

Introducing the Club Marketing MasterMind



**Discover eMarketing Tools & Strategies
That Will Enhance All Your Marketing Efforts
and Drive More Prospects to Your Club's Doors!**



Casey Conrad

Introducing the Club Marketing MasterMind

If you are reading this info pack it means one or more things:

- You know that traditional marketing isn't getting the response rate it once did and are frustrated with spending money that isn't maximizing leads.
- You recognize that you need to be doing something different but you're not sure what that "different marketing approach" is.
- You know that the Internet is growing as a marketing tool but other than a web page you aren't using eTechnologies to drive prospect traffic.
- You have no desire to go figure out eTechnology yourself and would like someone to simply tell you/show you what to do.
- Perhaps you were simply curious as to what the Club Marketing MasterMind was all about.

Whatever your reason is for requesting this next level of information about CM3, this info pack is designed to give you much greater details about the program so you can make the decision about participating.

What is a MasterMind?

A MasterMind is a group of people (usually 6) with similar business interests who communicate on a regular basis with the goal of helping one another reach their business goals. This is typically done telephonically. The sharing of ideas and information, the setting of goals with peers and the regularly scheduled meetings creates a supportive, interactive AND accountable environment. In many ways it's like having a board of



directors for your business. Joe Vitale wrote an entire book about the power of the MasterMind group. He calls it “Meet and Grow Rich.”

What is CM3?

CM3 stands for Club Marketing MasterMind. Therefore, CM3 is a MasterMind group of health club operators whose focus is on marketing—specifically eMarketing. CM3 will focus on teaching MasterMind members new and cutting edge technologies as well as finding ways to weave eStrategies into all your current marketing efforts. CM3’s sole purpose is to provide you with a business growth network and a business growth blueprint for marketing success in an ever-changing world.

How do the meetings work?

Each month there will be two scheduled meetings.

The first is a tutorial where my Internet gurus and I will teach you one specific eMarketing tool, technique or strategy that you can immediately begin using in your club marketing efforts. This one-hour call will always be recorded so if for some reason you cannot attend or if you want to re-listen to it you may. In addition to the call you will receive a training pack with each call that will outline the teaching and provide an action plan for implementation.

The second meeting is the MasterMind format. This is where each person in your group will have 10 minutes to update the group on specific successes you have had with your eMarketing tools, share your goals for the next month and reach out to the group for any assistance you are looking for that the members may be able to help you with.

I will be facilitating each call to keep everyone on track and to make everyone accountable to the goals they have set for themselves.



How many people are in each MasterMind?

To maximize participation and accountability there is a maximum of 6 operators per MasterMind group.

How are the MasterMind groups created?

In order to create the most dynamic environment for participants, the groups will be formed by the size and type of facility the member works for. For example: larger, multi-purpose clubs; fitness only, women's only; niche facilities, etc. By formulating the groups this way, members will have a greater chance of similar challenges, budgets and staff sizes.

What happens between meetings?

Two things happen in between meetings. First, MasterMind members follow their implementation and action plans, putting in place their new eMarketing strategies.

Second, interaction amongst the group through a private Social Networking site allows all the members of your MasterMind to stay connected and support one another with their action plans. The dialogue amongst your 6-member MasterMind group is viewable by everyone in the group, as are comments by me and your other Internet Marketing Guru Instructors.

This between meeting interaction is what makes MasterMinding so dynamic. You will build a close-knit group of peers who are working towards the same marketing goals as you; they are facing the same challenges; they will discover unique distinctions that you may not.

Therefore, the MasterMinding in between meetings will allow you to accelerate your learning and make quicker, more efficient adjustments to your implementation plan compared to if you were going it alone.

What is the time commitment?

Like anything in life you will get out of the MasterMind what you put into it. Obviously, the two monthly meetings are each one hour, making the actual “on air” time two hours per month. In addition to this time you must allot time for implementation and social networking amongst your CM3 group. Depending upon the strategy lesson that month (and the level of skill and or set up time) additional time will vary.

If you are not willing to allot 6-8 hours per month to CM3 we suggest that you don't consider applying.

What is expected of you?

Because a MasterMind group is dependent upon interaction by all members, we expect three things of you as a CM3 member.

