

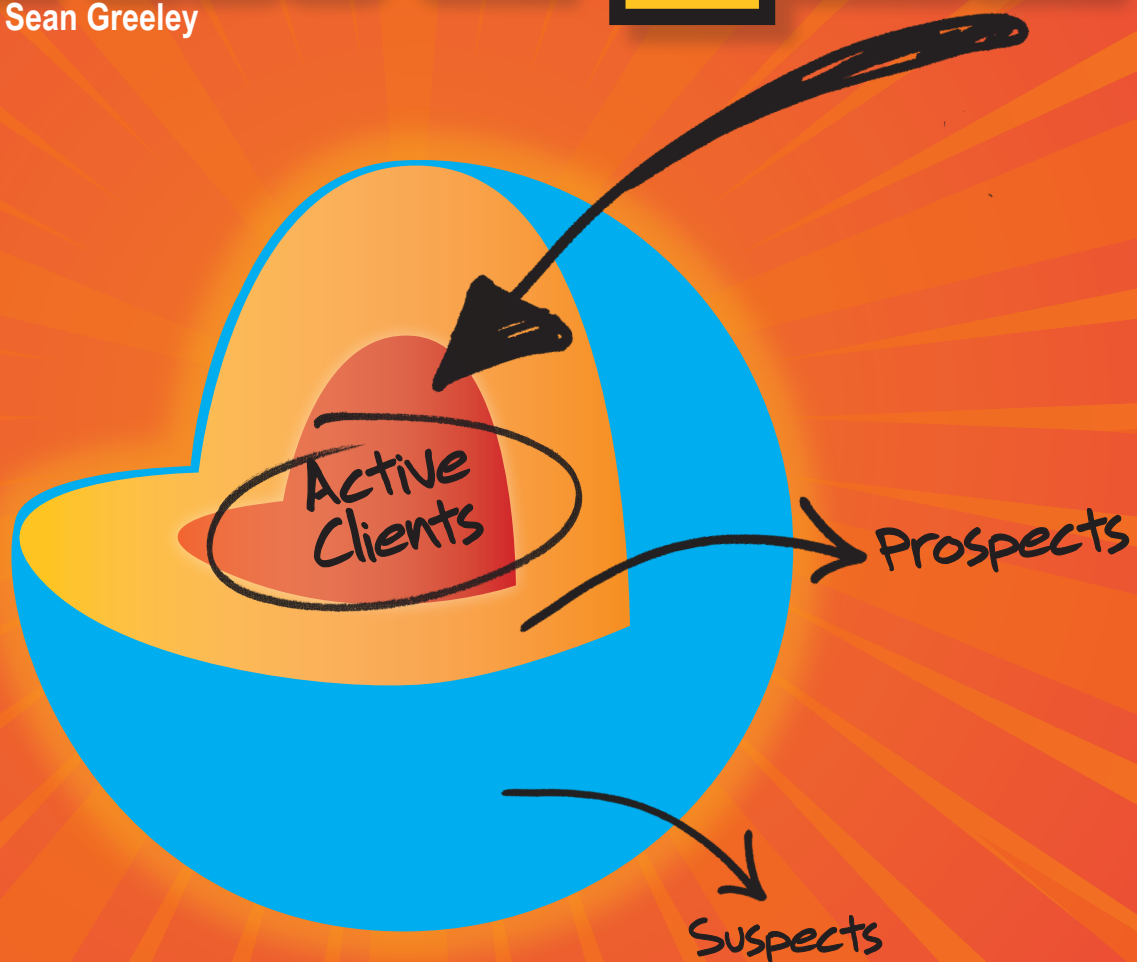
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DEEP CORE™

Fitness Marketing Secrets

how to never RUN OUT OF LEADS!

by Sean Greeley



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Deep Core Fitness Marketing Secrets:

“How To NEVER Run Out Of Leads!”

By Sean Greeley

Over the past year I've written about Sales Systems (Auto-Closer™), and Management Systems (Duplicator™), but things have come back full circle to now dig into the ongoing problem that every fitness business owner I know faces which is... marketing!

But before we dig into this, I want to first answer a question I'm frequently asked by many of our members, “I know my business is a mess, but what should I focus on FIRST to fix it?”

Well, there is never a one-size-fits-all answer to a question like this. But I'll tell you that if I were to build my fitness business again from scratch today (or build any business from scratch for that matter), I'd first focus on Sales (the engine in your car), then Management (getting the frame of the car just right to support running at full steam down the road), and then once I had those 2 things working right... I'd come back and crank up my marketing to rev the engine (filling up the tank with high-grade fuel and put the pedal to the metal!).

