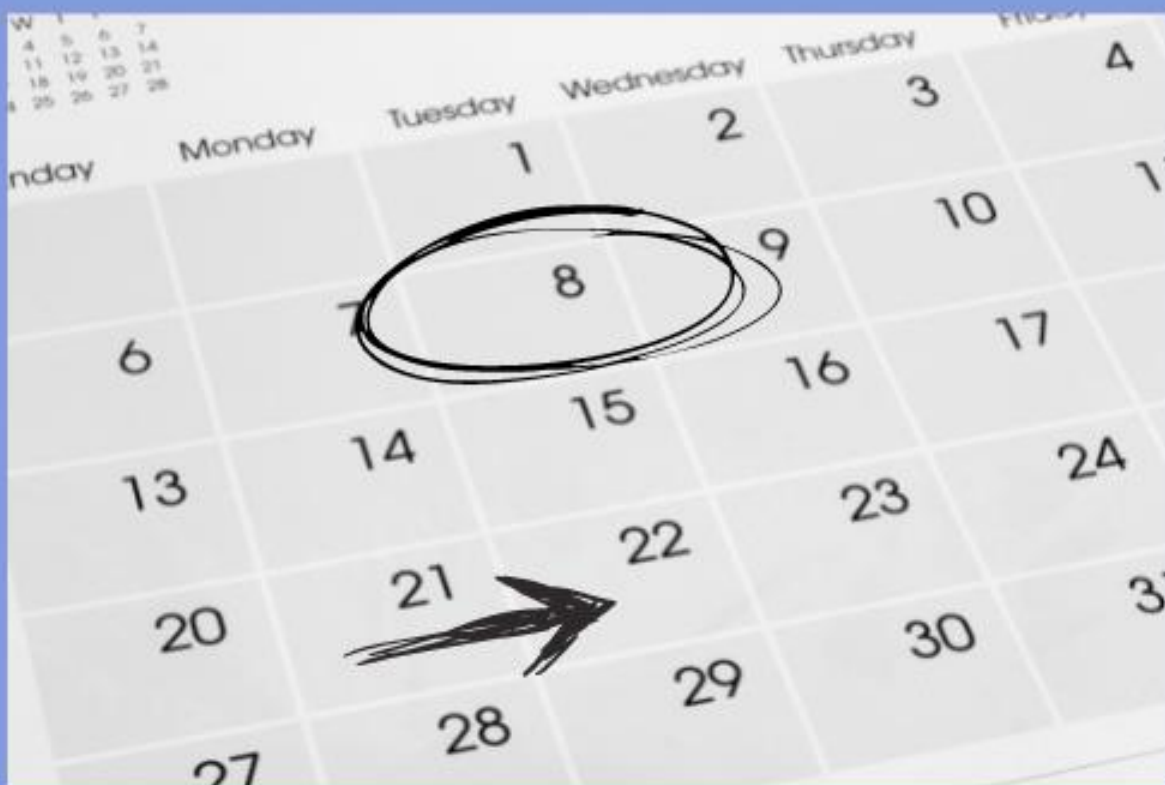


OCTOBER 2021 - DECEMBER 2022

# FITNESS MARKETING CALENDAR

WITH 44 PROVEN STRATEGIES,  
CAMPAIGNS AND TACTICS



# Your Fitness Marketing Calendar

## Why it's Important to Your Fitness Survival...

Having a framework makes a difference.

Consistency Pays.

Consistent effort is required to be successful at marketing your fitness business.

What you do consistently matters more than what you do occasionally.

You know what kills your marketing efforts more than anything else?

Having no plan in place. No structure.

And subsequently, staying stuck in the "I don't know what to do" mode.

In order to get unstuck, you need to have a clear plan in place. You need to have an organized, well thought out blueprint so you're not winging your marketing efforts.

And that's exactly what the Fitness Marketing Calendar does for you.

Dedicated to YOUR Success,



*Rick Stueb*



# How to Use This Marketing Calendar

- ⇒ Print it out.
- ⇒ Go through the entire calendar so you see all of the different campaigns and spotlights provided for you.
- ⇒ We give you lots of options. Don't feel like you have to use all these campaigns. You don't. However, every campaign we've included are proven winners from the very best fitness marketers in the industry. Regardless of if you use these campaigns or strategies from other sources, aim for at least 2 campaigns each month, plus your regular email newsletter and any social media posting you do.
- ⇒ Do you have some campaigns you've used previously that have worked? If so, build those into the calendar. One of the golden rules of marketing is this: keep doing what works!
- ⇒ At the end we've provided you with a blank calendar so you can make copies and build out your own marketing calendar from scratch, if you desire. Or you can just make adjustments and write your notes on the done-for-you calendar. It's your choice.
- ⇒ You'll also notice a page of "Trusted Marketing Resources." These are the resources where each of the recommended marketing campaigns can be found. Each of these resources provides you with EVERYTHING you need to easily and efficiently execute each campaign.

Each of the included resources are designed to work regardless of your business model... online, offline, or hybrid. Great marketing strategies are designed to work with any business model, and in any economy. Each of these programs definitely deliver the goods!

- ⇒ Failing to plan is planning to fail. It's a cliché for a reason – because it's true. Consistent marketing is critical. In order to be consistent, you've got to plan it out in advance. It's a crazy competitive fitness industry out there. To roll out quality marketing, consistently, you've got to PROACTIVELY plan. Not just react.
- ⇒ Remember to be flexible when creating your calendar. Rest assured that there is no right or wrong way, it's really about what works for you. The purpose of your marketing calendar is to create results - this is just the first piece to mapping to those results.
- ⇒ Remember this is only a template; you will want to adapt it to fit the needs of your business.

