

# Success

**Discover the 3 Simple  
BUT Powerful Game-Changing  
Fitness Marketing Strategies  
That Took Me From  
Zero to \$500,000 in 18/mo.  
Without Any Prior Fitness Experience  
And Best Of All How You Can Too.**



**Success**  
Babe Mooney



[www.autopilotfitnessmarketingsolutions.com](http://www.autopilotfitnessmarketingsolutions.com)

# Discover the 3 Simple BUT Powerful Game-Changing Fitness Marketing Strategies

**Finally... The Owner Of The “#1 Revenue Producing  
Fitness Together 2-Room Studio West Of The  
Mississippi,” Reveals How She Went From Zero Revenue  
To Just Under Half A Million In Sales In Eighteen  
Months, Without Any Fitness Experience.**

*And best of all how you can, too.*

**Dear Friend,**

Please read this report thoroughly, as each point is vital to your business success. If you want to change your business and have more leads, more clients and more money without adding to your work load, then you will love what you are about to read.

I know it sounds too good to be true. I understand your skepticism. Nowadays, there are too many Internet marketing companies promising impossible results if you just install their new program, or add their new marketing idea, or buy their new training program.

The real truth is that most of the products being peddled are worthless – to you, that is. To the companies, the products are incredibly valuable – because they’re raking in huge profits at your expense.

Let’s start with three questions:

- Are you tired of wasting money on hype and marketing that doesn’t work?
- Do you want someone you can trust to tell you the truth about real business solutions that will give you the results you want and deserve?
- Are you too overwhelmed to add even one more thing to your plate?

If your answer was ‘yes’ to any of the above, read on.

## THE BUSINESS YOU LOVE

First, let's look at why you got into the fitness business. If you are like most fitness owners, you're in this business because you love being healthy, working out, and striving to reach your maximum physical potential. And most of all, you love teaching others how to do the same thing. That kind of passion can take you a long way in business and it's commendable. You thought that if you got results for your clients they would refer their friends and family and your business would grow.

The sad truth is that, despite how pleased they are, most clients just do not make the referrals you thought they would. And even if they do refer several friends, you could starve to death trying to build your business on these referrals alone.

**REMEMBER: TRUE HAPPINESS COMES FROM DOING WHAT YOU LOVE, BUT YOU HAVE TO MAKE MONEY AT IT TOO.**

By now you may have realized that it is NOT simple. *The majority of owners, instead of doing what they love, end up spending most of their time doing the exact opposite: they end up spending most of their time doing what they don't like doing: marketing.*

If you are one of these owners, I know how you feel. I have been there myself.

And THAT is why I created Autopilot. But who am I? Who is Babe Mooney, and why should you listen to me?



**Babe Mooney**, CEO and Founder of AutoPilot, LLC

I am the former owner of the “**#1 revenue producing Fitness Together 2-room Studio west of the Mississippi.**” I went **from zero revenue to just under half a million in sales in eighteen months without any fitness experience.** In my second year in business, I averaged \$38,000.00 per month, every month. I maintained that sales volume month after month.

I am not some big shot marketing guru. **I'm one of you. I've been in the trenches.** I've known the fear that grabs your gut when you start each month at zero, wondering if you will make enough sales to break even. In fact, I almost quit those first months due to that fear.

### MY BUSINESS STORY

When I started, I followed the franchise guidelines. They were good guidelines. I advertised for about a month before I opened. Short on funds, I had to do a lot of bootstrap marketing (mostly mailings - I wrote, folded, licked, marched them to the post office). I was also paying bills, dealing with vendors, making presentations, setting up

new clients, trying to follow up on leads, and all the while hiring and managing trainers and other staff. I was wearing every hat you can imagine.

I started out with a big bang. **My first month I sold \$25,000 in packages.** I was on cloud nine. I knew it was just going to get better from there on out. The second month I was so busy with clients that I didn't do any marketing and nearly died when I realized that for that month I did **\$2000** in sales. Ouch!

At the end of the 3 months when their packages expired, **none of my clients renewed.** I was back at square one! I was losing current clients as fast as I could get new ones. I could not get ahead. I had the "revolving backdoor". Each month I started at zero and it made me sick. I lost sleep trying to figure out what to do to get back on track. I wasn't sure what the problem was but I knew I had to find out, fast.

I had stopped marketing because I had a good client base that I was sure would give me referrals. Wrong. I spent another month going back to square one – marketing - just to get the phone to start ringing again.

