

Step By Step Copy Writing Template

This was a template I used when writing www.myfitnesswebsite.com.au

Firstly Ask yourself these questions, (the interview process)

Why did you create the program you are selling, money aside of course.

Have you done it to solve a problem of your prospect?

To save personal trainers time in areas they shouldn't be spending and save them loads of money.

What are the main benefits your prospect will receive from the product, service, how will it change their lives?

Less time in front of the computer
Save loads of time
Generate leads from the web
Position them as the expert in their area
Make you look like a huge corporation/ professional
Receive 10-30 leads from hot prospects in their email inbox
In front of your community/ leader

What are your prospects 3 biggest hot buttons fears/ make them want to get the product immediately?

Receive 10-30 leads from hot prospects in their email inbox
Done for you lead generating system
Not having to deal with web designers who don't understand your industry

What are their biggest /frustrations (little nagging things)

Having to wait for days, or weeks to get something changed, then after that it is still wrong
Sit for hours in front of a computer trying to learn a skill you don't want to
Not having enough leads having to close down their business
Missed out of prospects/ follow up system

What is this program going to do for you? After they put it into use?

Being fully booked with a waiting list
Auto pilot system that will free up your time up to spend on high end, important tasks
Become fully integrated with all the systems you need to create the much needed flow effect

Open up the path ways to sell products online and create passive income.

Proof/ Why listen to me, instead of them?

In the trenches

My sites on page 1 google

Sell products

Ive been there, been fucked around, had to learn the skill/

Tested and measured

Work with the worlds best

Who is the program for?

Health professionals who are sick and tired of being stuffed around by web designers who don't understand their industry

Health pros who want to set themselves apart from every other me to trainer

Health professionals who desire an abundance of leads coming into their business on a weekly basis

Who is this not for?

Health professionals who are already ranked on page 1 of Google who generate 10-30 leads per week and generate passive income

Health professionals who do not desire making passive income while they are on holiday, asleep or just spending time with their families

What type of tasty info can you give away/ something they can use immediately, that they will learn?

Must add value?

Ie: 5 mistakes health pros make with their website,

Refer to www.myfitnesswebsite.com.au for examples

What objections will they have? Think of every little objection

they don't think it will work for them

they don't know how to use computers

maybe think you are not the person to teach them

cost to much, cant afford it

What is your prospects dream scenario?

Being on holiday not having to worry about having no hot prospects turning up to their business, earning money for doing nothing.

What is the nightmare of your prospect? Get brutal

You will have to shut the doors on you fitness dream and have to go back to a 9-5 job, working for the man
Lose money

Example copy below

Big Benefit driven headline

(Biggest benefit from you benefit list,)

Could It Really Be This Easy to Have Your Own Fitness Website Set On Auto Pilot, That Positions You As The Go To Expert In You Area, Handed To You Ready To Generate 10-30 Hot Prospects Per Week, Who Are Ready To Break Down The Door For Your Services,

Sub headline (more benefits)

Then The Answer is Yes.. And if you want to Eliminate, All The Pain Staking Dealings with Those hard to reach web designers, who Don't Even Understand Your Industry... And Want to Start Experiencing The Life You Deserve As A fitness Professional, And Not Have To Spend Countless Hours In Front Of Your Computer... *Then This Will Be The Most Important Thing You'll Ever Read...*

Ask questions to show your prospect you understand where they are at and remind them of the pain the feel and are in right now

Dear Friend,

I have some important questions for you. Think carefully as you answer...

- Have you ever sat their and wondered, ***where the heck*** do I start with a website and how does all this stuff work, aaaarhhh?
- Have you ever dealt with a ***web designer in the past***, Having to wait for days, or weeks to get something changed, then after you finally get it done, it is still wrong?
- Have you ever had that ***sickening feeling*** of not having enough leads, and then thought that the only logical step is to close up shop?

- Are you sitting there wondering how do I stand out from all the other trainers in my area and become the go to professional
- Can you remember a time, when you were talking to someone who expressed interest in your services, but due to the lack of poor follow up and poor relationship building skills, they are now forgotten?
- Have you ever thought that, I would love to sell information on line and earn passive income, but just don't know where to start?
- Have you ever waited hours sitting in front of a computer trying to learn a skill you knew nothing about
- Do you secretly fear that you may never EXPERIENCE the dreams you have about your fitness business and not being able to help others

Powerful analogy or story/ my story of how I discovered the solution

If you answered "YES" to any of these questions, then I have some important news for you...

