

Standing

OUT

IN A

Sea of

BOXES



About the Authors

Clay Weldon



Clay Weldon, a fellow CrossFit addict, has over 20 years of branding and marketing experience. Behind any successful business there needs to be a creative, technical “geek,” and for 321GoProject, Clay is that guy.

After college, Clay began his career in graphic design and has gone on to own and operate several successful branding and marketing companies.

Clay founded 321GoProject in Jan. 2010 to provide Affiliates with branding, website design & business mentoring.

Clay loves learning about new digital trends, anything Apple, mountain biking, snowboarding, and of course, CrossFit. He is married and has four kids.

Elle Wheeler



Elle Wheeler was born in Salt Lake City, UT. By the time she graduated from high school she had lived in 4 different states and attended 8 different schools. In 2007, Elle graduated from the University of Utah with a BS in mass communication with an emphasis on journalism.

Since graduating from the University of Utah in 2007, Elle has focused her career on digital marketing. She has worked with a variety of clients including large corporate clients like Franklin Covey and OC Tanner and small business.

She is passionate about using online tools to effectively market client products and services. She is passionate about the environment and photography. Elle is an avid runner and enjoys being in the outdoors.

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We recently wrote about the **Greatest Fear of Affiliate owners**. Basically other local boxes taking their trainers and members. CrossFit is growing and the competition is fierce in many towns.

Stand out by being a better gym.

The most successful affiliate owners focus on continually providing the highest quality training environment and building a vibrant culture.

Ultimately, people come to your box to train and achieve personal growth through physical fitness. They stay not only for the health benefits, but for the community they find and embrace. If you are an affiliate owner, you must be passionate about the core values of CrossFit and build a vibrant thriving community.

If you build it they will come?

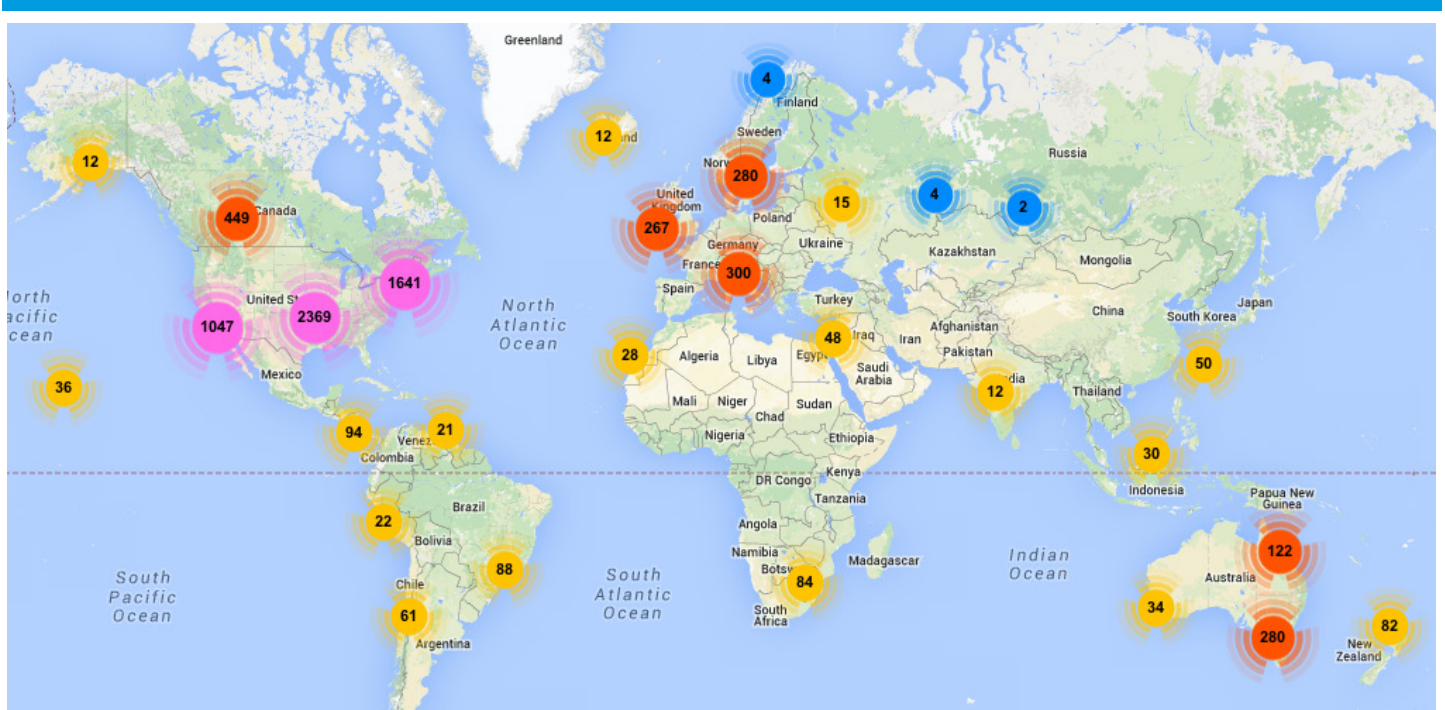
The idea that if you build an amazing gym people will come is true, but you must let people know. Share your passion through popular communication channels including; Google, Facebook and mobile.

