



# BROKE



## GYM OWNERS' GUIDE TO MARKETING



[TWOBRAINBUSINESS.COM](http://TWOBRAINBUSINESS.COM)



**MOST GYMS ARE MISSING A FEW PIECES.  
AND **ONE OF THOSE PIECES IS MARKETING.****

Great gyms have long-term marketing plans. Those plans include referrals, recapture campaigns, blog posts, and Facebook ads.

But building a marketing plan takes time. And then it takes money. What if you can't pay for any of those things?

Don't worry, you know a guy. (It's me.)

*I was there too: I started a gym with starry eyes and empty pockets. I gutted it out for a few years before I was stretched to the breaking point. Then I found a mentor, turned things around, and now enjoy a very profitable gym that runs without me there.*

Most gyms aren't so lucky. Our mentoring team at Two-Brain Business takes around 60 free calls every single week from gym owners who want help. Almost every gym owner knows they need a business mentor—and, thankfully, most would like that mentor to be one of us. But some can't even afford the small fee to get started.

This book is for the gym owner who's caught: you know you need marketing help, but can't afford to pay a professional. You're actively seeking ideas, but know that most of the free advice you find online is overblown, outdated, or just plain wrong.

This book is what I would do if it was 2008 all over again, but I had the tools available to me that I do in 2019. Take these ideas, execute verbatim (you can literally copy and paste) and leverage your returns: hire a mentor. Don't throw this new money down the same dark hole.

Since 2008, when I started writing about the things that were going right (and wrong) in my gym business, I've had one goal: help the people who are helping other people. That's you. You're in this for all the right reasons; you're just missing a couple of pieces. Luckily, you have a friend in the business.



Coop



We're in the relationship business, you and me.

We sell a coaching relationship with three types of clients:

1. Our current clients
2. Our former clients
3. Our future clients.

Conversations with these groups is called "sales".

Convincing these groups to have a conversation with you is called "marketing".

This book is called "The Broke Gym Owner's Guide to Marketing" because it focuses on acquiring new clients. But your real goal is probably more revenue, so we'll start with Sales.

## SELLING TO YOUR CURRENT CLIENTS

Who is the person most likely to be your client next month?

That's an easy one: the person who is your client THIS month.

The "sale" doesn't end when a new client hands over their credit card. A client has to be convinced—or re-sold—every time they enter your gym. The sales process never ends.

Your current clients can also upgrade their memberships or packages. Clients' needs change over time; meeting with each client quarterly will give you the opportunity to alter their plan and keep them longer. From our data, approximately 34% of clients upgrade their plan value by an average of 37% during goal reviews. That's an opportunity to boost revenue 9% JUST by doing the best thing for your clients: quarterly goal reviews.



**TACTIC #1: BEGIN SCHEDULING GOAL REVIEW SESSIONS WITH YOUR CURRENT CLIENTS.**

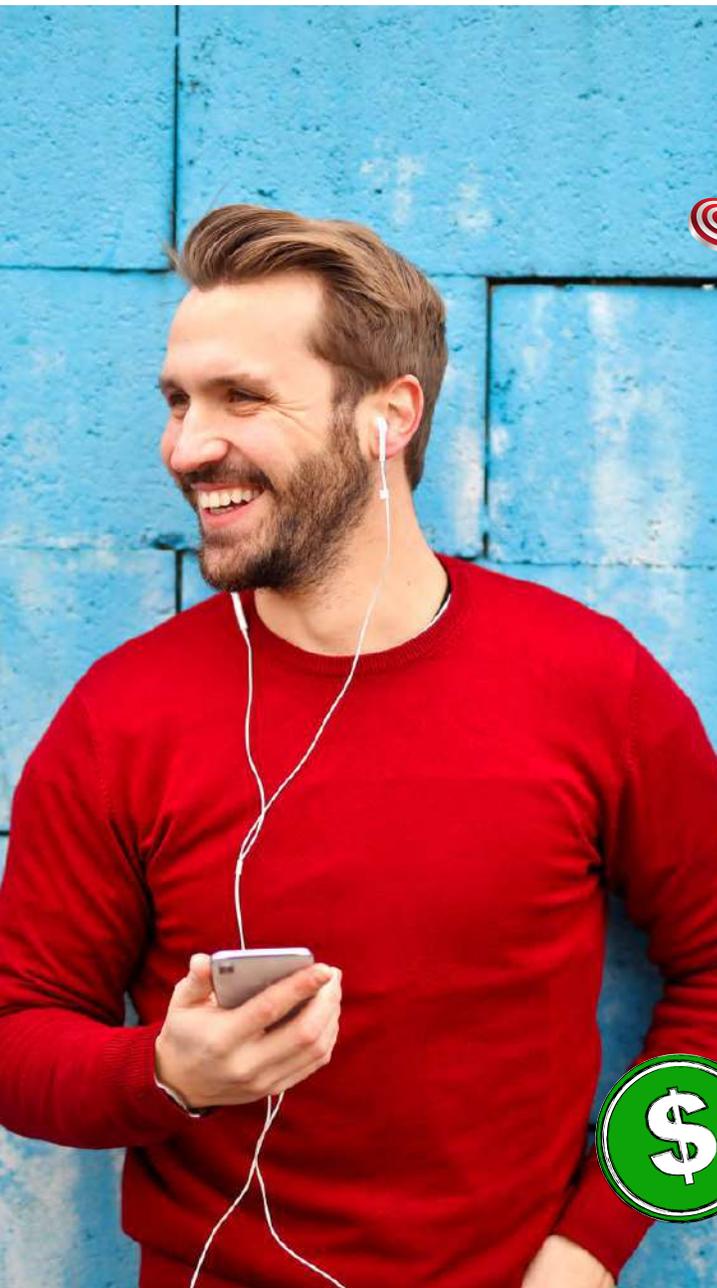


## SELLING TO YOUR FORMER CLIENTS

Earlier, I said the person most likely to be your client next month is the person who is your client THIS month.

