

**THE LAST
PIECE
OF THIS
PUZZLE IS
MARKETING.**



FOREVERFIERCE



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Here are the resources we make available for marketing:

1. The mock ups we provided you are social media ready. Simply upload it to instagram and facebook and they will look great without any additional cropping or edits.
2. If you need help with the marketing messaging, check out our marketing templates: [Marketing Templates](#) . These templates give you the exact wording to use and tell you where to post it. Feel free to change up the wording as you wish but these are good starting points.
3. I made this video going over some of the issues and solutions to marketing apparel:
<https://www.loom.com/share/9bacbd24e053440287bccb9fa4a623ac>





SALES TIPS & ADVICE THAT ACTUALLY WORK:

Background: I have spent the past 10 years researching, implementing, experimenting, and evaluating the best sales practices. The tips below may appear simple but if it were that “simple” everyone would do it. You don’t have to implement all of these at one time. It is best to try a strategy on this run, try a different one on the next order, and start figuring out which ones work best for your group. It is different for every gym:

- Make an announcement before and after each class. I talk about this more in this article: <https://foreverfierce.com/blogs/news/the-gym-owner-advantage>
- Lock in: Make it a goal and priority to promote and post about the apparel once per day the preorder is live on one of the communication channels you use for your members (email, social media, text, etc...) This is not a set it and forget it product. You need to promote these products or they will not sell.
- Be firm on deadlines. We do not have time to extend this order too much due to inventory. Please try and limit this to 7-10 days.

Leverage social proof. Maybe make a post or announcement midway through the week like:

Thank you to everyone who has ordered a new tee/tank thus far!:

John S
Matt A
Sarah P
Etc...

If people see their friends are buying apparel, they are more likely to make a purchase Incentives matter- During the preorder, give people an incentive to order.



Types of incentives:

Pricing: For example: the preorder price is 27.99. If you order inventory and people buy your inventory, the price is 32.99. People like to "win". They like "deals". The people who enjoy paying full price are few and far between. Offer a price incentive during the preorder to get people to take action.

Time: Again, deadlines matter. Tell them they only have 5-7 days to order. Do not stretch the deadline to longer than 10 days.

Samples: People like to touch and feel garments before they buy. If we sent you samples, **USE THEM!** Tell people there are sizing samples. Encourage people to touch and buy them

Special benefits: If you order a shirt, you get a free goal review session, nutrition consultation, etc... Whatever special benefit that you feel is valuable but not super time consuming on your end, it may be worth experimenting with this.



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PUT THE GYM OWNERS ADVANTAGE TO USE

Gym owners have a unique advantage where they get 3-5 hours a week of their client's undivided attention. Many businesses are lucky to get 3 seconds with the amount of advertising and how busy people are with their own lives. It is important to recognize this and use it to your advantage:

Be confident selling your services and products.

If you don't offer merch, your members will find someone who does. Merch plays a major role in gym culture today. People join a gym to feel part of a group. To feel part of a group, you have to look and act the part. Members expect to buy merch in a gym today. Make these opportunities available or they will go elsewhere for it.



GOALS & METRICS

Make it a goal to have 20-30% of the gym participate in the preorder. Example: 100 members, 20-30 members should be preordering apparel.

If it is more, great. Reverse engineer what is working. Often times we get stuck fixing broken things.

The secret to success is asking what IS working and doing more of that.

If it is less, no problem. Why didn't we hit the goal? Get some feedback from key members...not every member but people you trust.

Profit margin:

A reasonable profit margin is 60-100% on apparel. Price your apparel accordingly. If you are unsure how to price apparel, just ask us.

Profit for a purpose:

Go to your bank. Open a side savings account. This should be free. For all your profit from apparel orders, and put it in that account.

At the end of the year, pay off something, buy new equipment, go on vacation with your family, or throw an unforgettable member appreciation party. Apparel will never be priority without a purpose. Give apparel a specific purpose and you will find more motivation to regularly offering apparel.





ONLINE STORE MARKETING CHECKLIST

DAY 1

- Announcement before and after each class
- Facebook group post
- Instagram post/story
- Newsletter/email list
- Tell people samples are at the front desk

DAY 2

- Announcement before and after each class
- Facebook group post

DAY 3

- Announcement before and after each class
- Facebook main page post
- Instagram story/post
- Email list
- Tell people samples are at the front desk

DAY 4

- Announcement before and after each class
- Member app announcement

DAY 5

- Announcement before and after each class
- Text 5 people who you know will buy
- Tell people samples are at the front desk

DAY 6

- Announcement before and after each class

DAY 7

- Announcement before and after each class
- Facebook group post
- Instagram post/story
- Newsletter/email list
- Member App
- Tell people samples are at the front desk