

Subject: The reason why athletes will love you if you offer SocialWOD at your gym

Body:

CrossFitters love CrossFit which is evident by the 3,400 affiliated gyms worldwide. But if you're a gym owner the more important question is: *do CrossFitters love MY gym?*

If the answer is "No" then they might transfer to the gym across town, convert their garage into their own box or decide to take a "break" from CF.

So hopefully the answer is "*Yes, CrossFitters love my gym.*"

Recently we interviewed over 200 athletes and asked what they care about in a gym and the answers may surprise you...

Guess how many said "Price"?

- A) 100
- B) 50
- C) 10
- D) None of the above

D) is correct.

The truth is only 5 people said price was the most important reason when choosing a gym. The most important was location (99)...the second most important reason why they chose their gym was because of a personal referral (48).

Referrals were almost 10x's more important than price! Now if you're an owner the next logical question is, "*How can I get more referrals?*"

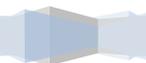
Well, it's not rocket science.

If you want more referrals you need to add more value to your athletes so they'll love you more. For you math nerds out there the equation is:

Athlete + Perceived Value = Love

Love = Referrals

Now which variable do you have control over? That's right...the value variable.



SocialWOD Promo Email 1

Draft as of 03/27/12

And here's the fastest and easiest way to add value to your athletes (And this isn't just our opinion...this is documented and approved by official CrossFit affiliates across the country).

No, it's not discounts, t-shirts, or telling them their awesome every time you see them. There's nothing wrong with those things but they're not the MOST effective way of adding value. They're ineffective activities that will never produce the powerful results you're after.

So what's the optimal activity to engage in that'll add the most value to your customers?

It's helping them achieve their goals. The reason why CrossFit kicks so much ass compared to all the other workouts out there is because it gets RESULTS!

This is one of the main benefits of CF. Not only is it fun, exciting and cool but more importantly there's piles of scientific research proving that those who do CrossFit dominate the fitness world!

You just can't argue with results. When Bill who used to be overweight, could only do 4 pull-ups is now a lean beast that easily pumps out 40+ pull-ups, that's impressive!

And how do you think Bill feels about himself after he sees what he's capable of? Do you think he might have gained a little confidence in life? Perhaps the way he looks at life challenges has also changed.

OK, I'll stop. I know I'm preaching to the choir.

Besides I can already hear you saying, *I know goals are important but how can I help people who come to my gym set, monitor and achieve them? I've tried encouraging them and reminding them to set goals but they don't.*

Then help them by providing the right tools.

One of the best tools is SocialWOD. Not only is it an awesome (and super easy) way to track WODs but now with our new SocialWOD Goals feature you can track goals too!

An the best part is that since we just launched the Goal Tracking piece we are offering that feature as a free bonus! Soon we're going to charge around **\$XX** a month if people want to upgrade to SoicalWOD Goals.

But if you sign up now you'll get in early and have access to Goals for FREE for as long as you remain a customer!

So to sign up for your FREE 14 day trial simply [click here!](#)

Cheers,

Kareem