Who is NEXT most likely? The person who has been your client in the past.

**This person already knows, likes, and trusts you.** But when they left, you thought they were gone forever. After 22 years as a coach, I promise you: very few cancellations are permanent, and a returning client usually stays for much longer on the second go-round.



Here's how to talk to former clients, and how to get them back.



### 1. Start with a very simple email to your former clients.

A small percentage of your former clients are simply waiting for an invitation. Of course, your door was never closed to them--but they need a tiny bit more. This email is literally ten words long, but it's been worth hundreds of dollars in recurring monthly revenue to many Two-Brain clients:

**Subject line: Quick Question**

**Body: Do you still want to improve your fitness this year?**

No sales pitch, no call to action: you're simply restarting a conversation. Copy it verbatim; avoid the temptation to make it longer; and make sure you leave the "?" on the end.

If you have 100 people on your email list, this should bring back 1-3 former clients.





**2. There are others on your email list who are still interested in your service, but looking for something slightly different.**

Email them a special offer, like a Reboot program or a nutrition challenge.

Here's an example from my gym, Catalyst: <https://catalystgym.com/reboot/>

Again, these people already know, like and trust YOU--but they're not excited by your main program anymore. Changing one piece of the puzzle is pretty compelling: they get to do something new without making the social leap of entering a new gym.



**3. Still others are paying attention, even if they're not paying you money.**

Use a campaign of love letters to keep the conversation going.

The experts in Two-Brain Marketing would call this "lead nurture".

Send an email to your entire list every day. Not spam; but answers to the most common questions you get. Repeat yourself every month or so.



I wrote more on the Love Letter topic here: <https://twobrainbusiness.com/love-letters-2/>

**Email marketing is powerful.** These strategies will yield a far greater return than anything you do for free on Social Media. But the thing gym owners need to understand really comes down to two words:

**"Come back" is an easier case to make than "Come here."**



**TACTIC #2: SEND THE 10-WORD EMAIL TO ALL OF YOUR PREVIOUS CLIENTS.**

**YOU DON'T NEED TO GIVE THEM A DISCOUNT OR OTHER INCENTIVE; YOU JUST NEED TO CALL THEM HOME.**



## SELLING TO YOUR FUTURE CLIENTS



When you purchased this book, you were looking for strategies to attract and recruit strangers. That's next. Good marketing focuses on the clients most likely to sign up; pay full price; and stay a long time.

Where do we find those clients? By looking first at your best clients, and then making a plan to duplicate them.

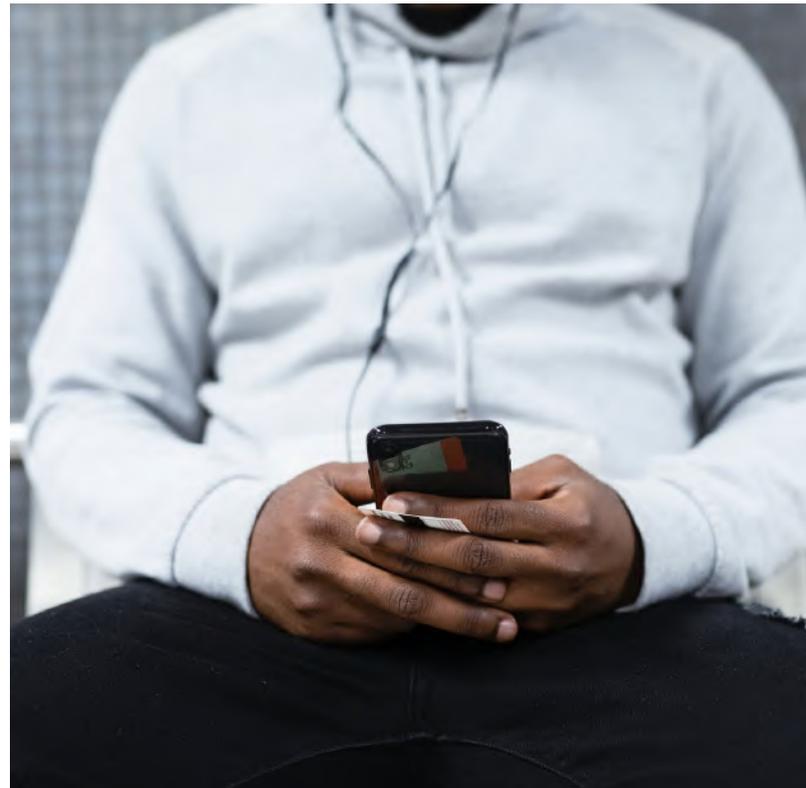


## WE CALL THIS “AFFINITY MARKETING”, AND IT’S ALL ABOUT BUILDING RELATIONSHIPS.

Every gym owner knows it: word-of-mouth advertising is the best advertising.

In fact, even Facebook marketing companies prefer to get their clients through referrals from other clients instead of through Facebook!

Clients who are brought in by other clients have a pre-formed bond with your brand. They have built-in support when things get tough, and a strong emotional reason to stick. It's a lot easier to go to the gym when you know your friends will be waiting, right? And since every single “stick to your workout” article published online includes the term “find a training partner”, our clients already know they SHOULD exercise with a buddy.



So why aren't your clients dragging their spouses, coworkers and best friends into your gym?

