

## Please Read The Below Carefully

Special Offer To Radical Fitness Customers is at the bottom of this page.

This offer over-rides and supersedes any offer previously listed or made anywhere at anytime.

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How I turned an online downloadable product into a \$600+ per week offline income.

- Would an extra three to six hundred dollars or more a week make any difference to your lifestyle?
- Would you like to be able to give your staff even more incentives, bonuses and rewards if they're doing their job well?
- Would you like to start making money IMMEDIATELY-AS IN ON THE SAME DAY that you utilise this system
- Do you want to be able to generate and endless supply of leads, and referrals from this system as well as actually be able to sell it as a stand alone product from the internet?
- Would you like to be able to do ALL the above WITHOUT increasing your overheads?-or having any out of pocket expenses?
- Do you want ABSOLUTE PROOF that a 300 square metre fitness centre with 10 other gyms within a 7 K radius with virtually NO walkthrough traffic is doing exactly that?, and has given our staff a virtual 20% pay rise.

Then I'll explain how you can have your very own cash generating profit funnel system with the added benefits of a product that actually helps your customers achieve results and makes you an accredited expert in your field.

And the fact we are doing exactly this with substantial competition all around us.

In fact we literally have 10 other fitness centers within a 7 kilometer radius with our nearest being a 10 minute walk away and the Fabulously Fit Forever lifestyle System is something we can offer our clients to get the "edge"

This is one of the many and varied innovative ideas that we use to stay ahead of the opposition. And to date we are the only club in NSW and possibly Australia that has unique online/offline method of generating new sales!

If you're not a regular reader of my newsletters then firstly a little about me.

Firstly I subcontract to a fitness centre I assist in running all the internal marketing as well as my business providing telemarketing services that provide a constant year round source of leads.

To date those services have generated in excess of \$13,000,000 for my clients Australia wide in the last 10 years.

I also am the owner of [www.kimmartinfitnessmarketing.com](http://www.kimmartinfitnessmarketing.com) an online "one stop" website for fitness/health and wellness professionals that provides a wide range of marketing services and products to assist them in generating more clients/members.

You'll find what I've done to be remarkably simple, and while this is specific to the health and wellness industry such as Gyms, Martial Arts, Massage, Tai Chi, Personal training, Fitness center's, Yoga etc, you could do the same with just about any business.

What I'm about to explain is how I took one of my passions, fitness and meditation and created a product that I've had a substantial amount of success in creating not only an extra source of income for myself, but also the people I work with, as well as providing our potential customers and clients with extremely powerful reasons to join our centre.

We also have the hugely added bonus of an actual product that we can sell from our own website no postage costs, no fulfillment costs just money going into your PayPal account.

## SPECIAL OFFER FOR RADICAL FITNESS CUSTOMERS

Should you choose to be one of the 10 health and wellness businesses that come aboard you will be set up with a complete product that's ready to go tailored to your business and able to generate you an income immediately.

I passionately believe without your health you have nothing, and having over the years seen the amount of people that pass through our doors stay for a few days, weeks, months and then "chuck in" the proverbial towel because it all comes to be too hard or too boring or through lack of "know how" they simply never come back.

My idea to help prevent this and aid in member retention, and also to generate new leads, referrals and of course more sales was to give people something that they could actually use to help them get results.

The product that came to fruition from this was called "Fabulously Fit Forever"

The idea behind this was to give our clients and show our potential customers a complete "Body, Mind, Spirit" package that would contain everything someone could want in the way of creating total health, yet do so in simple "bite size" chunks, something they could read, and absorb at their own pace and refer back to whenever they wanted.

Fabulously Fit Forever (our name for this-yours will be whatever you choose to call it) includes downloadable stretching Yoga classes a fitness library, meditation classes, various hypnosis sessions, meditation music, chill out music, loads of personal development material, anti aging information and articles, even a hardcore body building section as well as motivational material, fitness software tools and so on all designed to help our clients to achieve their goals.

### HOW THE PRODUCT GENERATES AN INCOME AND ONGOING LEADS.

The "core" of this system is 3 books, they explain (keeping in mind that most people do not like to read) in simple terms how the body's metabolism functions, I included an exercise journal with specific weight loss and toning exercises, as well as a food journal to help keep them on track.

