

L3 Client Getting System Blueprint and Swipe Emails and Call Script

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Intro Email

Subject: <Name Of Business> Lunch and Learn (details inside)

Hi there,

I wanted to reach out to you and let you know about a free lunch and learn presentation that I'm offering to a few local businesses here in <CITY NAME>.

And you happen to be one of the businesses that I'd like to help out.

The lunch and learn is designed to help your staff become healthier and learn how to make time to workout and eat right.

It's a really good way to teach people how to read food labels, understand what kind of workouts burn the most fat, and how to live a healthier life in general. And this is something I'd like to offer to your business free of charge.

Here's how it works...

We'll select a day where your staff can take a collective lunch break. (All we need is about 30-45 minutes). I'll come over to your place of work and educate your staff on the two components of fitness and fat loss and of course living a healthier life, which is working out and eating right.

I can teach them how to choose the best exercises for faster results and how to make eating right easier so they can stick to it – that's the #1 thing my clients ask for.

The reason I'm doing this is because I'm a personal trainer here in our community and I'm really passionate about helping folks realize their fitness goals. So each month I select three businesses to offer "lunch and learn" education sessions to. I look at it as a public service and a way to get my name out there.

I don't charge for these lunch and learns. It's totally free for your workplace and staff. And I don't sell anything at the lunch and learns either.

It's just great content to help out folks in our community – and if anyone decides they want to learn more about my fitness programs, then I'll give them my number after the lunch and learn.

This is great for the people who work there because they'll get in better shape, make better nutrition decisions, and I've even seen an increase in workplace productivity with some of the people who I've helped with this.

I'd like to come there next week or the week after to do the lunch and learn. Just let me know when is best for you. You can email me at <YOUR EMAIL> or call me at <YOUR PHONE NUMBER>.

Thanks a bunch,

<YOUR NAME>

<YOUR WEBSITE ADDRESS>

Follow up phone call script to intro email

Hi, can I speak to <Name of decision maker>?

My name is <YOUR NAME>, I'm a local fitness trainer here in town and I was just calling to follow up on the email I sent you a couple days ago regarding the lunch and learn. Did you get that email?

<REPLY>

Great, so here's how the free lunch and learn that I'm offering works. We'll select a day where your staff can take a collective lunch break. (All we need is about 30-45 minutes). I'll come over to your place of work and educate your staff on the two components of fitness and fat loss and of course living a healthier life, which is working out and eating right.

I can teach them how to choose the best exercises for faster results and how to make eating right easier so they can stick to the program.

Do you think the employees there would benefit from a lunch and learn?

Fantastic! What's a good day to set this up for the upcoming week?

<REPLY>

Okay, then next Tuesday at 12:30 it is. All you have to do is get a memo out to everyone letting them know that we're having a fitness lunch and learn where a local personal trainer will be teaching the secret to faster weight loss and the best exercises to burn fat and get fit.

Looking forward to coming over there and working with you guys! Bye.

Post Lunch and Learn Email

Subject: it was great meeting you! (gift enclosed as promised)

Hi <NAME>, it was great meeting you at the lunch and learn the other day.

I really hope you got a lot of value from my presentation :-)

As promised, attached is the "Weight Loss Secrets Revealed" report that I said I'd send you. It's packed with a lot of great sensible tips to help you fight the war on fat!

I know you'll like it.

ALSO... since you took the time to join me for the Lunch and Learn I wanted to thank you by offering you <a free week at my boot camp next week> OR <two free personal training sessions with me> and nutrition consultation.

My fitness center is located at <YOUR ADDRESS>.

Just reply to this email and let me know what day you want to start next week. Or you can call or text me at <YOUR PHONE NUMBER>.

The free workouts are just my way of saying thank you for taking the time with join me for the lunch and learn.

Let me know when you want to come in, okay?

Talk soon,

<YOUR NAME>

<YOUR PHONE NUMBER>

<YOUR WEBSITE URL>

L3 Client Getting System Promotion 12 Step Checklist

- 1) Select ten businesses that you want to do a lunch and learn with.
- 2) Get email address of decision maker.
- 3) Send out 5 intro emails a week.
- 4) Follow up with call script 48 hours after first intro email.
- 5) Book two lunch and learns each week.
- 6) Run lunch and learn and take questions.
- 7) Offer free report and collect names and email addresses.
- 8) Follow up with post lunch and learn email (attach report)
- 9) Add all email addresses to your FitPro Newsletter account.
- 10) Get people into your “front end” one week or two session program.
- 11) Schedule a day for nutrition consult/sales presentation.
- 12) Make an irresistible offer for the first month, then full price after that.