

SYP RETREAT
2021



BUSINESS
OF STRENGTH

EMAIL MARKETING GUIDE

By Dan Goodman

PERSUASION

UNLIKE ARTISTIC INSPIRATION

IS LEARNABLE

- Robert Cialdini

If you're like most coaches, you entered the coaching space to do just that, coach. Eventually in the those said coaches eventually need to improve not only their coaching abilities but more importantly their leadership and marketing abilities.

The bad news is often times coaches aren't prepared to do this. Quite frankly its because they aren't equipped with the skills.

The good news is leadership and marketing skills can be learned. It comes down to the ability for coaches to clearly communicate.

To express their vision, goals, expectations, etc. There's no better place to do that than in your writing.

A universal marketing/leadership skill is copy writing. The ability to take thoughts and turn them to words.

If you can write it, you can speak it and vice versa.



What do fitness professionals, **Mark Fisher, Dr. Belisa, Eric Cressey, Defranco, Martin Rooney, Mark Twight, Pat Rigsby, Rachel+ Alywn Cosgrove, Craig Ballantyne, Zach Even Esh, Ryan Lee, Vince Gabriele** etc, all have in common?

They all email **weekly** if not **daily**!

Not only are they great at getting their points across but they're also all **paid to speak**.

These emails are the **launch point** for their subsequent podcasts, social posts, and YouTube videos.

Like a movie it all starts with a **script**.

The script writing is the **email writing**!

Good business is good communication.

The VH email principles when copy writing:

1. *First and foremost, keep the Cialdini laws of influence handy:*

- Reciprocity
- Commitment
- Consistency
- Social Proof
- Liking
- Authority
- Scarcity



When writing our weekly Flex Friday emails, we are leaning into 1 or more of these laws every single time. (Real time examples below).

- 1.** *Less is more - 250-500 words*
- 2.** *Cut the filler words and sentences.*
- 3.** *1 picture tops.*
- 4.** *Same letter head weekly.*
- 5.** *We are speaking to our clients not trying to impress other strength coaches...speak their language.*
- 6.** *We finish every email with a “super signature.” When your ready to work with us here is how you can get started...Link to the trial offer.*
- 7.** *75% of people are viewing on a mobile device – you have 10 seconds to capture their attention.*
- 8.** *People will unsubscribe from every single email – don’t worry about it.*
- 9.** *A 20% open rate is a home run. If you send an email to 500 people and 20% open, you’ve successfully captured the attention of 100 people. Every time you do that you have the floor with a real audience.*
- 10.** *Recycle. The beauty of writing for such a long time is you can rinse and repeat with all the old stuff. You can change the subject, examples, people etc. Very few will if any will remember!*
- 11.** *Start your emails with subject titles...*

Something that has worked exceptionally well for me is starting my writing with a primary aim.

What point and I trying to make?

Then I write the subject title.

Then the article is written. It’s like writing a training plan. It’s pretty hard to write a training plan if you don’t know the desired outcome of the individual. Once you know the goal its easy to reverse engineer the plan.



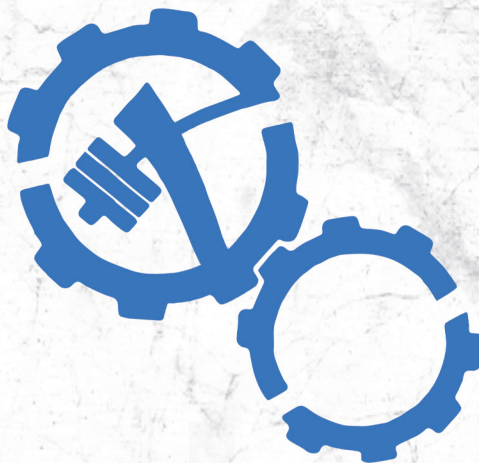
Great writing starts with the positive framework that its important and that you can and will commit to implementing it.

Writer's "block" happens to the best of us.

Listening to the great Steven Pressfeild author of classics "Turning Pro" and "The War of Art." He reinforces the sentiment there is no better or worse time to write.

