

Your Ads Are Working. Your Sales Process Isn't.

A private letter to FMA clients who are paying for leads... and watching too many of them walk away.

Dear Gym Owner,

Let me tell you something nobody else will.

You don't have a lead problem.

We make sure of that. Every month, your ads put fresh, interested people in front of you. People who raised their hand and said *"I want this."*

So why aren't more of them paying you?

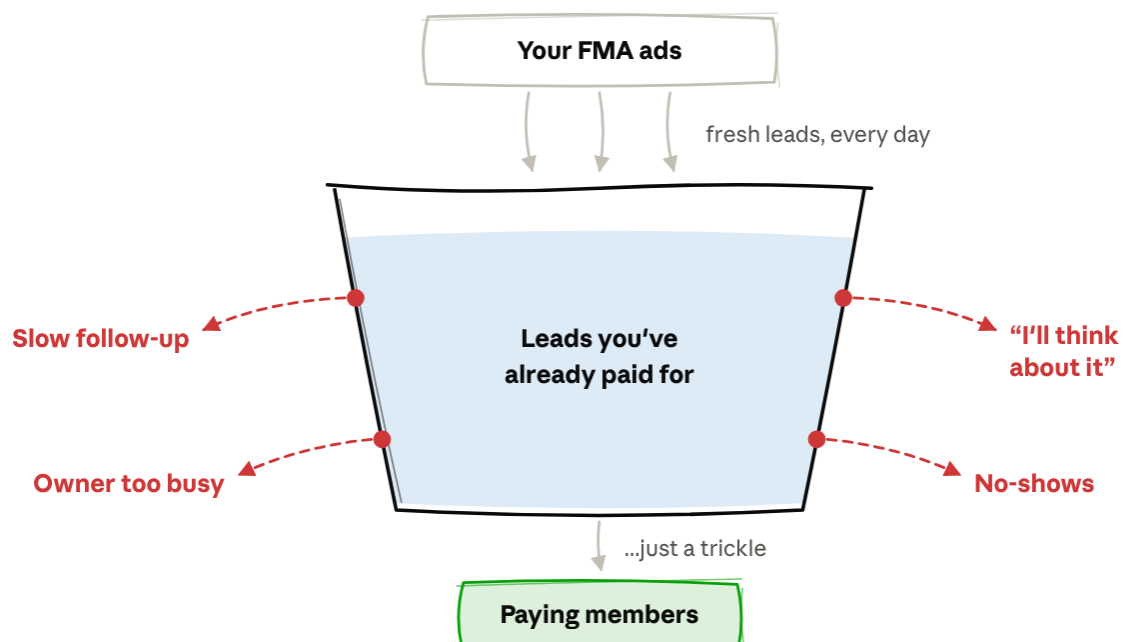
Here's the ugly truth. A lead is a perishable asset. Like milk on a hot day. Call them in five minutes and they're excited. Call them tomorrow and they've forgotten your name. Call them next week and they've joined the gym down the road.

Every lead that goes cold is money you already paid for, set on fire.

Not because your offer is bad. Not because your ads are bad. Because **nobody picked up the phone fast enough, followed up hard enough, or closed with enough conviction.**

That's the leak. And it's bleeding your business dry every single month.

