

Renegade Fitness Marketing Tele-Clinic. Thursday March 16, 2006 4 P.M. Pacific, 7P.M. Eastern.

Sample marketing kit and guideline.

Which one of the two ads below do you think generates more leads and prospects? They both cost the same to publish, yet one out pulls the other by over 400%. Can you guess which one?

Ad One:

Mike Jones Personal Fitness

* **Weight Loss** * **Weight Gain**
* **Strength Training** * **Body Building**
* **Boxing Instructions** * **Body Toning**

Service

You Come First With Us

Guidance

Custom Programs For Your Needs

Results

Look Great – Feel Healthy – Achieve Balance

**1323 Main St., Your Town –(555)555-1212 –
www.website.com**

Ad Two:

****FREE REPORT****

Weight Loss Secrets Revealed

***“Discover Three Simple Strategies To Quickly Cut
Pounds And Inches Off Your Waist And Hips For
Good.”***

San Diego's Top Fitness Expert Reveals Closely Guarded Weight Loss Secrets...

If you're frustrated and tired with fat loss gimmicks and silly gadgets that promise results but fail to deliver then this FREE report is for you.

Here's just a few things you'll discover:

- How to permanently increase your metabolism for optimal fat loss.
- Why most people never lose weight after months in the gym.
- The three big myths about diet, stress, and exercise.


Quantities are limited - Request your FREE copy now by calling (555) 555-1212 or log onto www.YOURWEBSITE.com right now.

Act now because this no obligation offer expires July 17th.

The Two Step Marketing Campaign

{STEP 1} 4x6 or 5x7 Lead generator

FRONT:

Your Name Address	Stamp
	
Delivery Address	
<p>Wight Loss Secrets Revealed! <i>{your town's} Most In-Demand Fitness Expert Reveals Closely Guarded Weight Loss Trade Secrets.</i> <u>Request Your FREE Copy Before July 17th</u></p>	

BACK:

<p><i>*Weight Loss Secrets Revealed*</i></p> <p><i>“Discover The Three Simple Strategies That Quickly Cut Pounds And Inches Off For Good.”</i></p> <p>Hi, I'm {YOUR NAME}, {YOU CITY'S} top fitness expert,</p> <p>Why would I reveal weight loss secrets that only the top personal trainers in the industry know? It's simple really...because I know that once you discover these three key strategies for achieving the results that you desire– you'll keep coming back to me for all your health, fitness, and weight loss needs.</p> <p>Here's just a few things you'll discover:</p> <ul style="list-style-type: none">• How to take control of your slow metabolism.• Why your current exercise program may be failing you.• The big myth about resistance training <p>Request your FREE copy of this manual by calling (555) 555-1212 or log onto www.YOURWEBSITE.com to access this manual.</p> <p>Act now because this no obligation offer expires on July 17th.</p>
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{STEP 2}

“The ONLY Three Tips You’ll Need To Achieve Your Weight Loss Goals”

“WEIGHT LOSS SECRETS REVEALED”

By <Your Name>, <Your City’s> Most Trusted Fitness Trainer.

Dear Friend,

This is the manual that will give you the straight forward truth about permanent life-long weight loss. Read it, apply it and benefit from it. And if you have any questions about the strategies in this manual feel free to call me at (555) 555-1212 or email your question to (email@youremail.com).

As a fitness and weight loss expert there is one question that I get asked more than any other question.

“So what should I do to lose 15 pounds?”

I can’t tell you how many times I have heard that question from people anxiously waiting to hear the “magic” answer...

...I guess that’s my curse, and probably the curse of all top personal trainers. How do I answer such a loaded question, especially when the person across from me is waiting for me to tell them to take the magic pill that will burn fat while they sleep.

That magic pill doesn’t exist, and if it did I have no doubt that it would cause so many undesired side-effects that it would be quickly pulled off the shelves - but not before doing significant damage.

Well, in the past I would go into a long (and detailed) process of educating the person in front of me. Educating them on the truth about permanent weight loss. In fact, sometimes I would probably give them more information than they could handle at one time.