"What works is what works!"

Make the commitment and watch your ability to market, lead, and sell skyrocket!



WINNING

SUBJECT TITLES

Below is a list of subject titles that have been wildly successful for our email marketing:

- 1.** *Quick question*
- 2.** *5 appliances every kitchen needs*
- 3.** *Eat this, not that*
- 4.** *3 keys to faster athletes*
- 5.** *How %name% lost # of lbs*
- 6.** *Something big arrives tomorrow...*
- 7.** *The secret to weight loss*
- 8.** *The secret to strength gains*
- 9.** *We see this mistake all the time*
- 10.** *The golden rule of fat loss*
- 11.** *The results are in...*
- 12.** *How to add variety to your fitness routine*
- 13.** *This trick instantly cures poor sleep*
- 14.** *Why cardio based bootcamps don't work*
- 15.** *Why strength is the key to speed*
- 16.** *Too busy earning a living to work out?*
- 17.** *Tested strength gain methods*
- 18.** *The truth about lasting training results*
- 19.** *Trouble sticking to your diet?*
- 20.** *An opportunity for you...*

SOCIAL PROOF

If you have ever struggled to actually get in the shape you want, lose weight, tone up, or just commit to a healthy lifestyle PLEASE READ THIS...It's going to help you I promise.

In 2017 my wife Idel and I welcomed our son Antonio to the world. It was and still is the greatest moment of our lives...like most parents would say!

But unlike many new parents who have a huge support system of grandparents, aunts & uncles, and siblings, Idel and I only have a few close family members. Both mine and Idel's grandparents are long gone, and both her mom and dad passed when she was young. My father passed away when I was 12.

Furthermore, since we had kids later in life my mom is already in her 70s. Not old by any means but the real problem was that she was very unhealthy.

My mother has always struggled with her weight. She loved to cook and worked and owned restaurants her entire life. Even though she had a son who has dedicated his life to helping others get fit with mom it fell on deaf ears. She was over 300lbs, had rheumatoid arthritis, and severe blood flow issues in her leg that were only getting worse! (Her Dr. even mentioned amputating her leg if it didn't get better)

THE MOMENT THAT CHANGED EVERYTHING

In the days after bringing Antonio home from the hospital my mom came to stay with us and help us with our new bundle of joy.

The only problem was she really couldn't do anything. She could not get up and down the stairs to his room because of her weight. She could not hold him for very long because of her arthritis. She could not walk him in his carriage because of her leg. She could not do a lot of the things most grandmas could do because she was out of shape and out of breath.

Over the next few weeks things got really bad and she ever stopped coming over because she felt very discouraged!

That's when I had to give her one of my patented Coach Joe pep talks! (there might have been a few 4-letter explicatives and some hard truths but something had to change). I told her she was 73 not 93! That she had so much to give her family still. That her grandson needed his grandma's love and attention. That her son and daughter in law needed help!

...and that for once in her life to COMMIT to making a change.

THE CHANGE...

Three days after our little blow up she joined weight-watchers with her neighbor. She cleaned up her diet. Stopped eating sugar. Started packing her food wherever she went and made it her mission to get healthy.

Two years of hard work later and mom was under 200lbs for the first time I could remember since I was a kid. But the weight was only the beginning.

She could now get up and down the stairs easily...

She could now hold Antonio as long as needed as her arthritis was nearly gone...

She could go on walk and take him to the park as her circulation improved drastically...

She had more energy and felt better than she had in years for one simple reason...

COMMITMENT! She decided enough was enough and stayed the course.

We understand how hard it is to make fitness and healthy nutrition a priority. With life, kids, and work always seeming to get in the way. Next thing you know years have gone by and winning back your health is much harder now.

THE SOLUTION...

Get some help! We are about to start our BEST program that has helped countless clients achieve their fitness goals. Our coaches will guide you every step of the way and make it fun! This could be THE MOMENT that changes everything.

