

YOUR IDEAL CLIENT AND AIDA

An Email Marketing Foundation



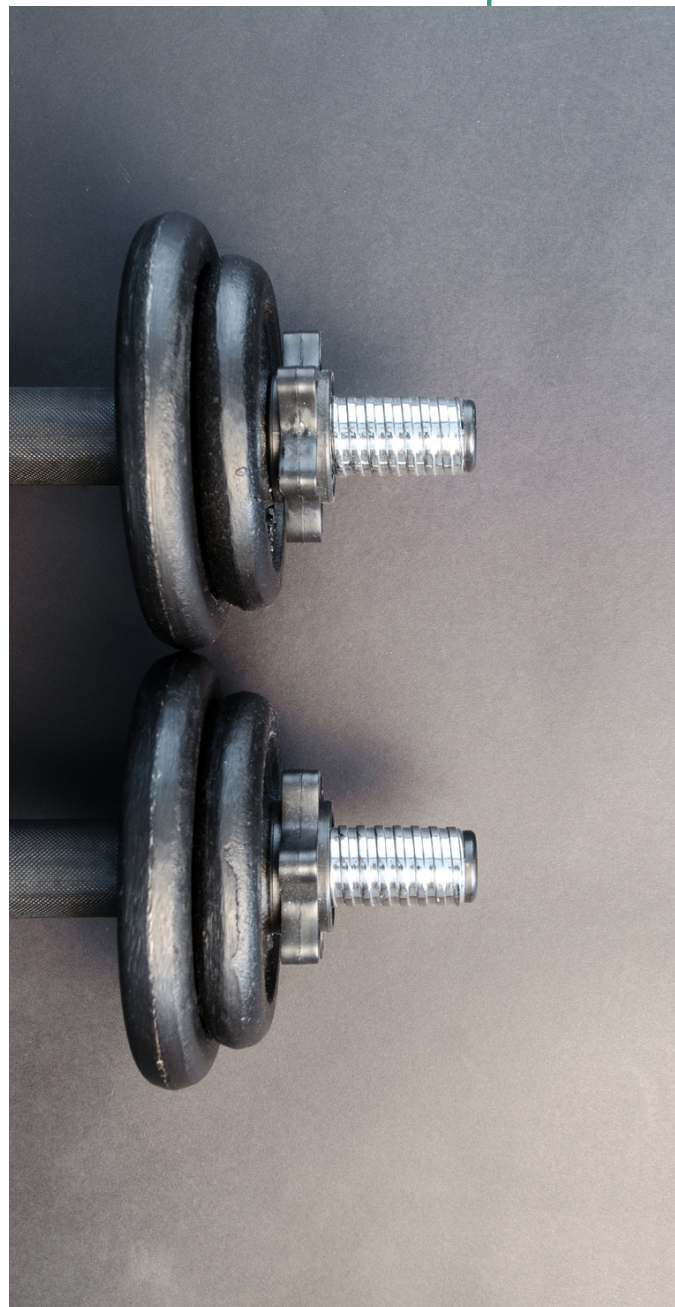
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C o p y W r i t e r



WHO IS YOUR IDEAL CLIENT?

Opening a fitness business can be intimidating for about 1,000,000 reasons and getting clients is one of the biggest.

Ultimately, everything you do in your gym lies in your ability to do this. Standing in your gym's doorway watching cars pass and people stroll down the street, you probably feel like you need to talk to every single person about how you can help them, but here's the thing:

That man in the car that just drove by is 32 years-old, single, and hasn't exercised a day in his life.

The woman walking her dog across the street is 47 years-old and married with 3 kids.

The woman in the car right behind the man we talked about is a 23 year-old Crossfitter.

The man a block behind the woman who's walking her dog? He just had knee replacement surgery.



HOW WILL YOU CRAFT A MESSAGE TO TALK TO ALL THESE PEOPLE WITH SUCH DIFFERENT LIVES, WANTS, AND NEEDS?

You can't. And if you try, you'll find yourself watering down your message and that results in making an impact on no one at all.

Before writing a word, you need to ask yourself exactly who you are speaking to, and you have to be as specific as possible. The more specific you can be, the more impact you're going to have.

Let's get started by defining what an Ideal Client is and isn't.

AN IDEAL CLIENT IS:

- **THE MODEL OF THE PERSON YOU COULD BUILD YOUR ENTIRE BUSINESS AROUND FOR THE LONG-TERM.**
- **LIKELY TO BE A COMBINATION OF YOUR FAVORITE CLIENTS.**

AN IDEAL CLIENT IS NOT:

- **A DIRECT COPY OF YOUR FAVORITE CLIENT.**
- **THE ONLY KIND OF PERSON YOU WILL WORK WITH.**

NOW LET'S EXPAND A LITTLE.