I noticed one thing during that second start up (I felt like I was starting up again): even bad marketing would make the phone ring, *as long as I did it.* I found that when I stopped for a month it took me at least 30-60 days to build back any momentum that I had started to build.

At the same time, I reviewed every aspect of my client service. I created a client survey. It was like pulling teeth to get those surveys back, but it was well worth it. The number one priority for clients was "results." I discovered that I had focused so hard on getting clients that I had not really spent the time needed to attain and effectively publicize positive results.

A close second for clients was the need to "feel connected." Even if they got results, too many just felt like a number coming in and out of the door. There was no 'relationship.'

I have to admit I was surprised. Clients had a personal trainer to work with, but that was not enough. So I put together a 'connection plan.' The plan had multiple steps but the intent was to make clients feel like one of the family. I was relentless in connecting them to the business (not to me or to any one person).

Marketing – marketing before, marketing during, marketing after – it's all about the marketing. And so I sat down and figured out what I could afford to do EVERY month in marketing. Once I had that figured out, I decided I would spend it wisely but I would spend it no matter what.

I struggled for endless hours, searching for ways to make my business work. Some efforts failed, but my marketing background helped me quickly analyze, change gears, and move ahead. ***And before long, I noticed my business was not only working, it was thriving.***

# Fitness Marketing Strategies

## THE THREE BUILDING BLOCKS



What was my “secret” to success? I had made several important discoveries.

First, I discovered that working hard does NOT mean working efficiently or effectively for long-term success.

Second and most importantly, I had by trial-and-error discovered **THREE SIMPLE BUILDING BLOCKS** that made all the difference to me and my business. The key was in the marketing. No matter how much owners love the personal and health end of the business, lasting success depends on the very thing most of us like least – the marketing.

### **Building Block # 1:** *Continuous Marketing*

Marketing continuous makes your phone ring. Marketing continuous turns prospects into clients. Marketing continuous turns new clients into long-term clients. Decide what you can do, then do it continuous. Don't advertise one month then not the next. You lose traction. Stay stuck on play!

And ask yourself; am I using the most effective marketing tools? For instance, social media marketing should be strongly considered. If done correctly, it works. Moreover, it is virtually free.

Of course, social media marketing DOES require a much larger TIME investment than placing an ad or sending out a mailing, but it may be a key ingredient missing from many businesses. However, many owners will set up a Facebook account and then complain that it did not work. And with what they have done, it won't work. A social site requires time and attention. It is an entirely new marketing tool. To be effective, you must learn the rules, restrictions and tricks of each site.

For most owners working on their own, it will take 6-9 months before they start seeing a return on their time. But it can be done faster. The same principles apply: you must be relentless and savvy. You cannot just throw something up and hope that it will work.

Using social media is just one marketing tool, however. Here are some other elements to our 'continuous' approach:

- We offered a money back guarantee for results (only gave one refund).
- Each new client got a beautiful welcome gift, delivered to them at their work place.

- We had events; we had quarterly competitions; we gave prizes for performance.
- We sent birthday flowers.
- We emailed weekly fitness tips and jokes.
- We started a monthly newsletter, and always talked about several clients each month in the newsletter.
- We had parties and built relationships with our clients and helped clients get to know other clients.

## **Building Block # 2: *Buy or Die***

Part of me winces when I use these three little words - “buy or die” - but the other part of me knows the truth they hold.

In my own business, once I had current clients happy and renewing, I could refocus on getting new clients. Continuous Marketing brought in plenty of first-time inquiries, but there were too many no-shows, too many declining. I calculated I was losing about 65% of my leads before they even showed up!

I tried to follow up but I soon felt like a pest. I hated to be a pest, but I hated losing money even worse! So I needed to follow up. I decided to treat it like a challenging game. I called the game “Buy or Die.”

After initial contacts, we made weekly phone calls to keep in touch, but that soon got to be too much for my manager and me to keep up with. I knew I needed to make it as simple for us as I could. So everywhere that I could automate, I did. I started sending emails but even that was very time consuming. So I wrote generic emails that could be used over and over.

I had emails written for just about every possible situation. One would be sent out if they set an appointment but did not show. (*It said “Why did you waste my time today by not showing up”*)... No, it didn’t really say that even though sometimes that is how I felt! I wrote and put together complete information packages that could be sent via email along with an email that was sent if they called, but were not ready to schedule an appointment. I created a complete and compelling email series for them to receive over a period of weeks that would entice them to call in and schedule.

