



**GROW YOUR
GYM WITH
ABSOLUTELY NO
PROMOTIONAL
OFFERS**



[MAXOUTYOURGYM.COM](https://maxoutyourgym.com)



Promotional offers attract the worst kind of clients: the ones who never stay longer than 60 days.

Free or discounted offers like: free class, free week trial, free 2-week trial, free 6-week challenge, free onramp, discounted first month, Groupon deals, 7-day trial for \$7, 14-day trial for \$14, 21-day challenge for \$21, etc.

SO HOW CAN YOU GENERATE LONG-TERM CLIENTS WHO PAY YOU HIGH-TICKET MEMBERSHIPS?

Meaning clients who enroll on 6-month or 12-month agreements and paying you \$200, \$300, \$400 or even \$500 a month. Clients who are truly committed to transforming their bodies and lives.

▶ **You need to use MOTIVATORS rather than INCENTIVES based on price.**



YOU NEED TO USE PSYCHOLOGICAL MOTIVATORS:

- That truly inspires them to become a higher version of themselves.
- That motivates them to get healthier and fitter.
- That causes them to finally act. It's a switch that is flipped outside of their consciousness: their impulses, their desires, and everything in their subconscious that drives them to action. Because 95% of cognition happens outside of our conscious brain and inside our subconscious, emotional brain.

So understanding how your prospects think and how you can influence their actions will help you to grow your gym.

The key to success is an understanding of psychology.

All human beings essentially have the same mental motivators that drive actions. And in order to influence and understand your prospects, you need to know what those motivators are and how to utilize them in your marketing message.

All human behavior, at its root, is driven by the need to avoid pain and the desire to gain pleasure. Even when we do something that appears to be painful, we do it because we associate pleasure with the action.

To use this trigger in your marketing, you need to first understand what your prospects associate with pain and pleasure, because not everyone associates pleasure with performing a muscle up or a back-squat PR.

So what are the main three psychological motivators that actually inspire people to become a higher version of themselves, transform their bodies and change their lives?

Helping to avoid fears – especially if they are emotionally-based fears – can be powerful motivators.

Your prospects are afraid the workouts are gonna suck, they are afraid you just wanna steal their money out of their wallets, and they are afraid that they won't get results.

SO HERE ARE THE THREE MAIN MOTIVATORS:

- 1. Psychological motivator 1:** You need to show the FUN. The truth is that people don't really want to work out, they do not want to spend time at the gym. But if you can make it fun, with a high positive energy, with laughter, with community, with friendship and with high fives... It will become much easier for them to show up. And if you show that within your marketing, it will be magnetizing.
- 2. Psychological motivator 2:** You need to show that you actually CARE about your clients and prospects. Because, at the end of the day, people buy you. You need to show that you're truly here to change their bodies and change their lives. And that you have complete certainty in your ability to do so. If you show that within your marketing, they will understand that you're not trying to steal their money out of their wallets, but that you genuinely and authentically care about them. Show your love for them.
- 3. Psychological motivator 3:** You need to show the RESULTS, the outcome that your clients are getting. Because that's the number one thing that they want. If there was a magic pill that could make them fit and healthy, they would take it! They don't care about spending time at the gym, they just want the results. So show them that you have an amazing success rate with your clients, and that you completely changed the trajectory of your clients lives.



And how should you deliver those three psychological motivators?

TELL A STORY!

Human beings have been telling stories for thousands of years. It is how messages have been passed on from generation to generation.

Because they trigger emotions and we are emotional creatures.

Telling stories activates parts of the brain that make us feel an experience without directly experiencing it.

They literally transport us into the world of the story and light up our emotional brains, which is where we make our decision whether to act or not. So that is where you as a gym owner need to venture into.

And if your current members can share the stories, even better!

Professor of psychology and bestselling author of "Influence: The Psychology of persuasion", Robert Cialdini says:



If you can get people who are similar to the person you're trying to persuade to speak on your behalf, it's a lot easier for you than if you have to try to hammer your message one more time into a reticent mind."

Human beings are social creatures. We look to others to determine what actions we should take.