1. Participation. Like a sports team that is missing one of its starting players, when a MasterMind member is absent from a call it affects the energy of the group. Therefore, you are expected to attend each of the MasterMind calls with your individual group, which happens once per month.

In addition to the call participation you will be expected to participate in the Social Networking amongst your group. Responding to your group's questions or requests for help, even when the answer is “I'm sorry, I have nothing to add to this discussion” is a must. Two minds are better than one; six minds can affect change!

2. Being fully present and engaged. Being physically present and being mentally present are two totally different things. Being engaged means that you are adding value to the group with your perspective, your thoughts and your experience.

3. Confidentiality. One of the foundations of a good MasterMind is confidentiality for the other members' information. Whether it be numbers, strategy, or a challenge that was shared, you are expected to keep all information from the MasterMind members confidential. Obviously we are not referring to the lessons here—we're referring to the personal and business information of the MasterMind members.

What can you expect from us?

1. Confidentiality. Everything that you share with us on the MasterMind calls or individually will be held with the strictest of confidence.
2. Cutting edge information. Internet marketing tools and strategies are advancing at such a fast pace it would be virtually impossible for you to keep up with the latest and greatest developments unless you were working on it full time. That's where our Internet Gurus come in. They stay on top of cutting edge information and bring those skills strategies and tactics back to CM3.
3. Industry-Specific Application! This is a huge one. No doubt you have heard me lament over the 12-months of frustration I had to endure learning about Internet marketing. I've had to figure out what the application would be to the club business and how I could make a tremendous difference in my bottom line. You will avoid all that frustration because we have worked through all those steps for you.
4. Training that is simple to understand—even if you know little or nothing about the Internet/eMarketing topic now. This is critical to your success because if you get overwhelmed you will shut down. The great news is that I am not a "techie" so I take all the technical information and figure out how it can be communicated so we "normal" people understand it!

5. Post-training call instructional packets. Let's face it, understanding something and then being able to go do it are two different things. We have made it easy for you to either go do it yourself or give the instructions to a staff member or your IT person. These packets alone are worth the price of admission.
6. Accountability. We are all human beings and that means we are adverse to change. No doubt there will be skills, strategies or tools that for some reason you just seem to procrastinate with implementation. This is normal but this is where the MasterMind plays such an important part. Not only are your peers going to make you accountable but the staff at CM3 is going to as well. We want to ensure that you are using what you are learning and growing your business.
7. Prompt responses. No doubt there will be times when you, your staff or your IT person will have a question. Not only will you have 24-hour access to a dynamic FAQ section on the CM3 website but you will have access to us via email and phone. Sometimes it's nice just to talk to a human being; what a concept.

What will you learn?

If I went into specifics on this question I would have to send you a small book. Let me start out by saying that you will be learning specific eMarketing strategies, tools and skills that are all designed to accomplish one ultimate goal. . . to build your business. I realize that is a very general broad statement; so let me give some specific examples.

- You will learn secrets that will turn all your company's email messages into lead generators.
- You will discover the 5 critical things that you can do with your website that will result in more visitors and ultimately more memberships.

- You will find out how article marketing can transform the way search engines view you AND how you can begin to tap into this strategy with ease.
- You will be taught how to take old, worn-out marketing campaigns and make them into new eMarketing success stories.
- You will discover how simple and inexpensive it is to add audio and video to your sales process and see how follow up with missed guests becomes more effective.

I literally could type out pages and pages of these bullet points but many of them you probably wouldn't "get" at this stage of your eMarketing understanding.

Suffice it to say that you are going to learn how to develop the most amazing "tool box" of eMarketing tools that will help you generate more prospects with less effort and ultimately a lot less money (because the economies of scale with internet tools).

Will there be information that is "over your head"

No doubt there will be times during your MasterMind experience where you will feel "I'm over my head here." That is totally normal. Remember I said it earlier; human beings don't like change, and if you are over the age of 30 and didn't grow up using the Internet no doubt many of the things we will be sharing with you will be new.

However, we are committed to delivering training materials that are easy to understand and providing integration materials that will allow you to take your new skill, strategy or technique step by step. We also record each of the training calls so if you want to re-listen more than once that is great.