Having coached several hundred fitness business owners at all levels the past couple years, I've seen too many good folks get their sales system down, but ignore implementation of their management systems. And then end up having their business literally fall apart.

HEED THIS WARNING:

*If the frame of your car is busted, you can't just floor it
or you're going to get into a dangerous accident!*

On the other side, I've seen many folks ignore their sales systems (thinking “they've got that part down already”) and invest a tremendous amount of time and money in marketing only to waste the majority of leads they generated because they couldn't “convert” leads into dollars (a broken engine in their car).

So, I can't stress enough that for you to really benefit from the marketing information I'm going to share with you that you have GOT to get those two systems running strong first.

Maybe your sales and management systems are “good enough” for now, just getting by, and sure maybe pushing some more leads through the system will help. But at best you'll just be doing that-“getting by”. And that is no way to do things, constantly putting down one ball only to juggle another and continuously going back and forth trying to “hold things together”.

If you really want to get your business cranking, then you MUST devote the time and resources to maximizing your sales and management systems. I've NEVER seen anyone make it to the top (and certainly not stay there for any significant length of time) without doing so. Because it's virtually impossible to do so.

OK, now that I've given you fair warning let's dig into...

The Marketing Problems Every Fitness Business Owner Faces

Most fitness business owners have no clue how to market their business. And that's because they've never really been taught how. So they stumble and bumble around, month-after-month, "trying this" and "testing that" without ever getting any real traction in their marketplace.

And what's worse, is they are literally living month-to-month (both personally and professionally) as a result. If they just sell high-end private training packages, each month their revenue starts over at zero, and they've got to figure out a way to drive "X" number of new prospects into their business for a consultation, then convert those prospects into "Y" number of gross sales or the business will be in the red.

Every month, they wake up on the first and say to themselves, "Oh, sh*t. What am I going to do to get the "X" number of consultations and sales I need this month? And what am I going to do if Mrs. Jones doesn't renew her package? I'm counting on that revenue to make my nut this month!!!"

And that is NO way to run a business or live your life.

As a fitness business owner, it's your responsibility to solve this problem and get your business over-the-hump once-and-for-all. And the ONLY way that can happen is by moving to systemization of all your marketing.

Sure, you can get by with a special promotion here and there. Or do a big push once in a while to drive a large amount of business at seasonal times in the year (New Year's, Fall, Spring). But the only real solution to this problem is marketing systems.

What am I talking about?

I'm talking about setting up and installing systems that do the work for you, month-in-and-month-out to get your business to "critical mass" at warp speed... and then keep it there. (Critical Mass by the way is a term that describes the point at which your business becomes a 'self-sustaining' entity. New growth is fueled by momentum that is generated from within the business. It is what EVERY business aspires to, but few every reach because they don't know how to do it.)



Multiple Marketing Systems Required

To reach and sustain critical mass, there are multiple systems that must be installed in your fitness business. And every single fitness business (regardless of your fulfillment model- private training, group training, pilates, yoga, etc.) needs the same systems including:

- *A system to ensure a steady flow of new leads in your “pipeline”- so you always have enough ‘new client’ revenue coming into your business each and every month*
- *A system to continue building relationships with clients and continue establish you (the owner) as the key ‘principle’ in the business, even if you no longer directly work with clients*
- *A system to achieve expert positioning and status within your community, so that a ‘buzz’ is built and maintained around your facility as THE place to get the best workout and fitness results in town*
- *A system to build and develop strong client loyalty, so that clients renew their programs longer and Client Lifetime Value (CLV) is maximized*
- *A system to ensure new leads generated from external marketing are captured just right (either on the phone, on the website, or when a prospect walks-in to your facility) and followed up with properly*
- *A system to ensure new clients have a great experience upon signing up with the facility and get the feeling that your business has really “overdelivered”*
- *A system to stimulate, program, recognize, and reward referrals from existing clients on an ongoing basis*
- *And that’s just the beginning, there are additional systems (and of course tools) needed to get the job done.*

But before we explore those further, it’s important that you understand the key principles and concepts of successful marketing that these systems stand on.

