness Businesses



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FAST CASH STRATEGIES FOR FITNESS BUSINESSES

GET CASH IN WITHOUT SPENDING A
DOLLAR ON FACEBOOK MARKETING



How does getting \$100,000 in the next 90 days for your fitness business sound? With this ebook you will:

- Create a plan to get cash in the bank
 - Learn how to get leads
 - Turn those leads into sales
 - Structure your sessions
 - Increase upsells to current clients
-

Strategy One: Referral Campaign

Goal: Acquire 32 referrals.

Synopsis: Over 14 days reach out to 16 current clients and offer each two seven-day trial referrals.

How:

- Post on your Facebook group or send an email or even pick up the phone and call clients. Explain "Hey, it's (Name) here. We're running a referral campaign for the next 14 days. Every single person who brings in two seven-day trial members over the next 14 days wins a massage."
- Tag all your Facebook members in the group and post "I'm going to give you a call over the next 24 hours to get the two referrals off you." This is important because you're putting them on the spot.
- You can also do this over email with something such as "I'm going to call you this week. I want you to have your two referrals ready next to you and I want to give you these massages." Then call up all your members between 9:00 and 4:00 p.m. over the next five days and update the leader board every single day.
- On your Facebook group every morning post on a 'leaderboard' post about who has won their massage and given referrals.
- Tag more members with the same notice that you're going to call them today and repeat this every day.

Remember: You only need 16 clients to give you two seven-day trials!

Cost Analysis: For \$408 in massages you can get 32 referrals and often that turns into 16 new clients, meaning you'll be making a major return on your investment.

Turning Referrals Into Clients: Sell every trial referral into \$147 (\$50 off your 28-day challenge). Even if all you get is 16 clients that's a profit of nearly \$2,000. In truth this campaign should be way more successful. It's not unusual to get 60-70 referrals which translates to a much bigger profit!

Long Term Outlook Every single one of us on here should be able to get at least 32 new clients onto our , which is 16 core offer clients, so that means \$2000 in the next 30 days into our business, which if we're selling our core contract will turn into \$32,000 in contracts.

YOU SHOULD RUN THIS EVERY QUARTER

FAQ

"How do you have the sales conversation with referrals?"

At the end of that first session, on the end of day one, they came in, they're sweating, endorphins are pumping and they're feeling amazing. You say "Hey, Lex, you just did the first session of your seven-day trial. What I want to roll you into is a fast-action bonus. It's \$50 off our 28-day challenge if you sign up today. You can go roll in after the first seven days into a 28-day challenge for \$147. What do you think?" You're doing a bit of goal setting with them, and you're selling 100% of them.

"What if you want to change up the discount?"

A seven-day trial, then half-price ? Yes, or it could be 25% off . It's up to you. Half-price or 25% off. It's totally up to you guys.

"How much is a strategy like this really worth?"

With this, that's \$32,000 every quarter just in this. If you just run a referral campaign every quarter, you're going to be making \$120,000 a year. You're making \$120,000 a year with doing no marketing whatsoever, and essentially, you're just doing this referral once every three months and you're going to be making \$120K from this.

"Can we refer straight into a strategy call such as double your results in 90 days?"
100%, man. Refer straight into them. People would probably more likely refer into a seven-day waist-fit challenge if you can have that and maybe you only run it once a month and people get into that. They could do a strategy call, but there just needs to be a little bit more value than that.



Strategy Two: Outreach

Goal: 30 kickstart program signups a week for two weeks

Synopsis: One hour a day, five days a week hand out 14-day trial cards with a clipboard

How:

- Get out there and talk to people, reach out. Walking three streets a day for 1 hour should easily yield you 6 sign ups and that will equal 30 in a week.
- Create 14-day trial cards, but don't call them trial cards. Call them something more appealing like Kickstart Your Fitness gift cards.
- Walk into businesses, talk to people on the streets. Say "We have ten 14-day kickstart programs to give away, which is eight sessions with a trainer. It's a nutrition plan. It gives you access to our accountability coach. We give you an infrared sauna. We value this as \$147, and we have ten of these to give away. We want to give away five to the people in this office, so which five people would like to get these \$147 14-day kickstarts?"
- They'll say "Jimmy does," or "Julie does." You're literally walking into their businesses getting this.
- When they say that, you go "Okay, Jimmy, what's your name?" It's name, number, e-mail address. And then you go "Jimmy, when would you like to start your 14-day kickstart? Is it Monday at 6:00 a.m.? Blah, blah, blah."
- You book them into your sessions there and then. That's super-crucial. You're walking out getting six people on a 14-day kickstart program, which is normally worth \$100 or whatever you're going to say it's worth.
- Then you get them in. You have to welcome them into the session.

Remember: On average we see about 66% of sign ups actually show up, that's 40 out of 60 people.

Cost Analysis: You'll have about 66% close out of the 66% that turn up. Two-thirds who take up the fast-action price. So you'll have 27 sales. If you do this, 27 sales at \$147 is about \$3969.