- Coach Joe Riggio

*P.S. Telling this story always gets me choked up! I'm so proud of my mom for what she did. If you're struggling and need help just respond to **this email**. We got you!*

AUTHORITY

Hey %FIRSTNAME%,

Over the last year we doubled down on data collection with all training plans.

We believe if you want to get better you must look at things objectively.

The best way for us as professionals to do so is by recording everything!

Data allows us to highlight which athletes are improving week after week.

It's extremely rewarding to see the progress of our athletes over the course of a 13 week block.

It helps us ensure that we are getting the best possible results and putting each athlete in a position to be successful!

Over the span of the last year Shannon Connolly has shown such great progress and we wanted to share some of her results.

Speed is one of the hardest physical qualities to improve but has the biggest payoff!

This summer alone in a 4 week period, Shannon improved her 15 yard sprint by 9.3% and his top MPH (miles per hour) by 9.8%!

At Varsity House, we have created a repeatable training system that elicits as great as 8.4% total improvement every 13 week block.

That's a potential 33% increase over the course of a one year!

Real change in your performance happens when you are consistent and a coach holds you accountable to the plan.

When you're ready to experience the same results, click the link below.

The Fall athlete training block begins Tuesday September 7th.

Sign up today to secure your desired training slot.

REGISTER HERE

Stay Fast,

Coach Adam

P.S. If you want to trial a FREE Speed session prior to making a decision we have a High School Speed clinic Tuesday (8/24) at 4:45pm

This event is FREE for both male + female high school athletes but participants are capped at 25!

If you'd like to attend **REGISTER HERE.**



BUSINESS
STRENGTH

LIKEABILITY

Hey %FIRSTNAME%,

I keep seltzer's in the garage (beer) fridge.

Tons of them.

All types too - flavored, unflavored, some with a hint of sugar, some flavored waters with no carbonation.

Why?

It's not because I love seltzer, it's because it helps me stay away from the beer!

I, like many, enjoy the act of going to the garage fridge and popping a can.

It's satisfying, triggers your mind to relax, and gets you in the end of day state of mind.

This is a learned habit like anything else.

Those couple beers 2,3,4... nights a week add up to thousands of unwanted calories, gut issues, and could lead someone down a slippery slope.

I'm not a hypocrite, enjoying my fair share on many summer weekends.

However not yesterday or today, back to stacking the "mini-wins!"

If you need any seltzer suggestions I'm your guy!

Let's stay on track and keep stacking those wins back in our favor.

Consider replacing the beer or wine with a seltzer on ice tonight!

Have a happy and healthy 4th of July!

- Dan

P.S. If you or a friend could use some help with a custom personal training or nutrition plan [click here](#).



RECIPRO CITY

%FIRSTNAME%!

We want to get you paid to train this next month!

Our team spends a tremendous amount of time building custom training plans that are fun and get results!

Our mission is to make working out at VH a highlight of your day.

We know one thing, training with friends and family makes training more fun!

So, with that said we are going to incentivize YOU to tell people about the fun you're having at VH!

For the rest of July and ALL of August we're running a REFERRAL PROGRAM!

Here's how it's going down:

If you have a friend or family member that signs up after the one week FREE trial you get \$100 off your next month of training.

Here's the kicker, if your friend signs up after the trial they also get \$100 off their first month as well!

All the friend has to do is [CLICK THE LINK HERE](#) to kick off their free week of training.

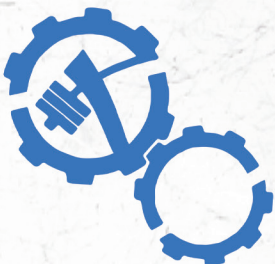
So, forward them this email or enter their information for them today.

Simple as that!

Word of mouth is a powerful thing – share your positive Varsity House experience with a friend and you could both benefit.

Let's have a great week!

-Dan Goodman



SCARCITY + RECIPROCITY

Hey Team VH,

We are always trying to educate our community and introduce you to a variety of care providers and health related businesses in the area.

We have a great opportunity for you.

Doctor Mike Reilly, one of the longest tenured athletes who started training with us in high school and made it all the way to the NFL is now one of the area's top chiropractors.

