

FitnessGiftCards.com

Campaign #2: Local Business Gift

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With this campaign you will be handing out a gift “package” to other businesses in your local area. The “package” is comprised of:

1. #10 envelope (colored or white)
2. Sticker for outside of envelope that says \$XXX GIFT CARDS ENCLOSED
3. Cover letter from the other business to their customers
4. Gift card letter from you
5. 2 Gift cards
6. About Us / Social Proof page

The entire package will cost you ~ \$0.95 (white envelopes) - \$1.10 (colored envelopes) each. You'll give 10 of them to each business, so ~\$10/business is your total investment. If the business wants more, you can always give them more. If you get just one new customer from each business, that's a pretty substantial ROI.

As always...the POWER is in the POSITIONING.

So take note how this offer is positioned as a THANK YOU from the business to their customers/patients.

INSTRUCTIONS:

- GO TO “FILE” IN UPPER LEFT CORNER OF THIS DOC AND SELECT “MAKE A COPY” TO SAVE THIS INTO YOUR GOOGLE DRIVE. YOU CANNOT USE THIS CAMPAIGN UNTIL YOU FIRST MAKE A COPY TO YOUR DRIVE .
- This referral marketing campaign leverages other businesses in your local area to generate new clients/members for you. You do not need to “partner” with these businesses in order to use this campaign. In fact you don't need much relationship with them at all to make this work.
- Just pick 10 businesses NEAR YOUR BUSINESS and walk in. Try to talk to the owner/manager and/or office administrator. Somebody with authority. Do NOT act as if you want a “favor” from them. Instead, act like you are doing them a favor. Because you are. You are giving them VERY VALUABLE gifts they can give to their customers/clients/patients (or staff).
- Use the provided “Talking Points” as a guide for when you go into the business.
- Tools included with this campaign are:

1. Talking Points Guide
2. Gift Card "Package" Including...
 - a. Cover letter from the business to its customers/patients
 - b. Gift card letter from you
 - c. About Us / Social Proof sheet
3. Follow Up Email

In addition, you will need:

- #10 Envelopes
 - Colored #10 envelopes quick seal \$13 for 50 = \$0.26 each
https://www.amazon.com/1InTheOffice-EasyClose-Brights-Envelopes-Assorted/dp/B01N7Y1ORU/ref=sr_1_4
 - Plain white #10 quick seal \$10 for 100 = \$0.10 each
https://www.amazon.com/10-Security-Tinted-Self-Seal-Envelopes/dp/B01D00ANU4/ref=sr_1_5
- Sticker for outside of envelope = \$0.05 cents
https://www.amazon.com/Avery-White-Laser-Labels-Printing/dp/B00007M4HJ/ref=sr_1_5
- 2 sheets/3 pages printed = \$0.15 cents
- Removable glue dots for affixing gift cards to letter = \$0.03
<https://www.amazon.com/Glue-Dots-Removable-Adhesive-08248/dp/B00161UBTW/>
- 2 fitness gift cards = \$0.30 each X 2 = \$0.60 cents <https://fitnessgiftcards.com/>

QUESTIONS ABOUT FITNESSGIFTCARDS.COM?

- Call Rick Streb directly at 573.302.8400
- Post a question in our Facebook group:
<https://www.facebook.com/groups/localbyreferral/>

Print the sticker that goes on the outside of the envelope yourself. It should say: **\$XXX GIFT CARDS ENCLOSED**. You'll obviously need to determine what denomination your gift cards will be - \$100 is a popular denomination that seems to work well. Since you are providing two gift cards, if your gift cards are \$100 each, then your sticker will read: \$200 GIFT CARDS ENCLOSED

Customize the cover letter from the business (try to find their logo from their website - this will make a BIG impact when they see you've already added it to the cover letter), and your gift card letter plus your about us and social proof page.

Use the removable glue dots to affix your two gift cards to the bottom of your gift card letter where indicated.

- ❑ Seal the envelope. You want to give the business SEALED envelopes. But you will allow them to open one of them when you go talk to the business. The process of them opening and reading the “package” should be enough to get them very excited about handing these out to their customers.
- ❑ Get the business owner’s business card with contact info - make sure their direct email address is on the card, if not, ask for it.
- ❑ Send the follow up email either later that same day, or the next day. Whichever “feels” right to you.
- ❑ Follow up in person or by email in 7 days to find out how it’s going and see if they need more packages. THIS STEP IS VITAL. YOU MUST FOLLOW UP.
- ❑ Hit 10 businesses per week for 5 consecutive weeks. If you do that, you WILL get new clients, possibly cheaper than any other way.
- ❑ Use a Google sheet/excel, or better - a CRM like [OnboardMe.io](https://onboardme.io) to keep track of each business you visit, any notes, and schedule follow ups.

This campaign gives you a perfect “Reason Why” to meet and HELP other business owners in your area who can become consistent referral sources for you = PRICELESS

Talking Points

- Walk into business and hand the person one of your business cards. Then...
- My name is _____. I'm the owner of _____ (right down the road/across the street/wherever you are in proximity to them).
- Are you the owner? I'd like to talk to the owner. Are they available?

If "NO", then make a decision about whether you will come back or give the gifts to someone else other than the owner/manager.

If "YES"...