Key Principles And Concepts Of Fitness Marketing

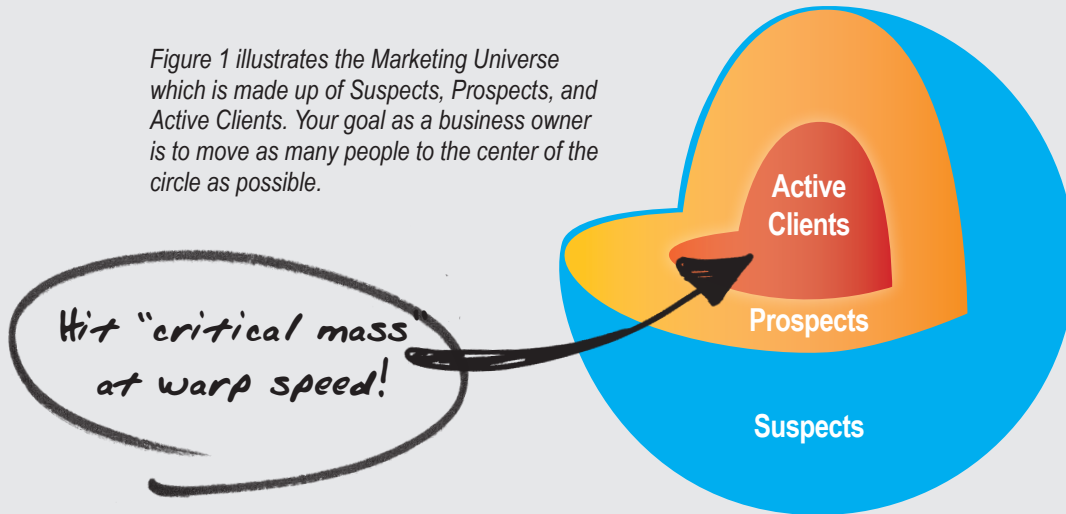
There are 3 core principles and concepts I want you to understand because they are THE basis for all successful marketing. They are...

- 1) **The Marketing Universe,**
- 2) **The Marketing “Funnel”,** and
- 3) **The Marketing Results Triangle.**

Let’s break these down...

The Marketing Universe

Figure 1 illustrates the Marketing Universe which is made up of Suspects, Prospects, and Active Clients. Your goal as a business owner is to move as many people to the center of the circle as possible.



The Marketing Universe illustrates the entire marketplace your business services. It is made up of 3 groups of people: Suspects, Prospects, and Active Clients (or customers).

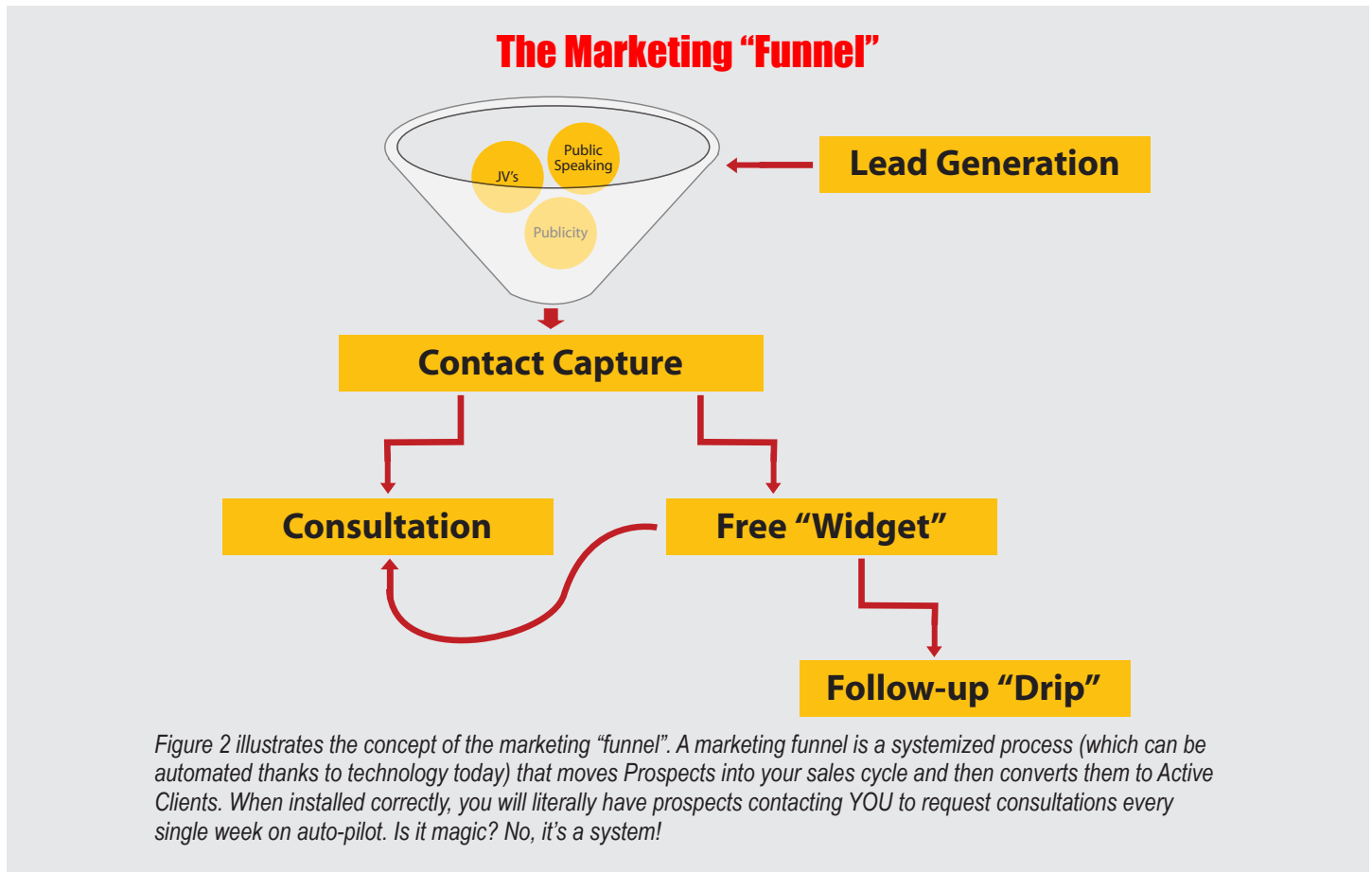
Suspects are made up of everyone who could potentially purchase your product and service in your community. Does this include everyone who lives in your town? No. Not everyone wants to or will want to invest in a fitness program. But a percentage of them will at one point or another join a gym, go on a diet, or hire a personal trainer. Therefore these are the folks that make up your suspects. What percentage of your community falls into this category? That can vary quite a bit, but the better profile you have of your customer with demographics (their gender, income, age, social status, etc.) and psychographics (the emotional reasons why they buy, what triggers them to make a purchase with you, etc.), the better you can estimate that number.