Turning Referrals Into Clients: At the end of the first session, give them the same sort of referral fast-action price such as “Hey guys, you’re doing the 14-day kickstart. What I want to give you is the ability to do our 28-day challenge.”

Your first half of the conversation will be goal setting. “What’s your end goal? What do you want to achieve? Okay, this takes longer than 14 days. I’m going to give you a fast-action price, which is 25% off or 50% off,” whatever you’re saying, “into our 28-day challenge. So, you get the next six weeks and we’re going to lose the first seven kilos guaranteed. This is what it’s including, this is what you’re going to achieve, and this is how you’re going to feel.”

Long Term Outlook: This should give you 27 sales every single month. So, just in itself, it should give you \$4000 a month, \$48,000 a year. That’s \$58K of sales a year with no ad spend whatsoever.

YOU SHOULD RUN THIS TWO WEEKS A MONTH.

FAQ

“How good is the upsell to the core contract?”

On average you’ll be able to upsell to 12 clients from this into \$2000, every single month. If you just do outreach – if you do nothing else, only outreach – and get 60 people in through outreach that’s \$26,000 of sales every single month. If you times that by 12, that’s a \$312,000 business.

By doing this tactic here, you’ve just made a \$300,000 business. If you do the referrals once a quarter, that’s a \$120,000 business. So, just with these two strategies, I’ve told you exactly without Facebook ads, how to make \$430,000. It’s \$430,000 with getting referrals once a quarter and just doing outreach for two weeks of every month.

"What else can you offer or include in the 14-day kickstart?"

What I would do is three sessions a week plus a nutrition kickstart guide, so it has a seven-day meal plan on there. I'd put them into our Facebook group and keep them accountable. I'd weigh them on day one, I'd weigh them on day seven, and I'd weigh them on day 14, so they feel like they're getting results.

"What are your thoughts on getting the free trial guys in for a consult and upselling into 28 days as a special offer during the consult as we've gotten their goals and created a plan?"

What I like to do with these free trial guys is give a bit of session first. This is what we look at. You give them a session. Endorphins are popping, they're feeling fantastic, and then at the end of that first session, do that 25-minute consult.

Before they do the session, jump them on the Inbody. They have their body fat scan. They do their first session. Come back. At the end of the session, you can sell them straight into your core package and send them to \$2K if you want, but let's say we just want to get the first sale off them.

It's sitting them down, mapping out their long-term goal, making them see how bad they want it, see, essentially, why they need to change their life, and then I would do right there and then, Chris. It's like a fast-action bonus, end of session one. "You pay right now and it's \$147. If you wait seven days, it's going to be \$247. That's, like I said, \$100 just by acting right now.

"Do we work on the clients who don't take the fast-action or wait until the end of their trial when they go again?"

If they don't take the fast-action on day one, tell them to get out of the gym. I'm joking. If they don't take the fast-action on day one, just go "No worries, that's completely fine. But just so you know, we're going to have a consultation on day seven or day 14. We'll sit down and see how your results are. But, it's okay. It's completely fine. I understand that you want to see exactly what the results you're going to get first."

"If you're going door to door, are companies out there that do it for you?"

You definitely can hire outreach teams, Aiden. You can get some promo teams out there. You can Google promo teams in your city, and they definitely do exactly what I said for you. You can pay them per lead or you can pay them per hour and you can set goals for them. That's exactly something you can do.

Strategy Three: Run a Seminar

Goal: 60 people invited to your seminar.

Synopsis: Create go-to seminars with lots of value and call 30 clients with an invitation to the seminar for themselves and their friend.

How:

- We have four pillars inside RBT. We have mindset. We have training. We have nutrition. We have hormones. These four pillars, we have a seminar in each, and we do a seminar on each every quarter. One could be female fat loss and how to optimize hormones for faster fat loss. That's one that all females love to come down to all the time.
- To create your own seminars:
 - Poll into your members group, and you go "Hey guys, I'm going to do an exclusive seminar only for 30 members and these are the two topics. It's going to be rapid fat-loss methods to lose ten kilos or get sub-10% body fat for guys," or something like that, or "optimizing female hormones," or "faster fat loss and decreasing cravings."
 - Say "Whichever one people say more." As simple as that. Whichever the poll is more, you have buy-ins. So, now they're like "I said I was going to go to that seminar so now I'm going to come to it."
- Now everyone who has done the poll said "Yes, I'm going to come." You say "I'm going to launch the seminar. It's going to be 7:30. Comment below saying yes if I'm going to come."
- Everyone who comments below, all 30 members, call them in the next 24 hours.
- Say "Hey Chris, you said you were coming to the female fat loss seminar because you want to optimize your hormones. Just wanted you to know that we are giving one ticket away to non-members, so who would you like to bring who is a non-member to come down and see the seminar?"
- You have to put people on the spot because you're giving... It's the law of reciprocity. Because you're giving them more, they want to give back. It is Robert Cialdini's Influence book. If we look at reciprocity, people want to do stuff for us when we've done stuff for them. With this, because you've given them a seminar, they will go "Okay, yeah. Now I'll bring someone down for you."
- Call all 30 people up and you say "I have one ticket for a non-member for you"

because you're a fantastic client." Give them significance. "Which friend would you like to come down for this?"

