

Subject A: What to tell the guy who loves P90X and believes CrossFit is "the same!"

Subject B: Do you know keeping clients is much cheaper than getting new ones?

Theme: Retention

What can you tell the guy who loves P90X and believes CrossFit is "basically the same."

Body:

Nothing.

That's what you can tell the guy who tells you, "*P90X is basically the same as CrossFit.*"

I suppose you could debate him. But be careful. Even if you succeed at convincing him to come work out at your gym you might regret it.

Why?

Because most P90Xers are already convinced that their way is superior to yours. This means you'll be spending a lot of time arguing, debating and defending the results of CF. Time taken away from your other athletes.

So instead of wasting time trying to win people over to CF why not focus your time and energy on getting people to stay at your gym long-term? After interviewing dozens of gym owners we discovered this is exactly what other smart owners are doing.

Successful gym owners understand it's cheaper to invest in current athletes than try to advertise and get new people.

And have you ever thought about how much money you lose every time someone quits? If you charge \$100/month...that's \$1,200 a year. Lose 2 people and you just lost \$2,400! That's not cool.

Now I'm not going to suggest there's some magic pill that will make lifelong customers. But I do know an effective and proven way to get people to stick around. In fact according to our recent survey, *What Do Athletes Really Care about in a CrossFit Gym*, we discovered the number one reason people kept coming back to a gym was because they "saw the results."



SocialWOD Promo Email 2

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Alright then. If “results” are what’s most important to most people then your job is help people see the progress they’ve made.

And one of the best ways to do this is to set and monitor goals. According to a study of over 40,000 participants, goal-setting consistently led to higher levels of performance and had a 91% success rate ([source](#)).

But you already know goals are important...it’s just not easy to track them. Chances are you’re having a hard enough time keeping up with WOD tracking.

We understand. This is why we created [SocialWOD](#). It was created with CrossFit owners, just like you, in mind. And after interviewing gym owners who use SocialWOD we discovered that people really enjoy the fact they can track all their WODs by simply snapping a photo of their whiteboard and emailing it in. All for about \$1.70/day.

Plus now that we’ve rolled out with [SocialWOD Goal Tracking](#) gym owners REALLY love it!

Andrew Landau, CrossFit Sandy owner, said, *"SocialWOD takes the hassle out of posting WOD results. With about 10 seconds of work I get to see people's individual growth and success."*

So there you go. A simple and effective way to help your athletes see their growth which will lead to them sticking around longer but most importantly... it’ll free you from those annoying P90X vs. CF debates!

And because I’m so confident this works I’m offering a FREE 14-day trial when you sign up. This means you can click the link below, spend 60 seconds signing up and you’ll have instant access to SocialWOD...PLUS if you sign up today we’ll throw in SocialWOD Goal Tracking (\$228 annual value) for FREE!

If for whatever reason you aren’t satisfied, just email us within 14 days to cancel and you won’t be charged a dime.

So what do you have to lose? [Click here](#) to sign up and get SocialWOD Goal Tracking for FREE!

Cheers,

Kareem