Prospects include everyone who has “raised their hand” to express an interest in your products or services. These are **Suspects** that have gone to visit your website, filled out an interest form at a public speaking talk you’ve given, called for more information on your programs, or simply walked into your facility to learn more. The goal of all external lead generation marketing is to get Suspects to “self-select” themselves into the Prospect category. This process of moving suspects to prospects is also what we refer to as “building your house list”.

Active Customers are the people in your universe that have made a purchase with you in one form or another. This group could be further broken down into sub-categories of Private Training Clients, Semi-Private Training Clients, Bootcamp Customers, Information Product Customers, Nutrition Customers, and more.... But for the sake of keeping this simple here, we’re going to just move forward with the understanding that ALL of them are “buyers” in one form or another, therefore they belong in this category. The goal of all your internal marketing including follow-up conversion campaigns, monthly print newsletter, and weekly e-mails is to “Ascend” prospects into your sales cycle, make a purchase, and join this elite group in the center of your marketing universe. But it doesn’t just stop there, your job as a business owner is to get to know as much about this group of people as you can to learn about what their problems are, what their goals are, then continue to deliver product and service offerings to them so that you can develop a much stronger, long term relationship with them. This is what is also referred to as “maximizing Client Lifetime Value” or CLV.

What do you need to understand about all this? Well, you need to know that essentially your entire job as a business owner boils down to installing marketing SYSTEMS so that you continually

have Suspects “raising their hand” and becoming Prospects, and then Prospects continually entering your sales cycle to convert to Active Clients. Then you must continue serving your Active Clients to develop and maximize the quality and value of relationship you have with them. **That is your job and what is required to build a true business “machine”.**



Alright, let’s talk about the second key principle of effective fitness marketing and that’s the **Marketing Funnel**. A marketing funnel is a marketing campaign that is designed pre-sell your products and services, your expertise, and the results your company delivers and then move a **Prospect** into your **Sales Cycle** (which in most cases is generally a consultation (free or paid) or a small front-end purchase like a \$97 Kick-Start program or something similar).

For the **Marketing Funnel** to work properly, you need 1) good **Lead Generation Marketing** (to get **Suspects** to “raise their hand” and become **Prospects** by requesting more information on what you do, downloading a free report, audio CD, or DVD) and then enter the top of the funnel and 2) rock-solid **Contact Capture Systems** to eliminate “leaks” in the system.