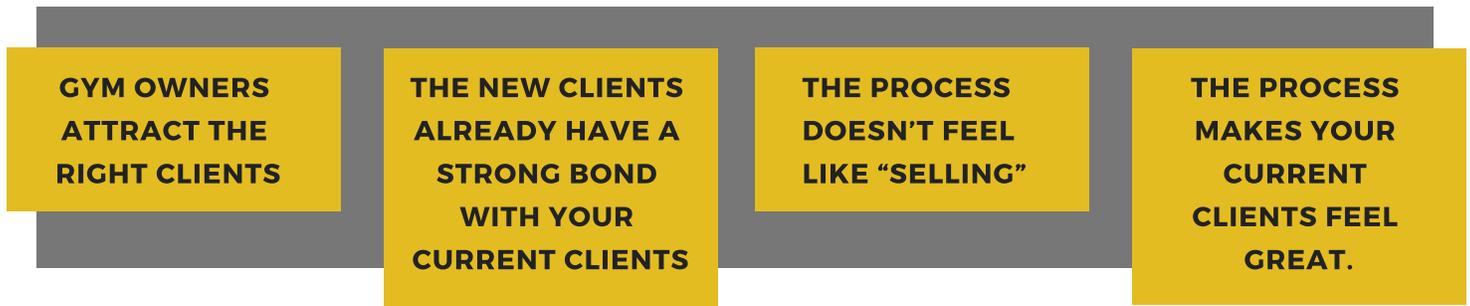
Because they're not salesmen.

The customer referral process is too passive. If we wait for our clients to do our marketing for us, we'll starve. As entrepreneurs, we can't afford to wait for our clients to talk about us.



Affinity Marketing is the process of turning client referrals from passive to active. It's a point-by-point strategy to take control of the conversation, help your clients bring in the people they care about, and serve those people best.

I teach this strategy to gym owners around the world. It's effective for many reasons:



Affinity Marketing is a win for everyone: the gym owner, the coach, the client and the client's connections.

**If you care about your clients, you have to care about what happens to them outside the gym.** That means you have to care about what they eat; where they work; and what they do. In turn, that means you have to care about their environment; their family life; and their workplace. Taking greater care of your clients means broadening your care to include all of these. And expanding your care means expanding your business—if you follow the process in this book.

## AFFINITY MARKETING LOOPS



A bull's eye target is made of concentric rings. In Affinity Marketing, each ring or "loop" represents a new audience for your service.

Starting from the middle dot and working outward, here are the "Affinity Loops":



**Axial Loop** – your best clients (or, if you don't have any clients yet, yourself). The center dot in our target. The ones around whom the entire business pivots.

**Affection Loop** – the people closest to your best clients. Their spouse, parents, or kids. Probably the people who live with your best clients.

**Activity Loop** – the people who work with your best clients (or your own coworkers.) This loop could also contain complementary service professionals. For example, if you're a personal trainer, your 'occupational loop' could include nutritionists or physical therapists. These are people with whom your best clients share an activity. It could also be a recreational activity, like midnight basketball.

**Acquaintance Loop** – the "friends of friends". People with whom you have one degree of separation. You might not know them directly, but you have a friend in common.

**Attention Loop** – future (or past) clients who aren't currently using your service, but are still active on your email list or another conversation, like a business owners' group. They're not paying you money, but they're still paying attention.

**Awareness Loop** – people in your neighborhood or in a similar niche who are aware of you, but aren't exactly sure what you offer or how your service works. They probably don't know anyone actively using your service.

**Audiences Loop** – People in your target niche who aren't yet aware of your service or how you can help them.

**Ambient Loop** – Every potential client for your service who isn't disqualified or "filtered out". If you perform surgery in Idaho, the people in your Ambient Loop would include anyone who would drive to your location for surgery; can afford the surgery; need the surgery or know someone who does. Disqualified candidates would be people who don't need the surgery; people who have access to a better surgeon; or people who can't afford the surgery.

In this section, we'll focus on the first few levels of Affinity marketing, because these strategies are free. Higher levels of Affinity Marketing—like Awareness, Audiences and Ambient—are paid lead generation strategies. You'll eventually need these (and you'll get them, tailored to YOUR gym, in our Incubator program). But for now, work the lower layers of Affinity Marketing HARD. Leverage your most precious asset (your time). Learn to effectively convert strangers into clients; practice your intake process.



The good news: improving your sales conversations will make your paid lead generation strategies FAR more powerful later.

Let's start at the center of the Affinity Marketing bull's-eye and work our way outward.

## AFFECTION LOOP



### TACTIC #3: BRING A BUDDY DAY

Once every month, actively encourage your clients to bring a friend.

We find that running a free “community workout” every week is overkill; the novelty and urgency of recruiting a friend is lost. But it's still an effective strategy when used sparingly.

Choose a partner or team workout that doesn't require technical knowledge.

Double-staff your coaches for “bring a buddy” workouts. Your clients will help their friends, of course, but the purpose of this tactic is to sign people up, and the coach will need help. Newcomers should sign waivers that include their email address and phone number for follow-up later. And after class, someone should be on hand to sign newcomers up for your OnRamp program.

address and phone number for follow-up later. And after class, someone should be on hand to sign newcomers up for your OnRamp program.

Now, your coaches might be slow to ask these new folks, “Are you ready to sign up?” But remember: they came in because they wanted help. They know what CrossFit is, and now they know they can do it. They're literally waiting for you to ask them if they're ready to start.

The day after their visit, call them. Ask what they thought, and if they're ready to start.

After that, email them the same questions, and keep those who don't sign up on your email list to nurture them.



### TACTIC #4: GIVE FIVE FREE PERSONAL TRAINING GIFT CERTIFICATES TO YOUR BEST CLIENTS (ONE EACH.)

Invite their friend to a 2:1 PT session as a “thank you”.



Like the “Bring-a-Buddy” day, a free PT session can be a warm welcome mat for a future client. But it must be used sparingly to retain its value.

The private session should start with a discussion about the new clients’ needs, and the workout should be tailored to the new client—not used as a skill upgrade for the existing client. They should do the workout as partners instead of racing, and the coach should over-explain each part. The newcomer **MUST** understand how training with you will solve their problems. It’s not a showcase for your technical knowledge, your equipment, or how intense you are.