- Instead of doing a seminar for 30 people, you do it for 60 people. You call them up, you get them to bring a friend, you lock it down. If they say "I'm not sure," say "No worries, I'll ask you who that friend is tomorrow at the session," or "I'll call you back tomorrow."
- Confirm their details. You call the referral to confirm their details as well, and you hold the seminar for 60 people.
- At the end of the seminar, you just literally say this: "Hey guys, normally we do our 28-day challenge. Our 28-day challenge is normally \$194. For all your family and friends here, what I'm looking at guys is I'm going to give you 50% off. I'm going to give 50% off for everyone who is here today."

Remember: "Oh gosh, you're calling up my members." Yes, you can't just hide behind your computer.

Cost Analysis: There's no cost here, especially since you can reuse these seminars and just in the first special sale you'll make \$2000.

Turning Referrals Into Clients: You're looking at a sign up of about 66% of the attendees... Because you want to do some goal setting in that seminar as well. I always talk when I do seminars like "Hey, this is all the information. Who would want to lose five kilos over the next 28 days if it was guaranteed? Everyone put your hand up." Literally, every female puts their hand up.

Then say "Okay, fantastic. I have a great offer for everyone who put their hand up tonight," which is pretty much everyone. I'm giving you 50% off, I'm guaranteeing that you lose five kilos in 28 days when you follow exactly what I say, and if you don't, I'll pay you double your money back."

Everyone takes it up, and that should give you 66% of attendees buying. That brings you another \$2,000 in.

Long Term Outlook: If you're doing a seminar quarterly, remember, you're going to get 20 sales from these seminar attendees. That's going to give you, every quarter, an extra ten core sales. That's \$20,000 a quarter with that. Now we've gone 20, 40, 60, 80, so it's \$80,000 a quarter on top of this, guys. We're at a \$510,000 business without Facebook ads with these three strategies.

YOU SHOULD RUN THIS ONCE A QUARTER.

FAQ

"Do you get a good uptake rate for seminars?"

It depends on the seminar. One of our trainers at RBT was like "Oh, I did a seminar and not many people came down to it." I'm like "What seminar did you do?" He's like "How to use MyFitnessPal." I was like "Mate, no one is coming down to a seminar on how to use MyFitnessPal. It's not a seminar people want to come down for."

People want to come down for a seminar that is intriguing, like "Female hormones and how they affect fat loss and how to get faster fat loss." That's intriguing because it's the unknown. It's like a secret.

When we look at it, it's like "The ultimate cover model body," "The male cover model body seminar: the five things you aren't doing right now to get sub-10% and get a cover model body." That's what a male would come down for and that's what a male would bring a friend down for.

But if you look like shit and you're going to say "I know the secrets to get a cover model body," people probably aren't going to come down, because it's like "If you know the secrets, why don't you look like it?" I'm not saying you don't look like it. You look fantastic, I'm sure, in a pair of speedos. With this, what you have to look at is you have to practice what you preach when you're doing these seminars.

"Do you outsource the person holding the seminar or do you do it knowing some of the topic?"

Everyone has a price. You could pay someone \$300 who is probably the best in your city at doing something to talk for an hour about something that they love. It's more hype around it. It's like "Hey, we have Julie here, the optimizing hormones person who is amazing at naturopathy," and all the rest of it. So, you're pumping them up so everyone is like "Oh my gosh, there's an external speaker and this has credibility."

I would pay Julie \$300 to do this because, one, I don't have to do it, plus I'm bringing more content in to my members, so it's new people. For me, personally, I would just do the seminars myself. I would talk about anything: mindset or hormones or training or nutrition. I just love talking so that's why I do them.

"Who do you get in to do a seminar on mind, headspace, and female hormones?"

Post on your Facebook and ask "Who's the best trainer in New South Wales on hormone for female fat loss?" And a bunch of people will comment. Post in the personal trainers group and as them, and a bunch of people will comment. Pay them \$300 to do a seminar.

Strategy Four: Charity Bootcamps

Goal: Invite 100 members to a bootcamp that funds a charity that is near and dear to a current client.

Synopsis: Invite members to join a cause every month or every other month, not for you but for a charity.

How:

- Post in your Facebook group. "Hey, guys. Charity boot camp is coming up in three weeks. Who wants to be the charity we're donating money for? Comment below with charities you love and why."
- Sally might say something like "I want to do it for breast cancer because my mom had breast cancer and I really want to support this charity." You say "Okay, for sure."
- You're not doing the charity boot camp for you and to raise money for you and the charity you want. We, in society, rally together towards a teammate. If you're doing semi-private training or group training, that is their teammate.
- Say "Hey guys, we are doing this charity boot camp for Sally because her mom had breast cancer. Guys, let's not let Sally down."
- Now it's not letting me down. "Let's not let Sally down. Don't be a cheap bastard. Come down. It's a \$2 donation or a \$3 donation or a \$5 donation for Sally's cause. We want to raise a minimum of \$100 for Sally and her mom for breast cancer. That's why we're doing this. To do that, it's \$5. We need a minimum of 20 people down here."
- You bring the 20 people down there and they're bringing their friends down there. Set the expectation that they all have to bring a friend.
- You might say this as well. "For everyone that brings a friend down here, I'll also donate \$5." Essentially now, you're paying \$5 per lead. If 20 people come down and they bring a friend, you'll pay \$5 a lead, so you've raised \$200 for Sally and her breast cancer.
- At the end of the boot camp, make a special offer where all proceeds go to Sally's charity.
- This isn't about making money on the front end with these charity boot camps; it's about buying loyalty with your current members and getting new members for free.