His office located in Waldwick NJ, is offering 20 FREE Chiropractic Screening & Relief Care Sessions to our members. (First come first serve).

I can personally speak to the passion and professionalism we've seen from Dr. Mike since he was in high school. It's no surprise as to the success he's enjoyed. We're very proud of him!

We strongly recommend you take advantage of this offer and add regular chiropractic and tissue work to your selfcare routine.

Details Below...

Stay Strong,
Coach Joe

Hey Varsity House family!

This is Dr. Michael Reilly, and I am a chiropractic physician at Joint and Spine Rehab in Waldwick, NJ. I trained at Varsity House Gym from high school, into college football and all the way through my NFL career for the Browns and Steelers. After the NFL I went on to attend Palmer Chiropractic College.

Over the years of training, I became very close with Coach Joe and Coach Dan, and I am honored to be able to offer a special rate to the first 20 Varsity House clients that want to come to our office. This is a FREE chiropractic screening and relief care session. As a Varsity House alumni, I know the awesome training that you can expect with their team and I know how important it is to not have any nagging injuries and I am excited to be able to help!

How can chiropractic care help you?

The nervous system functioning properly is paramount in your ability to perform and train at your best and to be able to recover! The very basis of chiropractic care is to restore spinal function which will restore nervous system function. A simple misalignment of vertebrae can cause a loss of function that can have lasting impact and can even become chronic. It is my job to find those breakdowns and reestablish proper function so you can continue to crush it at the gym and blow past your personal goals. Chronic conditions that have been limiting your function and training capacity can also be treated. If you take your training ability seriously like I do, then chiropractic care is essential!

cont...

SCARCITY + RECIPROCITY_{CONT}

For any VH clients coming to Joint and Spine you can expect:

Same day relief care treatment

- Consultation
- Screening evaluation
- Necessary X-Rays for problem areas
- Relief care protocol
(Normally a \$95 value)

At Joint and Spine Rehab we use various techniques including:

- Chiropractic adjustments and manipulations
- Hot laser therapy
- Spinal Decompression therapy including vertical decompression
- Electromagnetic pulse therapy
- Myofascial release therapy
- Flexion and extension protocols

All of this can be used to treat:

- Low back pain
- Neck pain
- Sciatica
- Disc herniations
- Nerve pain
- Joint and muscle stiffness
- Muscular dysfunction
- Headaches
- Postural breakdowns
- Stenosis
- And much more

This offer is valid for the **FIRST 20** Varsity House clients who sign up! Don't worry if you are not in the first 20 we will reach out and set you up asap.

Please call or text **201-445-1079** and mention Varsity House to set up your appointment or answer any questions you may have about what we can offer.

Visit our website for more information as well.

<https://jointspinerehab.com/>

Our address is:
83 N Franklin Turnpike
Waldwick, NJ 07463

COMMITMENT + AUTHORITY

Did you know Russell Wilson spent 1 Million dollars on his body "up-keep" last year?

Some might say, 'well that's easy when you make millions as a pro athlete.' I'd tend to agree but let's take a look at the facts!

He makes 20 million per year playing in the NFL. If he spends 1 million on his health and performances that equates to 5% of his annual salary...

The average career length in the NFL is 3 years for various reasons, most of which are injury related!

If his contributions to health maintenance carries him to a 15-year career, do you think that \$15 million dollars was money well spent?

I'd say a \$228 million dollar return on the additional years is pretty damn good!

Let's say someone makes \$60,000 per year and allocates the 5% to their own health up-keep. That equates to \$3,000 annually (\$250 per month).

Often times people don't have to pay until they do... with many preventable diseases such as high blood pressure, heart disease, stroke, osteoporosis, diabetes etc. All highly preventable ailments.

Along with housing expense, gas, food, health maintenance needs to come before a new handbag, the long weekend to Miami, or that \$1200 iPhone.

There is no better investment than in yourself. Looking, feeling, and moving better will positively improve your income as well! By having more energy and longevity in the work place.

