



**Personal Trainer**  
**PROFIT METHOD**

100% Done-For-You

**Personal Training Client  
Generation DFY Funnel**

**Quick Start Guide**

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## **1. Introduction**

Thank you for getting your copy of Personal Training Client Generation DFY Funnel. First of all, I want to congratulate you on making a wise decision – using this 100% Done For You Funnel and techniques showed in this guide you'll not only generate hot leads and new clients for Personal Trainers easily, but save loads of time and money.

Personal Training Client Generation DFY Funnel contains all elements of a high converting funnel and in this quick start guide I'll show you how to use this funnel to generate hot leads and new clients for Personal Trainers.

Ready? Let's start.

## **2. The Method**

The method is almost similar to the method that we've showed in "Personal Trainer Profit Method – 100% DFY System GUIDE" with an only difference that here we are focused on generation of leads and new clients for Personal Trainers. Inside "5-STEP METHOD - ACTION PLAN" document (that is located in "3. 5-STEP METHOD Action Plan" folder of the main offer) you can find detailed information about the method and steps to be taken.

This guide contains information on how you can use 100% DFY System to implement this method.

## **3. STEP 1 – Run Facebook Video Ads**

The aim of the first step is to engage with potential clients of a Personal Trainer and identify those who are more interested in personal training and fitness. This is done by provision of interesting and valuable free information (tips, tricks, know-how etc.) to them through Facebook Video Ads and by creation of a custom audience of those who have watched at least 25% of videos.

Ideally, a Personal Trainer should provide you with videos that contain valuable information and recorded by him/her. However, in reality, Personal Trainers not always have such videos.

In such cases, you can use DFY "7 Powerful Tips To Double Effectiveness of Your Workout" Video (that has two versions and are located inside "2. DFY Videos For Facebook Ads" folder).

Using your client's or DFY videos run Facebook Video Ads, analyze them and create a custom audience of those who have watched 25% of your videos using information and techniques showed inside "Personal Trainer Profit Method – GUIDE".

#### **4. STEP 2 – Set Up ManyChat Chatbot**

Once you've created Facebook Video Ads, let them run and in parallel set up the ManyChat flow.

In “Personal Training Client Generation Chatbot” document (that is located inside “4. DFY ManyChat Flow”) you can find a link to your DFY ManyChat Chatbot. Use techniques showed in “Personal Trainer Profit Method – GUIDE” to install and activate the flow. Please note that this flow does not contain any ACTION steps (squares) – so, you don't need to do any additional actions besides of installation and activation of the flow.

Once the flow is activated, go and create a Messenger Ref URL growth tool using the activated flow and copy the URL of the growth tool for further use (steps are showed in “Personal Trainer Profit Method – GUIDE”).

#### **5. STEP 3 – Run Facebook Messenger Ads**

In this step, using your Facebook custom audience and ManyChat growth tool, you need to create Facebook Messenger Ads to build your client's Messenger list.

As you may see from the “5-STEP METHOD - ACTION PLAN”, to make people to subscribe to your client's Messenger list you have to offer something valuable to potential clients of a Personal Trainer for free. One of the most effective and converting freebie that works very well in this niche is “Free Challenge” offer.

Talk with your client and identify what kind of “Free Challenge” offer he/she can offer to his/her potential clients (for example, “Two Week Challenge For 5 Men/Women In Miami – For Free”). Based on it, create your ads.

Inside “3. DFY Facebook Messenger Ads” folder you'll find:

- a. Eight ad images;

- b. Three variations of ad text, five variations of ad headlines and one news feed link description;
- c. First Facebook Messenger Ad text.

Using the techniques showed in “Personal Trainer Profit Method – GUIDE” and above mentioned DFY ad elements, create Facebook Messenger Ads. After, analyze and optimize them till you get most optimal cost per Messenger subscriber.

## **6. STEP 4 – Follow Up Broadcasts**

After 3 – 7 days of running Facebook Messenger Ads, you should get a number of Messenger subscribers (the amount of subscribers depends on advertising budget of your clients). Now it is time to make a part of these subscribers to come to your client (Personal Trainer) and later sell the high ticket services.

First, make your client choose a number of “Free Challenge” winners (for example, 5 winners of “Free Two Week Challenge”). Using text template indicated in “Broadcast Messages” document (that is located inside “4. DFY ManyChat Flow”) send the winners a message in Messenger and further ask your client to follow up with the winners to make them come to him/her.

In parallel, send a broadcast email to the remained part of subscribers (using text template indicated in “Broadcast Messages” and techniques showed in “Personal Trainer Profit Method – GUIDE”) telling them that they’ve won a Special Discount Offer to one of the services of your client and note that this offer is only for them and is available limited time only. Further, ask your client to follow up with them in order to make them come and get their special discount offer.

Once all the above steps are done, your client already should have potential clients coming to him/her and even paying him/her (clients who come from special discount offer should pay a discounted price).

Now your client (Personal Trainer) should show the value of his services to the potential clients who came to him/her and sell his/her high ticket services.

## **7. Conclusion**

Now you have all the information and tools you need to provide the service to your clients. The method described in this guide is very powerful and can bring a lot of high paying clients to Personal Trainers.

However, in order to avoid any misunderstandings with your clients, I would strongly advise you before you start the process, explain to your clients what exactly you will do for them and make clear their expectations from your service. I mean you should warn them that you can bring them new potential clients, but selling of your client's high ticket services is not your task and responsibility.

If you enjoyed this guide and 100% Done For You System and took actions, please let me know. I would love to hear from you. Feel free to contact me at [hello@parvizmethods.com](mailto:hello@parvizmethods.com). Please understand that I get upwards of hundreds emails a day, but I try to check it every day and respond when I can.

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