Thank you for downloading this fitness marketing calendar. We hope it provides you with the impetus for planning your marketing strategy for every month and year of your fitness business.

Happy Marketing!

# SPECIAL BONUS GIFT

Actually, we're giving you 3 gifts. Yep. That's how we roll. And these aren't random bonus gifts just so we can say we gave you something extra. These are professional, and PROVEN winners. They are campaigns you can use right away to generate new clients/members right away. Just like Heather did...

*"In my first month using these 3 marketing strategies, I hit 75 new members in April, 2021. My revenue increased by \$11,175 monthly, which was over 200% more than I was currently bringing in... **during this pandemic.** I thought I was going to have to close the doors from the loss of clients and income over the last year of Covid-19, but now I'm excited for the next step - I can't wait to make my facility a million dollar business! Your marketing campaigns saved my business, my career, and my life."*



Heather Clarkson  
Clarkson Body Sculpting

## FREE BONUS CAMPAIGN #1:

*The Little Black Pouch*



## FREE BONUS CAMPAIGN #2:

*The Local Business Gift*



## FREE BONUS CAMPAIGN #3:

*Fertile Ground*



[Click This Link to Grab Your 3 Free Bonus Gifts Right Now - No Strings Attached.](#)

# Trusted Marketing Resources to Grow Your Fitness Business

These are the resources where each of the recommended marketing campaigns can be found. Each of these resources provides you with EVERYTHING you need to easily and efficiently execute the campaign...

Each of the included resources are designed to work regardless of your business model... online, offline, or hybrid. Great marketing strategies are designed to work with any business model, and in any economy. Each of these programs definitely deliver the goods!

## Fitness Marketing Zone

With The Fitness Marketing Zone you'll never, ever have to worry about having the right marketing promotion or email campaign to deploy again. Fitness Marketing Zone has you covered from A to Z. All you have to do is put the tools into action and reap the rewards!

With 300+ marketing campaigns, strategies, resources and tools immediately at your disposal, you'll have everything you'll ever need to add more leads, clients, and revenue to your fitness business. Click here to [LEARN MORE](#).

## Fitness Referral Machine

Can referral generation be systemized? So it's mostly automatic? With new clients coming to you by referral regularly and consistently? In a way that's fun and exciting for your clients - so they enthusiastically engage with the process - sending you 3X to 5X more referrals than you've ever received before, month-in and month-out?

The answer to all those questions is YES! And that's exactly what the Fitness Referral Machine does for you. The secret is the combination of time-tested and proven "always on" referral processes, plus exciting quarterly campaigns that we install into your local brick and mortar or hybrid fitness business along with a word of mouth WOM-ACCELERATOR™ that leverages social media to drive hot new leads into your Fitness Referral Machine conversion funnel. This is the biggest new breakthrough in referral marketing in a long time. Take a look and see for yourself. [LEARN MORE](#)

## Fitness Lead Academy

Fitness Lead Academy is a month-to-month coaching program lead by Pat Rigsby, highly regarded as hands-down the best fitness business coach in the industry today.

Every week, Pat & his team will be showing you exactly what to do, how to do it, and why. Everything in Fitness Lead Academy is broken down into "bite sized" chunks. So even though you're going to be doing some things and thinking about your business in a way that you never have before, it won't feel like an overwhelming amount of work when you're executing the system. This way, you can absorb everything as efficiently and easily as possible ...so you can actually implement it fast! [LEARN MORE](#)

And you can cancel at any time. But to give you results in advance of actually investing the full fee, you can Test Drive the entire program for \$1 for six weeks.

## Fitness Marketing Vault

Get instant access to all the done-for-you marketing systems and tools you need to get started immediately... a complete 12-month program that clients paid \$2388...for the ONE TIME FEE of just \$97.

This is a comprehensive and complete collection of done-for-you marketing systems and tools you need to get started immediately... all proven through the Fitness Lead Academy program... which clients pay \$2388 annually to be a member of. [LEARN MORE](#)

# October 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 Lead Follow Up and Conversion Campaign	2
3	4 All Things Pumpkin Recipe Guide	5	6	7	8	9
10	11 Launch Info Pack Lead Magnet	12	13	14	15	16
17	18 Monthly Staff Meeting	19 Client Homework for Increased Renewals	20	21	22	23
24	25	26	27 Schedule Content / Marketing Emails for Upcoming Month	28	29	30
31	1	2	3	4	5	6

# OCTOBER 2021

## Campaigns:

### **Lead Follow Up and Conversion Campaign** ([Fitness Marketing Zone](#))

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **All Things Pumpkin Recipe Guide** ([Fitness Lead Academy](#))

This is a perfect Halloween-themed lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Info Pack** ([Fitness Marketing Zone](#))

A simple and VERY powerful lead generation PDF download "lead magnet." The reason it is so effective is because it gives prospects for your services EXACTLY what they want - simple and straight forward information prospects need to make a decision to BUY your service. This is a foundational marketing tool for every fitness business, online, local or hybrid. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar for more tips.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.



