

A wide-angle photograph of the Dubai skyline at sunset. The Burj Khalifa is the central focus, with other skyscrapers like the Burj Doha and Burj Jumeirah visible. The sky is a mix of orange, pink, and blue, and the city lights are beginning to glow. The skyline is reflected in the calm water in the foreground.

COACHING
CONCIERGE

DUBAI LIVE

The Marketing Machine Behind

Building & Scaling A 7-Figure Business

Hello

Sarah Sanchez

Chief Marketing Officer, M10 group



Let me tell you a story





Mark Coles

Published by Mark Coles · 6 July 2017 ·



I'm hiring

Do you have experience in digital marketing and have a keen interest in the fitness industry?

I'm looking to bring someone on board to work along side me. The right person will be responsible for lead generation and marketing of the M10 gym.

As many of you will know, I have extensive experience in marketing and the fitness industry. I will be sharing my knowledge with the right person, as they will be working very closely with me. Training will be given, however a base level of knowledge in both fields is essential.

I'm looking for someone who can:

- Execute tasks
- Work on their own initiative
- Work to a deadline
- Solve problems
- Manage their own time
- Create plans and organise detail

The right person must be located within the U.K, but does not need to be based in Nottingham. The right person can work from home, or even run this position along side their current employment/self employed work.

I am looking to hire someone on a part time basis initially (starting as soon as possible), with a view to increase the hours as the role develops.

This is a great opportunity for someone to work along side an innovative, exciting and expanding business.

Re: Let's chat!



SARAH SANCHEZ <sarah...

Wednesday, 12 July 2017 at 13:18

To: Mark Coles - M10 Fitness ^

On 10 Jul 2017, at 11:18, SARAH SANCHEZ

Hi Mark

I saw your job advert on Facebook this weekend and I had to re-read it just to be sure I wasn't seeing things: you're hiring a digital marketer with a passion for fitness - well, that's me!

My initial plan was to write you a long ass email, covering as many points as possible on why I'd love the opportunity to work for you and the M10 brand, praising you and what you've achieved and listing all of my skills and fab qualities to convince you that I'm the best thing since Carb Killas....

But I'm choosing to be bold and brutally honest (Mark Coles style) and keeping it short and sweet. This role would be combining 2 of my 4 life passions - digital marketing and fitness. That's a pretty big deal to me, as opportunities with brands that I admire and that excite me don't come around often.

attitude and drive, and who you feel would fit well with your business. The beauty of hiring me (and what could set me apart from others that may apply) is that I'm keen to learn from you but, with me, you'd also get someone you could learn from. Someone who you can collaborate with from a marketing perspective, who can challenge you as much as accept challenges, bring new ideas and concepts to the table and enhance your strategy beyond your expectations. The best way for me to get my message across to you and convey my passion, deep rooted motivators and reasons for applying would ideally be face to face or on a Skype call – what do you think?

5 years later...



WHY IS THIS RELEVANT?

This is exactly what has underpinned our
strategy & success in building and scaling our
business

- Authenticity
- Relationship building
- Providing value
- Showcasing excellence

This is what runs through our veins

5 YEAR MARKETING JOURNEY

2017-2018



Marketing centred around personal training. Launched gym memberships

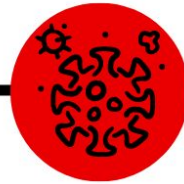


2019



HUGE growth year for M10. Highest weekly PT, gym and EBM client numbers

2020



Pandemic forced hand to pivot online (**new website**). PTM went from offline to fully online programme



2021



Solid systems, processes, market stability, Coaching Concierge in development



2022



People, data, automations, pace, programme rebrand.



So, what are the marketing strategies that
have driven our growth?

OUR GOLD MINE

(2 key channels)

1. WEBSITE

2. CRM

WEBSITE

- Our hub for providing value and collecting data
 - High quality & best performing data

WANT TO TAKE YOUR FITNESS BUSINESS TO THE NEXT LEVEL?

Take our FitPro quiz and we'll recommend the next level for you to take on your journey towards achieving excellence

[TAKE THE QUIZ](#)

STEP 1 OF 4 - TAKE OUR FITPRO QUIZ AND WE'LL RECOMMEND THE NEXT LEVEL FOR YOU TO TAKE ON YOUR JOURNEY TOWARDS ACHIEVING EXCELLENCE

Are you a? *

- ☒ Personal Trainer
- ☐ Online Coach
- ☐ Personal Trainer & Online Coach
- ☐ Gym / Studio Owner

[TAKE THE QUIZ](#)[NEXT](#)

Name	Status	# Contacts Entered	Unique Opens	Total Clicks	Open Rate
Welcome Series	active	2,386	4,257	1,818	50.22%
Target audience free training	active	1,761	1,042	79	58.54%
First 1000 Free Training+IFS	active	1,425	793	49	55.30%
2 sales strategies free training	active	1,358	708	52	53.60%
5 Star Onboarding Training	active	1,351	1,008	23	38.64%
10 IG Audit Free Training	active	1,059	570	30	54.03%
Selling in DM Training	active	1,031	559	29	53.39%
5 Strategies to fill PT diary	active	1,011	1,380	539	42.67%
SIG Strategies Training	active	878	1,225	687	48.84%

ON-DEMAND TRAINING

Join us on one of our FREE on-demand trainings and learn how to take your coaching skills and fitness business to the next level.