I also started adding my leads to my newsletters and fitness tips.

Soon, I had a long list of leads that I was “marketing” to and about once a month I would hit them with a special offer. My plan was to stay connected to the leads until they would “buy or die” (opt-out). Out of the lead list I would convert about 15-30% each month into some level of service. Of course, I made sure I had different levels of service and products to offer. I wanted to capture everything I could. And it worked - at a rate far above industry norms, I won the “Buy or Die” game.

## **BUILDING BLOCK #3: *Relentless Follow Up Forever***

That's the mindset needed to success – follow up forever. And following up applies NOT only to initial leads but also to renewals. Sociologists say that the average person needs to see your offering/advertisement seven times before they will respond. Most current clients are NOT your audience; they're part of a parade passing by. Your message is heard only by that part of the parade directly in front of you to that particular time. To assure you are getting their attention, you need to Relentlessly follow-up always and forever.

Plus, it is cheaper to follow up and capture current leads than it is to market for new leads. With good follow-up you can save on marketing and still make more money. But it is work, no doubt about that.

By my six month mark of my own business, ALL of my clients renewed. To be honest, it was a lot of work. But it was worth it. I had slammed the back door closed! It sounds obvious, but it's tough to execute: treat your customers like they are valuable, because they are. Set up customer support programs and keep those running as if your business depends on it. You must be “talking” to them at least weekly. I used the weekly fitness tips to do this and it worked great. Do not skimp on what you will do or spend on a customer. *It costs far less to keep a customer than it does to get a new one.*

When I sold the business the clients gave me gifts and wished me well but continued on with their program. They were connected to the business not to me. After 3 years, most of those clients are still there because the same customer programs are in place.

Finally, allow me to share one ‘real world’ example. One element of “Relentless follow up” is my reactivation campaign. Here is feedback from two of my clients on just this one component:



**Boo Sadikot, Owner Fitness Together:** *I recently started working with AutoPilot. As a busy owner, it's always tough trying to find time to put together reactivation campaigns; AutoPilot was the perfect solution for me. We started the past client campaign about 1week ago, and within a few days I had 7 past clients show interest in coming back, of which one has resigned with us. THANKS AutoPilot!"*

**UPDATE 3.25.10** - *We've had another client rejoin today and sign up for 100 sessions! The total revenue for the two return sales totaled \$7,860.00 - Thank you AutoPilot!*

**UPDATE 3.31.10** - *We had another client re-join today for 46 sessions!!*

**Jeanne Nelson, Anytime Fitness:** *This reactivation series is really working! I am amazed at the inactive members who are calling or emailing me this morning promising to get back in the gym soon. WOW! An inactive client came in and paid off her \$532 bad debt and re-signed an 18 month contract and scheduled 2 free trainer sessions! Plus we signed up two new clients from our prospect list! All within 45 days. Thanks!*

## DO IT YOURSELF?

Now, let me be clear: you can successfully use all three building blocks by yourself.

But should you? My experience tells me that if you are like most owners or managers, you are already feeling overwhelmed. You don't want to learn one new thing. The idea of adding all this additional work to your already busy schedule may not be very appealing to you.

Enter AutoPilot! We can do almost all the work for you. With AutoPilot, I have automated every step of the process.

I will customize the THREE BUILDING BLOCKS for you, so that you can have more leads, more clients, more renewals, more revenue....WITHOUT more work.

On AutoPilot, we can take the lion's share of both lead-generation and follow-up off your hands. If I said I could generate leads, then follow up with all these leads and cause a significant percentage to call for an appointment without you doing any additional work...without you having to learn new software...without you doing anything other than entering them into your current software like you already do...and if I could do all that and it was very affordable, would you be interested in knowing about it?

Additionally, what if I not only followed up on your clients, but I also used my "connection plan" with your customers? What if I made them feel valued and connected with no additional work from you or your staff?

Well, it's true and you really can have all of this with ...

- **NO additional staff**
- **NO additional work**
- **NO new software to learn**
- **NO double-entry into a separate software system**
- **NO copywriting or marketing training needed**

Putting AutoPilot to work for your business is the answer to finally getting more leads to convert, more prospects to buy, and more clients referring their friends and family like crazy ... so you can focus on what you love to do and operate a much more profitable business!