Although some people may have more fundamental knowledge than you regarding eMarketing tools, most people will be in a similar position—i.e. learning this stuff for the first time.

Will eMarketing replace your existing efforts?

No. You cannot just “turn off” all your existing marketing efforts because you are implementing eStrategies. Yes, the ultimate goal with eMarketing is to create such a dynamic system that you can greatly minimize traditional marketing efforts but this is a transformative process. During the process you will actually be integrating eStrategies into your traditional marketing, thereby increasing response rates and decreasing lead acquisition costs.

What about competitors?

First, we will never place competitors in the same MasterMind group. Second, all information within each MasterMind is strictly confidential.

What exactly do you get for your investment?

With the Club MasterMind Program you get:

- A one-on-one marketing audit with me where I will bring you through a series of critical questions. I’ll discover where you are with both traditional and eMarketing execution. This time will allow me to give you detailed recommendations of things you’ll need to be working on outside of your CM3 program. In addition I will better understand your individual needs and wants as it relates to eMarketing strategies as well as discover your base-line comfort level with technology.
- A “CM3 Starter Pack.” This package of materials will be shipped out to you immediately following your application acceptance into the program. Included in this will be an audio training “The C, B, A’s of Internet Marketing for Health Clubs,” your CM3 annual binder, your annual marketing tracker and a copy of the best selling audio



program and workbook “How to Create a 12-Month Marketing Plan.” All of these materials are designed to help you maximize your CM3 experience and keep you organized throughout the year.

- One eMarketing training call per month where you learn a new skill, tool, technique or strategy that you can immediately apply to your club marketing.
- One group MasterMind call, facilitated by me, where you will interact with the other members of your group to share your eMarketing accomplishments, set new monthly goals and reach out to the others for any communication, advice or assistance you may be looking for.
- Unlimited access to your CM3 Social Networking site. Remember that this is the life-line within your CM3 group in between your monthly meetings. This is your chance to interact and communicate about any aspect of your marketing or club operation with other like-minded and similar type facilities.
- Unlimited access to the entire CM3 Member Network. There will be a total of 4 MasterMind groups, each categorized by the type and size of facility. Operators outside of your group, however, may be able to provide you with key insights and/or information that you are seeking. And this is why a CM3 Member Network site is made available to you at no charge.
- CM3 Resource site. This fabulous member benefit provides you with a library of all your eMarketing lessons. This includes all your handouts, worksheets, and even all the audio replays of each lesson. Further an on-going FAQ section makes finding answers to the most popular questions you and other CM3 members may have.
- Free membership to the Explosive Club Growth System site. The Explosive Club Growth System is a library of marketing strategies and tactical tools that help club operators assess and improve all areas of



marketing (no eMarketing tools are provided on this site). The five points of the system include:

- **Core Business Growth Strategy** (creating your vision, mission, core values, Unique Selling Proposition, and ideal customer profile).
- **Communication Growth Strategy** (establishing clarity and focus with your visual branding, voice, copy writing and presentation materials).
- **Revenue Growth Strategy** (calculating the lifetime value, marginal net worth, lead acquisition cost, customer acquisition cost and sales projections).
- **Marketing Growth Strategy** (utilizing the ten types of marketing tactics to create a synergistic, “Parthenon” approach).
- **Conversion Growth Strategy** (maximizing response and purchase rates by lowering barriers, using risk reversal, testing, incentives and prospect feedback).

In addition to all the materials included on this site a live, monthly marketing call answering member-submitted questions is available as well as access to an FAQ section that answers all member questions not discussed on the monthly call. Replays of each marketing call are also available to listen to.

A 20% “Anytime Discount” to all of my sales training programs or materials. Once you are driving more prospects through your doors you are then going to want to improve your sales conversion rates. As most of you know I have been sales training in the health club industry for over 20 years now and have dozens of sales books, DVDs and CDs specific to health club sales. All of these products are explained on my



www.HealthClubSalesTraining.com site. While you are a member of CM3 you may purchase any product at a 20% discount.

What type of operator do we want in these MasterMind groups?