Remember: This is amazing PR! 20 people go “Yeah, I want to do that.” You get \$2,000. You get \$2,200 to Sally and to the breast cancer foundation that she’s supporting. Sally is raving to her friends at work, and all of a sudden, she’s talking to the next six or seven people going, “My gym is the best. They’re supporting me. They gave me \$2,000 for the Breast Cancer Awareness Association,” and all the rest of it.

Cost Analysis: There’s no cost here, especially since you can reuse these seminars and just in the first special sale you’ll make \$2000.

Turning Referrals Into Clients: At the end of that charity boot camp, when everyone is sweating, everyone is sitting on the floor. You say “Guys, while you’re here – we all love Sally. We all love trying to help for breast cancer. I’m going to do something, which is I’m going to give 50% off our next 14-day, 21-day, 28-day, whatever your irresistible offer is, 50% off our challenge, for everyone who was here new in the room.”

You have 20 people there. “Now the 50% off, that’s your bonus. The rest of the money, I’m going to give all \$97 of that money that’s left,” – if it’s normally \$194 and you’re giving it at \$97 – “everyone who signs up today, I’m going to give all \$97 to the charity.”

This isn’t about making money on the front end with these charity boot camps; it’s about buying loyalty with your current members and getting new members for free.

Long Term Outlook: With this, it’s about, one building raving fans, but you also got 20 new members in your gym, and you know you convert one in two, so every two months, it’s an extra ten clients paying you \$2,000, so it’s \$20K of new sales every two months. That’s \$120,000 a year. Now you’re a \$630,000 business without doing Facebook ads.

YOU SHOULD RUN THIS ONCE EVERY OTHER MONTH.

FAQ

“What’s the most effective marketing for you?”

We do Facebook ads, but we also do outreach and we also do referrals, and we also do seminars once a quarter. That’s everything I said, we do.

Strategy Five: Reverse Engineering

Goal: Get organized and break down your sales into small do-able chunks

Synopsis: Set a goal of a price point and figure out how many packages at what rate you need to sell a month to get there.

How:

- How do we make our \$100K sales? We need to make 50 sales every 90 days and we need to make it into a \$2K price point. You're thinking, "TJ, I sell weekly. I don't sell price points. How do I sell a \$2K price point?" It's super-simple. You sell 24 weeks at \$83 a week or 32 weeks at \$62 a week. This is it.
- \$2K, that was 24 weeks times 83 or 32 weeks times 62. Now with this, that's what you should be selling.
- If you're selling less than that, bump your prices up. That's it. If you're selling less weeks than that, make it longer. You might think "That's easy to say." Well, it's easy to do as well. That's just what you do.
- Example One: You could do three sessions a week. You could do four sessions a week. It could be two group training sessions. It could also include one PT session a week. I'm not sure what your package would include, but it would include nutrition and accountability.
- Example Two: Some of my trainers do online coaching and they do one PT session a month and they do online training. They charge \$250 a month for that, a lot of our RBT PTs. They're essentially charging \$63 a week, and it's purely online. So, I'm pretty sure you can charge \$83 a week if you're giving face-to-face sessions or \$62 a week over 32 weeks for face-to-face sessions
- You are a professional. You change lives; you should charge \$2000 to change these people's lives.
 - They're low on confidence, a lot of times they hate their life
 - They can't fit into their clothes
 - They don't want to go down to the beach
 - They're afraid to talk to the opposite sex
 - They don't get the increase in wages because they're not confident enough to go for the increase in wage
 - They've got low energy so they're not there for their family

- You fix all these things. I reckon fixing all these things should cost a minimum of \$2000. You're literally solving their life.
- Now you realize "Okay, cool. I need 50 sales \$2000. To do this, I need 100 sales over the next 90 days." And to do that, we get 200 leads. It's just reverse engineering success. So, what we have to look at is "All I need is I need 2.2 leads a day, and the rest takes care of itself."
- Ask first. You should be selling one in two from my lead to my irresistible offer. If you're not doing that, if you're actually not selling 70% to 80% of people on the phone, you need to hone your sales skills.
 - Read four books on sales.
 - Go through the whole sales module inside the Thinktank.
 - Hone that craft, because that is a skill problem if you're not selling 70% on the

LEARN FROM A DENTIST

The dentist story. This guy goes to the dentist. He's like "I got tooth pain." There's tooth pain, and this guy is like "I don't want to get my tooth pulled out, I want to get rid of the pain," and he goes to the dentist.