We’re going to get to **Lead Generation Marketing** in just a little bit. But let’s talk about **Contact Capture Systems** right now. **Contact Capture Systems** include all the ways a prospect would request more information on what you do to “opt-in” to your funnel. This includes forms on your website, forms for capturing contact information of walk-in prospects, and the VERY important phone scripts and forms you install in your business to properly capture contact information every single time the phone rings and someone asks for more information about what you do.

OK, so now that we’ve covered that. What exactly IS the **Marketing Funnel** and how does it work?

NOTE: I can't tell you how many folks I've talked to over the years that invest time and money in lead generation marketing, yet fail to invest the proper time in putting together a rock-solid phone script and training their staff on how to execute it effectively. When you fail to install rock-solid Contact Capture Systems into your business (on your website, for walk-in traffic, and phone calls) then you literally "leak" out all the leads you've worked so hard to get to raise their hand. For your business to operate efficiently you MUST commit to fixing these leaks in your system. Failure to do so, will have many folks blaming their marketing for not working (that ad wasn't any good, or this direct mail campaign sucks) when upon further investigation the marketing is working just fine. It's their staff's poor training on Contact Capture Systems that is the culprit.

Well, just like it sounds, a **Marketing Funnel** is a set of pre-determined "touches" (which may include a variety of media like direct mail, e-mails, and phone calls) that will provide valuable information to your prospect on who you are, what you do, and how your product or service can solve their problem or help them achieve their goal. Then your "offer" in the campaign simply invites them to "take the next step" and enter into your **Sales Cycle**. When this campaign is put together and refined properly, it works exactly like a funnel- you put leads in the top of it, and out the bottom come red-hot prospects requesting a consultation to buy what you have to sell!

This is one of the most powerful of all concepts and systems you can have in your business. And it's a real shame many fitness business owners know nothing about it or haven't yet taken them time to understand and install a proper one in their business. Thanks to the power of technology today, all your leads and communication with them can be organized and automated. And a good funnel can truly make the difference between just breaking even every month and taking home a huge profit in your business!

Over the last couple weeks, I've had the pleasure of teaching this system and helping all our VIP clients get it installed in their business. And the initial results each member has already started to achieve are nothing short of amazing! One of our VIP client booked an additional 10 consultations in just a week after putting this in place!

Now, one of the questions most folks often have is "what do I say to my prospect to create a good funnel campaign?" "What should I talk about, how should I communicate with them?" Well, these are of course great questions and to answer them we'll dig into the last key principle and fitness marketing concept which you need to understand and that is of course the...

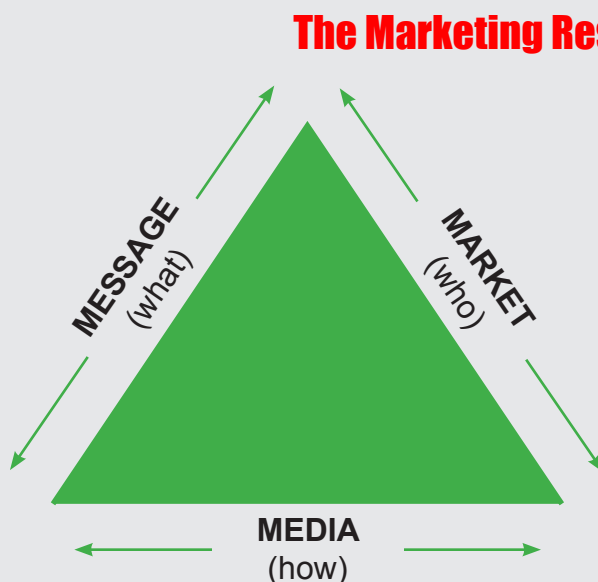


Figure 2 illustrates the concept of the marketing "funnel". A marketing funnel is a systemized process (which can be automated thanks to technology today) that moves Prospects into your sales cycle and then converts them to Active Clients. When installed correctly, you will literally have prospects contacting YOU to request consultations every single week on auto-pilot. Is it magic? No, it's a system!

So, we get to our final key fitness marketing concept and principle which is the **Marketing Results Triangle**. The **Marketing Results Triangle** shows the relationship between your **Market** (the WHO you are targeting), your **Message** (which is WHAT you are saying to them), and the **Media** you are using to communicate your Message to your Market (the HOW you communicate with them).

Getting the relationship right between each of these components essential to a powerful and effective marketing campaign. So, let's briefly dig into each...