- We are looking for “early adopters.” This means individuals who want to be on the cutting edge of marketing developments using eTechnologies.
- We want individuals who want to put time into working “on” their business, not just “in” their business.
- We want individuals who take ideas and implement them; who are creative thinkers but not to the point where they overanalyze things.
- We want individuals who value information and are willing to invest in their businesses knowing that the payoff will be incremental and in direct proportion to the effort exerted.
- We want upbeat, highly motivated and fun people who want to network with other highly driven operators.

What type of operator we do NOT want

- We do NOT want individuals who are looking for “overnight” strategies that will miraculously self-propel with lots of thought and good wishes.
- We do NOT want operators that are on the verge of closing their business and are hoping that eMarketing is going to make all their problems go away.
- We do NOT want operators who like to learn and analyze and think but can’t seem to take action.

- We do NOT want operators who aren't willing to make investments in other tools, products or services when the need arises in order to implement an eMarketing strategy.

How much is the investment?

The initial investment, which includes the one-on-one audit and the CM3 Starter Pack is \$497. Thereafter your investment is \$297 per month. For any operator who has been accepted into the program and makes the decision to join before January 31st, we will reduce your initial investment to \$297.

Remember, with the CM3 program, you are getting the “Explosive Club Growth System” for FREE. This is saving you a \$497 initial investment and a \$97 monthly investment.

Any additional costs?

Our organization uses a particular data base/auto responder program that costs \$59 per month. We will suggest that you use this program simply because we will be able to help you get the most out of all your strategies if we are both on the same page. That said, however, you are not required to make this investment if you think the current program you have will suffice. We can discuss this in greater detail during your one-on-one if you have any questions.

Other than that the only additional expenses you may incur would be to implement the strategies we are teaching you. This may be paying your IT person to set something up, paying a writer to create eBooklets or eTips (if you don't want to do it yourself), or buying small widgets and/or applications that are used in eMarketing. For example, you may buy a dynamic pop-up box off the Internet for a one-time fee of \$9.95.

Finally, if you don't have an IT person you may hire our team of Internet Marketing gurus to help you implement strategies that are past your or

your staff's skill level. But, let me make sure I am very clear; these things are all optional and decided by you. You will NOT have to buy anything additional to understand or use lesson materials.

How quickly can you expect to get results?

If I buy a membership at your club how quickly will I get in shape? I know that is a flip answer to a valid question but the reality is that there is no way to definitively say to “you will get these results in this number of weeks or months.”

What we can tell you is that if you implement the tools, strategies and skills that we teach you in a timely manner there is no reason that you shouldn't begin to see some results immediately. eMarketing strategies, however, are cumulative because of the viral nature of the Internet. This means that the longer you are working on them the greater the response rates will be each and every month.

For those of you who need a more concrete answer to this question let me share a secret with you. Everything we will teach you with eMarketing strategies will result in the collection of names and email addresses of prospects and members. More importantly the collection of those names and email addresses will be connected with sophisticated auto responder programs that take prospects and turn them into paying customers—whether that be for a membership, a product or a service. The more tools you implement the more names you will collect; the more names you collect the more results you will have. I know that seems like an oversimplification but it is the absolute truth.

Here's what a of my clients are saying about working with me and my internet gurus:

“Working with Casey Conrad through her e-marketing course has been an eye opener and a true realization on where our club stands

technology wise, and where we need to be heading in the future. The easy to follow teleseminars are educational and extremely worthwhile to not only those who are physically making the “technology happen” but for everyone to clearly understand how important e-marketing is today for communication. We have made great strides from our seminar and have now published squeeze pages and have many auto responders set up for our niche lists. We have now explored social marketing thanks to Casey. We have purchased the flip-video and have sent audio emails as well uploaded to facebook, yahoo, twitter, tube and blogs. With our sales team, we are now coordinating an online registration system for our guest passes which would utilize squeeze pages for all of our sales representatives for a greener, efficient, and easier tracking process for keeping our leads in check. There is so much to learn with e-marketing and we have only gotten our feet wet.. This is where the future is going, and I strongly feel Casey Conrad’s support, expertise, and knowledge have been an incredible asset to our company. “

--- Kristin McConnell, Marketing Director of The Atlantic Club, NJ

“Having worked with Casey for over 15 years, using her sales and marketing materials, I was very interested in her exploration into eMarketing. After one phone consultation with her I immediately implemented a low cost eMarketing strategy to place very small 1-inch ads in the classifieds. The ad simply sent readers to an internet landing page to receive free eTips on losing weight. The benefit of this size ad was that we could place them at very low cost but in high visibility "early right hand side pages" of the local newspapers.

