



What if our marketing could redefine fitness?

As we explore the transformative power of body-neutral fitness marketing together, my hope is that this takeaway offers not just insights, but inspiration. This information has been crafted with one goal in mind: to challenge the norms and empower every individual—regardless of body shape or size—to embrace their fitness journey with confidence and joy.

Thank you for joining this important conversation. Let's continue to break barriers and build a truly inclusive fitness community together. Your thoughts and feedback are not just welcome—they are essential for us to grow and improve.

Together, we can redefine fitness marketing to be more compassionate, more inclusive, and more effective. Let's make a difference, one step at a time.

Stacy Kim

Operating two women's gyms in Maine, Stacy has transitioned from a professional designer to a fitness entrepreneur, leveraging her inclusive marketing approach for success. Her second gym location achieved profitability within just one month by using body-neutral strategies and a repeatable system she designed in her first location. The core of her mission is to shift the fitness industry away from emphasizing physical appearance to celebrating the universal benefits and joy of movement.

Through **Feel Strong Brands**, Stacy offers marketing tools and coaching to help fitness professionals create inclusive spaces, complemented by the **Feel Strong Movement**, a directory that connects individuals with like-minded gyms and trainers. Stacy is deeply committed to promoting an inclusive and empowering fitness experience for everyone.



FeelStrong
Body Neutral Marketing
FeelStrong.co



Empower Your Marketing: 5 Strategies for Body- Neutral Lead Conversion

- 1. Crafting Inclusive Ads**
- 2. Building Trust Through Your Website**
- 3. Capturing Information for Follow-Up**
- 4. Crafting Thoughtful Automations**
- 5. Ensuring Comfort throughout**



Crafting Inclusive Ads

Good Image Checklist

- ☐ Smiling
- ☐ Safe
- ☐ Diversity
- ☐ Community
- ☐ No Butts, etc.
- ☐ Focal Point
- ☐ Check the background

Ad Copy Formula

- ☐ Call out your person
- ☐ Address an issue
- ☐ Share your solution
- ☐ Call to action
- ☐ What to expect bullets
- ☐ Repeat

3 Strategies

- Scarcity
- Sense of Urgency
- Special Offers

Example

Find Your Fitness Home at [GYM NAME] — Where Everyone is Welcome! ✨

At [GYM NAME], we're dedicated to creating a supportive and inclusive environment that celebrates diverse fitness journeys. Join us for a personalized experience where your individuality is valued and encouraged.

⚡ Schedule your FREE consultation to discover a fitness path tailored to you: [Your-Gym-Website.com/book-consult]

During your consultation, you will:

- ✓ Have a one-on-one conversation with our friendly coaches
- ✓ Explore our fully equipped facility during a no-pressure tour
- ✓ Discuss your wellness goals and how we can support them
- ✓ Learn about our variety of class options and personal training
- ✓ Understand how we make every workout adaptable to all fitness levels

Starting or continuing your fitness journey should feel welcoming and empowering. We strive to make every member feel confident and included from their very first visit.

Don't miss out — schedule your free consultation today! 😊
[Your-Gym-Website.com/book-consult]

At [GYM NAME], we focus on the joy of movement and the strength of our community. We're more than just a gym; we're a place where you can feel great about being active, no matter your starting point. 🙌 Join us and feel the difference!

***Don't forget to set your location!**



Building Trust Through Your Website

Website Checklist

- ☐ Real Images
- ☐ Inclusive Language
- ☐ Unique Tone
- ☐ Team Bios
- ☐ Reviews
- ☐ Easy to Navigate
- ☐ Clear Call to Action
- ☐ SEO Best Practices

SEO Best Practices

- Use Relevant Keywords
- Optimize Page Titles
- Include Meta Descriptions
- Alt Tags for All Images
- Proper Use Markup

Book Your Free Intro

— KUMA SACO —
KICKBOXING & FITNESS FOR WOMEN

Starting something new can be intimidating. We've designed an enrollment process that will make sure you feel **comfortable** and **safe** on your first day.

Complete the form and view the Foundations schedule

First Name	Last Name
Email	Phone
What is your kickboxing experience level?	

[SUBMIT INFO AND NEXT PAGE](#)

By hitting submit you understand that our team will follow up via text or email to provide you more information about our kickboxing and fitness programs. We promise we won't abuse this and you can opt out anytime by texting "STOP" or clicking the unsubscribe link in our emails. Standard messaging rates apply.

Landing Pages

- Remove Nav
- Consistent Images
- CTA "Above the Fold"
- Has One Goal
- Track Conversions



Capturing Information for Follow-Up

Offer Value

- Send Information (pricing, schedules, etc.)
- Share a resource (lead magnet)
- Free class or trial
- Free consult (appointment)

***FOLLOW UP IMMEDIATELY**

A2P Compliance

A2P (Application-to-Person) compliance refers to the regulations and guidelines governing the sending of automated messages from applications to individuals. This includes ensuring that messages are sent with the recipient's consent and in adherence to privacy laws, aimed at preventing spam and protecting user data.

- ☐ By checking this box, I agree to the company's terms & conditions and look forward to receiving text messages from [GYM NAME] about membership info and more. If you ever wish to stop receiving messages, simply text STOP at any time.



Crafting Thoughtful Automation

Sample Flow for New Leads

- Immediate email follow up
- Then a text a few minutes later
- Follow up to emphasize our mission and values
- Email of what makes us different
- Email with reminder of the next steps
- Email with a special offer
- Final check in text and email

Tips

- A good and authentic automation will mimic your manual system
- When and how often should you reach out? The best strategy is the one that feels right for you.
- Personalize as much as possible

Don't Forget: End With a Question

For text messages, start with a closed-ended question



Comfort From First Click to First Visit

The most intimidating thing is to walk into an environment where everyone knows each other and what they are doing and you don't.

Offering a dedicated beginners class or program greatly reduces anxiety of a first time visit.

Communicate Early and Often

- What day/time
- How long is the class
- Who will they be meeting
- Directions and a number to call in case they need to reach out
- What to bring
- What to wear
- Etc.

Consistency Builds Trust



BONUS: The Magic Email

As someone approaches the end of the campaign, it's crucial to effectively close the loop and ensure that no potential client is left behind.

This is where our 'magic email' comes into play—a straightforward message designed to elicit a response from leads that might otherwise go cold. Not only is this one of our most responsive touchpoints, coming in just after our initial contact email, but it's also versatile enough to be sent as a text message. This final outreach serves as a simple yet powerful tool to get a definitive answer, helping us gauge interest and engage further or understand when to step back.

Subject: Quick question

Hey Jane,

Just a quick question. Are you still interested in joining our gym?

-Stacy



Let's Transform Your Fitness Marketing

If you're looking for a partner who truly understands and can guide you through implementing effective marketing strategies, I'm here to help. Reach out to schedule a **free marketing audit** and chat with me. Together, we can ensure you have the right tools and insights to make your marketing resonate and succeed. Let's make your fitness marketing impactful and inclusive!

Schedule Your Free Marketing Audit, Today!

→ **FeelStrong.co**

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