Your **Market** or the WHO you're talking to is most important of all. I can't stress this enough. You can be offering a great service, using a variety of media to get your message out there, but if you are picking a poor or weak market to target, you will constantly be frustrated and unable to reach true success. Entire books have been written on this subject and it would be difficult for me to go into great depth on how to choose a good target market here, but to sum it up you must choose to service a market that 1) has a strong desire to invest in your product or service 2) has the financial means and disposable income to do so over the long term 3) is easy for you to communicate with and you are passionate about serving.

Why is passion important? Because maybe there is quite a good business opportunity in say, fitness programs for brides, but if you truly hate working with "bridezillas" and each day you're going to have to drag yourself out of bed to go work with this group then it doesn't make a whole lot of sense to target it!

Ok, does your **Market** meet each of those three requirements? (NOTE: you may be choosing to service the general population which is fine. But to be efficient you must try to define the 'profiles' of clients within that market. And there ARE just a few core profiles of people you'll see walking through your door each day.)

Now let's talk about your **Message**. Your message refers to WHAT you are saying to your market. This includes how you address their problems and goals, how you position your products and services as unique and different in the marketplace, and the offers you make for them to learn more about who you are and how you can help them. Good research and work upfront is required to get these right. This also includes your **USP** or **Unique Selling Proposition** (which you may have heard of before). And developing a strong **USP** is very, very important. It takes time to get right, but when it 'connects' with the market... you're in for a great ride.

The third and final side of the triangle is the **Media**. The **Media** describes HOW you will communicate with your **Market** (or how you will deliver your **Message** to the **Market**). This can and should include a nice variety and mix for stability of your business. There are LOTS of different ways you can get your message to market, and they include offline media like direct mail, strategic alliances, print advertising, publicity, public speaking, signage, referral cards, etc. and online media like your website, e-mails, banner ads, pay-per-click advertising, blogs, and more.

So, what's the most important thing you need to know and understand about the **Results Triangle**?

I'd sum it up to this: the WHO you are talking to is the most important thing of all, rather than WHAT you are saying to them or HOW you are communicating to them. And then once you've got the WHO right, the next most important thing is that you use a variety of media to communicate your message to market to ensure you cast the biggest "net" possible and put a lot of "poles in the water". Remember this when it comes to media: "Diversity builds Stability".

How to Build Your Fitness Business Into A Marketing Machine

Alright, we've covered a lot of ground so far. And now that we've reviewed the core principles and concepts, let's get into the good stuff which is the entire reason you're reading this report.

You want to know how to use all this information to turn your fitness business into a "Lead Machine" right?

Ok, without further ado, we'll dig into that right now.

There are essentially 6 steps required to turn your business into a Lead Machine. And those steps are the foundation for the entire Deep Core™ Fitness Marketing System.

Step 1: Organize Your "Lists"- What every business needs to market is a list of people it is going to market to! And even if you have a brand new company, believe it or not you already do have a list of people to talk to- so it's important you assemble those groups of people into lists right from the start. There are 5 lists that you should start off with assembling and they are 1) **Active Clients** and Customers (you can subcategorize these as we talked about earlier) 2) **Inactive Clients** and Customers (which you can also subcategorize) 3) **Prospects** (which is all the people who have expressed an interest in your services at some point, but have not yet made a purchase) 4) **Referral Sources** (which includes business associates and contacts, Strategic Alliance Partners, Chamber of Commerce Members you know, and others) and 5) **Publicity Contacts** (which includes contacts from your local media like TV, radio, newspaper, magazines, etc.).

What I mean when I say "assemble your lists" is pull all the sticky notes, paper files, e-mail lists, etc., that you have together in ONE place. Put them into digital format (a program like Microsoft Excel) and then clean them up. Make sure you get everyone's full contact information including full name, e-mail address, mailing address, phone numbers, and the like. If you've got other data on these contacts like their birthday, spouse's name, names of their children, etc., then even better! Pull it all together and get it organized into a digital file.

Part of this assignment may involve some research on your part to dig up information on specific contacts like the media in your area or pulling out your Chamber of Commerce directory to find the names of other business owners you may have met casually but don't have full contact info for just yet.

But take the time to do this right, it is the foundation of all your success to follow. As we often say, "the money is in the list!" and that refers to both the size and QUALITY of relationship you have with people on these lists. You should initially focus on size and pulling together information for as many people as you can. We'll dive into how to build a QUALITY relationship with those people in just a little bit.