# Spotlight On: INFO PACK

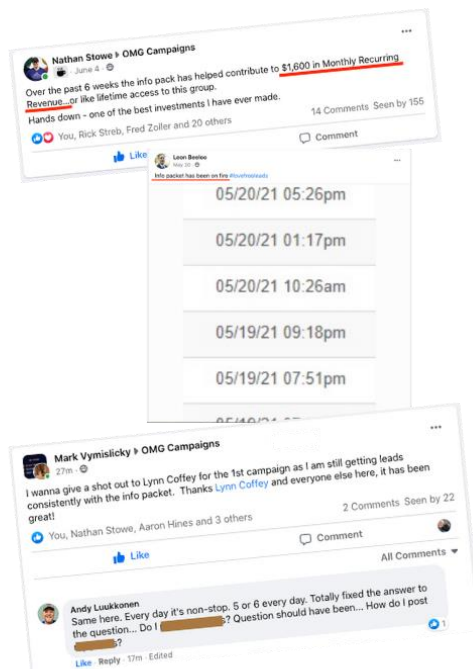


The fitness INFO PACK is pure genius marketing, created by Lynn Coffey of Incontrol Websites. The immediate client-generating impact it has is quite remarkable.

All due to the fact that it gives prospective clients exactly what they are looking for from you...detailed information about your business...in a handy PDF they can download from your website, a landing page, Facebook group or page, or even your Google My Business page.

It is a simple, quick and easy way for you to connect with the prospect and show them how you are different and better than other fitness businesses they may be considering.

Lynn does a thorough video training, and provides you with a done-for-you INFO PACK template you can begin using right away [here inside Fitness Marketing Zone](#).



You'll find the INFO PACK scheduled in your marketing calendar in October 2021, and August 2022.

Our recommendation is to get this set up **as soon as possible**...

...**because it's the ultimate "lead magnet"** that can bring you a steady, consistent flow of hot leads that quickly and easily convert to paying clients.



# November 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Lead Follow Up & Conversion Campaign	2 Begin Thanksgiving Food Drive	3	4	5	6
7	8	9	10 Begin Collecting Client Testimonials	11	12	13
14	15 Monthly Staff Meeting	16	17	18	19	20
21	22 Begin Promoting Black Friday / Cyber Monday	23	24 Schedule Content / Marketing Emails for Upcoming Month	25	26	27
28	29	30 Begin December for \$1 Campaign	1	2	3	4

# NOVEMBER 2021

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Begin Thanksgiving Food Drive** ([Fitness Marketing Zone](#))

Promote a Thanksgiving Food Drive that will support your Community, meet new potential clients, and have Fun.

### **Begin Collecting Client Testimonials** (Fitness Marketing Zone)

Testimonials work! However, most could be a lot better. Follow the steps in this module found in Fitness Marketing Zone to make them even more effective and powerful.

### **Begin Promoting Black Friday / Cyber Monday** (Fitness Marketing Zone)

Run a Holiday Gift Card Sale and effortlessly grow your client base with a gift card sale! get instant revenue, make your current clients happy & get ready to close some new clients!

### **Begin December for \$1 Campaign** ([Fitness Lead Academy](#))

Everything slows down in December, so a low barrier of entry makes a lot of sense at this time. This campaign is the PERFECT solution to bringing in prospects and letting them see how wonderful your services are before they make their New Year's resolutions. It's the perfect way to jumpstart your New Year's marketing efforts.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

*Spotlight On:*  
**LEAD FOLLOW**  
**UP AND**  
**CONVERSION**



LISTEN CLOSELY: There are just TWO primary components of marketing...

1. Generating leads
2. Converting leads to clients

Now, there are hundreds of ways to generate leads. We show you dozens of them in this calendar. But there are only a handful of ways to follow up and convert those clients. This campaign is the best way. Period. And you can get it [inside the Fitness Marketing Zone](#).

**Fundamentally, nothing is more important than conversion.** Because that's how you get clients and generate the cash flow that keeps you in business, and grows your business, right? So every business owner **MUST** get good at lead follow up and conversion. That's undeniable.



But the reality is that most business owners allow far too many leads to slip through the cracks - essentially wasting the time, effort and money that went into lead generation. That's why our friend and longtime fitness business owner and conversion coach, Tom Jackobs, developed this campaign. And that's why we've built it into **every single month in your calendar**. It's THAT important. Here's the "secret formula" Tom uses and teaches...

## Speed + Frequency + Channel = Maximum Conversion

Assuming you've made a compelling offer to generate the lead - now you must convert the lead to a paying client. You do that by following the formula.

- First, you have to be fast. Blistering fast. Get back to the lead immediately by phone, not just by email. The phone is your friend!
- Second, if you don't immediately convert the lead, then you must follow up frequently.
- Third, mix your channels. Use the phone, email, text, messenger, Zoom and in-person.

# December 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1 Lead Follow Up & Conversion Campaign	2 Continue December for \$1 Campaign	3 Begin Preparation for Holiday Client Appreciation Party	4
5	6 Begin Working On 2022 Content Calendar	7	8	9	10	11
12	13 Monthly Staff Meeting	14	15	16	17 Holiday Client Appreciation Party	18
19	20 Begin Holiday Gift Card Sale	21	22	23	24	25
26	27	28	29 Schedule Content / Marketing Emails for Upcoming Month	30	31	1

# DECEMBER 2021

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Continue December for \$1 Campaign** (Fitness Lead Academy)

Everything slows down in December, so a low barrier of entry makes a lot of sense at this time. This campaign is the PERFECT solution to bringing in prospects and letting them see how wonderful your services are before they make their New Year's resolutions. It's the perfect way to jumpstart your New Year's marketing efforts.

### **Holiday Client Appreciation Party – bring guests!** ([Fitness Marketing Zone](#))

Raise the Roof! It's Time to Show Your Clients some Love & Appreciation! Have a Party that is all about Them! Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains PRO TIPS.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

### **Begin Working on 2022 Content Calendar** (Fitness Marketing Zone)

If you sometimes feel like your marketing content is all over the map and you don't have a clear plan regarding the content you post online then this module is for you! Actually, everyone should have a content calendar- it is an essential tool to plan and organize your content and give you a timeline for when and where it should be posted. You will learn how to create a content calendar that is simple to use and that you can tailor to your unique business.