He's like "I've been having a toothache for the last two weeks. I really need to get my tooth pulled out." The dentist is like "For sure. To get your tooth pulled out, it's going to cost \$500." The guy is like "\$500 to get my tooth pulled out? Holy crap. How long does it take to get my tooth pulled out?" He's like "About 30 seconds."

He's like "\$500 for 30 seconds to get my tooth pulled out? That's crazy." He's like "Well, I can take two hours if you'd like, but it would just hurt for two hours instead of 30 seconds. Which one would you like?"

Obviously, they want to get the tooth pulled out as fast as possible. They're paying \$500 for the result, not \$500 for the amount of time.

So, stop selling time.

Start selling the result.

If the result is this transformation that you do and the transformation takes 24 weeks to do, it's \$2000 to get this transformation; we just happen to let you buy it over a weekly price.

Using the dentist analogy in your brain that, yes, for sure, it's 24 weeks or 32 weeks, that's how long it takes to achieve the outcome they're buying.

If they're not buying an outcome, you need to start selling outcomes, otherwise you'll never be able to sell the higher price points, because people buy higher price points when they buy outcomes.





- So, 50% of the leads you should sell into your . Now, you won't get a hold of some of the leads, that's why, and that's why with the leads you do get a hold of, you sell 70% of them. So with this, if you're not getting hold of half your leads:
 - Are you calling three times a day?
 - Are you texting or a video message, even, every day?
 - Are you sending them an e-mail every day?
- There should be five contacts a day every day for at least a month. Keep going. Call them five times a day for a month.
- Trust me; they'll either buy your program or tell you to fuck off.
- This is crucial, because they opted in to try and change their life, and if you let go and you don't actually call them up, if you don't e-mail, you don't text, they won't buy your program. They reached out for help from you and you're not helping them. So, you need to continue to try and call them to actually give them the help they reached out for.
- Every single week, you could go and get seven leads though outreach, just one a day.
- You could get four referrals a week, so two clients give you two referrals.
- You could do an in-club seminar. I didn't even include that in how many you get.
- Now, we understand we can get 2.2 leads a day. We can understand and do that. We need to get 15.5 leads a week, and to do this, that means we're selling 1.1 irresistible offer or sale a day, eight a week.
- We do our calls, we do our e-mails, we our texts. If you can't do it, outsource it. Pay someone \$25, pay someone \$50 a sale. Give them your lead list. They'll make sales if they're getting paid \$25 to \$50 a sale.

Remember: At the end of the day, you're selling a result. If you aren't selling a result, this might seem expensive. It might seem expensive if you're not selling a result. If you're just selling week to week and you're selling hope, then for sure, people start to justify price.

Cost Analysis: By reverse engineering we now know to make \$100,000 in 90 days you just need to make 50 sales into your outcome-based package, which is \$2000.

Turning Referrals Into Clients: Instead of a process-based sale, switch to an outcome-based sale, it's like "I'm selling you to get your dream bikini body." How much is that worth? That bikini body is \$2000. If you have more confidence in yourself, you could charge \$2000 for 12 weeks because it's the outcome. As soon as you get the outcome, that's what you're selling it towards.

YOU SHOULD REVIEW THIS EVERY QUARTER

FAQ

"As an independent traditional gym, how can I transition myself to this price point?"

You might go, "Okay, I'm going to be selling a PT session a week." I'm not sure how your PTs work with you, but you might say, "It's essentially a six-month contract, and you get a PT session a week, and you're buying the outcome."

It could be a six-month transformation. It could be 28 days and you're upselling them into your six-month transformation package. That six-month transformation package for you – so that you can start to think of "How can I add up this \$2000?" could be a general gym. 24 weeks of general gym, if it's \$20 a week, that's like \$500. If you're giving a PT session a week, say it's \$100 for the PT session a week, that's \$2400. Even it's \$75 for that, that's \$1700. You've already gone past \$2000. You give them nutrition coaching in there; that's worth more money. You might give them online accountability; that's more money.

That's how you sell it. You package it together.

They're buying an outcome. An outcome comes with the package, and that's how you get there.

So, the outcome costs \$2000, it takes six months to get the outcome, and how? "How we get you to the outcome is A, B, C, D and E." Everyone does it differently, but the outcome takes six months for you, for example. It could take 12 weeks. But the outcome takes six months, and then how you do it is completely up to you. You package that together to be worth \$6000.

"Does it make a difference for home-based business if my price is a lot lower?"

No it doesn't. We used to sell \$2000 fitness online. It was \$60 a week and it was like 24 weeks, 36 weeks, 48 weeks. We sold fitness online.

Now, to do this, what they got is a program that they went through, they got a weekly webinar with me, and we hired a PT. We paid the PT \$10 per phone call per week. The PT called them up and said "How are you going? What can we overcome?" Each PT looked after 50 members, so they got \$500 a week for their wage. And we scaled that up.