Fabulously Fit Forever is a product which is known as "Evergreen", personal development and weight loss have been around for a long time and there not going anywhere soon.

All the material I used are PLR (Public label Rights) or MRR (Master Resale Rights), simply put this material has already been written and I buy the right to use it in any way I see fit, I am allowed to edit it, and put my name on it.

I can rightfully claim "ownership" of having written these books, Yes I can as well as yourself become an "instant author" although I thoroughly read through each book and alter certain phrases and words to make them easier to read and understand.

I have also added my own material to the 3 books based on my 25 plus years within the fitness industry that you will see form the core of the FFF system.

All in all about 200 hours of time were invested by me in creating this. A web developer would have charged me around \$100 per hour to research and develop this product.

You'll Be Getting It This Complete Income Generating Package For A Miniscule Fraction Of That.

## How I Presented The Product Initially And Why I Changed My Mind About Giving It Away.

Initially I was actually giving this product away, I wanted to create absolute maximum value when showing a customer what they would get when they joined our centre so I printed out the actual site put a nice clear cover on it and had it bound (its about 20 A4 pages long).

I also added a few more products from various businesses we joint venture with and created a real "Jaw Dropping" value added pack.

I also add to the actual download area of fabulously Fit Forever from time to time thus creating more value and benefits for our members.

However I soon realised that the amount of value in this package, along with the amount of time and money I had invested, surely charging a nominal amount would be both fair and reasonable.

It was, and I did!

What I do now is add \$37 to our membership price for each and every membership sold, keep in mind that we have fierce competition and no one else around us charges a joining fee, I'll also add on our direct debit membership there is an added \$49 admin fee!

The actual product itself has a price of \$147 on the website I feel its worth at least that and of course when we are selling a membership showing someone that they get this for free is in itself a powerful selling tool.

Through an arrangement I have with the owner of the business I get \$20 for each package sold and the salesperson gets \$17.

When we do around 20 plus sales per week you can see it's a great way to make some very serious extra dollars, and it's a huge "win win" for all involved.

The owner gets happy motivated salespeople who in addition to their wages and commissions get the chance to really excel and give themselves a nice pay rise.

I'm ecstatic because I've made a product that can really help my clients and customers achieve their health and fitness goals, and the owner is happy because none of this has cost him a cent yet is a great way to sway potential customers to join with us.

I provide all the details of how to do this along with the actual letters I used to mail out to the businesses, the artwork etc, one business did in fact give us over \$15,000 in FREE meals! And still offers our members 20% discount of all meals, yes I'll be showing you how I did this as well.

## SO HOW WOULD YOU LIKE TO GET YOUR HANDS ON YOUR OWN PERSONAL PROFIT FUNNEL SYSTEM?

If You Have Not Already Seen It this Is The Website Similar To What You'll Be Getting (Under The name You choose to call it):

[www.fabulouslyfitforever.com](http://www.fabulouslyfitforever.com)

### NOW HERE'S WHAT YOU'LL GET:

- A totally unique health and wellness product to call own, to profit from and to use to generate leads, referrals and sales, as well as another personalised "Newsletter Website"

And I'll further show you how to use your newsletter site as a "Honey Pot" to draw in potential new customers.

- There will be a total of 10 of these released at the price for this Radical Fitness Promotion you'll see below **I will not sell this product to a fitness centre or similar business to yours within a 20 k radius**
- Its A "Turn Key" operation, its unique to your business, with your information, artwork and Logo But we'll do all the work in maintaining your site and continuing to provide additional content as well as the marketing tools and ideas we use to use this as an "upsell"

You'll Also Get My Complete Marketing Package At:  
[www.healthandwellnessmarketingresources.com](http://www.healthandwellnessmarketingresources.com)

With all the tools and resources as well as the marketing campaigns I've used to generate over \$13,000,000+ in sales for my clients

Your newsletter site will be similar to [www.blacktownfitness.com](http://www.blacktownfitness.com) that will allow you to add even more revenue by getting businesses to pay you to advertise on the site.

I will provide you with the business mail out letter we used to get joint venture partners so you may also add joint venture partners and make your presentation even more compelling.

Your clients after they have joined will simply be granted the access codes to go and download all the goodies, **no fuss, no fulfillment costs, no postage no hassle** for you to do anything at all apart from send them the access codes in their welcome letter or email!