*Spotlight On:*  
**CLIENT**  
**APPRECIATION**  
**PARTY**



Done right, a client appreciation party can be a **massive driver of word of mouth referrals**. And we show you how to do it right inside the [Fitness Marketing Zone](#).

Few things you do throughout the year can **galvanize your community - your fitness family - and generate as much goodwill** as a well-executed client appreciation party.

You'll find a client appreciation party built into your calendar in June and December. The summer event can be more casual - possibly a cookout with games - and the winter event a little more formal - possibly with dinner, drinks and dancing.

### PRO TIPS:

- Encourage your clients to bring their friends and family. You want a crowd.
- Hold a prize giveaway or raffle and get everyone to register for it so you capture email addresses.
- Give out multiple different and FUN awards, like "worst push up form", "loudest grunter", and "best dressed/most fashionable".
- Hold a client of the year contest, and get each contestant to stand up and talk about the impact you have had on their lives. That kind of social proof is priceless, and goes a long way towards generating those referrals we talked about a minute ago.
- Record it! Capture the contestants talking about your business, and other parts of the event, on video for a variety of marketing applications.
- Don't be cheap. You are investing in the development of YOUR community, and you want your parties to be word of mouth worthy!





# January 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 Lead Follow Up & Conversion Campaign	4 Launch Meal Planning Blueprint Lead Magnet	5	6 Launch Guide to Selecting the Right Fitness Facility Lead Magnet	7	8
9	10 Begin Come Home to Your Fitness Family Reactivation Campaign	11	12	13	14	15
16	17 Monthly Staff Meeting	18	19	20 How to Sell Huge PT Packages Sales Training	21	22
23	24	25	26 Schedule Content / Marketing Emails for Upcoming Month	27	28	29
30	31	1	2	3	4	5

# JANUARY 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. [Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.](#)

### **Launch Meal Planning Blueprint Lead Magnet** ([Fitness Marketing Zone](#))

Meal planning is complicated for folks who want to lose weight and get lean. This lead magnet simplifies that process for them. It has beautiful, eye-catching graphics and high-powered copywriting to influence prospects to give you their name, email and even phone number in exchange for this great PDF download tool. And each lead can be funneled right into a success session/consultation.

### **Launch Guide to Selecting the Right Fitness Facility Lead Magnet** (Fitness Marketing Zone)

People are thinking about joining a gym in January, and many of them don't know how to pick the right one for them. A great lead magnet that answers their most pressing questions is this guide to selecting the right fitness facility. It's the perfect way to position your facility as the right choice for them. Be sure to follow up with these people after they've opted in to your free information.

### **Begin Come Home to Your Fitness Family Reactivation Campaign** ([Fitness Referral Machine](#))

This campaign reminds your expired clients/members how you are more than just another gym (or online trainer). It reminds them how much you care and what a strong fitness "family" you create that supports their progress. And that's what brings them back.

### **How to Sell Huge Packages Sales Training** (Fitness Marketing Zone)

Sell HUGE Personal Training Packages to New Clients! Increase Revenue, Retention & Client Results!

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# February 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Lead Follow Up & Conversion Campaign	2	3 Begin Promoting Valentine's Day Campaign	4	5
6	7 Begin re-IGNITE™ Referral Campaign	8	9	10	11	12
13	14 Monthly Staff Meeting	15 Begin 21 Days for \$1 Front- End Offer Campaign	16	17	18	19
20	21 Conduct a Heart Rate Seminar	22	23 Schedule Content / Marketing Emails for Upcoming Month	24	25	26
27	28	1	2	3	4	5

# FEBRUARY 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Begin Promoting Valentine's Day Campaign**

This is a perfect Valentine-themed lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Begin re-IGNITE™ Referral Campaign** ([Fitness Referral Machine](#))

The majority of your clients are in a relationship with someone. This is the referral campaign that gets your clients to bring in their significant other...and reignite their relationship!

### **Begin 21 Days for \$1 Front-End Offer Campaign** ([Fitness Lead Academy](#))

We have seen the best results with this campaign when using images of real clients or images in the gym.

### **Conduct a Heart Rate Seminar** (Fitness Marketing Zone)

During Heart Health Awareness Month, educate your members and community with in-house seminars. Follow this step by step guide to host a heart rate training event. Offer quality information and a number of incentives to generate attendance and promote your gym.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# March 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1 Lead Follow Up & Conversion Campaign	2 Launch Brides to Be Campaign	3	4	5
6	7 Set Up New Client Onboarding Referral Email Sequence	8	9	10	11	12
13	14 Monthly Staff Meeting	15 Begin Digital Gift Card Front End Offer Campaign	16	17	18 Staff Quarterly Performance Reviews	19
20	21	22	23 Launch Client Conversion Survey Campaign	24	25	26
27	28	29	30 Schedule Content / Marketing Emails for Upcoming Month	31	1	2

# MARCH 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Launch Brides to Be Campaign** (Fitness Marketing Zone)

We all know most brides want to feel and look great on their wedding day. This is pretty much an "untapped" source of new clients. Follow the steps in this module from Fitness Marketing Zone to develop business partnerships and attract a lot of "brides to be" to your gym and training programs.

### **Set Up New Client Onboarding Referral Email Sequence** ([Fitness Referral Machine](#))

An evergreen referral campaign that you set up one time, and leverage forever. Because every new client receives this campaign after signing up with you - when they are most "in heat" and most inclined and motivated to refer.

