

Webinar Timeline Notes

- 1:50 To be effective in marketing and lead generation, how important is it for the business or person to be known for something?
- 3:30 What happens to businesses that don't have a point of difference?
- 4:30 How important is it to create your USP (Unique Selling Proposition) and your Avatar (Target Market).
- 5:35 Multiple USPs and target segments
- 6:15 USP versus CBA (Customer Buyer Advantage) with a weight loss example
- 8:00 CBA and menu-based marketing
- 9:00 An easy way to determine your CBA
- 10:15 The biggest lead generation mistakes
- 11:30 The one number that the marketer needs to know
- 12:00 An example of the marketing number
- 12:55 The second biggest question for marketers. How to make your business an ATM?
- 13:40 What is the most common mistakes clubs are making in marketing in 2019?
- 14:45 How Facebook changed the game for social media marketers
- 15:30 Why clubs need to master cold market marketing
- 16:00 The second biggest marketing mistake - email
- 16:55 Even more marketing mistakes - not having a sales funnel and landing page
- 17:25 Marketing a program to a cold audience
- 17:40 The 4th biggest mistake - not monitoring the key steps in your sales funnel
- 18:15 Free gift to track numbers
- 18:55 With paid traffic to a cold audience - the best way to attract new leads

- 19:00 The best way to attract new leads and how to use the "6 stages of change" model. The power of having a "thumb stopper" offer - having the right "hook" in your marketing.
- 22:15 Exciting stats showing the size of the potential market most clubs are missing out on.
- 23:50 The 2 reasons people who want to lose weight are not thinking about approaching your fitness centre.
- 24:00 What would be the things you have to say in marketing to attract them? Low dollar offers versus short term offers.
- 25:30 Up-selling from short term to long term - up to 90%.
- 25:55 Having the sales process to convert people to long term solutions
- 26:10 A little known conversion secret
- 26:30 Where to start with a sales funnel - landing pages
- 27:45 The components of a successful Facebook ad.
- 28:30 Using the Facebook Ad Manager and the 3 audiences that every club should be marketing too: cold, warm and re-targeting
- 30:25 Can you explain the whole sales funnel?
- 32:34 Why selling weight loss to members is the small market opportunity, not the big market opportunity.
- 33:00 Using a weight loss program to attract brand new members - 10 to 20 extra members a month.
- 33:20 Why clubs do not need a coach trained in nutrition to have an effective weight loss program.
- 34:10 How a weight loss coaching program can generate \$140 per hour per coach.
- 34:30 Developing a weight loss business outside the 4 walls of the fitness centre.
- 34:45 The solution for clubs that don't have a person to be the weight loss coach - bundling a weight loss program with membership.
- 36:00 How club owners and managers can take advantage of this market, despite them being in overwhelm, not able to take on a new project.
- 36:15 The 2 simple things your team are already doing and how this can lead to more sales.

- 35:45 Primary versus secondary spend.
- 37:30 Bundling PT with weight loss for higher returns.
- 38:45 The benefit of a “done-for-you” weight loss program for clubs.
- 39:10 What do clubs get with the dietflex or Keto Fitness sales funnel?
- 39:55 The concept of the “club within the club”, having a weight loss centre within the fitness centre, generating up to \$16,000 in monthly direct debit.
- 40:45 What do club owners get with the funnel machine.
- 43:55 What is the cost of setting up the sales funnel?
- 44:45 The lessons learned by the mistake of hiring a nutrition expert.
- 45:45 The simple things a club needs to be able to use weight loss to grow and extra 10 to 20 new members a month.
- 47:05 The reverse insight about exercise and weight loss. How to create exercisers for life.
- 47:30 The right and wrong exercise to promote to the overweight.
- 47:45 Weight loss leads to exercise.
- 48:10 Extra income opportunities with remote online coaching.
- 48:35 Putting the package together.
- 50:00 How to take action.
- 50:50 The surprise package for weight loss members.
- 51:20 Why the timing is right.

To get started and take advantage of the “First Partner’s” marketing program offer, contact:

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