5 PROVEN STRATEGIES TO SCALE YOUR BUSINESS IN 3 MONTHS OR LESS

[LEARN MORE](#)

HOW TO GET YOUR PERSONAL TRAINING BUSINESS STARTED

[LEARN MORE](#)

HOW TO DELIVER HIGH VALUE COACHING

[LEARN MORE](#)

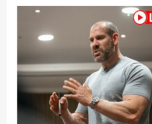
HOW TO ATTRACT YOUR IDEAL CLIENTS

[LEARN MORE](#)

HOW TO SPEAK TO PEOPLE ON THE GYM FLOOR AND TURN THEM INTO CLIENTS

[LEARN MORE](#)

5 IG STRATEGIES TO GET MORE ONLINE CLIENTS (FOR FREE)

[LEARN MORE](#)

5 LESSONS I LEARNED FROM MY MENTORS THAT HELPED ME SCALE MY COACHING BUSINESSES

[LEARN MORE](#)

SUBSCRIBE TO THE NEWSLETTER!

Don't miss out on receiving our latest time saving tips, marketing strategies and physically in the fitness industry.

Email...

[SUBMIT](#)



Alex Hormozi

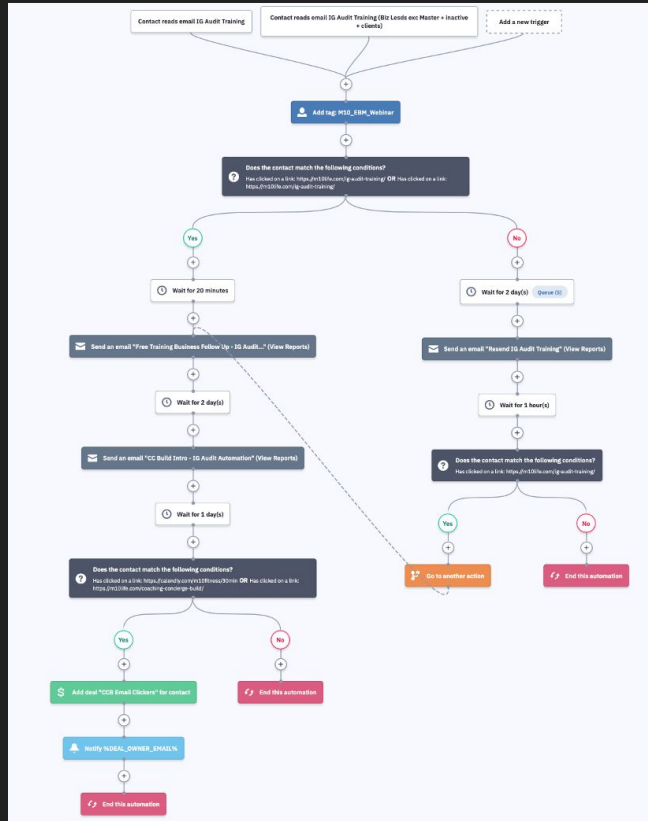


If you aren't scared about
the amount of value you're
giving away, you're not
giving away enough.

CRM (Active Campaign)

- Where we hold all of our lead and client data
- Our hub for nurturing long term relationships
via email and outreach
 - Showcase value & excellence

We are data nurturing 24/7



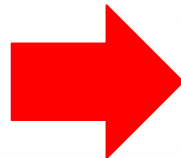
5-Figure Email Funnel

30 Day PT Email Series

www.m10life.com/transform-your-business

Opens: 695 out of 786. Open Rate: 88.42%

Clicks: 533 out of 786. Click Rate: 67.81%



Revenue: £ 12863.00

How it was going in 2020/21....

Data Nurturing | Oct 2020 to Nov 2021

Campaign Reports / Marketing Revenue Report

Start 2020/10/01 End 2021/10/31 Currency GBP



This report shows the total revenue your campaigns and your automation emails generated from your connected ecommerce stores after they were sent.

£ 64,632.43

Total Revenue from Campaigns

How it's going in 2021/22...