You're paying to fill a bucket full of holes

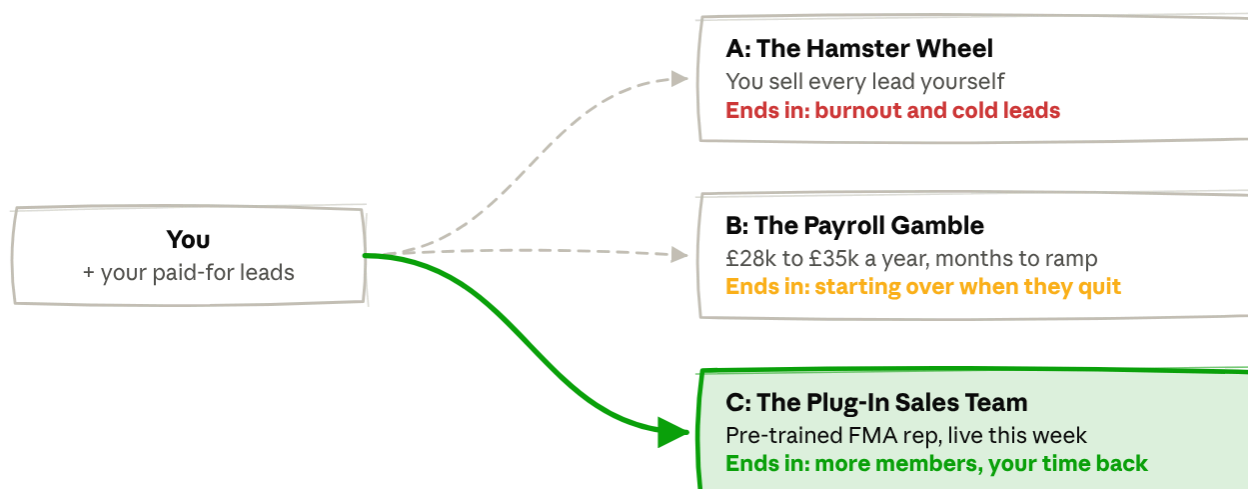


the leaky bucket · where paid-for leads go

The good news? There are only three ways to plug it. Read all three carefully. Then decide.

You Have Exactly Three Choices

Three roads. Only one doesn't run through you.



three roads · A, B and C

Choice A: Keep Selling It Yourself ("The Hamster Wheel")

This is where most gym owners live. And it's why most gym owners are exhausted.

You're the coach. The cleaner. The marketer. The bookkeeper. The agony aunt. And somewhere between all of that, you're supposed to call every lead within five minutes and close them like a pro?

It doesn't happen. It *can't* happen.

- **You trade your time for every single sale.** No calls, no money.
- **You get dragged into operations.** A member needs you, a coach is off sick, the toilet floods. The leads wait.
- **Leads wait, then leads die.** Every hour of delay costs you sales you'll never even know you lost.
- **The day you stop, sales stop.** Take a holiday and your pipeline flatlines.

You didn't open a gym to sit on the phone chasing people who filled in a form three days ago.

Choice B: Hire an In-House Salesperson ("The Payroll Gamble")

Sounds sensible. Until you do the maths.

- **£28,000 to £35,000 a year.** Minimum. For anyone actually worth hiring. Before commission, before NI, before pension.
- **Months of dead time.** They don't know your offer, your members or how to close. You're paying full salary while they learn on your leads.
- **They want more.** Commission. Pay rises. Reviews. Management. Your time again.
- **Then they quit.** And you start again from zero. New advert, new interviews, new training, more lost leads.

You're not hiring a salesperson. You're hiring a second job for yourself.

Choice C: Partner With FMA ("The Plug-In Sales Team")

This is the one we built for you.

We plug a **pre-trained fitness sales rep** straight into your business. They know how to sell gym memberships because that's all they do. No training period. No recruitment. No sick days that kill your pipeline.

- **Speed to lead on every enquiry.** Call, text and WhatsApp, fast. Before they cool off.
- **Outbound on your dead leads.** That database of old enquiries you've never followed up? We work it. Found money.
- **We run and close the calls.** Payment taken on the call.
- **Relentless follow-up.** No-shows and "I'll think about it" get chased properly, not forgotten.
- **It runs alongside the ads we already manage.** One team, front to back. Lead to paying member.
- **We only win when you win.** Our commission comes out of money you've actually collected. If you don't get paid, we don't get paid.