Read on to learn how to stand out in the growing and competitive CrossFit industry; using modern tools and authentic brand messaging.



CrossFit is Growing

In case you haven't heard, CrossFit is taking the world by storm. Over the last few years more and more gyms have been opening up all over the world.



As of October 2013, there are 8000 CrossFit gyms, according to the **CrossFit Affiliate Gym Locator**.

The vast majority of these gyms are in the United States, along the East and West Coast and all over the Mid-West.

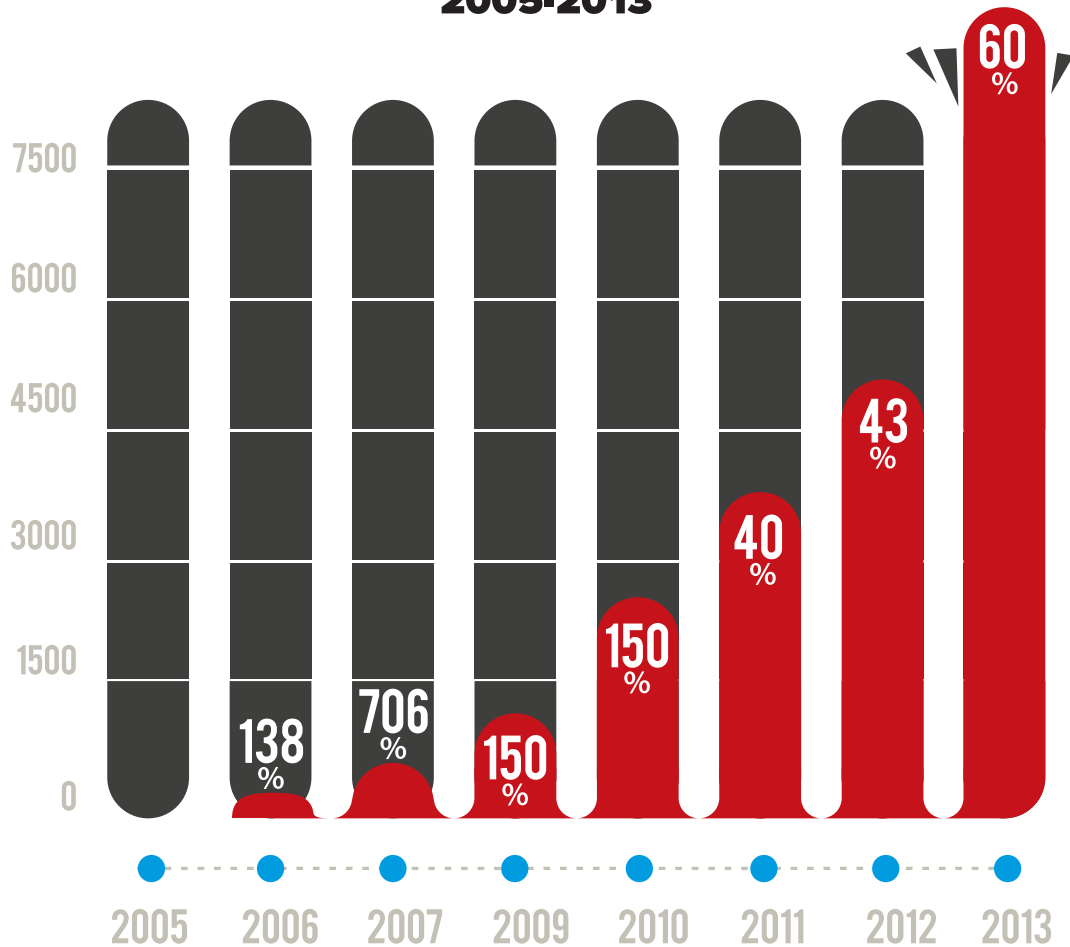



CROSSFIT IS SPREADING.

Why is CrossFit Exploding in Popularity?

CrossFit is growing at an impressive rate, maintaining a steady 40 percent growth over the last 2 years.

**CROSSFIT AFFILIATES ESTIMATED ANNUAL GROWTH
2005-2013**



Source: Estimated growth figures by:  TABATA
TIMES
These figures cannot be guaranteed!

What's so Great about CrossFit?

At the end of the day people need and crave community, a healthy outlet, and a better way of life. These are the core principles of CrossFit.

Clearly CrossFit is taking off. More and more boxes are popping up all over the country. So, how do you get your gym to stand out from your local competition? By sharing the devotion, passion and dedication it takes to own a successful box.

Attracting People & Appealing to their Needs

People who CrossFit are well aware of the benefits, but what about those who aren't going to a box everyday?



As CrossFit business owners, it's important to convey a message that compels people to act.

Compelling messages are those that appeal to the needs we as people experience everyday.

For instance, lets say I feel tired and sluggish. I want to know “Why am I so tired?” or “How to get more energy?”. My desire to have more energy compels me to seek guidance and seek a solution to my problem.

BE YOUR CLIENT'S SOLUTION

Compelling messages are those that offer solutions.

An article with the headline “Get More Energy By Sleeping 8 Hours” or “Exercise Gives You More Energy” will ultimately appeal to me. While an email for “Free 3 Month Membership” wouldn't. You see, your customers don't always seek out your service directly. This is why it is important to understand what are your customers looking for.

