

*"It almost PISSES me off how popular CrossFit is getting..." he said...*

*Attention **CrossFit Affiliates!***

## **Want to Know What CrossFit's Popularity Might Actually Do to Your Company ?**

### **Inside...The 5 Mistakes Box Owners are Making that Will Starve Their Businesses to Death in the Coming Years.**

Dear **CrossFit Affiliate** owner,

Just the other day I was speaking to a friend of mine who owns a box in the Southeast.

He was telling me about how awesome it was to be working for himself. That not working for someone else and not having to listen to their stupid rules was better than being a slave to his old job.

But surprisingly, he mentioned to me that he was *frustrated...* angry...and even scared. He was saying that even though CrossFit is mushrooming into one of the biggest things in fitness, he's struggling to be as successful as he thought he **would be**.

He said...

*" I know there's good money in this industry, and I know that I can be more successful. I'm just wondering what I can do so that I'm not working so much, so I can enjoy my life more, ya know?..."*

*"... Even though CrossFit is a community... it doesn't change the fact that we're all in business for ourselves. And now there's more competition than ever,...and I feel like the quality of my life is going down the tubes..."*

*... I don't want to be a slave to work again." he said.*

### **My name is Adam Lantelme, and if You're Like My Friend I have Some Good News For You.**

If you want to earn more... work smarter... and live out the vision of success you have for your business...then this is one of the most important messages you are ever going to read.

By correcting mistakes that many owners commonly make, you can stop worrying about competition...generate thousands of extra dollars in revenue... have more time for yourself...and enhance the health of both your business and your clients.

Statistically, most small businesses fail within the first 5 years. No doubt they put up a good fight, but anorexic margins eventually leave them hanging that embarrassing closed sign on their doors.

And according to the Department of Labor, businesses in the fitness industry experience a 90% failure rate in the first 2 years! And as you know, Greg Glassman designed the CrossFit model where success or failure is up to you.

I've worked with some of the top business builders in the country - men who have sold over \$8 billion worth of products in their lifetime. And others who have sold as much as \$250,000 in just two weeks time.

Because of this I can confidently say that fixing the mistakes you're currently making will take you past just surviving and have you thriving.

### **CrossFit's Popularity is a Double Edged Sword.**

Whether it's the \$300 million dollars Reebok has invested in the industry or the Games playing on ESPN2, CrossFit now has brand recognition. And the best part is its unique approach to fitness has become a legitimate way to stay healthy, and stay in business.

#### ***This means two things for you.***

First, there is no shortage of demand in the CrossFit market. People all across the state are looking for qualified instructors and a space to work out. There's no doubt that there are people who are willing to pay the price for CrossFit.

And...there's no shortage of competition in your market either. Which makes finding quality clients a difficult process in its own right. CrossFit's popularity means that even though there are a lot of people that wouldn't mind shelling out 100+ dollars a month... everyone else is trying to get a piece of the action as well. I'm sure you've already experienced the cut throat nature of this consumer warfare.

Not to mention you've *still* got to compete with normal gyms and personal trainers. While you're attempting to grow your box they're offering cheap prices and a lot more variety.

Essentially there is a feeding frenzy in a very crowded and specific niche. And while I know you're excited about CrossFit's growth, I also know that you feel like there's more you can achieve with your business.

The question is, how do you get the lion's share of business? How do you get **more committed and passionate** people interested in paying to come to **your** box?

I know that most of the time you're really busy running your business. Between instructing, working with clients, managing instructors, maintaining your facility, and taking care of random 'office' duties, it's hard to even think about client acquisition seriously.

*If you're a box owner who's serious about success...*

You need to know that barely leaving work, losing clients to competitors, worrying about expenses, and most other obstacles you face, can all be a thing of the past.

And the reason why I can say this with confidence is because most CrossFit owners are making these...

## 5 Major Mistakes That Keep You From Growing Fast.

### Mistake #1 Going to War Over Price!

It might come as a surprise to you, but did you know that too many affiliate owners actually price too low?

That's right. The stories of owners trying to undersell the competition and failing to grow (or stay in business) are numerous. Lower prices lead to smaller margins which can lead to losses year after year... until you finally scream "Uncle" and QUIT.

If you're always trying to underbid your competitors then you're literally taking money out of your bank account. Never a smart move in an industry with margins this thin.

Fortunately for you, there are ways to charge **more** and actually turn people **away**.

In fact, CrossFit owners all over the country as well as many small businesses frequently charge more than their competitors with incredible results.

If you can **convince** the **right** prospects that you're worth the money you charge, then they'll have **no problem** spending their hard earned cash with you.

Would you like to know how to do that?

Well it's easy.

Providing a comprehensive and targeted marketing and advertising campaign can get new faces in the door and keep them there.

Because precision marketing and advertising speak to a specific audience you can build your business and increase profits by advertising to them directly. And this can be done without sacrificing obscene amounts of money or precious time doing it.