So what I did is I created this manual. Over the next several pages you’ll discover what I now share with everyone seeking to quickly and permanently lose their unsightly fat.

What I’m about to reveal to you in this TRUE-to-the-core manual is exactly what I have built my highly successful **15/12 Fitness Quick Start Program** on.

By using the base principals in this report I have helped dozens of everyday people just like you jump start their weight loss program by dropping 15 pounds in only 12 weeks. Now you too have the exact system in your hands. Are you ready to finally achieve your goals once and for all?

If so, read on and discover the truth for yourself...

THE FIRST STEP

You, my friend, by taking the time to read this manual, have now stepped onto the road that leads to a fit, healthy body. Take a moment to reflect on the famous quote "Success is a journey, not a destination". We can substitute the word 'success' with the word 'fitness'.

Learning to make the right choices in your diet and workouts will become a lifestyle that never ends. The day you step off of this road is the day that your weight will increase and your health will decline. I applaud you as you take the first step in this journey of fitness that will change your body and life forever.

This choice will pay off every day for the rest of your life. As you enjoy a lowered body fat, high energy levels and your ideal body weight you will feel your confidence and health greatly increase. Start to build the habits that will increase your enjoyment and quality of life today! I have every confidence that you can make this a part of your life and that you can:

- 1) Lose excess weight
- 2) Firm tone your body
- 3) Raise your metabolism and
- 4) Create a lifestyle of these habits

Let's get started!

Your Game Plan

There are four aspects to achieving and maintaining a healthy, fit body. These are: **Nutrition** (What you eat, when you eat it, and how much you eat of it), **Cardiovascular Training** (Working out your heart - and burning calories by moving your body ex: walking, jogging, swimming, aerobics...things that make you sweat), **Resistance Training** (Including Weight training with free weights, Weight machines, resistance bands, exercise balls, and even your own body weight - anything that gives your muscles resistance to work against),

And finally...**ACCOUNTABILITY and MOTIVATION**. The number one reason most people fail in achieving their weight loss and fitness goals is because they fail to make it a lifestyle. This is where accountability and motivation are most useful.

Whether you try it yourself, or work with a professional fitness trainer, you must apply the most up to date nutrition, cardiovascular training and resistance training information available to you. Further, if you work with a fitness trainer you can be 100% confident that your weight loss and fitness program is specifically created to give you maximum results in minimum time.

Getting The Edge

To ensure that you get quick and permanent results I suggest that you hire a fitness trainer who can not only educate you, but who can also provide fuel in the form of motivation and success in the form of accountability.

These four components are what make a person lean, toned, fit and strong - for a lifetime. The following three tips are going to dive into each topic in depth and give you all the "gems" you need to effectively reach your fitness goals.

Tip 1. NUTRITION

Nutrition? I thought we were talking about being fit and toned! Nutrition is a huge part of you health and appearance. Some professionals will attest that as much as 80% of your weight loss and fitness results are based on what you eat. This means that you could workout all day long, but if you are eating junk, your body will show it.

The word alone can make people cringe - as the guiltily think of the drive thru lunch that they just ate. Nutrition is a subject that people spend their careers studying and takes volumes of books to explain. My objective is to teach you how to eat a healthy diet that encourages your body to burn fat rather than store it. You don't need overwhelming science to "get" this.

A healthy diet needs to be well rounded with the proper amount of nutrients, vitamins and minerals. The RDA's recommendation for daily intake of such things is a good place to check your optimal intakes.

The first thing that you need to know about nutrition is this fact: Eating small meals every 3 hours will increase your metabolism and reduce fat storage. This is a proven fact that bodybuilders, models, athletes and lean people in general abide by - and so should you.

Eating right when you wake up is vital to breaking the fast your body enters every night. About 3-4 hours after you eat your body shuts down your metabolism and acts as if it needs to store food. This is a great function to have if a famine breaks out and you don't see food for weeks. After all, if there's famine you're going to want your body to work "efficiently" by storing fat, and using it slowly.