★**Think:** How will a “Free 3 Month CrossFit Membership” help the person who wants to improve their lifestyle and make healthy choices?

Understanding what encourages people, “potential customers” to seek out a CrossFit program is the first step in standing out. Talk to your members and ask them why they decided to try CrossFit. Was it to lose weight, get more toned, live healthier, connect with like minded people, train for competition.



ACTION ITEM:

- Take a survey of some current members to discover their motivation
- Ask one or two questions
- Get some demographic info: gender, age, income
- Email it to your members
- Share on Facebook and Twitter
- Use survey software to tabulate the results

**GOAL OF SURVEY IS TO ANSWER THE QUESTION:
WHAT MOTIVATES MY CLIENTS TO USE MY SERVICE?**

Now What?

Take the information from the survey and develop client personas.

Each Box will have 2-4 customer personas. Define the age, gender, income and habits for each. Write a few sentences describing an actual person for each persona.

DOWNLOAD OUR FREE CLIENT PERSONAS TEMPLATE

DOWNLOAD



This worksheet will ask leading questions like:

- ✓ Who are they? Age, gender, income
- ✓ What does a day in the life look like?
- ✓ What are their pain points?
- ✓ What do they value?
- ✓ Where do they go for information?
- ✓ Common objections, etc.

Building a Brand Communicating Value

Start building a brand and message strategy.

Building a brand is highly conceptual, it's really best to work with someone with branding experience. This doesn't mean someone who designs logos. It's someone with an understanding of building lasting impressions appealing to a target group.

Why focus on building a brand?

The most important business and marketing directive is to BUILD TRUST, create engaging connections, and tell stories, not testimonials.

**CULTURE
EQUALS
BRAND**

Generally, any branding experience should start with a few guided questions. When answering these questions, answer them based on your audience, not your personal opinion.