Present them to your clients at a goal review meeting:

“Mary, thanks for being such an amazing client. I know your friend Trudy has been trying to lose weight. Do you think a 1:1 session would help her feel welcome here?”

**Make sure your gift certificates spell out the value of the session and include an expiry date.**

Here’s a sample:



This Gift Certificate is good for one free personal training session with \_\_\_\_\_!

Catalyst Athletic and CrossFit  
[www.catalystgym.com](http://www.catalystgym.com) for membership details.

Value \$99. Please redeem before September 1, 2019.



## ACTIVITY LOOP



### TACTIC #5: WINE & WOD

The "Wine and WOD" Event is a fantastic way to grow your membership base AND reward your current members.

The idea came from Danielle Brown of CrossFit 781, and has been copied thousands of times by other gym owners.

When it's optimized, a Wine and WOD can gain dozens of new faces. When it's not, the event can get you a bunch of drunk members.



# WINE & WOD

How to Plan a Successful  
Wine & WOD Event



Pre- Event Logistics, Event Plan, and Follow up  
Information from an Experienced Trainer &  
Entrepreneur

by: Danielle Brown

A photograph of two women in a gym setting, both lifting black dumbbells. The woman on the left is wearing a red tank top, glasses, and a white headband with a logo. The woman on the right is wearing a grey tank top. The background is a red wall with a black horizontal stripe.

# GET PLANNING...

## **Date/Time**

- Decide on a day and time for this event. I have had the most success doing a Friday evening around 7pm and running for 2-3 hours.
- Be sure you have all of your staff available to coach this event.

## **Graphics**

- Have your graphic designer create a flyer for the event: time, date, what the event is, and who (vendors) will be there. Gear it towards women and highlight that it is for all levels.

weeks  
**8 - 12**  
before

# LOGISTICS

REGISTRATION  
& SOCIAL MEDIA



weeks  
6-8  
before

## Registration

- Set up an event page either on your client management system, or an event creator like Eventbrite. This will give you a link to be able to publish on different social media platforms so that clients can register for the event. You'll also have their contact information once they do register. Ours has always been free.

## Logistics

- Create the workout for your event. Make sure it's mostly bodyweight movements, that are easily taught. In the past we've done many different workouts, but will stick to movements like: running, rowing, Assault bike, burpees, squats, push presses (DBs usually), lunges, Abmat situps, and ball slams. We've had the "funnest" feedback after doing partner WODs. Go through the workout to be sure that

## Social Media

- Start posting about this event on various social media platforms up to 4 weeks in advance.

# VENDORS

Contact local vendors to come and take part in your event. Tell them they will have a target audience interested in looking and feeling great who is ready to listen to what they're selling!

## Ideas for vendors:

- Skin Care Clinics
- Makeup artist
- Lululemon or Athleta store
- FitVine Wine (A local CrossFitter-owned wine company here in the Northeast)
- Ava Anderson Organic Skincare
- Mobile Shopping Closets. Check your area, essentially a truck that has a "store" inside where chicks can shop!
- Paleo food companies- check locally so that you can have someone come do a tasting during Wine & WOD
- Spray tanning
- Hair stylist
- Reebok- if you are a Reebok recognized box, Reebok may want to come out for the event and bring some tester clothing
- Women's groups, i.e. local women's business groups
- Jewelry shop/maker



## PRO TIP:

This year I'll be doing a "Spring Cleaning Swap" theme- where all of our members clean out their closets and bring lightly used clothing/gym clothing to the event. They can swap with other women. We will purchase a few cheap clothing racks and hangers on Amazon for this.

# COMMUNITY

## & Marketing



weeks  
**2 - 4**  
before

### **Community**

- Create a blog post for your gym blog 3-4 weeks in advance that contains all pertinent information
- You want your members to recruit for you! Encourage them to bring themselves, and to invite a friend/cousin/relative/mom/aunt...anyone that wants to have fun!
- Start talking about this event in your daily class announcements 2 weeks prior to the event; make sure to highlight the fact that the workout is for ALL levels

### **Marketing**

- Create a Facebook event page for the Wine & WOD.
- Share it in your members-only FB group, and ask them to start sharing the event with their friends.

# MAKE CONTACT



week  
1  
before

## PRO TIP:

Take into account where the clients will be doing their workout when laying out your vendor tables & waiver station.

Pre-Event, 1 Week Prior

### Contact

- Email your gym members as well as all the registered attendees one week prior to the event to remind them. Tell them:
  - What to wear
  - When to arrive (usually at least 15 minutes prior to event start so they can fill out a waiver)
    - Where to park
    - What to expect
- Lastly ask that they email you if you if they have any limitations or injuries you should know about.

### Setup

- Be sure you have a few pop-up tables for the event, they come in handy
- Decide where you'd like your vendors to set up and be sure to set enough space aside for them and their tables.
- Decide where the wine/snack station will be.
- Decide where the waiver station will be — you'll need one!
- If you plan on doing a welcome speech to your attendees, have an idea of what you'd like to mention to them - make some notes or practice ahead of time to present to their friends in the most professional way possible.

# WINE!

- Purchase a few bottle of wine of all varieties.
- I have been fine with 5-6 bottles for 30-40 women.
- Buy a couple light snacks like crackers & cheese
- Ask your members to bring something small for 4-5 people to snack on, if they feel so inclined.

## **PRO TIPS:**

- Strawberries & Melon are some of my members' favorite snacks to bring.
- Usually the white wine is most popular.
- Don't forget cups, napkins, and dessert plates.