Step 2: Build Your Database- Alright, after you've assembled your lists it's time to organize your contacts into a database. There are many programs that you can use to do this. The very basic option is Microsoft Excel, but we recommend (and offer a coaching program which walks you through exactly how to get it done) the ACT! Software as a great place to start. ACT! is the program I originally was referred to and created my first database on back in the day. We used it successfully for several years, before making the leap to a much more robust program that offers more in terms of marketing automation. This new program we use in our office today and recommend to all our VIP and Platinum level clients is called Infusion CRM. It truly is the "Cadillac" of database programs, but requires a significant investment and is more than you probably need to start with initially.

After you've pulled together all your contacts into lists and imported them into a database, you'll be well served to continue gathering as much information as you can about your **Active Clients** and

adding that info to your database. This can be done in a simple with surveys and interviews.

Why is it important that you do this? Well, the better data you have on your **Active Clients**, the better you can profile them to go find more people just like them to market to! And doing good research will almost always uncover a ton of previously 'hidden' opportunity in terms of discovering additional products and services that your customers have a need for or want, uncovering great referral opportunities that are right under your nose, and much, much more.

Step 3: Create Your "Funnel" and Install Contact Capture Systems- Ok, you've assembled your 'lists' and put them together in a database program. What's next? Well, now you want to install your funnel and contact capture systems. In the Deep Core™ Fitness Marketing System we share done-for-you tools and templates for installing rock-solid Contact Capture Systems in your business. And we spend a lot of time on how to train the use of them all the way through your organization to eliminate any 'leaks in the system'. After that is complete, it's time to install your first "funnel" campaign. We also call this a Prospect-To-Client Conversion Campaign and we take time to review an entire outline of what's included in a good one, walk you through set-up, and help you get it running strong.

As I talked about earlier, just putting THIS system in place and getting it running right will make a DRAMATIC impact on the success of all your marketing and ultimately your bottom line.

Step 4: Launch External Marketing- There are LOTS of media you can use to get your message to market, and to keep things simple in the Deep Core™ System which teaches you how to get the low-cost, high-impact ones up and running first. Many folks get lazy and think that just going right to the high investment media is the answer to all their problems. Not so! Learning how to get the simple ones up and running first will save you a LOT of money and help you tweak your USP, message, and offers just right before you invest a significant amount of working capital here.

The simple external marketing strategies we teach are 1) **Strategic Alliances**, 2) **Publicity** and 3) **Print Advertising**. I'll break each of these down in a little further detail to give you a good understanding of why we've chosen these and how we teach you to implement them in the Deep Core™ System.

Strategic Alliances refer to establishing an ongoing referral or co-promotion program with an established business that already services your ideal target market. Traditionally good **Strategic Alliance** partners for fitness businesses include: Physical Therapists, Massage Therapists, Salons and Day Spa's, Fitness Equipment stores, Meal Delivery Services, Chiropractors, Physicians, etc. What makes these types of businesses a good fit for you to develop a **Strategic Alliance** relationship with? Because they are all in the health/fitness/beauty category. Generally if someone invests in one type of service or product in this category, then chances are they are also very likely to invest in other related products and services in the category as well.

In the Deep Core™ System, we teach you exactly how to find lists of these complimentary businesses in your local market and walk you through the steps required to establish a solid working relationship with them. Heck, we even give you all the 'done-for-you tools' and templates you need to put it all together from start (when you're just reaching out to these folks and contacting them to get together) to finish (when you're doing endorsed campaigns, co-op advertising, speaking gigs together and more!).

I can't tell you how valuable getting this right truly is to your business. Two or three strong **Strategic Alliances** can literally flood your business with more leads than you could ever possibly handle. We've seen this happen to many of the clients we've worked with to get them established, and the results that can be achieved are just truly phenomenal.

Publicity can also have a tremendous impact on your business. Not only in terms of lead generation and 'getting the word out' about who you are and what you do. But the added benefit of **publicity**, is that you get EXPERT POSITIONING at the same time! Once you get featured on the local news, in the paper, or on the radio... people just start to look at you differently. You are viewed as someone of importance and prestige, because after all... being featured in the media for what you do essentially is giving you their endorsement as the EXPERT in your category! That's why it's essential to invest time in building strong relationships with key media contacts in your community. In the Deep Core™ System, we teach you exactly how to accomplish this, plus give you the template media kits, press releases, and coaching you need on how to pull it off just right.

Many of our clients have sold out entire programs they've offered in the past, just from the free publicity they captured from following this system.

And better than that, many have leveraged the initial media coverage they were able to capture into ongoing regular columns they now write of their local papers, weekly spots they have on the news for fitness tips each week, and more.