So, you can definitely do it. We were doing \$2000 sales online, so if you're actually seeing these people, you can definitely do \$2000 sales. What you have to look at is it's a more intimate environment, so you should be charging more because you're not putting them into a normal gym, which is fantastic.

"Our core offer is \$1500 U.S. for a 16-week course. From that, how many on the phone should I be selling? Is it better to Skype or a phone call?"

You should be selling one in three. You should go for one in three for \$1500, and you can just do it over the phone.



Sample Upsell / Sales Script

What we want to look at is this is how the call should go from upselling from your 14 days or 21 days or 28 days into your core offer. First off, you look at this. It can be on the phone or in person. You can just do it in person for now.

You want to essentially go

"This is where you are, and this is where you want to be." or "This is where you are right now, and this is where you want to be over the next six months."

You know that you're selling six months, so all your goal-setting is around six months because you know that's what your program is. It's a \$2000 six-month program.

So, you just say to them,

"Over the next 20 minutes, we're going to discuss exactly how to achieve this goal that you set."

The next step is we go through our ultimate bikini body program, our six-month ultimate bikini body program. Then you say to them

"Would you like to hear about this?"

And they say yes, because no one says no.

So, now you've set the frame and you've essentially said "Can I sell you?" You've invited them to say "Yes, you can sell me."

Then we will start with gathering all the intel we possibly can. So say,

"Okay, before you started this 21-day program or 28-day program," what you say to them is this: "Did you drink alcohol? And how much alcohol did you drink, and what type of alcohol did you drink?"

You might receive an answer such as "I had a six pack of beer every single week."

So say your program costs \$30 a week and they're spending that on alcohol. You write down they spend \$30 taking them from their goals.

You say "How often would you go out to eat, and where would you go out to eat?"

They might say "Oh, I go out to Rockpool and I go once a week."

Now you know this guy goes and spends \$100 at Rockpool a week on going out to dinner.

Then ask "Cool. How many coffees do you drink a day, and do you go out and buy your coffees?"

They probably will say "Yes, I buy two a day." And if they say they live in Perth, that's close to \$20 on coffees. If they live in Melbourne, \$9 on coffees a day. That times seven, they're spending \$63 a week on coffee.

You write that down. This person is already up to like \$190 on miscellaneous.

Then "Do you go out and buy junk food?"

Literally, Liv was on a call when she was selling one of the girls a couple of years ago into an online program, and they worked out on the call that she spent over \$100 a week on chocolate.

So, ask about chocolate. "How much do you eat?" And maybe they say "Oh, two tubs of ice cream a week."

"What type of ice cream do you eat?" "Ben & Jerry's." Big spender. So, \$20 on ice cream a week.

So, now you go

"Okay, this person literally spends \$210 a week to take them away from their goal."

And you write that down, because this is your intel. You've gathered this to be able to close them later on.

They just think you're asking questions.

You tally up what they're doing, and it's like \$80 to \$100 normally, but this person I was telling you about was spending \$200. They're killing it.

Then, you have to talk on logic before you talk on emotion with sales.

You say "Okay, currently you're at 30% body fat, or you're 100 kilos, and you want to get 18% body fat, or you want to get down to 78 kilos. Now, what we look at with our program is we lose 1% a week over the next 12 weeks, or we lose 0.5% a week over the next 24 weeks." This program here I'm talking through is a \$1000 program for the 12 weeks, \$2000 for 24 weeks.

With this, it's essentially looking at we lose 0.5% a week for 24 weeks. So how do we actually do that?

Now you have to educate them logically.

"So, to help you lose 0.5% body fat a week..." You need to give them a couple of aha moments. "...What we do is we give you a weekly program to focus on progression over the next 12 weeks. We go through three different programs."

"You go through three sessions with a trainer, making sure you're going through exactly



how to lift properly. You go through our weekly macro check, and so we're making sure you're eating the right type of protein and fats and carbs, because we need to change your carbs and fats over the next 24 weeks because your body is going to start to utilize nutrients differently because it starts needing different nutrients. Your body can utilize carbs more as a fuel source as you get leaner and leaner. You also get these PT sessions. We check your body fat and your weight every single week. This is how we do it and this is the science behind it."

You're selling them and saying "This is how we do it." "And you get daily questions, Q&A, you can ask questions." All the rest of it.

You say "Have you heard of a plan like this before?"

They say no because they're like "This is hectic. This is an amazing plan."

You're like "Great. Because you haven't had a plan like this before where we track your calories and give you the right macros and track your programming and give you the support you need, do you think that's why you haven't got your results before?"

And they say "Yes." You're just making sure they're affirming logically in their brain that they need to do this program.

Then all of a sudden, you go "Do you think this is a result you're looking for?"

"Yes."

"Fantastic. Can you see if we did all of this that we just said there and you had someone keeping you accountable every step of the way that you're guaranteed to get your results?"

They will say "Yes," that simple.

Then you'll say "Okay, fantastic. So, if you don't do this program, you're saying you're not sure how to get these results."