However, you don't want your body to store fat and burn it slowly now, right? Since there is no food shortage or famine at the moment (and there likely won't be one any time soon) then it is pretty annoying when your body starts packing on the pounds. So, in order to communicate with your body that it is healthy, well fed, and not in need of extra fat storage you need to reprogram your metabolism. Here's how to go about it. Start your day off with a small meal and continue to eat small meals every 3 hours or so.

What should you eat? Here I am just going to give you general guidelines - since we would have to sit down together to create an exact fat burning meal plan for your body. These suggestions are a basic guideline to healthy meals that do not promote fat storage.

Protein: 20%
Fat: 15%
Carbs: 65%

Each meal that you consume needs to have calories coming from protein, carbohydrates and fat. Your body needs each of these in small amounts throughout the day - when you take in a meal that is 90% carbohydrate 5% fat and 5% protein your body is going to digest it faster (i.e. get hungry again faster) even if the calorie count is the same as a meal with above percentages, and you are more likely to store a percentage of the carbs as fat.

Hold your horses...

Don't go and cut all the carbs out of your meals just yet. We all saw what the low carb craze did for the country. People actually got fatter! Cutting carbs could cause a whole new "house of cards" effect and your body will once again go into fat storage mode. Believe me, you don't want that.

Tip 2. CARDIOVASCULAR TRAINING

What is Cardiovascular Training? Cardiovascular training is anything that gets your heart pumping at an elevated speed. This includes walking, jogging, bike riding, swimming, playing sports, roller skating ... you get the idea! Cardiovascular training is used to burn calories and to improve one's overall conditioning.

Why should I train my cardiovascular system?

Walking, jogging, biking ... they all seems to take so much effort! Why should I make myself do these when I don't enjoy them? While cardiovascular training may seem like a chore, you will be more than willing to hop on a treadmill after reading the following benefits to cardiovascular training!

Weight Loss

Probably the most cherished side effect of cardiovascular training is losing those unwanted pounds! Since your body's decision to store fat is based on the equation of Energy In vs. Energy Out, the more Energy Out that you have the less energy you will have to store on your waist, hips and thighs.

Conditioning

When was the last time you got winded walking up a flight of stairs? Not the greatest feeling was it? When you are wheezing and clutching your side ache, you know without a shadow of a doubt that you are out of shape!

When you train your cardiovascular system you will begin to find that you don't lose your breathe as easily under strenuous activity. Your heart becomes conditioned to pump faster on demand without sending you into a wheezing fit. Your heart is the most important muscle in your body, and if you want to enjoy the new body you are about to create, then wouldn't you want to have a healthy heart along with it? I know of two heart surgeons who would agree with me.

Disease Prevention

Heart attack, stroke, hypertension, and diabetes are just a few of the diseases that you would be defending yourself against with cardiovascular training. By losing excess weight and conditioning your body, you arm your body against these and many other ailments.

Tip 3. RESISTANCE TRAINING

What is Resistance Training? Resistance training is anything that gives resistance against your muscles. The most traditional resistance training is dumbbells or barbells, but it can take on many other forms as well. Cable machines and pulley systems give great resistance, as do elastic bands. Using your own body weight is another way to give your muscles resistance.

Today you have many options when it comes to resistance training - but they all have one thing in common...it will change your life!

Why should I lift weights?

Weight lifting ... isn't that kind of a macho guy thing any more? I mean, last I checked my most successful clients haven't been registered for any upcoming body building shows.

"But I don't want to look muscular and bulky." I cannot tell you how many times I have gotten this reaction from women when I encourage them to lift weights! The critical thing here is that in order to be fit and toned you **MUST** lift weights! No, don't give me that horrified look! Resistance training can literally change your entire body, let alone your self-confidence and self-esteem, but most importantly, resistance training could possibly be the best thing that you will ever do to keep your body looking and feeling 10 years younger.

Read on to learn the benefits of Resistance Training.

Metabolism

Resistance training is the one thing that we do that elevates our metabolism for hours after a workout. Cardiovascular workouts are effective and necessary, but, after an hour of running, your metabolism is only elevated for less than an hour before going back down to normal.