The third external marketing system we teach folks to get up and running is **Print Advertising**. Print Advertising is a great way to "stick-your-toe-in-the-water", financially speaking, with investing in your marketing. A small ¼ page space ad in a local newspaper, community newsletter, or local magazine generally costs no more than a few hundred dollars (sometimes less) and this is where you want to begin testing good headlines, good messages, and offers to your market. We've had many members flood their businesses with leads month-after-month just running a few ads in local publications that get great readership.

In the Deep Core™ System, we walk you through exactly how to research and uncover all the advertising opportunities in your local area, negotiate the best "testing rate" you can for your first run, and even show you models and examples you can use in creating your own ads.

PLUS, we give you critique coupons so you can submit your ads to be reviewed directly by us (so you can be confident your ad has all the necessary 'ingredients' to work just right.) And then we teach you all the tricks and give you tips, on how to take a winning ad to the next level and in many cases multiply the response 3-5X what you were able to initially achieve!

This is a lot of fun and it's easy to begin learning the core principles of making good direct response marketing work for your business in your local market. The lessons you learn here will be invaluable in stepping up to the bigger media that require greater investments of your working capital (which, yes, we go into more depth on as well in the Deep Core™ System.)

Step 5: Commit to Ongoing Follow-up Marketing- Once you get good **Lead Generation Marketing Systems** working for you... and your **Contact Capture Systems** and **Funnel Campaigns** are working just right... we dig into how to take your **Internal Marketing** to the next level. **Internal Marketing** refers to all the "Follow-Up" activities you do to continue converting prospects to clients, and also re-sell, up-sell, and cross-sell your existing **Active Clients**.

Follow-up Marketing also serves the purpose of stimulating ongoing referrals from your customers and systemizes the process of capturing testimonials and success stories as well.

Chances are you've probably heard about the power of these things before - like sending an e-mail to your list every week, or sending an offline print newsletter to your list every month. But most people have no clue how to do these activities effectively, nor how to systemize and automate the process so that it happens on auto-pilot for you each and every time (so you don't have to waste hours trying to figure it out and try and re-invent the wheel every single time).

We teach you all about how to do this, plus give you templates, tools, and models to put-it-all-together in the Deep Core™ System. When you finally learn how to do it right, it's VERY easy and a whole lot of fun to do because the results are so instant you can't help but get excited about the power good **Internal Marketing** has on your success.

Step 6: Plan, Tracking, and Review- Alright, we've covered quite a bit so far on assembling lists, building your database, installing contact capture systems and a marketing funnel, external marketing, and internal marketing. What's left? Well the most important thing of all, and that's learning how to put it all together to get maximum results!

Listen, there a lot of marketing books out there. And chances are you've heard about many of these things before. But how many are you using? Why haven't you put it all together? What's keeping you from getting it set-up and working right for YOUR business once-and-for-all?

I'll tell you exactly the problem. It's that nobody has ever shown you how to pull it all together in a comprehensive marketing plan, and then shown you the steps and given you the tools to you need get these systems installed and 'tweaked' just right to be successful!

And frankly, THAT's the reason why we've put the entire Deep Core™ Fitness Marketing System together. To break each of these components and steps down into a paint-by-numbers program that ANYONE can follow and be successful with.

But getting these systems up and running is just one piece of the puzzle, the key to your continued success (and therefore business security) is learning how to put together a comprehensive fitness marketing plan. How to track key marketing 'metrics' every month, and then knowing how to evaluate your numbers to make good business decisions that ensure you continue growing as fast as possible in achieving your goals.

THAT's the focus on the final lesson in the Deep Core™ System, and we go into great depth (and experience) on what works and more importantly what DOESN'T work here. So you can shorten your learning curve fast.

Get Your FREE Copy of the Secrets to Their Success DVD and Magazine!

Alright, we've covered a lot of ground here. But I hope you've walked away from reading this report with a much better understanding of what it takes to turn your business into a true "marketing machine". If you've enjoyed this report, then I encourage you to also request a Secrets to Their Success DVD and magazine by going to www.FitnessProfitPath.com. When you request the DVD, it'll be immediately shipped to you via First Class mail and you'll also get the full details on how you can take your fitness business to the next level! I look forward to working with you!

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PLUS, You Get...

- ✓ "What's Working NOW!" Fitness Marketing Letter - Print Newsletter delivered to your mailbox every onth, 100% free (\$179.40 value - never any subscription or delivery cost)
- ✓ The **CONFIDENTIAL** Special Fitness Business-Building Special Report (that you **MUST** see)

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