Great health and fitness can add improved earning potential and literally add YEARS to one's life. \$250 a month seems like a small amount of money when you frame it like that!

Keep great health "hygiene" in your control!

Have a great weekend.

-Dan

P.S. If you need assistance with your health and performance or would like more out of your current training plan, let me know! Would be happy to schedule a call to help you formulate a plan for success.



AUTHORITY + RECIPROCITY + LIKEABLE

Hey %FIRSTNAME%,

Last week we discussed the amount of money Russell Wilson spends on his health and performance regiment. After reading the email a friend reached out and asked, 'what supplements should I be taking?'

Great question!

In the past year sleep quality, outdoor time, and proper recovery from training has been a stretch.

I wanted to share a couple natural supplements that have helped me stay on top of my game!

Outside of a daily protein shake here are my top two health up-keep supplements:

1. Magnesium

Suggested Brand: Natural Vitality Calm

Why:

- Helps muscles to relax and naturally lowers blood pressure.
- Anti - inflammatory benefits and can help fight against migraines.
- Boosts athletic performance.
- Reduces insulin resistance which is the leading contributor to type 2 diabetes.

The Natural Vitality Calm brand has multiple flavors, tastes great, and is a great addition to any nightly routine.

2. Vitamin D3

Suggested Brand: 365 Everyday Value

Why:

- Can help support inflammatory responses to both food and training.
- Proven to support healthy immune function.
- Helps decrease depression and improve mood.
- Improved Vitamin D levels can help treat hypertension.

As you know I'm not a nutritionist or a registered dietician, however these supplements make me feel great!

Keep great health "**hygiene**" in your control!

Have a great weekend.

-Dan

P.S. Simone's 30-day New Year Detox begins tomorrow! Her meal plan is aimed at decreasing inflammation, increasing energy and getting you feeling great in this new year. The plan is packed with quality whole foods with tons of variety each week!

Contact Simone directly at simone@varsityhousegym.com to sign up for less than a cup of coffee per day!

AUTHORITY + RECIPROCITY + LIKEABLE

Hey everyone!

We get asked frequently about how to prepare healthy meals, that also taste good, and don't require hours of prep time.

So below I put together **My Top Five Kitchen Appliances** for overall convenience in your everyday life. Looking back at the time when I was losing weight, I tried my best to find ways to make my life easier when it came to food preparation.

Everyone is busy, so we want to help save you time in the kitchen while also maintaining a healthy lifestyle.

Below are my top five kitchen appliances that everyone needs:

#1: INSTANT POT

☒ Instant Pot is one of the best appliances for healthy meal prepping as you can pack in almost anything ranging from nutritious soups to healthy protein dishes for half the cooking time. Personally, I love adding my protein source with vegetables or even sweet potatoes in the morning so when I come home, dinner is practically ready.

#2: FOOD SCALE

☒ Portion control is everything, having a food scale readily available at home will help you better understand accurate measurements to organize your meal prep accordingly. I bought a great one off Amazon that I have been using for nearly seven years!

Having a scale helps you portion everything correctly and allows you to follow your healthy lifestyle without stressing!

#3: HIGH SPEED BLENDER

☒ Any brand can work but personally, I love Nutribullet's single blender to make my protein smoothies. I love that I can make my smoothies and just grab the cup without worrying about cleaning a giant blender in a rush. It is also amazing to make healthy ice cream with frozen fruits!

#4: SMALL HAND PULLED FOOD PROCESSOR

☒ For this appliance, it takes up very little space in the kitchen and can be stored anywhere. It is easy to use to make cauliflower rice, dice up your vegetables, and make pureed pesto or dips. It makes life a lot easier to dice everything up in one container and throw it on a pan to stir fry or even bake on a sheet in the oven.

#5: ELECTRIC AIR FRYER

☒ The hype surrounding an air fryer is well deserved as you can make fried chicken, sweet potato fries or even jalapeno poppers without deep frying them in so much oil. This is such a staple in my kitchen now, I don't know what I'd do without it!

Don't let another weekend go by without doing some healthy meal prepping!

In Health,

- Coach Stephanie