### **Begin Digital Gift Card Front End Offer Campaign** ([Fitness Marketing Zone](#))

Gift cards may be the most versatile and effective fitness marketing tool there is. And now you give a digital gift card to stimulate referrals and purchases!

### **Launch Client Conversion Survey Campaign** (Fitness Marketing Zone)

The most ingenious marketing campaign you'll ever see. A simple survey that gets your leads (that may have gone cold) to reengage with you by answering a few special questions that get them red hot for your services and ready to buy.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.



# April 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 Lead Follow Up & Conversion Campaign	2
3	4 Begin Salon Marketing Campaign	5	6	7 Begin Reactivation Campaign	8	9
10	11	12	13 Begin Prospect Conversion Campaign	14	15	16
17	18 Monthly Staff Meeting	19 Launch Front End Offer Campaign	20	21	22	23
24	25	26	27 Schedule Content / Marketing Emails for Upcoming Month	28	29	30

# APRIL 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Begin Salon Marketing Campaign** (Fitness Marketing Zone)

Marketing to local salons can have a huge payoff. This module shows you step-by-step how to market to your local salons so that you can create a flood of new clients.

### **Begin Reactivation Campaign** ([Fitness Marketing Zone](#))

Use a simple, to-the-point sequence of emails (and, optionally, a personal note or letter via snail mail) inviting former clients back in with a special offer. The vast majority of them have fallen off "the wagon" and need your help again.

### **Begin Prospect Conversion Campaign** (Fitness Marketing Zone)

Use this simple campaign to convert prospects who've signed up for one of your offers into paying clients. You have to ask for the sale more than just once.

### **Launch Front End Offer Campaign** (Fitness Marketing Zone)

Do you have a front-end offer (FEO)? A simple-to-understand, very compelling offering like a 30-day challenge? If so, use this campaign to launch that offer!

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

Spotlight On:  
**CLIENT  
DUPLICATOR**



Excellent businesses generate a considerable percentage of their new customers and clients by way of word of mouth referrals. In fact that's a hallmark of the best businesses.

**But listen closely**...they don't do that with a "build it and they will come" attitude. Getting a steady stream of word of mouth referrals is NOT just about providing great service and results to your clients. **You have to be proactive.** The biggest study ever done on referral marketing (by the Wharton School of Business), found that there are two VITAL elements to increasing referrals:

1. **Make it simple** for people to refer to you.
2. **Ask them** to refer to you (without being a pest).

"A trusted referral influences people more than the best broadcast message. **A trusted referral is the holy grail of advertising.**"



- Mark Zuckerberg  
A candid statement from the man who makes billions selling advertising.  
Source:  
<https://www.facebook.com/>

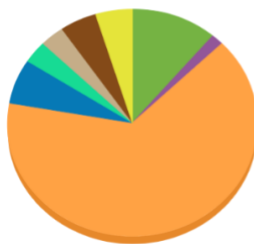
The **CLIENT DUPLICATOR™** campaign built into your calendar in May does both of those things beautifully, and consistently. And it also does one more important thing: it generates a non-stop flow of social proof by incorporating an automatic review request with each client.

This is a campaign you can build/install once, and then it runs like clockwork, almost on auto-pilot, for as long as you're in business. It's what we call "evergreen" marketing, rather than periodic. Because it's always "on" and always producing for you.

Advertising is nice...when it works. But **nothing beats word of mouth referral marketing.** It always has been, and always will be, the most powerful and effective form of marketing for any business.

### 1244 Fitness Business Owners Surveyed:

If you had to rely exclusively on JUST ONE WAY to get new clients/members for as long as you're in business, which way would it be?



Color	Answer	Percent
■	Online advertising (i.e. Facebook and/or Google ads)	11.11%
■	Direct mail postcards/letters	1.59%
■	Referrals/word of mouth	65.08%
■	SEO/content marketing	6.35%
■	Organic social media	3.17%
■	Public speaking	3.17%
■	Other	4.76%
■	I don't know	4.76%

# May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Lead Follow Up & Conversion Campaign	3	4 Launch 28 Day Jumpstart Campaign	5	6	7
8	9 Begin Client Duplicator™ Referral Campaign	10	11	12	13	14
15	16 Monthly Staff Meeting	17	18 Launch Slack Adjuster Campaign	19	20	21
22	23 Launch Restaurant Cheat Sheet Lead Magnet	24	25 Schedule Content / Marketing Emails for Upcoming Month	26	27	28
29	30	31	1	2	3	4

# MAY 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Launch 28-Day Jumpstart Campaign** ([Fitness Lead Academy](#))

This is a great promotion leading into the Summer.

### **Begin Client Duplicator™ Referral Campaign** ([Fitness Referral Machine](#))

An easy way to "duplicate" your clients by getting them to share their success story with their friends and family to produce referrals.

### **Launch Slack Adjuster Campaign** ([Fitness Marketing Zone](#))

Need a quick \$2k-\$4k cash infusion in your business? Use this clever campaign to bring it in within 10 days.

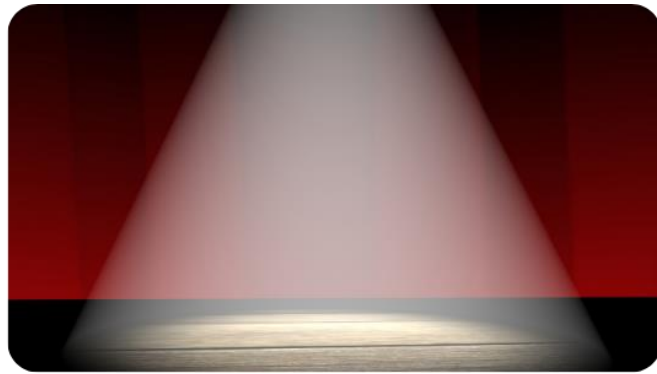
### **Launch Restaurant Cheat Sheet Lead Magnet** (Fitness Lead Academy)

This is a perfect lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

Spotlight On:  
**SLACK**  
**ADJUSTER**



The Slack Adjuster campaign is built into your calendar for May - although it can be adjusted to any month you choose. We provide you with suggestions based on experience. But nothing is written in stone.