- We're doing a special promotion now that COVID has calmed down a little. And I want to give you a valuable gift you can give to your clients/patients/customers and staff.
- Hand him/her one of the sealed envelopes.
- Open that up and take a look inside. I think you'll like it... (get them ENGAGED)
- Once they see their letterhead/logo at the top of the first page, they'll pay attention.
- Walk them through the package.
- Explain that you have 10 packages for them now, but can get more for them when they run out.
- Tell them about the deadline - be sure they understand there is URGENCY to hand these out.
- Letter is written for their customers/clients/patients...BUT it can also be given to staff.
- Ask them if this is something they'd like to do/use as a big THANK YOU gift to their customers/staff (it's very important that you ask this question and get an affirmative response - you don't want to give these to a business that isn't going to use them).
- If the business owner is enthusiastic about the gift, ask if you can take a selfie with him/her that you'll post to Facebook and tag them...to PROMOTE them to your friends and followers.
- Get their business card. Ask for their DIRECT email address.
- Remind them of the deadline.
- Remind them to let you know if they need more gift card packages.

Business Letterhead - Grab their logo off their website. If you can't, then leave this blank

Dear Friend of Business Name,

We're excited to be able to share a really great gift with you.

Two gifts, actually.

With a total value of \$XXX.

We're doing this for two reasons:

1. We are **IMMENSELY GRATEFUL** for you.

Those capital letters are not "hype" - they're honest. Because this past year has been one of the most challenging in the history of our business. We survived because of the loyalty and love of our community...because of you!

2. Health is the **GREATEST GIFT**.

It seems to me this COVID mess has proven that to all of us.

At the end of the day, there's nothing more important than our health, and the health of our family and friends.

That's why we've arranged to gift you with not one, but two \$XXX Gift Cards you can use at Your Business Name, one of the most respected businesses in town.

Once again, thank you for your patronage, loyalty and support.

To your health,

Business Name

P.S. Your Business Name is located at Your Address (and landmark if appropriate). They keep their facility absolutely spotless, following all COVID cleaning/disinfecting protocols and social distancing. So you can be totally confident when you visit. Or, if you prefer, you can use your Gift Cards for their **online virtual training classes**. See the attached letter for more information.

Your Letterhead

TWO \$XXX GIFT CARDS FOR YOU AND A FRIEND!

Because Being Healthy and Fit Makes You Look Great, Feel Great...*and NOTHING Makes Your Immune System Stronger!*

Attached below are two \$XXX Gift Cards you and a family member or friend can use anytime before the end of **April** here at **Your Business Name**. So you can each save \$XXX on any of our body transformation programs, and look fantastic for summer beach and pool weather!

NOTE: We are 100% COVID compliant. We are in the health business, after all. So we take this very seriously. Our facility is cleaned multiple times each day, we practice social distancing, and require everyone to mask-up when they're not working out. PLUS, we also offer our most popular programs via online virtual training classes with high-energy instructors, if you prefer to work out from home.

Three ways to get started with your \$XXX Gift Cards:

1. Call or text **XXX.XXX.XXXX** anytime between TIME and TIME.
2. Visit **YourCalendlyPage.com** to schedule online.
3. Stop in and speak with us. We're located at **your address (and landmark if appropriate)**.

BRING A FRIEND! One of the best, and most fun ways to exercise is with a buddy. That's why we've provided you with two Gift Cards. Grab a friend or family member and bring them with you! We look forward to meeting you and putting you on the fastest path to your best body.

Turn this page over for more about us, including lots of **PROOF** we produce real results for our Members like you.

PLEASE REDEEM THESE CARDS BEFORE **APRIL 30, 2021**

Affix card #1 here with
removable glue dot

Affix card #2 here with
removable glue dot

ABOUT YOUR BUSINESS NAME

Include your address, phone #, email and website address prominently in this section.

Tell your business story in this column.

Include a PICTURE or two.

WHAT YOUR NEIGHBORS SAY ABOUT US

Include social proof here.

Include screenshots of your total Google reviews (if you have a lot) and/or Facebook reviews.

Include a few testimonials and/or screenshots of reviews.

Try to include at least one fun picture of a client and/or lots of clients with staff.

If you have a web page with lots of social proof, give them the URL.

Follow Up Email

After meeting with the business owner and dropping off 10 packages, you then want to follow up with this email. You can follow the same day, or the next day, whichever feels right to you. Just keep in mind you will follow up again in about one week, ideally in person, to inquire how things are going and if they need more packages. Remember, you are building a relationship with a potentially potent referral source!

Subject: great meeting/seeing you today/yesterday

Hi business owner's first name,

Thanks for meeting with me today/yesterday. I really enjoyed it. And I'm glad we're getting to know each other.

Let me know if you have any questions about the Gift Card packages I left with you, and when you need more of them. Keep in mind the deadline for your clients/customers/patients to redeem them is date.

You can always reach me at this email, or by text/call at XXX.XXX.XXXX.

Have a great afternoon/day,

Your Name

Your Business Name

Your Website

P.S. I think what's most important of all is that you feel really confident that we will take GREAT CARE of any of your customers/clients/patients who come to us. You have my word we will roll out the red carpet for them...and...I want to show you our Google reviews and Facebook reviews as proof we deliver a great experience and results.

Google Reviews Link

Facebook Reviews Link