# THE WORKOUT



## Workout

- Warm the group up together, with an appropriate warm up
- Mobilize the hips/shoulders (depending on what movements you are doing in the WOD)
- Teach the movements that will be in the workout
- Do a WOD brief at the whiteboard and explain how the workout will run
- 3, 2, 1, go!

## Post-Workout

- High-fives all around
- Take scores
- Thank everyone for coming, invite them to shop and enjoy snacks and wine

# DAY OF EVENT



## **90 minutes prior to event**

- Have a staff member on site at least 90 minutes early to direct vendors on where you'd like them to set up.
- Have waivers and pens out and ready to sign for attendees, if you have not set this up electronically

## **30 minutes prior to event**

- Set up any equipment needed
- Set up food/wine station
- Start welcoming attendees

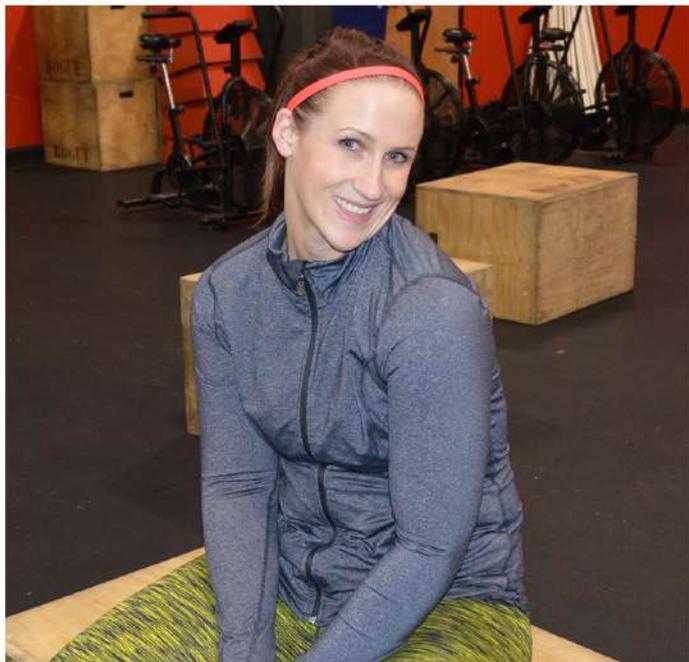
## **Time of Event**

- Thank your attendees for coming
  - Talk about the vendors there, and invite everyone to shop post-workout
  - Explain the services you offer (On Ramp, PT, group CrossFit, nutrition, etc), and how your gym is very goal-focused for each individual.



## POST EVENT

- Be sure to add your attendees' contact information to your email list!
- Thank everyone for coming, include any upcoming events, or even a free download (a free nutrition guide, for example)



ABOUT THE AUTHOR

# DANIELLE BROWN



My name is Danielle Brown and I am the owner of CrossFit 781 in Weymouth, Massachusetts. I did my first ever Wine & WOD event about 2 years ago thinking that a few people would show up and bring a friend of theirs, since it was two of the greatest things ever (wine and working out!!). To my delight we had about sixty ladies show up. I was thrilled. I took a few photos and then posted the event idea to the CrossFit Affiliate Owner's Facebook page. Within a couple of weeks, I started to see other gyms doing a W&W event. Over the course of that year, there had been hundreds of gyms who had tried this event at their affiliate and had huge success with it. I got so much great feedback from everyone that it made it easy to make every Wine & WOD event I held after that first one better and better. Today, W&W has seemed to become a staple in the community, and I can't tell you how much joy this has brought to me— together, we have introduced so many women to CrossFit who otherwise would have been too intimidated to walk through our front doors.

Please enjoy this manual, and I hope that your next Wine & WOD event is a huge success. If you have specific questions, please feel free to reach out to me at [danielle@crossfit781.com](mailto:danielle@crossfit781.com)



## TACTIC #6: RUN A NUTRITION CHALLENGE FOR NON-CLIENTS.

Nutrition coaching doesn't have to be complex to be effective, and a very simple challenge is a great way to connect with a new audience and generate revenue.

We provide our clients with step-by-step instructions on how to create, staff, market and run a low-drag, high-reward nutrition challenge in our [RampUp program](#). Here's an "executive summary":



A simple 28-day challenge priced around \$100 can create a great opportunity for the gym to generate income and market itself with a service that allows people to "dip toes in the water."

Maybe people aren't ready to commit to a multi-month membership yet—but a fun, professional four-week nutrition challenge might interest them.

People love challenges, and the time limit is perfect for those who just aren't ready for larger commitments. But during the 28 days, you have many opportunities to build relationships with challengers and wow them with your brand. If you set up your challenge correctly, some participants will want to keep working with you—on nutrition, on fitness or on a combination of the two.

To create a successful short-term nutrition program, all you really need is an enthusiastic coach, four weekly habits-based challenges and an engaging private Facebook group.





## TACTIC #6: RUN A NUTRITION CHALLENGE FOR NON-CLIENTS.

Here's an example of a simple weekly challenge that doesn't require a lot of expertise on the part of the coach or effort on the part of the client: "Share healthy pre- and post-workout snack ideas in in our private Facebook group."



Many Two-Brain gyms have used a challenge like this to generate significant revenue in a short amount of time. You can use the same format for a corporate nutrition challenge. Contact local businesses and make a pitch!

**Important Reminder:** In some areas, including certain American states, nutrition programs are very closely regulated. You should research all local laws and regulations before running any program. Also, make sure your coach is aware of the regulations if you are not running the program yourself. If you have any concerns, consult a lawyer to ensure you are following all laws and statutes.



## AQUAINTANCE LOOP



### TACTIC #7: TAKE COFFEE TO YOUR NEIGHBORS.

All of your neighbors should join your gym. That includes the owners of nearby businesses, and their staff, and local homeowners.

These businesses should also be your greatest fans. When Sally is having her hair done at the salon across the street, she'll ask about your gym. Her hairdresser should say:

"That's the best gym in town!"