This campaign produces a cash flow surge - a big chunk of cash from just one sale, one client (or potentially 2-3 clients, if you adapt it). **And it's fun. You'll enjoy it. As will your client(s).**

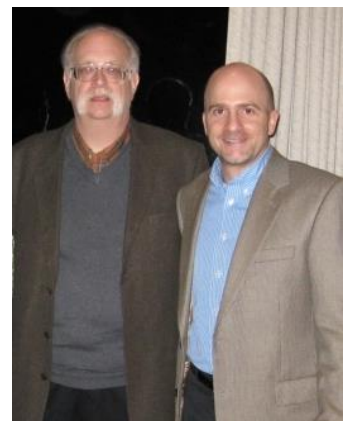
The Slack Adjuster campaign we provide [inside Fitness Marketing Zone](#) is created by a very smart and accomplished fitness business owner named Justin Yule. In addition to his successful fitness business, Justin also provides business coaching with Pat Rigsby (if you don't know Pat, you should - he is a best-selling author many times over and the premier fitness business coach in the industry).

The point of a "slack adjuster" campaign is to generate a big sale, quickly and easily, by leveraging an exciting offer that is EXTREMELY exclusive. Justin has done that masterfully in this campaign. You can use Justin's, or you can create your own. Let me give you an example...

**Rick Streb used to periodically sell a slack adjuster as the highest level of his fitness and nutrition program.** Essentially, he would personally design the client's fitness program, personally coach them, personally design their nutrition program, take them to the grocery store to "teach" them the right way to buy food, and even come to their house to "clear out the crap" from their cupboards. The client would get his personal cell phone number, and was given permission to call with any questions, or in case of a "sugar" emergency :) Rick charged a significant amount for this program, only offered it periodically, and always made it clear how special and EXCLUSIVE it was.

**That's how to do a slack adjuster.**

In case you're interested, the name "slack adjuster" comes from legendary marketer Dan Kennedy. Dan tells the story about how a local coffee shop near him used to sell a \$5,000 espresso machine. Obviously, they may only sell a handful of these each year. But each sale generated a cash flow surge with a very large profit margin. And that picked up the "slack" of sometimes slower coffee sales. Here's a picture of me (Eric Ruth) with Dan Kennedy when I won GKIC Marketer of the Year.





# June 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 Lead Follow Up & Conversion Campaign	2	3 Launch Summer Recipes Guide Lead Magnet	4
5	6 Launch a Summer Youth Fitness Program	7 Launch 21 Days for \$1 Campaign	8	9	10 Prepare for Client Appreciation Party	11
12	13 Monthly Staff Meeting	14 Launch BYP (Bring Your Pal) Referral Campaign	15	16	17 Staff Quarterly Performance Reviews	18
19	20	21	22	23	24 Client Appreciation Party	25
26	27	28	29 Schedule Content / Marketing Emails for Upcoming Month	30	1	2

# JUNE 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains the FORMULA.

### **Launch Summer Recipes Guide Lead Magnet** (Fitness Lead Academy)

This is a great summer-themed lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Launch a Summer Youth Fitness Program** ([Fitness Marketing Zone](#))

Children are struggling with their weight just like adults. Physical Education programs have been financially compromised over the years as well as the amount of time they're offered. Follow the steps in this module to help fight childhood obesity and increase your number of training sales at the same time.

### **Launch 21 Days for \$1 Campaign** ([Fitness Lead Academy](#))

We have seen the best results with this campaign when using images of real clients or images in the gym.

### **Launch BYP (Bring Your Pal) Referral Campaign** ([Fitness Referral Machine](#))

A foundational referral campaign every fitness business must have, and use regularly. Bring your pal in for a workout with you, or on their own.

### **Client Appreciation Party** (Fitness Marketing Zone)

Raise the Roof! It's Time to Show Your Clients some Love & Appreciation! Have a Party that is all about Them! Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains PRO TIPS.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# July 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 Lead Follow Up & Conversion Campaign	2
3	4 Continue Running Summer Youth Fitness Program	5 Launch Giveaway & Upsell Campaign	6	7	8	9
10	11 Begin Promoting Foam Rolling Workshop	12	13	14	15	16
17	18 Monthly Staff Meeting	19	20	21 Foam Rolling Workshop	22	23
24	25 Begin Gift Card Sale Campaign	26	27 Schedule Content / Marketing Emails for Upcoming Month	28	29	30
31	1	2	3	4	5	6

# JULY 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Continue Running Summer Youth Fitness Program** (Fitness Marketing Zone)

Children are struggling with their weight just like adults. Physical Education programs have been financially compromised over the years as well as the amount of time they're offered. Follow the steps in this module to help fight childhood obesity and increase your number of training sales at the same time.

### **Launch Giveaway & Upsell Campaign** ([Fitness Lead Academy](#))

With this campaign you can give-away a program that you offer. Typically, giving away a spot to an upcoming promotion (transformation challenge, or a 3-month membership has seen the best results. It works best with group training since it doesn't add anything to your expenses. The idea with this promotion is to generate a high number of leads, give away to one winner, and then send a "good news, bad news" email to everyone else informing them the "bad news" is they didn't win, but the "good news" is that for entering the giveaway they qualify for a 50% discount off one of your memberships.