The news is that you are NOT alone.

In fact, that list of questions were created from my own personal dealings with hundreds of ***frustrated personal trainers, and allied health professionals***, NOT only that, I also, have been confronted by all of those questions many times, let me tell you why:

Hi Friend

My Name Is Brett Campbell

Having been in the PT trenches myself for the past 4 years, I always knew that technology was going to be the way of the future, you only need to look at sites such as Amazon.com, and how it made 35 billion dollars in 2010, WOW.

So at an early start to my personal training career I knew what I needed to do, and that was to get a website, then all would be fine.

BUT I faced a pretty big problem, where the heck do I start?

It was rather funny actually, my first ever client was a web designer, so im sure you knew what I was thinking, YES I thought, ill just get him to do it.

That right there may have been the worst decision I could have made, but for your sake, it will turn out to be the best decision.

Let me explain.

So what we finally agreed upon was, that he would help me build a website, and in return ill help him get in shape, FAIR enough, right?

However over time, many discussions, text messages, voicemail messages, I finally came to a conclusion that this was not the best decision.

I had deadlines to meet, people to serve and my website wasn't even generating any leads, all I had was an online brochure that only 100-150 people would see a month, via a crappy newsletter that I sent our (that was due to my very small list, because my site couldn't capture leads)

And it was that pain stacking ordeal that I went through, along with those hundreds of hours sitting in front of a computer, that you will never have to do, learning all there is to know about having a website that spits out paying customers.

MY mistake has now become your victory, which puts me in a pretty cool position to be able to do something very special for YOU.

Its not your fault and there is hope- (you are not a web geek) even if it is their fault, tell them it isn't, (adds credibility) showing you are a regular person

There is hope.....

But First let me tell you something extremely important:

Give away content

The 5 Epic Mistakes That Personal Trainers Make With Their Websites

Epic Mistake #1

Your website is not set up to collect leads.

What is the point of a website if you are not capitalizing on hot prospects who require your services. You need to have systems in place, which start of the relationship building process, because it might not be that exact moment they require you services, but could be 3, 6 months down the track. However if you never got their details in the first place, there is no chance they will be coming back.

With our state of the art, tried and tested lead generator options, and our pre made workout manuals and reports, all you need to do is sit back and watch the leads come in.

Epic Mistake #2

The Layout, Sux.

Ok so I am right to the point there, but lets be honest, we want no B.S straight to the point answers right?

Most web designers can make a site look pretty and add lots of cool looking features, but think of this for a second.

You are heading away on a much-needed holiday; you have 2 cars to choose from.

A beautiful red Lamborghini with all the trimmings, or a stock standard Toyota Corolla?

Before you pick, there is one thing you need to know, the Lamborghini has no engine, but the Nissan will definitely get you to where your going.

So what did you decide?

Would you rather get the result or have a beautiful product that gets you nowhere? I hope you get my point...

However lucky for you, you can still have the red lamborghini version which comes complete with a fully equipped racing engine...

And this is the exciting part for you

You don't need to know all the inner workings of the engine do you?

You just want to know that it goes fast!

Same thing with your website, let us take care of the engine, and you drive it and collect the cash.

Epic Mistake #3

Its all about you.

I don't know how many fitness websites I have seen that are all focused around the trainers themselves, and do not outline the benefits to the prospect.

Im sorry to tell you this, but the prospect couldn't really give a rats.... About who you are, well not in the first instance anyhow.

What we need to understand here is a little psychology, when a prospect is searching google, for a fitness boot camp or personal training, they are in the mind frame of W I I F M what's in it for me, they want to know what they get, what benefits they will receive from training with this person or organization, they don't really care about how your going to do it, they care about the end result.

They care about being able to walk down the beach in a sexy new bikini, being able to play with their kids because they have more energy,

So you need to make sure you outline the benefits they will receive, for eg, Melt Ugly, Unwanted, Stubborn, Body fat. Build Lean, Toned, Attractive Muscle, remember W I I F T

What we do is take those benefits and make sure they are visible to the prospect as soon as they land on your website, any page of your website for that matter.

Epic Mistake #4

No follow up.

Ok this is huge, how many clients have you lost due to a poor or nill follow up system?

I remember when I first started personal training I had no follow up system at all, however when I implemented this system I can tell you, that I was absolutely amazed.

I had past prospects that for whatever reason didn't train with me at the time, call me out of the blue and want to start training,

I even had past clients call and want to resume their training again,

But the biggest amazement was when I got a call from someone I never even knew, they said:

Hi I have been receiving your very informative emails for some time now and I have finally decided that the time is now to start training with you.