Data Nurturing | Nov 2021 to Sept 2022

Campaign Reports / Marketing Revenue Report

Start 2021/11/01  End 2022/09/30  Currency GBP ▼



This report shows the total revenue your campaigns and your automation emails generated from your connected ecommerce store over the specified period of days after they were sent.



£ 296,392.59

Total Revenue from Campaigns

So, what changed?

BIGGEST GAME CHANGERS #1

We hired MORE of the RIGHT people

+ we invest heavily in their professional & personal development.
Culture cannot be copied.

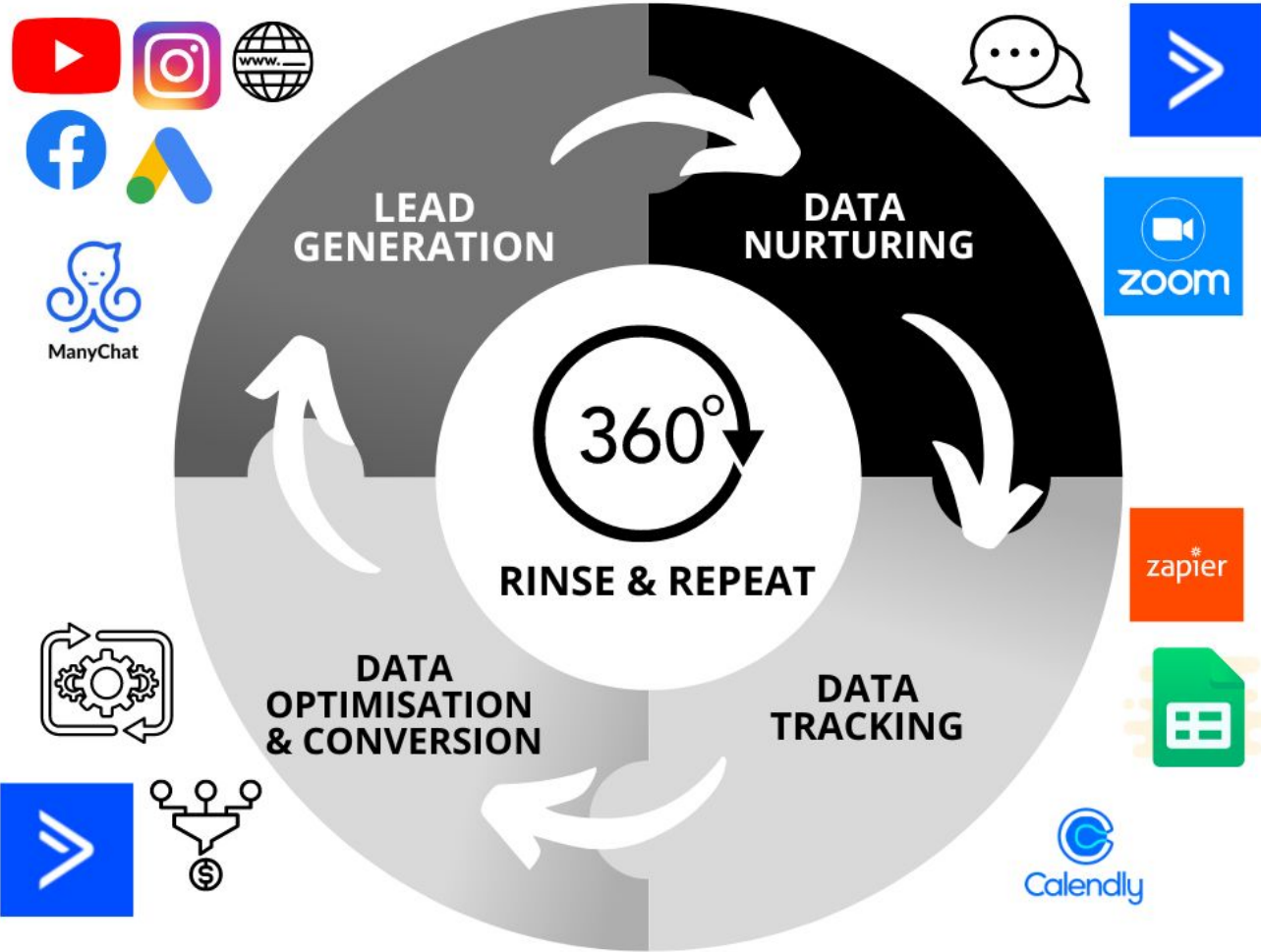
***"What we know matters, but **WHO WE ARE** matters more" –
Brene Brown***

BIGGEST GAME CHANGERS #2

Relentless data tracking

Consistent with daily, weekly and monthly,
quarterly and yearly tracking to know EXACTLY
where to make our next move

The 7-Figure Marketing Machine



BUT the ONE thing that has underpinned all of
this.....