### **Foam Roller Workshop** (Fitness Marketing Zone)

Use foam rolling workshops to attract new members and add more service. This is a great way to position your trainers as experts, make some extra money for the gym, and get new personal training clients. Follow the steps in this module to develop a solid system that could be used frequently throughout the year.

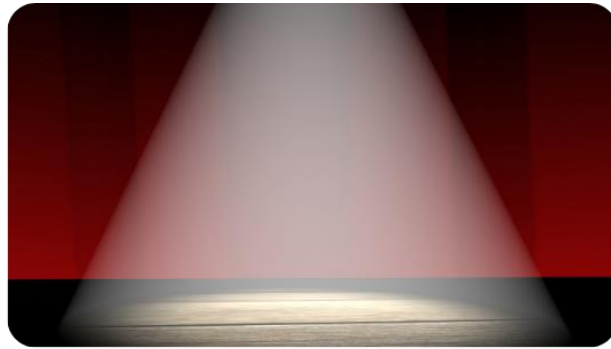
### **Begin Gift Card Campaign** ([Fitness Marketing Zone](#))

Effortlessly Grow Your Client Base with a Gift Card Sale! Get Instant Revenue, Make Your Current Clients Happy & Get Ready to Close some New Clients! Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains PRO TIPS.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

Spotlight On:  
**GIFT CARDS**



**There may not be a more time-tested and proven fitness marketing tool than Gift Cards.** They just flat out work. And you can use them in so many ways. They're incredibly versatile.

In your calendar you'll find the Gift Card Sale promotion in December, July and November. You can do a Valentine's Day Gift Card promotion. You can use them with your Brides to Be Campaign in March. And about a dozen other ways. In fact, when you grab the Holiday Gift Card Promotion included [in Fitness Marketing Zone](#), you get training and tactics on multiple different ways to use Gift Cards to generate new clients and grow your business



### PRO TIPS:

Here are 4 pro tips from two fitness business owners who've sold **MILLIONS** of dollars in personal training using gift cards:

1. Don't go cheap. Use a high quality plastic card that looks like a real credit card with raised numbers and a simulated magnetic strip on the back. They have much higher perceived value when they look legit.
2. Make it high value. The lower the value on the card, the fewer will be redeemed. \$100 should be your starting point. Go higher if your average client lifetime value is over \$1000 (as it should be).
3. Always have one on you. It's FAR better than a business card **because gift cards compel people to buy.** *They've been trained* to redeem gift cards...and toss business cards.
4. No 'catch'. Don't tell folks they have to commit to this or that to use your gift card. It should be like a gift card from Amazon - use on anything you want, however you want, except redeem for cash.

[This is the best resource](#) we know of for high quality Gift Cards at affordable prices.

# August 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Lead Follow Up & Conversion Campaign	2 Begin Back to School Fitness Campaign	3	4	5	6
7	8 Launch Meal Planning Blueprint Lead Magnet	9	10	11	12	13
14	15 Monthly Staff Meeting	16 Launch Client Conversion Survey Campaign	17	18	19	20
21	22 Launch Info Pack Lead Magnet	23	24 Creating Compelling Offers Special Training	25	26	27
28	29	30	31 Schedule Content / Marketing Emails for Upcoming Month	1	2	3



# AUGUST 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains the FORMULA.

### **Begin Back to School Fitness Campaign** ([Fitness Marketing Zone](#))

Get Your Awesome Inactive Clients an Incredible Chance to come back, get fit, and give them an Offer that Gets them Back in Your Fitness Business ASAP!

### **Launch Meal Planning Blueprint Lead Magnet** (Fitness Marketing Zone)

Meal planning is complicated for folks who want to lose weight and get lean. This lead magnet simplifies that process for them. It has beautiful, eye-catching graphics and high-powered copywriting to influence prospects to give you their name, email and even phone number in exchange for this great PDF download tool. And each lead can be funneled right into a success session/consultation.

### **Launch Client Conversion Survey Campaign** (Fitness Marketing Zone)

The most ingenious marketing campaign you'll ever see. A simple survey that gets your leads (that may have gone cold) to reengage with you by answering a few special questions that get them red hot for your services and ready to buy.

### **Launch Info Pack Lead Magnet** (Fitness Marketing Zone)

A simple and VERY powerful lead generation PDF download "lead magnet." The reason it is so effective is because it gives prospects for your services EXACTLY what they want - simple and straight forward information prospects need to make a decision to BUY your service. This is a foundational marketing tool for every fitness business, online, local or hybrid.

### **Creating Compelling Offers Special Training** (Fitness Marketing Zone)

There are many “offers” you make to a potential customer- this could be an email opt-in or to sell a product, program or service. How you word and present this offer makes all the difference in your conversion rate and ability to acquire new customers. In this module you will learn simple yet powerful strategies you can use to take your conversions from average to sky-high. These formulas for creating a compelling offer have already been tested in the real world- all you need to do is implement them and make them your own.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# September 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 Lead Follow Up & Conversion Campaign	2	3
4	5 Begin Stretching Class Campaign	6	7	8 Launch Lean By Halloween Campaign	9	10
11	12	13 Launch Nutrition Workshop Campaign	14	15	16 Staff Quarterly Performance Reviews	17
18	19 Monthly Staff Meeting	20	21	22 Stretching Class	23	24
25	26	27	28 Schedule Content / Marketing Emails for Upcoming Month	29 Nutrition Workshop	30	1

# SEPTEMBER 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains the FORMULA.

### **Launch Lean by Halloween Campaign** ([Fitness Lead Academy](#))

This is a perfect Halloween-themed lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Stretching Class** (Fitness Marketing Zone)

Follow the steps in this module to really get your PT department cranking. Give new trainers a great system to get out in front of members and non-members by offering free stretching classes. This program will provide students with great value while allowing the trainers to really connect with new prospects.