How do you create a black hole of raving fans around your business? By going to meet them; having a conversation; and asking how you can help them.

Coffee is a great conversation-starter.

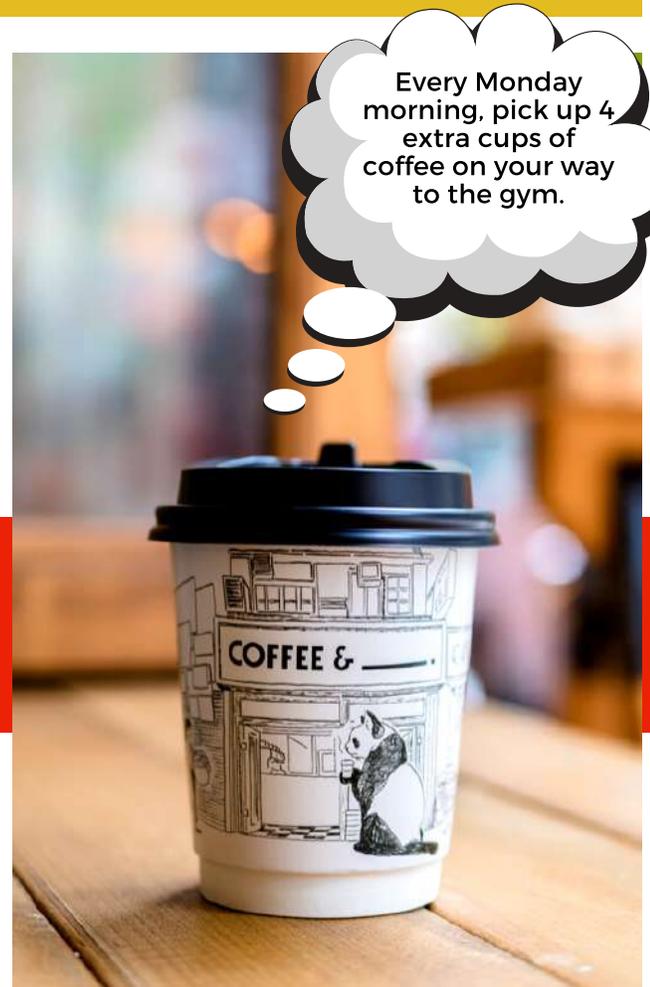
Every Monday morning, pick up 4 extra cups of coffee on your way to the gym.

At 8am, walk to a neighbor's front door with the coffee.

Put the coffee on the counter. Say: "Hi, I'm Theresa, and I own the gym next door. Thought I'd bring you guys some coffee. How's business?"

**The goal of this first conversation isn't to close a sale. It's just to break the ice.** You want your neighbors to have "a friend in the business"—someone to turn to with questions.

The easiest (and often best) clients who walk through the door at Catalyst ask: "Chris, I need to lose 30 pounds, and I don't know what to do. Can you help me?"



They're not asking me about my rates, or about CrossFit or the Zone diet. **They're asking me for the answer. That's because they know, like and trust me.** They know me. The more people who know me, the more people I can serve. Taking a warm, premium coffee to your neighbors will get you new friends. And your friends should come to your gym.

When we published Ignite! Enrichment Through Exercise, I thought it would be popular around town. Instead, it seemed to be popular everywhere BUT locally: we had Skype calls with South Africa, Europe, Boston and Texas, but not our city. So we asked a local physiotherapist if we could bring his staff a coffee and a copy of the book. The discussion turned into lunch, and our first referral from them has been worth over \$19,000 to date. That's one single referral.

What's a coffee worth?

Want to have conversations with other businesses? Take them a coffee. Want to apologize? Take coffee. Want to introduce yourself around town? Take coffee. Set the context, then establish value. Price comes later. You'll like the results.



## TACTIC #8: RUN A FREE SEMINAR AT A CLIENT'S WORKSPACE.

Think about where your clients work.

All day long, they're surrounded by people who make the same amount of money; work the same hours; and endure the same stress. These people need you!

When a client mentions a stressful period at work, jump in to help them.

"Hey Bill—I know you're managing Tax Season really well. You're still training three times per week, and you're managing your cortisol levels with good nutrition and sleep.

How can I help your coworkers? Do you think they'd benefit from a short seminar on how to survive stressful periods? I can come in for a half hour on their lunch break, give them some tips and an eating guide...would that help?"

Then show up with five clear bullet points and a call to action.



Make sure you capture everyone's email address and phone number for follow-up later.

 Your call to action should be:

"I really enjoy working out with Bill. You guys know how much fun he is. I told him I'd do my best to help all of you, so here it is: if you want to ask your questions in private, you can book a 15-minute coaching call with me. My card is on your desks. And tomorrow, I'll send you the link to my calendar through your email address."

These clients don't know you yet, so they might require a bit more nurturing before they book with you. However, if Bill is anything like some of my clients, he's already been raving about your service around the workplace, and merely putting a face to your name will help some take the next step.

## ATTENTION LOOP

In this section, I'll focus on starting a conversation with people who are paying attention but not yet paying you money.

Your goal is to maintain a conversation with them until they sign up. This is called "nurturing" a client, and digital tools make these conversations far easier.

When a client is on your email list, or in a Facebook audience, we can share helpful information and ads with them more than once. But when they see your picture on a billboard, it's impossible to know who they are or what they want. So I'll focus on digital engagement.

To be most helpful, I've included links to our custom videos instead of text in this section. That way you can follow instructions step by step, and see real examples of live ads in use.





## TACTIC #9: SET UP A LEAD MAGNET TO SOME CUSTOM CONTENT YOU CREATE.



Every day, you could have hundreds or THOUSANDS of people viewing your website.