Just to be perfectly clear, again, I am NOT offering to teach you anything or to sell you anything that you have to do. I am not suggesting that you learn how to do this. If that's what you want, I'm happy to consult with you because, after all, I do love marketing. But, what I AM offering you is the opportunity to **HAVE THE WORK DONE FOR YOU so you can stay focused on the parts of the business you truly love.**

## TWO LEVELS OF AutoPilot SERVICE

At AutoPilot, we offer full marketing service:

1. We Relentlessly Follow-up on your leads and customers,
2. Plus we Continuously provide Leads via Social Marketing.

You can use both services together or just choose the one that meets your needs.

### Service #1: Lead and Client Follow-Up

Customized Communications *(Using Company Logo and Information)*

- Emails
- Letters
- Voice Messages
- Post Cards
- Weekly Fitness Tips
- Customizable Done-for-you Newsletter



### Prospect Campaigns

- No Show Prospects
- No Sale Prospects
- Phone/walk-in Lead Prospects
- All Prospect Campaigns are written to convert into appointments and sales



### Customer Retention Campaigns

First Time Customer Welcome Series, which can:

- Initiate "Refer A Friend" Program
- Generate Customer Satisfaction Survey
- Create Feeling of Real Connection

Get Testimonials

- Lost Customer Re-Activation
- Birthday and Anniversary Cards
- Weekly Fit Tips
- Monthly Newsletter

## Service #2: Lead Generation via Social Media

Not only will we follow up on your leads, but we will also generate **new** leads for you. Again, without any additional work from you!

We provide lead generation through social media. Check out some mind-boggling statistics and “FACTS” below!

- **400,000,000** + People registered on Facebook (Facebook)
- **100,000,000** + People log on to Facebook every single day
- **346,000,000** + People globally who read **blogs** (comScore March 2008)
- **50,000,000** + People use Twitter (Social Times).

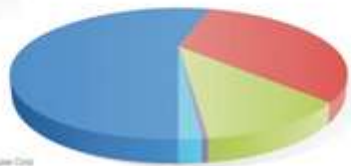
**FACT:** In March 2010, Facebook became a BIGGER source of referred traffic than Google.

**FACT:** A whopping 74% of ALL consumers now rely on social networks to guide purchasing decisions.

**FACT:** Your potential customers spend an average of 55 minutes a day on Social Sites and we will attract them.

**FACT:** When they click “LIKE” your Fan Page—Facebook automatically sends even MORE traffic to your site, day in and day out.

According to the social media measurement firm Syncapse, compared to non-fans of your product or services...



✓ Facebook FANS spend an extra \$71.94 for your product or services.

✓ Facebook FANS are 28% more likely to stick to a specific brand or product.

✓ Facebook FANS are 41% more likely to recommend a product (or person!) they are fans of to THEIR friends.

## Using the power of social marketing, AutoPilot will:



### AutoPilot will set up and customize all your social sites:

- Facebook
- Fan Page
- Twitter
- LinkedIn
- Blog

### In addition, AutoPilot will:

- Build your social community with 100's of Followers and Fans
- Manage your social site by writing relevant original content for you blog,
- Post to twitter and do status update to your fan page.
- Drive leads into your inbox weekly for you to connect and build relationships with.
- Plus we will add them to our Follow up service

Bottom line, we will drive targeted traffic to your website and your inbox! Then we will add them to our Relentless follow-up service. **Again, all without any work from you.**

*“Within a couple of months I had two new clients. This is a valuable service.”*  
Mark Lloyd owner of Fitness Together Baldwin Park

## A FINAL THOUGHT

And so, dear business owner, you can do all this work yourself or have it done for you, your choice. But keep in mind that no matter how hard you work – if the underlying “system” is faulty - if you are not practicing those 3 simple but magical building blocks – you will never achieve the results that you should. That’s why I encourage you to investigate my program – a system that is time-tested, proven and guaranteed.

While this information is fresh in your mind, please take a moment and go to our website to register. [www.autopilotfms.com](http://www.autopilotfms.com)

As a thank you gift, for downloading this report, you have **2 gifts** (\$200 value) coming to your inbox in the next weeks.

If you still have questions you can email me at [bmooney@autopilotfms.com](mailto:bmooney@autopilotfms.com) or call and talk to me directly at **1-800-345-6806**.

Whatever your decision, I hope this report has given you a clear picture of what you must do to be successful. But more importantly, I hope you will take action. I look forward to developing a personal relationship with you that will bring you the enjoyment and satisfaction about your business and your life. You deserve it!

Your Continuous and Relentless Marketing Partner,

*B J Mooney*

Babe Mooney, Owner

AutoPilot Fitness Marketing Solutions

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