They logically go "Yes, if I don't do this program, I don't know how to get these results." Great, so logically now, the logic part of their brain has gone, "I do not know how to do this. I've agreed that I must do this program to achieve my results."

Now you go into the emotional state of mind.

The emotional state of mind is "Okay, we're at a fork in the road today. You can go either left or right. Now, let's talk about these two different directions. A, which is left. A, you go on by yourself. You have to understand that you'll probably plateau because you said you're not sure how to do this. Plateauing leads to frustration, and frustration leads

to procrastination because you don't have clarity on what to do and how to do it. You might try a bunch of things that don't work."

"What happens in 95% of cases is people ditch the whole goal to transform their body and they just kick it to the curb. And the average person gains two kilos every six months. So, over the next two years, you're going to gain eight kilos. You're going to be eight kilos heavier. Now, if you're eight kilos heavier, how will that change your life?" Say it to them "How will it change your life? If you're eight kilos heavier than you are right now, how will it change your life?"

They'll say "Oh, I'm unhappy."

"Day to day, how will it change your life? Would you have less energy? Would you be able to fit into your current clothes?" No, so you'll have to go out and buy a new wardrobe.

"Week to week, how would it change your life? Would you go out with your friends on the weekends, or you'll feel a bit more self-conscious? Will you be able to play with your kids on the weekends? Month to month, how would it change your life? Would you be able to go to the beach in summer? The real question is would you want to go to the beach in summer when you're eight kilos heavier?"

And they're like "Probably not."

"Okay, so option A, we can understand it's a pretty sucky way and we don't want to go down that fork in the road. Let's discuss option B. We go through the six-month bikini body program guaranteed to help you lose 20% body fat over the next 24 weeks. You lose this, and you'll achieve this 18% body fat that you wanted. You're going to be toned," or the guys are going to be cover model ready, or whatever they are.

"You'll drop these 15 kilos off your body, and you're feeling amazing. Now, when you achieve your 18% body fat, how will that change your life? When you lose 15 kilos and get down to 18% body fat, this thing you've been trying to get for the last two years, how would your day-to-day be different?"

You slow down, you pace it back, you change the tonality a little bit and the pitch of your voice, because you need to touch their emotions, their heart right now.

"How would it change your week-to-week? Would you feel more confident on the weekends going out with the girls or going out with the guys? In summer if you have your dream body, what bikini are you going to be wearing down at the beach? How would you feel? How would you act? What would change month to month? How much more energy would you have with your kids?"

You really want to go deep into seeing them there.

And sometimes you can even give visualizers like “You’ve lost the weight and you’re saying you’d wear the bikini on the beach.”

I’d go “Liv, what bikini would you wear down at the beach when you achieve your dream female body? Close your eyes. What color is it?”

Because now they’re emotionally connecting with it.

“What color is that bikini once you’ve achieved your goal?” And this is what I used to do when I used to sell.

And they’re like “It’s a red one.”

“Fantastic. How good does it feel wearing a red bikini on the beach with your dream body?”

They’re like “It feels amazing.”

“Fantastic. Open your eyes. So it’s just six months away. So right now, how important is it for you to achieve these goals? One to ten, with ten being like you have to achieve them, one being you don’t care.”

Once you do a bit of visualization, they’re like
“Ten out of ten. I need to achieve these goals.”

“Why isn’t it a three?”

“Because I have to do this.”

They start selling themselves into your program. They’re like “I have to do this. I have to change my life right now. I want more confidence. I want to be in that red bikini on the beach.”

“Fantastic. Awesome. So, which direction do you think you need to go? Today, do you think you need to go down A, or do you think you want to go down B?”

And guys, trust me, they say B 100% of the time. It gets them every time.

So, they say B. Okay, the close is coming now. This is when you sell them.

“Great, you sound like you’re a perfect fit for the six-month bikini body program. The program is just over 12 weeks to get you guaranteed results, and it’s just \$1997.”

Now, \$1997 over 24 weeks is just \$11.80 a day. So, say
“Would you rather pay it weekly or monthly? Or would you rather pay monthly or upfront?”

That’s literally what you say. That’s your close.

“Would you like to pay weekly or monthly?”

And they’ll say weekly or monthly, because you just said to them \$1997, but you then go “Bang, it’s just \$11.80 a day.”

This is like for an \$83 a week program. For those who are cheaper, it’s even less. But when we look at it, “It’s \$11.80 a day,” they’re like “Oh, I can do that.” 50% of people go “Oh, I can afford that.”

“Which one would you rather do, pay weekly or monthly?”

And they’ll choose. Or they’ll say “I can’t afford this.”

Their only objection: “I can’t afford this.”

“Oh, okay. Let’s see if we can afford it. Is that cool? Can we see if we can afford this in your budget?”

And they’ll say yes.

You go “Okay, cool. Let’s have a look at what we talked about earlier. You said you were spending \$30 a week on beer, you were spending and \$100 a week on going to Rockpool, you were spending \$20 a week on chocolate, and you were spending \$70 a week on coffee. All these things here, the four things I just said there, you spend \$200 a week. And with these \$200 a week you’re actually taking away from your goal. You’re going away from your goal spending \$200 a week.”