On the other hand, resistance training will literally raise your metabolism permanently. This happens because weight lifting is actually a process of breaking down muscle tissue and re-building it back stronger, firmer and more tone.

This process takes time and *energy* AKA *calories*. Once you have added muscle tone to a given area on your body it now takes even *more energy* to maintain this muscle.

So here is the run down on why resistance training is such a metabolism booster:

When you weight train you break down muscle fibers, which takes energy to rebuild, when these muscle fibers have been rebuilt they are tighter, toner, more firm and now take more energy to maintain. Hence: a higher metabolism all day long. Simple, yet so effective!

- 1 lb of muscle burns about 50 calories a day
- 1lb of fat burns 4 calories a day

Toned and Sculpted

Resistance training is responsible for the beautiful sculpted and toned look that many athletes sport. As mentioned in the metabolism section, resistance training breaks down muscle fibers so that they can rebuild stronger. These strengthened fibers are denser than the weaker ones that they are replacing, thus resulting in a firmer, tighter feel.

Since we know that muscles consume more energy than fat, it is safe to assume that when you increase in muscle you will also decrease in fat. (This is of course assuming that your caloric intake does not increase and that your cardiovascular activities do not decrease.)

Due to this decrease in fat, the shape of your muscles will start to be unveiled by the shedding of the extra fat tissue that covers them. Now that's body sculpting!

Healthy Bone Density

Do you know millions of people are diagnosed with Osteoporosis every month? Do you also know one of the top ways to prevent having this deadly disease occur in your own body? Doctors say that resistance training is one of the best activities you can do to strengthen your bones and repel Osteoporosis.

When your muscles are resisting against the weight that you are pushing or pulling your bones are also being tugged on by your tendons and ligaments. This tugging results in your bones building themselves stronger to compensate for

your muscles being stronger. If your muscles were stronger than your ligaments / tendons then they would snap right off of your bones. Your body was designed in such a way that it learns from the stimulus given to it and it adapts to perform better.

Other Benefits to Resistance Training

Increased Strength
Improved Coordination
Raised Self Esteem and Renewed Confidence
Feel Good Endorphins
THE FOUNTAIN OF YOUTH

Well, the secrets to lasting weight loss have been reveled. There are no pills to take, machines to buy or breathing techniques to learn.

By now you are convinced that resistance training along with cardiovascular training and a personalized nutrition plan are going to be worth your time, right?

Just giving you this valuable information is not enough. If I only did that, and stopped there, I simply would not be doing you or myself any justice.

Therefore, I'm going to go further to ensure that you receive the most accurate solution to your fitness and weight loss problems. On the next page you'll find a gift certificate just for you. I would like to offer you a "fitness test drive."

That's right, the gift certificate below entitles you to a free fitness test drive worth \$183.

All you have to do now is call me at (555) 555-1212 before the expiration date on the gift certificate and we'll schedule your no obligation "fitness test drive."

Right now, at this very moment, you have a decision to make. You can either call me to schedule your free fitness test drive, and take the first step to achieve the body that you deserve..

Or you can do nothing, and fall into the trap of procrastination. Please, take action now while it's still fresh on your mind. Pick up the phone right now and let's get your fitness test drive started.

Committed to your fitness results,

<Your name and Last Name>
<Business Name>
(555) 555-1212

P.S. Give me a call today, and see why I'm the only personal fitness trainer in {YOUR CITY HERE} to guarantee results or your money back!

P.P.S. In just a few short months you will look back on this decision as one of the best you've ever made – but it all start with a single phone call. Do it now.

Fitness & Weight Loss Test Drive Certificate

This certificate entitles you to the following FREE “test drive”:

- A complete weight loss and fitness analysis including body composition, flexibility, strength, and cardiovascular testing. (\$69 value)
- Free 30 minute personal training sessions with (\$65 value)
- Personalized seven day meal plan complete with weekly grocery list (\$49 value)

This entire no obligation package is valued at \$183 and it's yours free if you call (555) 555- 1212 to schedule you “test drive” before <DATE GOES HERE>

The Guaranteed Press Release

Go to the next page to see how this works.