LONG TERM VISION & MINDSET

It's common to see coaches making "easy money" on social media.

But how many are sustaining this in the long term?

LONG TERM VISION & MINDSET

- **Brand** building - not an overnight thing
 - **Reputation** - this takes time
 - **Integrity** - this also takes time
 - **Value** - give with zero expectations

These are our core values and what keep clients retained and coming back to invest more.

If you take anything away from
today, take these 3 lessons....

3 LESSONS FROM A CMO

1. You won't always get it right - people, processes, campaigns

And that's OK! Look for the learning point + opportunity

"The most powerful teaching moments are those where you screw up" - Brene brown

3 LESSONS FROM A CMO

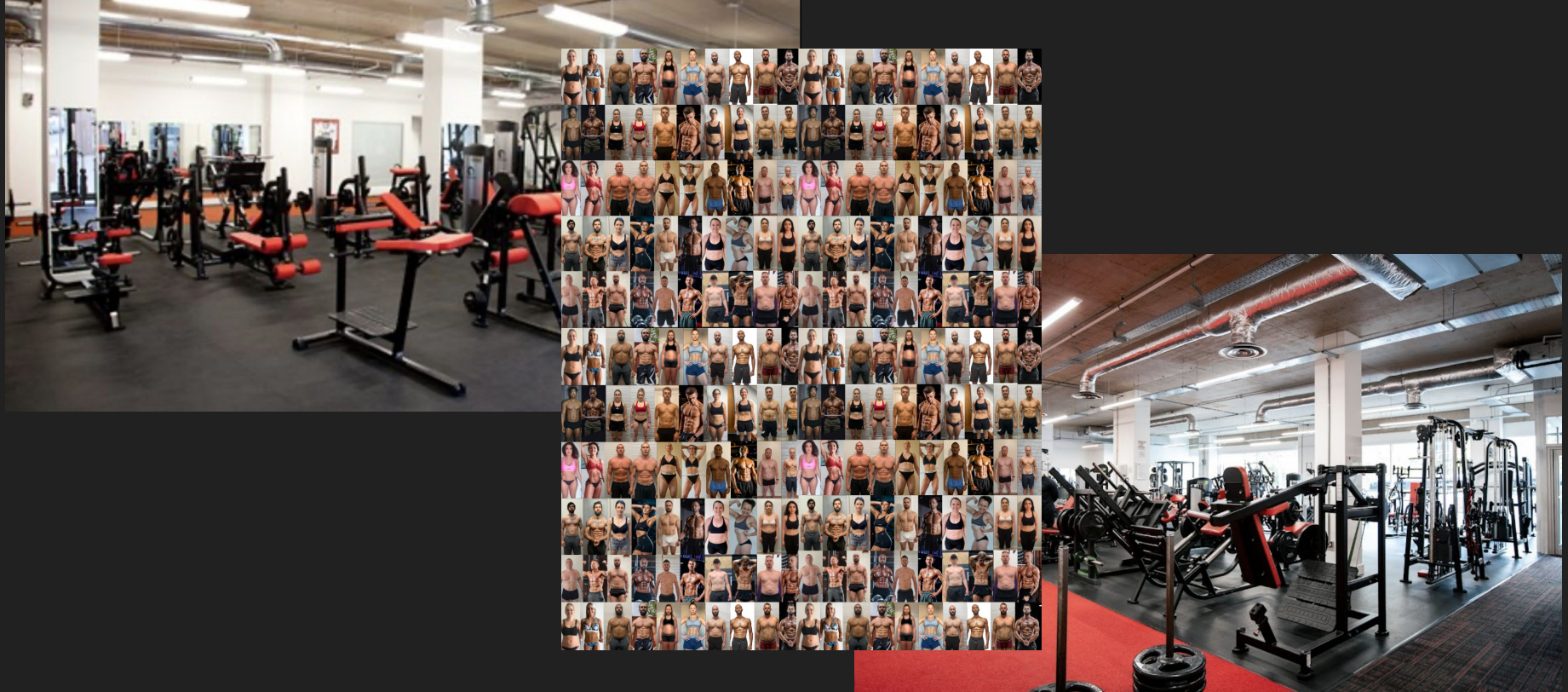
2. When you have a longer term business mindset - bumps along the road don't phase you (perspective)

3 LESSONS FROM A CMO

3. There is no end game (think flywheel, not funnel) - SO get comfortable being uncomfortable

This is part of your entrepreneurial journey and key to your marketing success

If this is what we can do over the years.....



If this is what we can do over the years.....



If this is what we can do over the years.....



....then just imagine
what you could do
over the next 5,10,
15 years