Don’t ask it if they want to do it yet.

“Can you see that you’re currently spending these \$200 a week?”

They say yes. You don’t tell them to buy the program yet, because you have to get the micro yeses again.

“Can you see you’re spending \$200 a week right now?”

They say yes.

"Can you see these things – the beer, the chocolate, the Rockpool, or the coffee – are taking you away from your goal?"

They say yes.

So, they've said they spent \$200, and now, they're saying they're spending \$200 and it's taking away from their goals.

Now, your program is like \$83 a week.

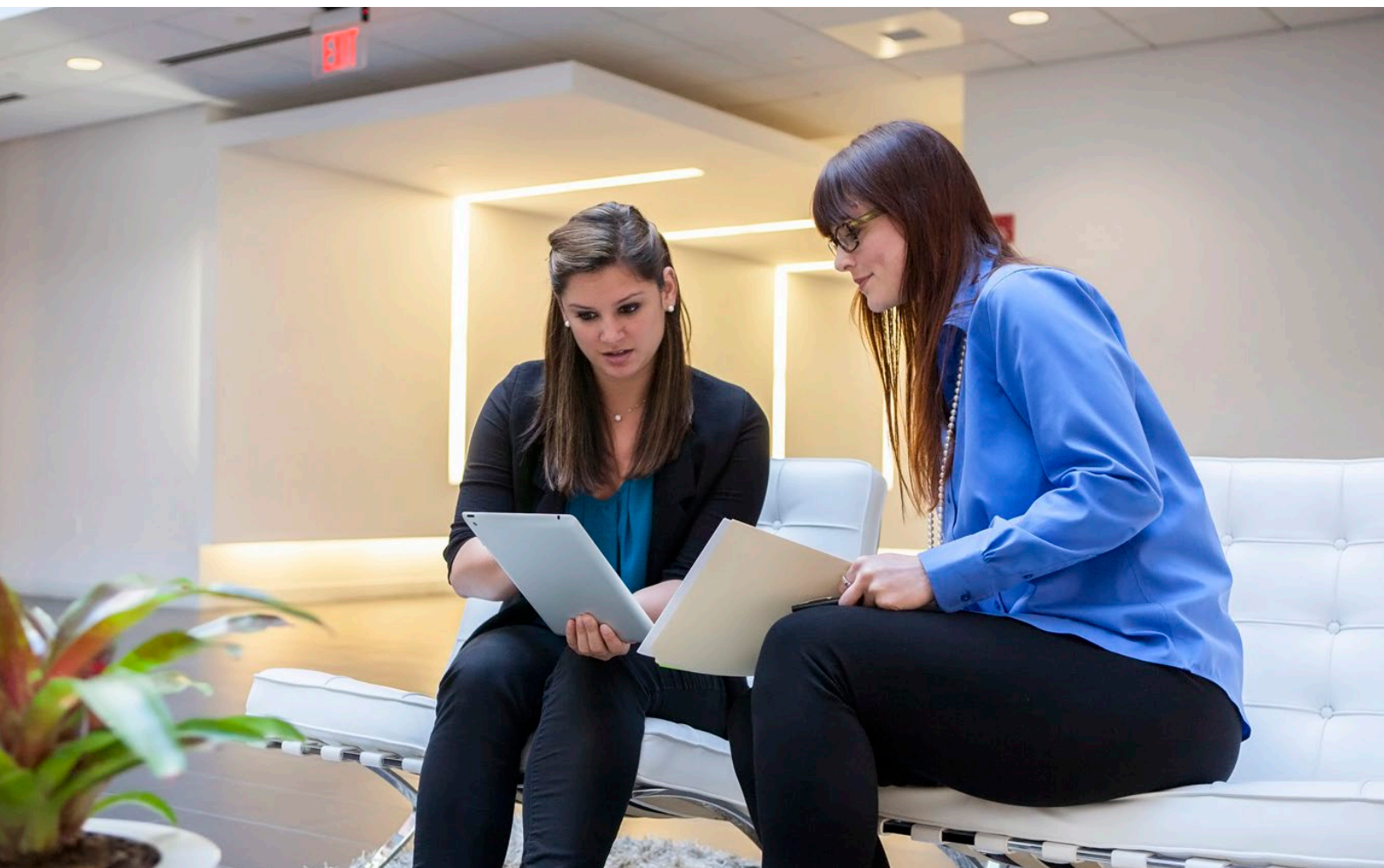
"Do you think we can take 40% of this money and put it towards you feeling amazing, achieving your dream body, and getting you in the best shape of your life? Do you think we can take 40% of this money and help you achieve the best results in your life?"

Or if they're only spending \$83, "Do you think you can redirect this money that you just said you had and that you're spending and it's taking you away from your goals, and do you think you can spend that on achieving your amazing results and feeling the best you've ever felt in your life?"

And they say yes.

You go "Fantastic. Is it Visa or bank debit? Which one is best for you?"

And that's the close. So, guys, that is how you make \$100,000 in the next 90 days.



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