

HOW WE'LL DEFINE SUCCESS



- **MAIN GOAL**

- **Acquire** 150 Founding Members before studio opening.
 - Success is measured across the **entire funnel from paid acquisition → membership purchase.**
-

----- Full Funnel Metrics

1. Paid Acquisition Performance

Goal: Generate qualified leads at efficient cost.

Metrics tracked:

- Cost Per Lead (CPL)
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Lead Source Attribution
- Cost Per Acquisition (CAC)

Tracking Tools: Meta Ads Manager, TikTok Ads Manager, Google Analytics 4, Segment event tracking, Looker Studio marketing dashboard.

These tools allow us to connect **ad performance to downstream conversions in the CRM.**

RESEARCH & CUSTOMER INSIGHT

- **UNDERSTANDING THE CHICAGO FITNESS MARKET**

- Before launching the Chicago studio, we conduct quick consumer research to understand what **local fitness consumers value most.**

- **HOW WE RESEARCH**

- **1. Social Listening**

- We analyze conversations where people talk about gyms and workouts.

- **Sources:**

- Reddit (r/Chicago, r/Fitness)
- Google Reviews for local gyms
- ClassPass reviews

- **GOAL:** Identify common complaints, motivations, and what people want from fitness communities.

- **2. Search Behavior**

- We analyze what people in Chicago are actively searching for.

- **Tools:**

- Google Search Console
- Google Keyword Planner.

- **Example searches:**

- “group fitness Chicago”.
- “fitness community Chicago”.
- “best gyms Chicago”.

BUILDING THE DROP CONVERSION ENGINE

- **OBJECTIVE**

- Convert high-intent leads into Founding Members within a 3-week window

- **CORE CHANNELS**

- Email (primary conversion driver)
- SMS (urgency + reminders)

- **WORKFLOW LOGIC**

- **Day 1 — Announcement**
 - Email: Founding Memberships Are Live

- **BRANCHING LOGIC**

- **If OPEN + CLICK + PURCHASE**
 - → Tag: Founding Member
 - → Send Welcome + Community Email
 - → Exit sequence

- **IF CLICK BUT NO PURCHASE**

- → Day 2: SMS Reminder
- → Day 4: Email “Founding Spots Filling Fast”

- **IF OPEN BUT NO CLICK**

- → Day 3: Email Variant
- New Subject + Social Proof

BUILDING THE DROP CONVERSION ENGINE (Continued)



● IF NO OPEN

- → Day 2: Resend email with new subject line
- → Day 5: SMS teaser

● CART ABANDONMENT TRIGGER

- **Purchase page visited but no checkout:**
 - 1 hour → SMS reminder
 - 24 hours → Email: “Your Founding Spot is Waiting”

● FINAL CLOSE LOOP

- **Week 2:**
 - Social proof email
 - Member testimonials

● WEEK 3

- Scarcity email
- “Last Founding Spots”

● VISUAL SUGGESTION

- **Flowchart:**
 - Email → Click? → Purchase? → SMS/Email branches

PAID MEDIA CREATIVE DIRECTION

● GOAL

- Capture early interest and build Chicago early-access list

● TARGET AUDIENCE

- Fitness enthusiasts
- Professionals 25-45
- Community-driven wellness seekers
- Boutique fitness users

● PLATFORMS

- Instagram
- TikTok
- Meta
- YouTube Shorts

● CREATIVE DIRECTION

- Most gyms sell “fitness.”
- We sell community + routine.

● CREATIVE CONCEPT DIRECTIONS

- **1). Find Your People**
 - **Creative:** group workout, high-fives, and social moments.
 - **Hook:** “Chicago’s next fitness community starts here.”
 - **CTA:** Join the Early Access List.
- **2). Founding Members**
 - **Creative:** exclusive club feeling, member testimonials, early access perks.
 - **Hook:** “150 people will shape this community.”
 - **CTA:** Claim your founding membership.
- **3). The Squad Model**
 - **Creative:** squad-based training, consistent group workouts, accountability
 - **Hook:** “You don’t train alone here.”
 - **CTA:** “Find Your Squad”.

● OFFER

- “Join the Early Access List”

● BENEFITS

- First access to memberships
- Founding member perks
- Exclusive opening pricing

● CREATIVE FORMAT

- UGC style
- Founder messages
- Chicago lifestyle footage.
- Testimonial storytelling

THE TESTING MATRIX & FRAMEWORK

1. PAID ADS TESTING

- **Phase 1:** Test Creative Hooks
 - Community angle
 - Founding member exclusivity
 - Routine / lifestyle
- **Phase 2:** Test Creative Formats
 - UGC testimonial
 - Coach storytelling
 - Lifestyle montage
- **Phase 3:** Test Offers
 - Early access
 - Founding perks
 - Limited spots
- **Success metric:** Cost Per Lead

2. LANDING PAGE TESTING [\(Landing Page Mockup\)](#)

- **Elements to Test**
 - **Headline-**
 - "Chicago's New Fitness Community"
 - "Become a Founding Member"
- **Hero Image**
 - Community moment
 - Instructor moment

SPLIT TEST PHILOSOPHY: [THE HORMOZI APPROACH](#)

- Test one variable at a time.

