

Subject:

A: Study reveals athletes who set goals perform better

B: Study confirms this safe and legal performance enhancer helps athletes

Theme: Goals

Body:

This might be a little controversial. But as a CrossFitter I'm sure controversial topics – especially health/fitness related – are something you're used to by now. Today I'm going to talk about a SAFE and LEGAL performance enhancer that'll help your athletes achieve their goals.

Locke and Latham's (1990a) reviewed over 500 studies which documented the consistency and magnitude of this performance enhancer across a wide variety of tasks, settings, and performance criteria. Athletes were faster, stronger and lasted longer than those who didn't use this enhancer.

So what is it?

Probably not what you think.

It's not an anabolic steroid, HGH or any sort of stimulant. In fact it's not a chemical compound at all. Remember, I said it's safe *and* legal.

So what is this secret performance enhancer?

Goal setting.

In the 201 studies reviewed by Locke and Latham (1990a) with over 40,000 participants, the positive effects of goal-setting were evident in 183...a 91% success rate.

We all *know* we should be setting goals but this scientific research reminds us *why* it's so critical.

And as a gym owner your success hinges on the success of your athletes. I don't doubt that you already know goal setting is important and encourage your athletes to have written goals.

But if your gym is like most gyms we studied, chances are only a handful of your xfitters actually pay attention to their goals.

So what can you do?



Well you can either get up in their face all drill-sergeant like and tell them they're good-for-nuthin-panseys and the only way for them to change is to focus on their goals!

Or...

You can use SocialWOD's new Goal Tracking software.

After interviewing gym owners who use SocialWOD we discovered that people really enjoyed the fact they could track all their WODs by simply snapping a photo of their whiteboard and emailing it in. And when we asked how we could improve it we heard repeatedly, "It'd be nice if we could use it to track goals too."

So we knew what we needed to do and after much hard work we launched "[SocialWOD Goal Tracking!](#)"

[SocialWOD Goal Tracking](#) is a simple way for CrossFit owners and athletes to set and track goals.

It lets you know who has:

- Set a goal (so you can help them)
- Accomplished a goal (so you can pat 'em on the back)
- Not set a goal (so you can get on their case)

And it's completely integrated into SocialWOD, so you can see athlete goals and WODs together.

Here's what gym owners have to say about SocialWOD:

"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."

Andrew Landau, CrossFit Sandy

"With SocialWOD I get a daily and weekly report sent to me automatically that has allowed us to keep up on who's doing what. It's then very easy to keep in touch with each and every student to make sure they don't get lost in the shuffle!"

Cody Limbaugh, CrossFit Excellence

When we started SocialWOD our vision was to create the best WOD tracking software on the market for gym owners that wanted to track ALL of their athletes with NO DATA entry. And so when we hear people like Andrew and Cody share how it's helped them run their gyms better we're all sorts of happy.



SocialWOD Promo Email 4

Draft as of 04/05/12

In fact we're so excited we decided to do something to celebrate! If you sign up for SocialWOD today, you'll get the SocialWOD Goal Tracking feature (a \$228 annual value), as a FREE bonus!

Pretty soon we'll have to start charging full price for Goal Tracking but if you want to be one of the smart ones who gets in early [click here](#) to take SocialWOD Goal Tracking and the rest of the SocialWOD awesomeness for a spin!

And if you want to test it before you buy that's cool too. We offer a FREE 14 day trial. This means you get to use the full version of SocialWOD (including SocialWOD Goal Tracking) for 14 days to see if it's really as badass as we say it is. If you don't see the value then cancel and never pay a dime!

So what are you waiting for? [Click here](#) to sign up and get a tool that will help your athletes achieve their goals!

Remember, it's the ultimate *performance enhancer!*

Cheers,

Kareem

P.S. To watch a short video on how SocialWOD Goal Tracking works [click here](#).