A few points to consider:

1. Evaluate the existing impression of your business. Get feedback from your members. Your brand may not be what you think it is. If you are brand new, awesome, you get to start from scratch.
2. Look at your competitors. What do they do well and not so well?
3. Develop your branding goals. How do you want your gym to be perceived? A strong brand makes a promise to the customer and delivers on it.
4. Create a plan/roadmap.
5. Integrate your branding into every aspect of your gym.
6. Monitor perception of your brand through continual feedback.



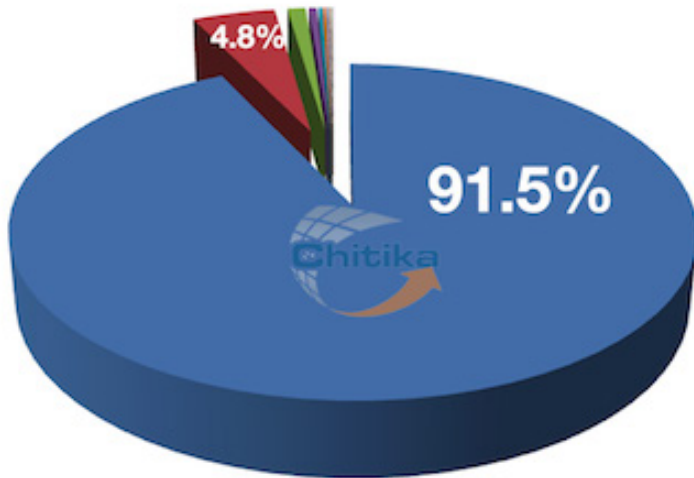
**IF YOU ARE LOOKING FOR BRANDING HELP WITH:
LOGO/WEBSITE DESIGN, STICKERS, TSHIRTS, BANNERS
OR ANY OTHER PRINTED MEDIA, WE CAN HELP!**

Using Organic Search to Drive Qualified Traffic

When people in your city search for “CrossFit” or “CrossFit gym your city” you want your brand to show up.

Organic search engine marketing focuses on getting websites to show up prominently for relevant keywords. Countless research shows websites that rank in the top 10 positions on Google get more traffic to their websites.

The closer a website ranks to the top of the page in Google’s search results page (SERP) the more traffic the website gets. A 2013 study from online ad network Chitika found that websites showing up on page 1 of Google receive 95 percent of the traffic. **Wow! So you need to be on the first page.**



Percentage of Google Traffic	
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%



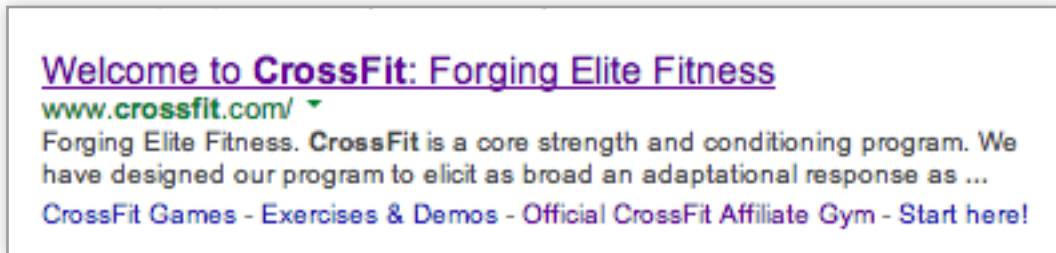
Data Driven by Chitika Insights June 2013
Data is representative of Google search traffic within the U.S. and Canada only

SOURCE: **Search Engine Watch**



Qualified Search Traffic

Just showing up on Google isn't enough, the listing has to compel users to click and visit your website. Compelling titles and descriptions are essential to overall success of an organic strategy. The title is the blue underlined text of organic listings, the description is the 2-3 lines of black text under the title.



Driving qualified traffic starts with knowing how your audience searches.

Think, what terms and questions do they look for on Google. The keywords of an organic search strategy define the target audience. The customer persona exercise from the previous section is helpful when selecting keywords. Targeting the wrong terms may drive traffic but it won't be qualified traffic.