CTA

- "Join Early Access"
- "Claim Your Spot"

SOCIAL PROOF

- Testimonials
- Trainer credibility

SUCCESS METRIC: Landing Page Conversion Rate

3. EMAIL TESTING (PHASE 4)

- **Subject Lines**
 - Scarcity
 - Community
 - Founding exclusivity

HERO IMAGE

- Community moment
- Studio environment
- Trainer shot

CTA COPY

- Claim Founding Membership
- Secure Your Spot

SUCCESS METRIC: Click → Purchase rate

CONVERSION EMAIL

(Founding Memberships Live)

- **SUBJECT LINE**

- Be One of the First.

- **PREVIEW TEXT**

- Only 150 founding memberships are available for our Chicago studio.

- **HERO CREATIVE DIRECTION**

- **Photography Brief**
 - Scene inside the studio during an early workout.
 - Natural lighting
 - 10-12 people mid workout
 - High-energy but welcoming
 - Trainer interacting with members

- **OVERARCHING EMOTION & TONE:** Belonging, not intimidation.

- **EMAIL ENGAGEMENT METRICS**

- These metrics measure **how effectively the email captures attention and drives clicks.**

- **METRICS TRACKED**

- Open Rate
 - Click-Through Rate (CTR)
 - Click-to-Open Rate (CTOR)
 - Bounce Rate
 - Unsubscribe Rate

CONVERSION EMAIL (Continued)

- **HEADLINE**

- Be One of the First.

- **SUBHEADLINE**

- Only 150 founding memberships are available for our Chicago studio.

- **BODY COPY:**

Chicago,

Something special is starting.

In a few weeks, this studio will become more than a place to work out — it will be a place where routines are built, friendships are formed, and a community shows up for each other every day. Today we're opening 150 Founding

Memberships. Founding members will shape the culture of this studio from day one and receive exclusive pricing before doors open. If you've been waiting for the right fitness community, this is your moment.

- **PRIMARY CTA**

- **Button (center of email):**
 - Claim Your Founding Membership

- **WHY:**

- Action oriented
- Creates urgency
- Reinforces exclusivity

- **P.S. / SECONDARY CTA**

- **PS: Founding memberships are limited. Once the 150 spots are gone, they're gone.**

- **BUTTON:** Secure Your Spot

SMS FOLLOW UP

(Clicked But Didn't Purchase)



TRIGGER

- **User clicked email but didn't complete purchase.**
- **Timing:** 24 hours after click

SMS COPY:

- Hey [Name] — we noticed you checked out the Chicago Founding Membership.
Just a heads up: spots are filling quickly and we're only releasing 150 memberships before opening. Grab yours here before they're gone:

[Membership Link]

WHY SMS WORKS:

- Captures high-intent leads
- Creates urgency
- Faster response than email
- Strong cart recovery channel

EXPECTED IMPACT:

- +10–20% incremental conversions

● SMS ENGAGEMENT METRICS

- SMS Click Rate
- SMS Conversion Rate
- Opt-In Rate
- Revenue from SMS

● MAIN TAKE AWAY

- We want to use the SMS Follow Up as our retention mechanism to complete the funnel.

INCENTIVE BUNDLES FOR EARLY SIGN-UPS

- A great way to incentivize early sign-ups for the Chicago launch is to create different bundle packages that target different ICP segments. **Those bundles are as follows:**
 - **1). Founding Member Bundle:** Discounted annual membership for founding members, locked-in pricing for 12 months, and founding member perks (exclusive events, merch).
 - **2). The Corporate Fitness Bundle:** Discounted membership for teams, lunch-hour or early morning squads, and corporate wellness reimbursement assistance.
 - **3). Performance + Training Bundle:** Membership + personal coaching check-ins, monthly progress tracking, and access to specialty classes.
 - **4). Social Club Bundle:** Membership + monthly social events, community runs, and member-only gatherings.
 - **5). Squad Commitment Bundle:** 6-month squad commitment, discount for signing up with friends, and reserved training slot.
 - **6). Referral Growth Bundle:** Member referral credits, bring-a-friend workouts, and squad expansion incentives.

HOW TO LEVERAGE INFLUENCERS

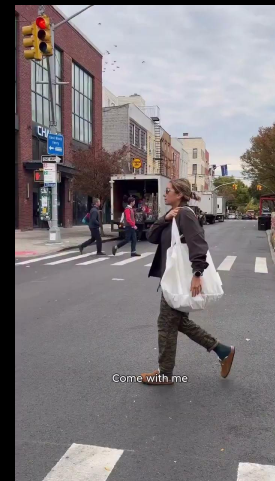
- it'll be important to make a clear distinction between our primary ICP and the secondary ICP. Our primary ICP is largely **young working professionals seeking gyms that facilitate group or community based training**. Our secondary ICP would be **Instructors, Trainers, Gym Owners, and Fitness Studio Operators**.
- The secondary tier for our ICP is really interesting to me, because I think we could leverage the secondary ICP as brand ambassadors and for creating influencer content to treat them as "**early adopters**" of future studio launches including the one in Chicago.



[ICP Secondary Tier
Content Post 1 \(Routine
of a Fitness Instructor\)](#)



[ICP Secondary Tier
Content Post 2 \(New
Gym Opening Tease
Post\)](#)



[ICP Primary Tier Content
Post 1 \(Member POV\)](#)

THANK YOU