As you'll see in the following point, doing this wrong is just a bonehead move that costs you profits and *could* cost you your business.

### Mistake #2 Advertising like an Idiot

One of the most overlooked and most undervalued ways to bring in new business is using effective advertising.

It's how thousands of small businesses across the country manage to go from startup to million dollar companies within a short period of time.

Boxes like Iron Tribe Fitness, and Orlando CrossFit grew as fast as lightning using time tested and proven advertising techniques, almost tripling in growth in just one year's time. \*

The reason for their incredible growth is because they didn't just rely on word of mouth to build their business. They used advertising techniques that have been scientifically proven to **sell** people on their service.

The sad truth is that most small businesses are run by people who don't know much about advertising. Yet all the evidence in the world indicates that using **laser** precise and focused advertising is one of the most effective and best possible ways to:

- Grow your Business FAST!
- **Help You Work Smarter!**
- Steadily INCREASE Profits!

Advertising using the scientific method of direct response is a brilliant way to measure how effective your advertising is... the same way that documenting total reps and maxes are ways to prove you're getting stronger.

Better yet, it doesn't cost a fortune, and because of this, it's one of the best ***investments*** any business can make.

Methods such as geo-targeted direct mail, email marketing, affiliate sales programs plus many others, are all proven ways to increase revenue. The reason why, is because if you advertise to your market effectively, you'll have no problem convincing them to spend their hard earned money with you.

### **Mistake #3 Having a Mediocre Website**

In 2012 one of the most important things you can do to help grow your business is have a rock solid website. However, rock solid doesn't necessarily mean flashy or aesthetically pleasing.

CrossFit was built on the internet, but many CrossFit websites have failed to adapt to the growth of the Internet.

Though CrossFit websites have always been about giving away free info, most business owners don't believe that it can do more than that..

Consequently this belief ignores that fact that today when someone is searching the internet for a CrossFit gym, they are generally in a shopping mode. Your website is most likely one of the only impressions some potential clients will ever get of you.

As a result if your website **never** gives solid reasons **why** your box is something they should check out, then they never will.

As they stumble through local CrossFit websites, you need to be concerned about what they read on *your* site. The affiliate whose websites only looks good might catch their eye, but the one whose website **hits** them in the gut and gives them a reasons to show up for a workout; is the one who has the better chance of earning their business.

Your website **should** sell your box to a potential client, and give them a reason to contact you ASAP.

I can tell you this with absolute certainty. The overwhelming majority of CrossFit websites do a *horrible* job of convincing prospective clients that they're the gym they should go to.

The ones that do an excellent job are the ones that have experienced growth of up to 486% in just a years time.

This means that when you have a website that does an awesome job at selling your services, you'll easily get more paying clients.

*Keep this in mind...* A website that **doesn't sell** is like a gun without bullets... pretty much useless.

#### **Mistake #4 You Don't Provide ENOUGH Value.**

When you get down to the nuts and bolts of why people go to John Does' gym, it's because they truly believe it's worth the money they're paying.

If someone wants to get in shape, they could easily go to 24hr Fitness, purchase p90x, buy a few free weights, or hire an expensive personal trainer.

CrossFit is a different game altogether, and that's why it's so popular. Because it's so different, many times when a member joins they stay.

However, people join and stay loyal to a gym because they *expect* their purchase to be valuable. And they bail if they don't feel like they are getting their money's worth.

Therefore if you provide services like valuable up sells... bonuses... exclusive offers... affiliate offers relevant to fitness and nutrition... words of encouragement... and other uniquely positive elements that other places **don't**, you'll be more valuable to them than you could imagine.

You're already giving away tons and tons of free "stuff" as it is. With the expertise of a consultant on your side, you can learn how to create additional streams of income all while making your clients happy at the same time.

Being a successful business owner is being the owner who is making sure their clients are beyond satisfied. True success comes from providing a service and experience that members feel is worth **more** than what they are paying for.

Being successful also means that you don't just bring in revenue on the front end, but secure some on the backend too.

Now doesn't that sound good?

#### **Mistake #5 Depending on Social Media as a REAL Source of Growth**

CrossFit is obviously not like most small businesses. However, much is made of Social Media and its power to grow businesses fast. This trendy way of thinking is actually a faulty way of thinking.

For instance companies like Groupon and Living Social have little to no data\* proving their long term profitability for small businesses. In fact they aren't even run at a profit themselves.\*

Social media, and social media promotions are more of a fad or a trend than they are viable sources of income generation.

Due to the fact that this is the case, it's safe to say that having a Facebook page won't save you from an impending bankruptcy. And just doing regular, stock marketing will only ever get you regular, stock results.

*However* if you employ "secret" tactics that none of your competitors are attempting, you can be sure to experience explosive growth.