### **Nutrition Workshop** ([Fitness Marketing Zone](#))

Nutrition Workshops are an excellent way to educate your clients, help them get better results, provide invaluable tools, create good habits towards a healthier lifestyle, and most importantly increase personal training sales.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# October 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3 Lead Follow Up & Conversion Campaign	4	5	6	7 All Things Pumpkin Recipe Guide	8
9	10 Monthly Staff Meeting	11 Launch Magnetic Magazine™ WOM Lead Magnet	12	13	14	15
16	17 Client Homework for Increased Renewals	18	19	20	21	22
23	24	25	26 Schedule Content / Marketing Emails for Upcoming Month	27	28	29
30	31	1	2	3	4	5

# OCTOBER 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** ([Fitness Marketing Zone](#))

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains the FORMULA.

### **All Things Pumpkin Recipe Guide** (Fitness Lead Academy)

This is a perfect Halloween-themed lead magnet to build your email list. Be sure to follow up with your new prospects by offering them a low barrier of entry offer that compels them to join your programs.

### **Launch Magnet Magazine™ WOM Lead Magnet** ([Fitness Referral Machine](#))

Every business wants word of mouth (WOM) marketing because it's so darn powerful. This simple magazine generates it for you in 3 strategic ways.

### **Client Homework for Increased Renewals** (Fitness Marketing Zone)

We all have to push to get out clients through “the dip.” A lot of companies use a point and bonus system, especially credit card companies. Why not gyms? Follow the “done for you” system in this module to increase personal training renewals as well as referrals from your clients.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# November 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Lead Follow Up & Conversion Campaign	2 Begin Thanksgiving Food Drive	3	4	5
6	7 Begin Collecting Client Testimonials	8	9	10	11	12
13	14 Monthly Staff Meeting	15	16	17	18	19
20	21 Begin Promoting Black Friday / Cyber Monday	22	23	24	25	26
27	28	29 Begin December for \$1 Campaign	30 Schedule Content / Marketing Emails for Upcoming Month	1	2	3

# NOVEMBER 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the "SPOTLIGHT ON" for this campaign here in your calendar – it contains the FORMULA.

### **Begin Thanksgiving Food Drive** (Fitness Marketing Zone)

Promote a Thanksgiving Food Drive that will support your Community, meet new potential clients, and have Fun.

### **Begin Collecting Client Testimonials** (Fitness Marketing Zone)

Testimonials work! However, most could be a lot better. Follow the steps in this module to make them even more effective and powerful.

### **Begin Promoting Black Friday / Cyber Monday** ([Fitness Marketing Zone](#))

Holiday Gift Card Sale is an easy way to effortlessly grow your client base with a gift card sale! get instant revenue, make your current clients happy & get ready to close some new clients!

### **Begin December for \$1 Campaign** ([Fitness Lead Academy](#))

Everything slows down in December, so a low barrier of entry makes a lot of sense at this time. This campaign is the PERFECT solution to bringing in prospects and letting them see how wonderful your services are before they make their New Year's resolutions. It's the perfect way to jumpstart your New Year's marketing efforts.

### **Schedule Content / Marketing Emails for Upcoming Month** (Fitness Lead Academy)

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

# December 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1 Lead Follow Up & Conversion Campaign	2 Begin Preparation for Holiday Client Appreciation Party	3
4	5 Continue December for \$1 Campaign	6	7	8	9 Staff Quarterly Performance Reviews	10
11	12 Begin Working On 2022 Content Calendar	13 Monthly Staff Meeting	14	15	16 Holiday Client Appreciation Party	17
18	19 Begin Holiday Gift Card Sale	20	21	22	23	24
25	26	27	28 Schedule Content / Marketing Emails for Upcoming Month	29	30	31



# DECEMBER 2022

## Campaigns:

### **Lead Follow Up and Conversion Campaign** (Fitness Marketing Zone)

You must have a process – a sequence of scripted steps you follow with each and every lead that comes in – to convert them to clients. And speed is so vital. Get them while they are hot. This is the campaign that makes you money. That's why it's in every single month of the calendar. Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains the FORMULA.

### **Continue December for \$1 Campaign** (Fitness Lead Academy)

Everything slows down in December, so a low barrier of entry makes a lot of sense at this time. This campaign is the PERFECT solution to bringing in prospects and letting them see how wonderful your services are before they make their New Year's resolutions. It's the perfect way to jumpstart your New Year's marketing efforts.

### **Holiday Client Appreciation Party – bring guests!** ([Fitness Marketing Zone](#))

Raise the Roof! It's Time to Show Your Clients some Love & Appreciation! Have a Party that is all about Them! Refer to the “SPOTLIGHT ON” for this campaign here in your calendar – it contains PRO TIPS.

### **Schedule Content / Marketing Emails for Upcoming Month** ([Fitness Lead Academy](#))

Look at your calendar for the upcoming month, and decide what your email content should include to support your promotions for the month... content emails, promotional emails, lead magnets, client case studies or other testimonials, etc.

### **Begin Working on 2022 Content Calendar** (Fitness Marketing Zone)

If you sometimes feel like your marketing content is all over the map and you don't have a clear plan regarding the content you post online then this module is for you! Actually, everyone should have a content calendar- it is an essential tool to plan and organize your content and give you a timeline for when and where it should be posted. You will learn how to create a content calendar that is simple to use and that you can tailor to your unique business.

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY


NOTES