The Cold, Hard Comparison

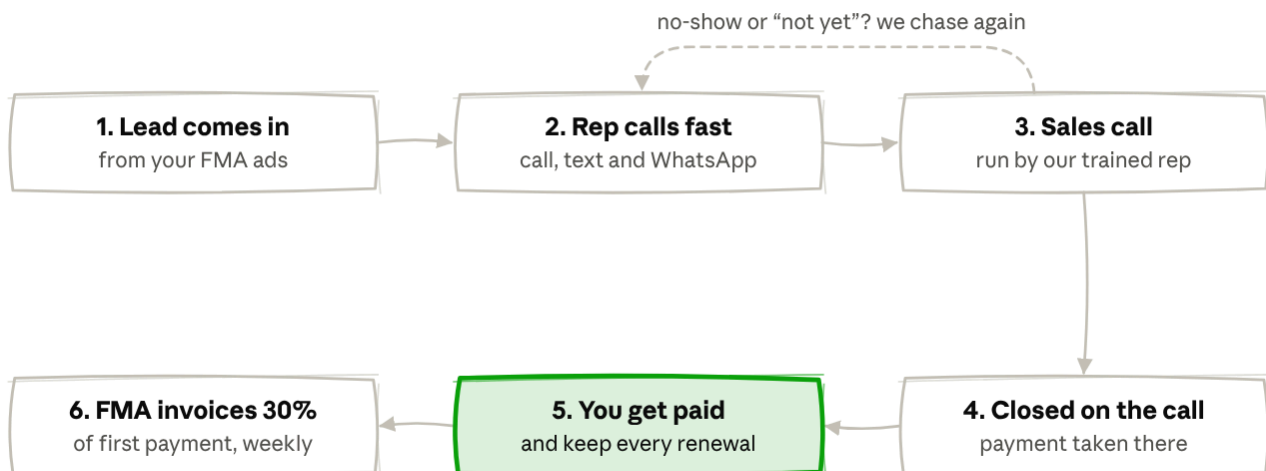
	A: The Hamster Wheel	B: The Payroll Gamble	C: The Plug-In Sales Team
What it costs	Your time, your evenings, your sanity	£28k to £35k a year + commission	£695 + VAT a month + commission
Time to results	Whenever you're free	Months of training	This week. Pre-trained.
Speed to lead	Depends on your day	Depends on one person	Fast. Every lead.

	A: The Hamster Wheel	B: The Payroll Gamble	C: The Plug-In Sales Team
Holidays and sick days	Sales stop	Sales stop	Covered
Management	You manage yourself	Hiring, training, reviews	None
If it goes wrong	Burnout	Start again from zero	No recruitment risk
Paid on results?	No	Partly	Yes. Only on cash collected.

Let's put that in plain English. A £30,000 salesperson costs you **£2,500 a month before they've sold a single membership**. FMA costs **£695**. And the rest only gets paid when you get paid.

How It Works

Lead to cash, without you picking up the phone



how it works · 6 steps

Here's Exactly What You Get

- A pre-trained FMA sales rep plugged straight into your business
- Speed to lead on every new enquiry by call, text and WhatsApp
- Outbound on your old leads and past enquiries (found money sitting in your CRM)
- Every sales call run and closed by our team, with payment taken on the call
- Relentless follow-up on no-shows and "I'll think about it"

- Everything tracked in your CRM, plus a weekly report on calls, closes and cash collected

The Investment

- **£695 + VAT per month**
- **30% commission** on the initial payment of each sale we close, invoiced weekly
- **You keep 100%** of every recurring payment, forever

Read that last line again. We get paid once, on the first payment. Every month that member stays with you after that? All yours.

And if we don't collect the money, we don't charge the commission. Simple.

Now You Have a Decision to Make

Option 1: Do nothing. Keep paying for leads. Keep calling them when you get a minute. Keep wondering why the numbers don't add up. Next month looks exactly like this month.

Option 2: Plug us in. Let a trained rep work every lead you're already paying for, while you get back to running your gym.

Getting started is fast:

1. Reply and say **"I'm in"**
2. We swap your booking calendar over to our team
3. A short kick-off call on your offer, pricing and objections
4. Our rep starts calling your leads the same week

Our reps can only work so many businesses at once. When the roster is full, it's full.

To your growth,

The FMA Team

P.S. Every day you wait, more leads you've already paid for go cold. You're not deciding whether to spend money on sales. You're deciding whether to keep wasting the money you've *already* spent. Reply **"I'm in"** and we'll take it from here.