Here's why... People don't search out businesses on Facebook or Twitter. Social coupon companies are only invested in creating a brief spurt of business, and are not concerned with long term, sustainable growth.

The reason why so many people believe the hype, is because it's cool, and it's hot.

But that's not CrossFit.

Instead, if you have a pre-formed advertising/marketing campaign in place to pursue prospective clients, then you can really grow.

If a person comes in once on an impulse, whether directed to your box by Facebook, Twitter, or Living Social, and never comes back... then what?

BUT, if that same prospective client was brought in with a very specific advertising mechanism, and then sent a few targeted emails about why he needs to sign up with you, the likelihood you get a new client is greatly enhanced.

See how that works?

### **So How Do I know All this Stuff About Sales & Marketing?**

As I mentioned at the beginning of the letter, I have been mentored by some of the brightest and most successful minds in businesses.

As a former salesman for Fortune 500 companies like Dish Network, ADT security systems, Discover Financial, amongst others, I have a strong understanding of what inspires people to buy.

The biggest thing that I've learned from my mentors and the world of business, is that success relies very much on **one thing**, and one thing only.

This **one thing** is what makes people spend more money on one business over another, even when they are both offering the same service.

This **one thing** is what makes someone read a piece of junk mail and buy something they don't need, but want with all their heart.

And this **one thing** is what makes people **feel** like the money they are spending is **worth** it.

This one thing is providing emotionally engaging, directly targeted advertising that inspires people to make a purchase NOW. The old adage that "*location is everything*" can be proven wrong with thousands of case studies to the contrary.

Because if you can **build** demand, then people will come, *no matter where you are*.

The use of emotional direct response advertising is how my mentors have managed to build multimillion dollar companies from the ground up, as well as making millions for their clients.

And, the same methods and advertising practices I use are the *exact same ones* that have lead to affiliates like IronTribe Fitness to become the **fastest growing CrossFit affiliate in the world.**

### **The Next 6 Months...Where You Become More Successful Than You Imagined You Could Be.**

Let's be honest, being in the CrossFit industry ou've got your work cut out for you. Your competition is everywhere, and new competitors are popping up all the time. Worse yet, they're all fishing the same pond as you.

Some times your competition is right down the street from you, chomping at the bit to steal current or potential clients,

*Whatever the reason you started your box, if you want to squeeze every inch of success out of your business you need to tap into **proven** methods of increasing profits.*

Therefore, in order to be more than marginally successful ( or worse! ) you need to work on fixing the 5 mistakes you're making that will kill your business.

This could be using a direct mail piece sent out to a list you rent to get new clients walking in the door. **Or**, it could be effectively managing e-mail marketing campaigns to make more money from your existing clients.

And as a a matter of fact, there are many, many other options to explore when considering how to grow your business.

The bottom line is when you follow my advice you can....

- **Bring in More Profits!**
- **Grow Faster!**
- **Work Smarter!**
- **Change Your Life!**

### **Here's the Magic Wand That Will Change Your Life Forever.**

**I'm here to make a bold claim.**

Just like I know you can help to transform one's body and mind, I can help you become a better, stronger, more successful company.

Whether you're struggling to bring in more revenue, spend way too much time at work, or just want to grow faster and reach more people... whatever your idea of success might be... following these steps can turn your business into what it was born to be.

Just like CrossFit will change your body with commitment, using me as your consultant WILL change your business for the better.

Best part about it is neither you nor I have to do anything crazy, or re-invent the wheel to have your business operating as a high functioning CrossFit box that is in serious demand.

I'll make a quick illustration. In your industry the smarter you work, the more gains you'll see. The more time you spend working on technique, form, and the like, the better your measurable results are.

Setting up a **FREE** consultation with me I'll explain to you how I will help to elevate the game of your small business.

All you have to do is call me at **801-979-3625** and we can begin strengthening your business immediately.

I'll assess your current advertising and marketing strategies, go over ways to promote passive income, and go over the techniques you can implement that will GROW your business within as little as 60 days time.

Using methods that can be tested, adjusted, and tweaked, I can help bring you new stable business as well as helping you stack success upon success, without committing to tons of extra work that you don't have the time or energy to do.

The fact remains that it won't take but a few extra clients to net you consistent 4-5 figure gains. If you're serious about success, and interested to see what I can do to make your box more profitable...

Call me at **801-979-3625**.

You can also e-mail me today at [adamlantelme@gmail.com](mailto:adamlantelme@gmail.com)

Again, if you'd like to become one of the fastest growing, and most successful CrossFit affiliate in the state, setting up a **FREE** consultation with me will get you on your way.

If you're looking to have more time to yourself, more money, and want to begin to live life on your terms...

Don't hesitate!

Call or e-mail me TODAY! **801-979-3625**.

Sincerely,

Adam Lantelme

P.S. I'm currently booking my schedule with clients and am only accepting one affiliate per Zipcode. So don't delay, contact me before the guy down the street does.