

Video Introductory Offers



THE
***Revenue
Remedy***

SCRIPT TO BEGIN TESTIMONIAL INTERVIEW

Hi! Welcome to [STUDIO NAME]. My favorite part is the people and I'm about to introduce you to one of our star students, [CLIENT NAME]. He/She's been with us for [NUMBER] years/months/weeks, and now, we're going to get to know him/her a little better!

Hey [CLIENT FIRST NAME]! How are you today?

Wait for their response and then begin with testimonials.

TESTIMONIAL QUESTIONS

You'll be asking these in a natural way, typically off camera just as though this is a conversation. Ideally your videographer will set up two cameras (one front facing and one from the side) so it's easier to edit.

- HOW DID YOU WORKOUT/MOVE/EXERCISE BEFORE YOU CAME TO _____?
- WHY DID YOU DO IT?
- WHAT DID YOU LOVE ABOUT IT? ANY ISSUES?
- WHAT CHANGED WHEN YOU CAME TO THE STUDIO?
- WHAT'S HAPPENED TO YOUR LIFE SINCE THEN?
- WOULD YOU EVER GO BACK TO WHAT YOU DID BEFORE?

INTRODUCTORY OFFER SCRIPTS

Option 1

Ready to take us for a spin? We're running a special offer for new members, [BRIEFLY DESCRIBE OFFER]. We would LOVE to see you here!

Option 2

[STUDIO NAME]'s a warm, supportive community, and we're always growing! If you're looking for a new studio, we would LOVE to have you. We're offering new members [BRIEFLY DESCRIBE OFFER]

Option 3

Looking for a new studio? We're offering new members [BRIEFLY DESCRIBE OFFER]. Join the [STUDIO NAME] family!

SHORT FACEBOOK AD COPY

Option 1

Find your new happy place at [STUDIO NAME]

Option 2

Give [STUDIO NAME] a whirl and get [BRIEFLY DESCRIBE OFFER]

Option 3

Here's what people say about [STUDIO NAME]



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Questions?

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