Also target the device!

Mobile traffic is active traffic, active and ready to purchase.

“There are already more people on the planet who own phones than have credit cards, according to latest statistics!”

What is Qualified Traffic?

Qualified traffic is comprised of site visitors that are motivated to purchase the product or service offered by the company. Qualified search traffic for CrossFit boxes include people literally looking for a box in their area “CrossFit gym Park City”. Or, it can include people looking for a “fitness and weight loss program”.

Now that you have more
qualified traffic coming to your website,

how do you convince these visitors to become lifelong members?

By offering insightful, useful content that
adds value to the visitor's day and
re-enforces the community.

Developing Content that Attracts and Retains Members

Inbound marketing strategies are essentially marketing that doesn't feel like advertising.

Traditionally, marketing was about stealing the audiences attention. This worked for passive mediums like TV and Print.

The Internet is interactive. People go to the Internet for information. Customers are now looking for the service, product online. This is excellent, **as long as you provide them what they are searching for.**

What is Good Content?

Content is a broad term for many, many forms of information including: a nutrition blog, training guides in a downloadable PDF, a Pinterest Board with photos from the day's WOD, a training tip video, or how about a local chiro who might want to guest post on your blog. All are forms of content people interested in CrossFit would read, share and enjoy!

If I find a great video from a trainer at CrossFit XYZ in LA, I am more likely to feel comfortable with the brand. Even better, the video should include the trainers name, a link to your website and an offer. Call to actions close the loop, giving the content creation a purpose and a measurable action.

CTA = Call To Action

A call to action is the action you want people to take after interacting with content. Examples: "Fill out Form to Schedule Free Consultation" or "Get more Information".

Be the Best Gym

How do you get your gym to stand out from the competition?

Offer more opportunities to our members to continue improving. For example, skill seminars, speciality cycles, and things they simply can't get anywhere else!

Develop a 6 Month Content Calendar

Brainstorm 25 content ideas that you can develop for your members (new, prospects and existing).

Content Examples:

New Member:

“Intro CrossFit Training Guide” - a downloadable PDF to offer people who signed up for the first class.

Prospect:

“Here is How CrossFit Addresses 5 aspect of Physical Fitness” - a blog post by trainer.

Existing Members:

Video done by a trainer on a special skill to get past a member's plateau.

Now take the 10 best ideas. What will it take to develop each idea? What equipment do I need? What skillsets do I need (trainer, writer, designer, web developer). After considering what it will take to build the content, make a plan.

Schedule your content out over 30 days, 90 days, or 6 months. Don't worry about doing 4 blogs a week and a training video every month. Be realistic about what you and your team can achieve.

Track Results

Track the popularity of each content piece. Learn from the successful pieces and the not so successful content items. See what resonates with your members.

Standing out from your competition is simple!

Focus on being the best box in your city.

Then, **build** a brand communicating your greatness.

Attract interested people with compelling content and organic search.

Engage current and potential members with useful content.

So, **get started!**

About 321GoProject

We exist to help you, the gym owner:

- ✓ **Maintain consistency:** in all your branded material, from your business cards to your website, to your merchandise, to the four walls of your CrossFit box. Strong branding gives you the edge over your competition and provides the identity and professionalism your box needs.
- ✓ **Save time:** We provide the resources so you don't have to deal with multiple vendors. Having all your resources in one place saves you valuable time and money.
- ✓ **Distinguish your CrossFit Affiliate:** CrossFit gyms have the same training methodologies, so it is vital to separate your box and brand. 321GoProject helps you stand out through your branded website, social media outlets and more.
- ✓ **Establish a solid business strategy:** Setting yourself up with a solid strategy from the beginning will save a lot of headaches down the road.
- ✓ **Achieve peace of mind:** Many, if not most, CrossFit affiliate owners do not have extensive business or marketing experience. By providing resources as well as good listening ears, we help affiliate owners know their boxes are maximizing their branding and business potential.



LOOKING FOR SOME TEMPLATES
TO CREATE SOME STRUCTURE
IN YOUR BUSINESS?

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THE KIT!