Did You Hear? Huntington Beach's Top Fitness Expert Makes The News – Again!

**“Hurry –Hurry Read All About It! Huntington Beach
Fitness Guru Makes Mothers Day A Unique
Weekend To Remember.”**

Dear (Name), or (Huntington Beach Neighbor),

My name is Sally Smith, I guess you can say that I'm the local fitness and weight loss guru here in Huntington Beach. The reason I'm writing you today is to give you a sneak peak into next weeks news.

If everything goes as planned you should see the enclosed "press release" in an issue of the Huntington Beach Times next week.

In addition, I just sent a copy of this press release to the Orange County Register as well, so keep your fingers crossed for me!

The reason I'm giving you a "sneak peak" into next weeks news is because I want the local residents here to know about this fun new Mothers Day event that I have planned first.

In fact, I wanted you to have first dibs to sign up for my NEW Mothers Day Fitness Boot Camp that will be held right here at the Huntington Beach State Park on Mothers Day Weekend.

You can learn more about this special weekend boot camp by reading the enclosed news release. But, right now all you need to know is that space is limited and I'm holding only one camp this Mothers Day weekend and it's limited to only 40 campers.

So go ahead and read the enclosed release, then call me at the number below to register for this special event.

Whether you plan to bring your mom, or if you plan to come with your children I think you'll agree that this is by far the perfect mothers day gift.

Sincerely,

Sally Smith,
Smith Personal Fitness, (555) 555 - 1212

P.S. This Mothers Day do something special with the ones you love. Give my office a call today and ask about our early bird registration discount!

Note From Bedros: The letter above and the press release below would be delivered to your target audience via direct mail (and email if you have an online list). This special mailing will be delivered whether the news media picks up your release or not.

FOR IMMEDIATE RELEASE

CONTACT INFORMATION

Sally Smith, founder, Smith Personal Fitness
Phone: (714) 555-3565
Fax: (714) 555-1212
Email: SallySmith@SmithFitness.com

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Fitness Guru Offers Unique Alternative For Mother's Day Gift

Huntington Beach, CA. Founder of 'Smith Personal Fitness', Sally Smith announces the May 6, 2005 launch of Train With Mom Beach Boot Camp in Huntington Beach as an alternative to traditionally boring mother's day gifts.

"Most mothers want to spend fun quality time with their children. So what better way to accomplish that than to spend the weekend exercising with mom at the beach? It's literally the gift that keeps on giving," says Sally Smith, certified fitness coach and founder of Smith Fitness.

The weekend Boot Camp is designed as a "team" training program for up to a family of four. The activities include fun exercises and hikes designed to burn calories and tone the body.

The program consists of two components that are vital for success:

1. Continuous exercise to tone the body and facilitate fat burn –the right way.
2. Motivation and support. The mother/child team provides the ideal atmosphere for motivation and emotional support to help the participants achieve their desired results.

"Every participating team will walk away from this weekend with a better understanding of fitness and weight loss concepts. There is so much fluff diet advertising targeted toward women these days that are misleading and downright confusing. And we're here to set the record on fitness and weight loss straight."

"In addition, the participants will have spent a fun weekend with their closest family members in a beautiful California oceanfront setting. I can't think of a better way to spend time with my mother than a weekend at the beach"

The Train With Mom Boot Camp starts Friday morning May 6th at 7:00 a.m. sharp. The workouts and workshops will take place on Friday and Saturday for four hours each. Then all participants are invited to a graduation lunch picnic at the beach on Sunday afternoon.

"This is just a fun and social way of spending the weekend with your mom and achieving something rewarding from it in the end," explains Sally Smith.

Sally Smith can be contact at (714) 555-3565 for more information or by email at sallysmith@sallySmith.com

Note from Bedros (again): I suggest that you always attempt to get your press release picked up the "regular" way. If it does get picked up then you just saved yourself a few hundred dollars. Either way, once your release makes it into the publication you'll want to photo copy the entire page, then shrink it down to a 8.5 x 11 page. Then circle your press release and include in your mailing above as a credibility builder. **Works like a magnet.**