While any visitor to your site should find a ton of free content, ONLY those willing to trade their email address should get your most valuable content.

This is where having a lead magnet can really help your business. Click the video below to learn how you can add 5-10 email subscribers to your list every day with lead magnets!

<https://twobrainbusiness.com/lead-magnet-success-quickstart-guide/>

You can use your content (blog posts, recipes, workout videos) to create digital assets and resources for your prospects. We call these lead magnets and with these digital assets, you can leverage them to generate more subscribers, leads, and potential customers for your business.

Once you have your lead magnets created, you should give these away to your prospects in your audience for free and you can create online posts that promote your offer and highlight the benefits of your free resource. In order to do that, you need to send that post out on all of your social channels. Click to watch and learn the best way to generate new member intros using lead magnets and social media:

<https://twobrainbusiness.com/lead-magnet-success-quickstart-guide-2/>

**FREE CONTENT > NEW SUBSCRIBERS  
= NEW LEADS TO NURTURE**





## TACTIC #10: OPEN A MEDIA DEPARTMENT.

**NO MATTER WHAT YOUR SERVICE,  
YOU OWN A MEDIA COMPANY.**



Thirty years ago, Proctor & Gamble owned one of the biggest media machines on earth. Today, you have a larger media machine in your pocket.

Ten years ago, gatekeepers controlled who got to see your message. You had to buy time on TV, get interviewed on the radio, pay for column inches in the newspaper, buy the biggest ad in the Yellow Pages, beg editors to approve stories about you...

Today, none of that. There are NO gatekeepers. You own the media!

You can publish your own newspaper.

You can record your own radio show.

You can go live on camera any time you want.

You don't just own the means of production--the distribution is FREE!



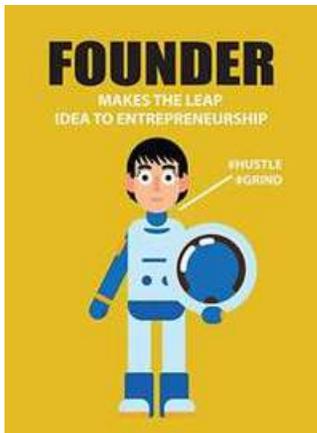
Why aren't you using it?

Usually, the answer is: "I don't know how to get started."

Or, "I don't know what to SAY."

**Here's what to do TODAY to get your media machine rolling:**

(If you don't know what phase of entrepreneurship you're in, [click here to take the test.](#))

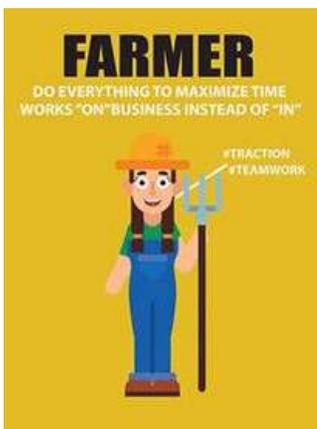


**Goal:** Make Yourself Famous

**Tactic:** Put yourself on stage. Use videos to answer questions and establish authority in your niche.

**Tools:** Facebook Live, YouTube.

**Topics:** What are the most common questions asked by your clients and future clients? Answer those.

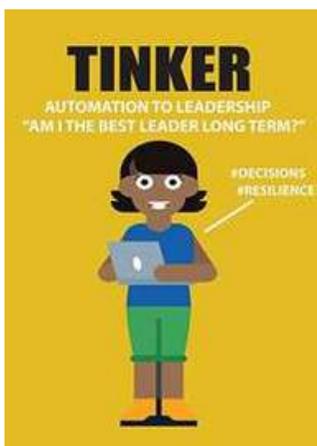


**Goal:** Make Your Team Famous

**Tactic:** Put your staff on stage. Use videos or podcasts to establish their authority in your niche.

**Tools:** Live videos, recorded videos, Apple podcasts, blog posts with video

**Topics:** Answer the FAQ that pop up in your business. Interview your staff monthly.



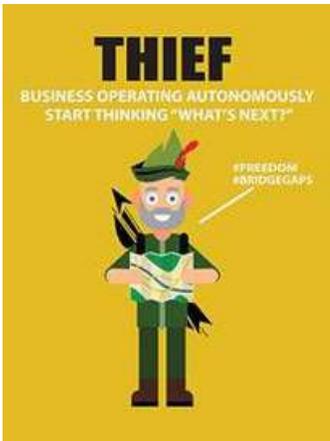
**Goal:** Make Your Clients Famous

**Tactic:** During Goal Reviews or client check-ins, ask your clients to share their story to inspire others. Share on social media, YouTube. Add your client's origin story. Brag them up.

**Tools:** Live videos, recorded videos, social media, podcasts

**Topics:** "Tell me your story."





**Goal:** Make Your Cause Famous

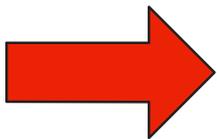
**Tactic:** inspirational blog posts, downloadable white papers, recorded talks, podcasts, Journals, books, audiobooks, webinars, courses.

**Tools:** TEDx, Audible, Amazon, Barnes&Noble, courseware

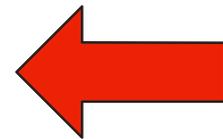
**Topics:** Mentor others to do what you've done.

**At TwoBrain, we publish every day.** We write blog posts, send love letters, produce [YouTube videos](#) and [podcasts](#). We educate and inspire. But we're far from perfect. With media, as with everything in your business, consistency is more important than anything else. Hit Publish!

After the Incubator, our mentoring team can help you set up your YouTube channel, blog, RSS feed, podcast, social media...even publish a book!



[Click here to book a free call to talk about it.](#)



No matter what you create, you need to publish frequently. Watch these free guides, then pick the media platform that you're most comfortable with. Forget which is "best": the best platform is the one you'll publish to frequently.