That particular client was and still is worth \$8000 per year.

So in order to catch the fish, you must first release the bait.

So what we do is bait the hook, cast it, and then you are ready to fish.

You will receive a full-integrated email marketing system to ensure you never let the fish/s (prospects) get to faraway.

Epic Mistake #5

You do not receive professional help, well not the right kind?

So you are probably sitting there going, “Brett you never got the right kind of professional help so why should I, and look your sites generate tons of leads for you”

Well all I have to say on that is, “unless you want to spend hundreds of hours, sitting in front of a computer screen, making to many mistakes to count, then after all of that, share your knowledge with the thousands of other personal trainers out there who struggle with the same things I did, then and only then I would advise you to go it alone,

However if you don’t want that headache and you only want hot prospects delivered to your email inbox, read on.

What it is, What’s in it

Introducing My Fitness Website

The Only Fully Integrated One Stop Fitness Website Solution

- An extremely easy to use system that requires minimum effort on your behalf
- Step by step videos teaching you how to post a article, testimonial onto your site
- You only deal with 1 person, not a whole team of people, so there will be no repeating yourself time after time
- Your website will look like professional and unique, but more importantly, will cater to your desired prospect (this is a must if you business)
- A fully integrated system (this is the biggest downfall, people can have all these separate components, but they must work all together to be effective)
- Build in seo functions (this is perfect so you can get found on all the major search engines)
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Bullets

Who needs it/ who doesn’t?

So Who Needs My fitness Website?

The My fitness website solution is for the health professional who really wants to make an impact in the fitness industry,

The person who wants a business and not a job.

The person who wants hot leads come to them, not the other way around.

The person who doesn't want to sit in front of their computer learning all this stuff.

The person who is currently unhappy at their current website and need this well deserved make over.

The person who wants to maximize all the web avenues and generate leads from all areas and not just their website.

Wants an easy to maintain system that requires little work on your behalf

This Is Not For

The person already killing it online, generating a minimum of 10 leads a week.

What makes it different?

This is your one stop shop web solution, when you deal with us, that's all you will have to deal with, you wont have to get someone else to set up your email marketing, you wont need another expert setting up your face book page, or to customize your you tube channel...THAT'S Right! We do it all.

No more dealing with several so called experts, you deal with 1. BOOM!

Wrap up / Objections

Here is where you will overcome objections.

they don't think it will work for them

If you are sitting there thinking this wont work for you, WRONG! Let me explain:

they don't know how to use computers

If you think, this wont work for me as I suck on computers, that's ok, because you don't need to be good on computers...

That's why my fitness website is your solution, we will provide you with simple to follow instructional videos of the minimal work you will have to do, such as

upload a testimonial, send out an email to you new hot prospect list... simple huh!

Not only that you also receive FREE access to our membership portal, loaded with easy to follow video lessons.

maybe think you are not the person to teach them

If you are sitting there thinking, "im not sure if these guys are the company to help me" I would urge you to ask yourself this one question:

Do I want hot prospects delivered to my email inbox? Of course you do, and that's what we do, but to make it even easier for you, check out our guarantee, that will set you at ease.

cost to much, cant afford it

Lets look at the investment you will need to make and work out some sums.

Lets say your average client trains 1x per week and pays \$70, and your minimum program is 12 weeks.

$70 \times 12 = \$840$

So for less than 5 clients, you can have your very own web solution, which will continue to generate leads on an ongoing basis.

Price

Show them price point (if needed)

Guarantee

What can you guarantee (money back?)

Here at My Fitness Website it is our duty to provide you with the 1st class service you deserve, therefore if you are not happy with any aspect of your web solution, we will continue to make the appropriate changes, no matter how big, how small, until you are 100% satisfied.

We guarantee that you will receive your site, ready to capture leads from the first second you take control

Close

So if you are truly ready to become the expert in you area, and start running a business and not a job, then all you need to do **is take the next step...**

And let MY Fitness Website, take care of your worries...

Sig

To Your Web Success

My Fitness Website Team

Ps: if you are still unsure if this is for you, just take the next step and email brett@myfitnesswebsite.com.au and we can schedule a 15min strategy call to answer any other questions you may have

Pps: this is not B.S sales hype, these prices will not remain the same, we have many trainers already to roll out, and as you know in your fitness business, the busier your demand get, the higher your prices must go. (there's another great tip for you)

Testimonials (can be put in a few places)