



**The script that makes
sales a breeze...**

**Selling memberships
feels hard—even when
your gym's great**

One Page Script

<NAME>!....(wait)

Its <YOUR NAME>!...(wait)...from <GYM>...got your details, what made you reach out today?

What's the bigger reason behind the timing? Why now, not last month?

What's the main goal you'd love to hit in the next 3-6 months?

Got it—so sounds like you want to <GOAL>, so that you can <THEIR REASON>, is that right?

What have you tried before to get there?... What else?

What did you like about it?...What didn't you like?

And what would you say got in the way last time? What prevented you from getting to <GOAL>

Ok! So what im hearing is <REASONS>. Does that all sound about right?

Awesome, want to hear about how we do things?

We have a three-pillar approach to how we do this.

It's Fitness, Nutrition, & Accountability and unfortunately, most of the programs that are out there will focus on just one thing... for instance... Jenny Craig. Jenny Craig will give you a diet, but it doesn't cover Fitness or Accountability. Or you sign up for a gym membership like <24 hour gym>, they don't give you anything, and the only accountability they provide is when they call you for your credit card for your gym payment... haha right!?

No diet, nothing. See, someone is always missing something and that's why we're so successful. We do all 3 because we have all three and when you have all three you can't fail.

It's a step-by-step system that will get you from <PROBLEM> to <GOAL>, in just <TIMEFRAME>. Make sense? Worst case, you get fitter and stronger. Best case, it changes your life.

(offer two options) Would you prefer <THIS> or <THAT>?

Awesome... what card would you like to use?

Your Gym Is Stuck. Here's the Unstuck Button.

You're pouring money into leads that ghost, no-show, or just plain suck—while your members drift off to the cheaper, flashier gym down the street because they don't truly get what makes you different.

Here's the hard truth: Fitness results are 80% nutrition.

For years, you've been delivering world-class service on the 20%—the training. But you've been forced to leave the most critical part of your members' success completely up to chance. That's why your leads are weak and why members eventually leave. You're selling access to a gym, which is a commodity. Your competitor will always be able to seem cheaper or newer.

By integrating nutrition coaching through scalable software, you stop selling a commodity and start selling what every single client actually wants: guaranteed results with people they like.

You can finally provide the whole solution.

It's Time to Flip the Script.

It all starts when you decide to solve the whole problem.