#### **How to Create Good Video Content**

<https://twobrainbusiness.com/how-to-create-good-video-content/>

#### **How to Write a Newsletter**

<https://twobrainbusiness.com/how-to-write-a-newsletter/>

#### **Newsletter Template**

<http://twobrainbusiness.com/wp-content/uploads/2016/01/Sample-Newsletter-Template.pdf>

#### **How to Create Member Profiles**

<https://twobrainbusiness.com/how-to-create-member-profiles/>

#### **Client Stories Template**

<http://twobrainbusiness.com/wp-content/uploads/2016/01/Client-Stories-Template.pdf>



## AWARENESS, AUDIENCES AND AMBIENT LOOPS: THE FREE TOOLS

YOUR NUMBER ONE GOAL ON SOCIAL MEDIA IS TO GET PEOPLE OFF SOCIAL MEDIA.

You want people to stop scrolling and click to get more information, start a conversation, or book an appointment.

**More “likes”, comments and shares don’t actually help you.** Those are indicators of which content is popular, but not always indicators of success. If a picture has 1,000 likes, but none of those people take any action toward paying you, it’s ineffective.



### TACTIC #11: MESSAGE YOUR VIEWERS.

If I were desperate to start conversations with strangers, I would start by focusing on my Instagram Stories, because that channel allows me to see—and instantly message—my viewers.

I’d add Instagram messages are still rare enough to be novel; and easy enough to be scalable.

Add your Instagram posts to your Story. They’ll stay there for 24 hours. Then follow these steps:



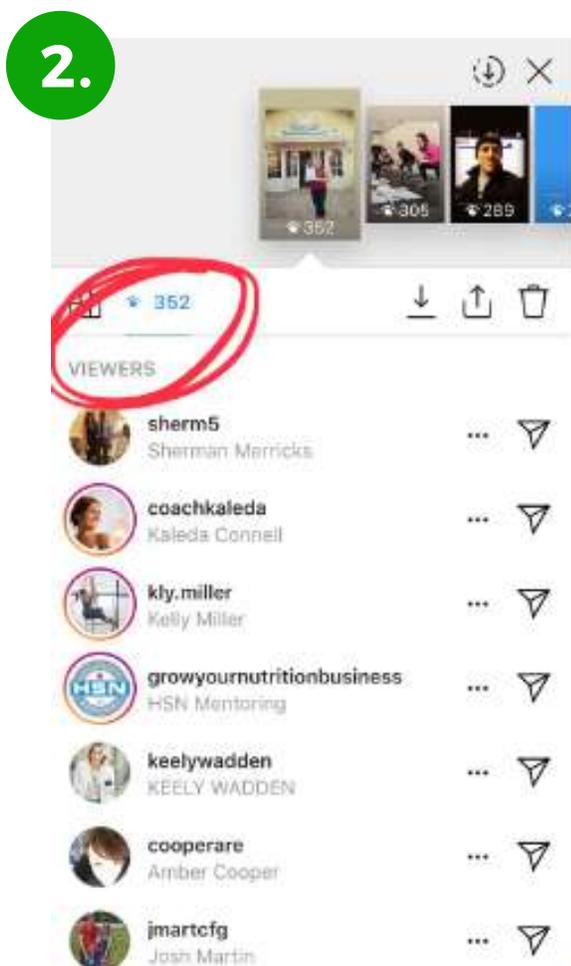
Instagram

1.

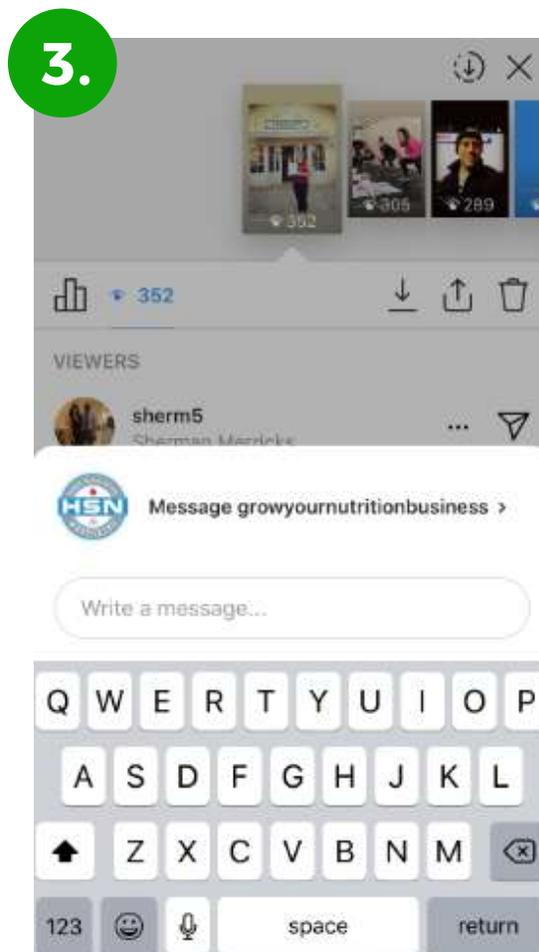


1. Click on your “viewed by” link at the bottom left.





2. Click the eyeball to see who those viewers were. Then click the little paper airplane to send them a message.



3. Copy and paste this into the "Write a message" bar: "Hey growyournutritionbusiness, thanks for watching our Story today! Are you interested in getting more fit?"

➔ Think of this first message as the first domino in a long chain. Always finish with a question mark (it's like a fish hook for curiosity.)

∞ Then paste the message into the next viewer's message box, and keep going.

Again, this is very time-consuming, but if I were absolutely desperate to have more conversations, this will get some.

There's a lot of value in starting and having conversations. Sales takes practice; you need to get your reps in. Don't be discouraged. Think of every conversation as a step toward a new client.