- You will get your site set up and I will change the name to anything you like, (it cannot be Fabulously Fit Forever), you are free to call it what you choose and your name will go on the 3 core books, you will have the chance to read, edit and add your own material to each book prior to being finished.
- The books are short, large type, double spaced and extremely easy to read, 40-60 minutes each is easily achievable.
- I will provide you with the artwork, and the logos all designed from scratch to compliment the name of your website.
- Your name will put on the books as the author after you've finished reading and editing.
- You'll get relevant content to your site in terms of the free giveaways we have at our news letter site and give you a choice of 4 beautifully designed professional templates to choose from.
- We'll spend 20 minutes a month for the duration of your stay with us (Min. 4 months) adding content to your site free of charge (yes we can spend more time that can be negotiated at our normal rates)

- I will arrange hosting as well as a 2 year dot.com name under the name you choose if it is available.

## INSTRUCTIONS: WHAT NEXT?

### RECAP WHAT YOU'RE GETTING AND PLUS WHAT YOU'LL NEED TO BE AWARE OF:

- For your newsletter site I will need all artwork, all photos and any written material sent to me via a zipped file instantly ready to cut and paste into your newsletter site.
- You will have a total of 4 hours of work to both create your newsletter site as well as design the artwork and logos for your version of the "Fabulously Fit Forever"
- We do not anticipate any more than 4 hours will be needed. If it is we will notify you and let you know exactly what needs to be done and the charge involved.
- Your site will be hosted and fully maintained by Kim Martin Fitness marketing [www.kimmartinfitnessmarketing.com](http://www.kimmartinfitnessmarketing.com) for the duration of your participation with us (4 months minimum)
- You will have your own domain name such as [www.thehealthylifefitnesssolution.com](http://www.thehealthylifefitnesssolution.com), or anything else you'd like to call your business.
- We will provide 20 minutes per month to add new material for your newsletter FFF forever package, this is again without charge, we will pay for and source content that is relevant to a holistic lifestyle.
- I will also arrange a 60 minute conference call with you and your team to answer any questions and to make sure you know exactly how to profit from this incredibly innovative way to generate income as well as leads, sales and referrals!
- You will understand within the hour exactly how it works and how it will work for you, One Hour Guaranteed!



So what would you pay to have a recurring stream of \$37 additions to around 75-80% of all your new memberships as well as another way to generate leads, and referrals?

Your investment is simply a once off setup payment of \$427 for both the newsletter website with all the content plus your version of the FFF with all the work done set up and ready for you to use in your presentations.

There is a tiny \$15 (We will be charging \$50 per week plus a set up fee of \$1000 when we license this system.) charge per week paid weekly fortnightly or monthly, minimum term is 4 months after which you may cancel.

Quite simply what I'm offering you is for \$15 per week and a once off \$427 is the chance to do what we are doing here, and I stress if you live in NSW then come on down and see how our little gym kicks the proverbial backsides of our competition and I'll provide hard proof then and there of what we do.

Realistically if all you could manage was a lousy 1 sale a week (and that simply means you're your in deep deep trouble!) then you would effectively get an excellent return on investment for not doing virtually anything at all!

Payment will be set up through credit card, on a monthly basis, we are happy to arrange this, alternatively you may pay upfront for 8 months and get 4 months completely FREE.

It will take 14-28 days to have your website up and running. We aim for the shortest possible time, however it will not be overnight please be patient!

Contact me now on 10409771606 if you'd like any further details

Remember I will only be doing 10 of these at this price and I will not sell a package to ANY business within 20 kilometres of yours.

I have been involved in the fitness industry for most of my working life in one capacity or another and I fully believe that being physically fit is the corner stone to building a strong spiritual foundation, and my wish for

anyone reading and using this material is the same as that for myself.

I hope you enjoy an enquiring mind, great health, tranquility of spirit, bring joy to others and may you live prosperously all the days of your life.



Warm Regards

Kim Martin. October 2009

[www.kimmartinfitnessmarketing.com](http://www.kimmartinfitnessmarketing.com)

[www.blacktownfitness.com](http://www.blacktownfitness.com)

[www.powercardiosecrets.com](http://www.powercardiosecrets.com)

[www.healthandwellnessmarketingresources.com](http://www.healthandwellnessmarketingresources.com)