

**Subject A:** Use Social Proof (Not Ads) To Grow Your Gym

**Subject B:** How To Grow Your Gym Without Ads

**Theme:** Social Proof/Facebook

**Body:**

You don't grow your CrossFit gym the same way you'd grow a globo gym. Those gyms focus on signing people up slightly faster than they lose people. It's a revolving door business model.

And their marketing tactics rely on hard hitting sales messages, incentives and sales people who *can sell a ketchup popsicle to a woman in white gloves.*

But the CrossFit community is different. VERY different. You and I know that but try explaining this difference to a traditional marketer.

Chances are they'll nod their head in agreement and ask some open-ended questions to get you talking (in order to "build rapport"). Then when you're done they'll present the SAME marketing strategies they give to all their other clients (including the globo gyms).

And it won't work for you.

So here's an idea...ditch traditional advertising and grow your box the CrossFit way by using:

- Social Proof
- Referrals
- Guerilla Marketing

Let's talk a little about **social proof**.

Social proof means you use what other people say about you as evidence your product or service is good (think testimonials and reviews). It's about building credibility.

I'm going to skip the "why social proof is important" spiel because I'm confident you already get that part.

The more pressing question for most gym owners is, *How do I get and use social proof to grow my gym?*

One of the most effective and proven ways to get social proof is to get your athletes to share their positive experience of your gym on Facebook.

## SocialWOD Promo Email 3

Draft as of 04/05/12

But even if your athletes love your box, have seen remarkable results and would gladly share their experience *if* asked, there's just one problem...they're *not* talking about your gym as much as you'd like them to.

*So how do you get them talking about your gym more?*

I thought you'd never ask! Here's an idea that will get people linking to your gym on an almost daily basis...

Get them to post their WOD results on Facebook.

*How?*

By using SocialWOD (A service that tracks WODs and goals by simply snapping a photo of your whiteboard and emailing it in).

One of the cool features of SocialWOD is that when WODs are posted your athletes can choose to be notified by email. Then they can easily link their new WOD to Facebook.

*Why would anyone choose to put this on Facebook?*

Well, let's see...which status update is better?

Lame Jack: Just got done ~~working out~~doing P90X! Now off to Jamba Juice for my treat!!!

Badass Bob: Another brutal day at Curt's Gym. Here's my WOD:

21-15-9 reps of:

Handstand push-ups

Ring dips

Push-ups

9:01 mins (last time I did this in 9:40!)

Enough said.

People like to post interesting and cool stuff on Facebook, especially when it's about them. What's cooler than showing the world you just did 45 handstand push-ups, 45 ring dips and 45 push-ups in under 10 minutes?

So if you want to get your athletes automatically posting their results with your branding to Facebook *and* get a FREE 14-day trial of SocialWOD then [click here](#).

I encourage you to use SocialWOD at your gym this week and see how much people love it!



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PLUS if you sign up today you'll also get the SocialWOD Goal Tracking for FREE (a \$228 annual value)! Pretty soon we're going to charge for Goal Tracking but if you sign up now you'll get Goal Tracking for FREE as long as you remain a customer!

To sign up [click here](#) (it only takes 60 seconds).

Cheers,

Kareem