LET'S START WITH THE BASICS

- 1. Is my Ideal Client male or female?**
- 2. How old are they?**
- 3. Are they married?**
- 4. Do they have kids?**
- 5. What is their work schedule like?**

- 1. What problem can I help them solve? (This one is tricky. Just about every prospect you ever talk to is just going to tell you they want to lose weight even if they're 95 pounds. The trick is finding out what they feel losing weight will get them.)**
- 2. What is stopping them from getting those results? (family responsibilities, schedule, accountability, support, lack of knowledge...)**
- 3. What is the biggest thing that is stopping them from joining your gym, even if they want to? (money, time, they're intimidated, they're scared to be yelled at by a personal trainer...)**

NOW REALLY DIG INTO THE ANSWERS.

The answers for questions 6-8 are going to bring up other questions you need to answer.

For example, if family responsibilities are getting in their way, what does that mean? Are they taking care of elderly parents? Kids? Someone else entirely? Keep digging.

Get to know this person so well that you just naturally write to them. You'll know what they need to hear and how to say it so it really hits home for them.

Once you've answered all these questions and dug into questions 6-8, take a break. Give yourself a few hours or a day, then come back to those questions and dig a little deeper. Remember, the better you know this person, the more effective and impactful your message will be.

A sure-fire way to help with this process is to do something kind of crazy:

Talk to people!

If you currently have clients, pick 2-3 and ask them to help you. Ask them to coffee or stay after their session for a few minutes.

Ask them questions 6-8 and ask them to think back and answer as if they were the person they were BEFORE they joined your gym. This is where you're going to start seeing what your Ideal Client is looking for, what they value, and the benefits you can give them.

I'm curious to see what you come up with, so drop me a line at Mitch@MitchRothbardt.com and let me know.

Let me know if you get stuck, too. Sometimes it helps to talk it through with someone else. I've helped a lot of people with this exercise and it really is the little details that can make the difference.

AIDA – YOUR FORMULA FOR SUCCESSFUL EMAILS

You want to learn an easy and effective way to structure your emails that get your readers to take any action you want?

This formula's been around and has been tested for decades. In fact, some of the most famous marketers in the world use this formula every day and Gary Halbert, whose letters generated over \$1,000,000,000 in sales, NEVER diverted from its basic structure.

That means no more staring at a blank screen wondering what to write. And imagine sending out emails that actually **GET YOU CLIENTS!** The best part is that it's easy and you can start using it as soon as you write your **VERY NEXT EMAIL!**

All you have to do, is use the AIDA formula.

The AIDA formula for copywriting has been around longer than any of us have been personal trainers or have even been alive.

It's a time-tested formula for how to structure any kind of marketing materials that ask for an action to be taken by the reader. Some examples are:

- Signing up for a trial membership.
- Adding their name to your email list.
- Clicking through to a blog post or video.



AIDA STANDS FOR:

- **Attention**
- **Interest**
- **Desire**
- **Action**

For an example, read the first four paragraphs of the AIDA section of the report. They follow the formula exactly and show how logically the sequence flows and builds desire in the reader.

Attention - You want to learn an easy and effective way to structure your emails that get your readers to take any action you want?

This is where you need your "Big Idea". Think about the ultimate benefit you're offering your reader.

Interest – This formula's been around and has been tested for decades. In fact, some of the most famous marketers in the world use this formula every day and Gary Halbert, whose letters generated over \$1,000,000,000 in sales, NEVER diverted from its basic structure.

Now that you have your reader's attention you must get them interested in what you're offering. This is where you can use testimonials, social proof, or something provocative to get your reader to become interested in how to get the benefit you talked about in your opening.

Desire - That means no more staring at a blank screen wondering what to write. And imagine sending out emails that actually GET YOU CLIENTS! The best part is that it's easy and you can start using it as soon as you write your VERY NEXT EMAIL!

You have their attention and their interest. This is when you start pouring on the benefits so they can clearly see how their life will be better once they do what you'd like them to do. Remember, they need to see BENEFITS here NOT FEATURES!!

Action - All you have to do, is use the AIDA formula.

Now that they want what you have to offer, make it as clear and easy as possible for them to take the action you want them to take.



I LIKE TO OUTLINE MY EMAILS BY OPENING A WORD DOC AND TYPING ...

Attention at the top.

Interest about $\frac{1}{4}$ of the way down.

Desire about $\frac{1}{2}$ way down.

Action about $\frac{3}{4}$ of the way down.

I'll just write a line or two under each heading that fits what I want to do in that section, then build in more details later. Sometimes just a line or two in each section is enough depending on what I'm trying to say in that email. (For a live demonstration of this, be sure to listen to episode three of my podcast, **Fitness Business Copywriting**.)

Now that you know your Ideal Client and have a proven structure to talk with them, you're well on your way to improving your marketing skills.

If you want to walk through the Ideal Client exercise or writing your next email, I'd love to help. I had a ton of help when I started my gym and I'd love the opportunity to pass it along. (I mean that!)

Even if you don't need any help, I'd love to see what you come up with! Just drop me a line at **Mitch@MitchRothbardt.com**.

THANKS FOR READING!



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