The total cost of the investment was just \$75 and the gross value of the memberships we sold was over \$2,000.

What is most interesting is that when I scheduled another call with Casey to show her what we had accomplished, I learned that I had made several critical mistakes in the copy, design and offer. But despite all our mistakes it still was highly profitable.

I was thrilled to learn of Casey's new Internet Marketing programs and services and programs and have already retained her and her Internet Gurus to help us develop all our eMarketing strategies.”

--- Jamie Hayes, Body Express, Bondi Beach , Sydney Australia

More proof that it works!

Recently I did a free sales teleseminar. Many of you probably heard about it through my email notification and some of you probably attended. That seminar was only promoted through two venues. One, an invitation went out in the Club Industry Business Fitness Pro eNewsletter to 18,000 club professionals.

Two, through my own lists of health club professionals who have signed up for one of my sales and marketing newsletters, which was 1,035 people.

For the Club Industry Newsletter I was prominently featured near the very top of the broadcast, with my photo on two separate occasions. For my list I only sent out one notification.

With the Club Industry list I got a .4% response rate; with my list I got a 8.5% response rate.

What was the difference? My list is a niche list of people who are specifically interested in health club sales and marketing.

Here's another great example.

This past summer I published a new book, *Selling Personal Training*. I sent out press releases to all the major industry magazines as well as eBlasts to about 600 industry professionals who were in my Outlook address book.

I sold about \$200 worth of books from these efforts.

Next, I sent out an announcement to my then list of 835 club professionals who had been receiving my weekly sales eNewsletter. In ten days I sold over \$5,000 worth of books!

What do these case studies have to do with your decision to participate in CM3?

Simple: the building of niche lists of people who have an interest in your product or service is the key to ultimately making more sales of reaching more people.

Certainly this is an oversimplification but once you get involved in eMarketing you will understand this very clearly.

All of that to make the point that the sooner you use the skills, tools and strategies we will teach you to grow a massive number of prospect lists (non-member as well as member) the sooner you will begin reaping the benefits of your efforts.

If you are not comfortable making a decision with those examples then I can assure you that CM3 is not for you.

Is there a contractual commitment?

No. You can discontinue at any time but will be removed from all the Social Networking sites and will no longer have access to any of the Member Areas or the Smart Club Marketing resource site.

When does the program begin?

Because of the small number of people being accepted into this program I know that it is going to fill very quickly. Therefore, we will have a CM3 Foundation Call on January 27th at 3pm EST. This call will be recorded for anyone who cannot make it.

The first CM3 lesson call will be held on Tuesday, February 10th. Again, this will be recorded.

The first calls from each CM3 group will begin on Tuesday, February 24th. Depending upon your group will determine the time of the call. Once you are accepted into the program we will provide you with the specific details you need.

What is the next step?

If you have any interest in participating in the CM3 you should immediately fill out an on-line application and submit it. You can do that by going to <http://www.SmartClubMarketing.com/cm3/application>

Once we receive your application I will review it and set up a time for a free one-on-one QA call. This is NOT the audit call but rather an informal 15-30 minute call with me to answer any questions you may have about the program and for me to ask you any questions that I may have about your commitment to the program.

A FREE gift for you

I realize that just because you have requested this informational pack does not mean you will decide to join CM3. However, because you have an interest in internet marketing and you have taken the time to inquire about this revolutionary program, I'd like to give you a gift; my most requested convention presentations this past year entitled, "The C, B, A's of Internet Marketing for Health Clubs." At the very least this one-hour presentation



will introduce you to a couple of the many techniques that will be taught in the CM3 program, exposing you to the power of eMarketing.

Below is the link to listen to the seminar for free. Enjoy! I hope to receive your application soon and I look forward to our one-on-one call.

www.SmartClubMarketing.com/cbaudio

In good health,

A handwritten signature in black ink that reads 'Casey'.

Casey Conrad