So that's it! This is how we inspire people to join your gym! Use the three psychological motivator and deliver it with a story.

WHAT TO DO NEXT?

BE CAREFUL! I see so many gym owners consuming my free trainings and telling me things like:

“ Well... I am following the tips you have been giving in your free video trainings, we are doing member testimonials, we are posting on social media, we are telling success stories of our clients but just not getting the success I need.”

The truth is that I can NOT teach you how to use those psychological motivators via a training.

Free training or PAID training.

Within the online course I provide to my paid clients, I explain everything in depth, and I give them a ton of video examples.

Yet, when they send me their videos for review, they SUCK! Then I provide feedback.

- ▶ And the second batch still sucks! Just a little less... and I provide more feedback.
- ▶ And the third batch still sucks! Just a little less... and I provide more feedback.
- ▶ And the fourth batch still sucks! Just a little less... and I provide more feedback.
- ▶ And the fifth batch still sucks! Just a little less... and I provide more feedback.
- ▶ And the sixth batch still sucks! Just a little less... and I provide more feedback.

AND BOOM!

Finally, after a lot of coaching and 1:1 feedback, they are able to record videos that contain the psychological motivators to inspire people to schedule a consultation at the gym.

So you can go try to figure it out on your own... And waste a lot of time... Some of my clients have been gym owners for more than 11 years and didn't figure it out on their own, even if they tried freakin hard!

The other thing that sucks if you wanna try to figure it out on your own is the missed opportunity cost.

Let's say that you have 75 members at your gym right now and you'd like to have 150. With an average premium membership at \$200 (we show you how to build and sell those kinds of premium memberships).

That's an extra 75 members that you'd need to be at full capacity. $75 \times \$200 = \$15,000$

That's FIFTEEN THOUSAND DOLLARS that you leave on the table EACH AND EVERY MONTH!

This is the cost of paying the University of "I Don't Know What To Do"!

Do you know what is much cheaper than those \$15,000 each and every month?

Scheduling a call with me and getting started with the Max Out Your Gym program.

The investment for the Max Out Your Gym mentorship program is less than the missed opportunity cost of just ONE month.

It's a no-brainer. So schedule your free breakthrough call here to see if you could be a fit for the Max Out Your Gym mentoring program:

▶ www.maxoutyourgym.com/talk ◀

If you qualify for it, the team of coaches will help you with **EVERY SINGLE THING** you need to grow your gym.

- You're going to work with Lauren who will help you boost your productivity and unlock your mindset.
- You're going to work with Mark who has been a gym owner for 11 years and will help you optimize your programming, your facility, your team and your systems to generate more profits.
- You're going to work with Karen who will be here to help you with the technical setup to build your client acquisition system.
- You're going to work with Darlene who will be your sales coach. She will show you how to enroll your clients from a place of love rather than using car-salesman closing strategies.
- You are going to work with me, Remi, and I am going to show you how to become a true Premium Gym focused on life transformations and show you the marketing strategies to grow your gym with high-ticket members, without promoting discounted or free offers.
- You're going to work with a community of gym owners who have the right mindset and are here to crush it!



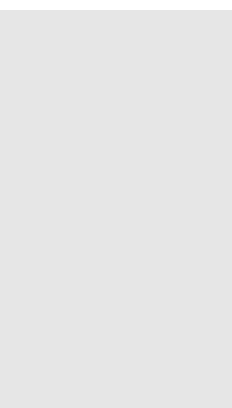
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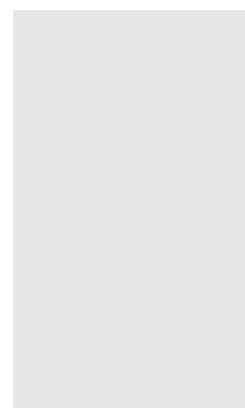
Mark



Karen



Lauren



You see, in this guide, we only spoke a tiny bit about marketing. And it's just the tiny tip of the iceberg...

But we also help you with your mindset, your sales skills, your operations, your delivery, your retention, your systems, your team,...

So that you can have a profitable and sustainable gym that provides the income, the impact and freedom you're looking for.

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