

JOHN LEITCH

OFFERS BANK

EVERY OFFER I RAN BUILDING A FOOTBALL ACADEMY



WHO AM I?

JOHN LEITCH — I RAN PLAYIT LOVEIT IN ABERDEEN & FOR THE MAJORITY OF THE COMPANY WE OPERATED MORE THAN 50% OF THE MARKET SHARE IN OUR AREA.

EVERY SINGLE OFFER I'VE RAN & SOME I'VE MADE SERIOUS MONEY WITH.

IF YOU WANT ANY MORE INFO ON WORKING WITH ME TO HELP GROW YOUR BUSINESS OR ANY HELP CHOOSING AN OFFER — REACH OUT AND WE CAN WORK TOGETHER TO CREATE A PLAN SPECIFICALLY FOR YOU.

ENJOY THE PDF



OFFER

01 / 09

EXPERIENCE WITH IT

94% SIGN-UP RATE ON 1-2-1S & SMALL GROUPS

THE LONG TERM OPTION

EXAMPLE:

**SIGN UP FOR 12 OR MORE SESSIONS & PAY NOW
GET ____% OFF OR FIXED PRICE.**

BENEFITS

CASH IN NOW. THEY COMMIT FOR A BLOCK. BOTH SIDES WIN.

DRAWBACKS

**REMEMBER THIS IS PART OF YOUR MRR SO DON'T SPEND IT
ALL**

OFFER

02 / 09

EXPERIENCE WITH IT

*WORKS BUT BE CAREFUL IF YOU SEND OUT A DISCOUNT CODE AS
PEOPLE WILL ABUSE IT*

BRING A FRIEND

EXAMPLE:

BRING A FRIEND TO CAMP AND THEY BOTH RECEIVE AN INCENTIVE (MONEY OFF OR A TRAINING TOP)

BENEFITS

**MORE CUSTOMERS AT YOUR EVENT THAT WEREN'T GOING TO
SIGN UP**

DRAWBACKS

MONITOR PARENTS SO THEY DON'T TAKE THE PISS

OFFER

03 / 09

EXPERIENCE WITH IT

WORKS REALLY WELL IF YOU PRICE TRIALS AT £2 INSTEAD OF FREE, AS PEOPLE GHOST FREE ONES

TRIAL

EXAMPLE:

FREE TRIAL(S) AT YOUR SESSIONS OR 7 DAY FREE TRIAL FOR ONLINE COACHING

BENEFITS

ENTICE PEOPLE IN TO SEE YOUR SESSIONS BEFORE COMMITTING

DRAWBACKS

IF IT'S FREE PEOPLE MAY GHOST OR REQUEST CHANGING DAYS

OFFER

04 / 09

EXPERIENCE WITH IT

*CAN BE A GOLDMINE. USE THE PEOPLE YOU ALREADY KNOW TO
DO THE LEGWORK FOR YOU.*

AFFILIATED OFFER

EXAMPLE:

A FIXED DISCOUNT FOR PARTNER CLUBS OR TEAMS, AT SESSIONS OR CAMPS

BENEFITS

NUMBERS NOW, & BUYERS LATER.

DRAWBACKS

**CHECK PEOPLE ARE ACTUALLY AT THE CLUB. OTHERWISE IT'S
JUST A DISCOUNT CODE DOING THE ROUNDS.**

OFFER

05 / 09

EXPERIENCE WITH IT

*THE PRIZE IS THE CHEAP BIT. THE LIST YOU BUILD OFF THE BACK
OF IT IS THE ASSET*

COMPETITION

COMPETITIONS ARE A FUCKING GOLD MINE IF YOU DO IT THE RIGHT WAY.

MAKE A COMPETITION FOR A PRIZE (WHATEVER YOU WANT) THEN COLLECT EMAIL ADDRESSES

OFFER A 2ND AND 3RD PLACE PRIZE TOO. (LOWER QUALITY) THEN DRAW WINNERS.

ANYONE ELSE WHO ENTERED OFFER THEM A TRIAL FOR A CLASS THAT'S UNIQUE TO THEM. IT'S LIKE RUNNING AN FB AD BUT WITH ACTUAL LEADS

BENEFITS

FUTURE BUYERS & EXPOSURE

DRAWBACKS

GET EMAIL ADDRESSES OR IT'S LIKE PISSING INTO THE WIND

OFFER

06 / 09

EXPERIENCE WITH IT

*WORKS INSANELY WELL IF YOU SET THE DATE AND STICK TO IT.
PROMOTE IT FREQUENTLY*

EARLY BIRD

INCENTIVISE PEOPLE TO SIGN UP EARLY BY GIVING AN OFFER BEFORE A SET DATE.
WORKS WELL FOR CAMPS BUT CAN BE USED FOR LAUNCHING NEW CLASSES

BENEFITS

GETS CUSTOMERS IN NOW

DRAWBACKS

COSTS

OFFER

07 / 09

EXPERIENCE WITH IT

WORKS VERY WELL WITH YOUR TOP CUSTOMERS

UPSELL

IF A PLAYER IS SIGNED UP FOR YOUR CLASSES, OFFER AN EXTRA ADD-ON SUCH AS KIT, CAMP OR 1-2-1 FOR A FIXED PRICE

BENEFITS

MORE MONEY FROM 1 CUSTOMER

DRAWBACKS

MAKE SURE YOU CAN ACTUALLY OFFER IT. IF NOT YOU'RE LYING. DON'T GIVE A 1-2-1 UPSELL IF YOU DON'T HAVE TIME

OFFER

08 / 09

EXPERIENCE WITH IT

WORKS REALLY WELL & EVERY TIME I'VE RUN IT, IT'S WORKED.

MONEY BACK GUARANTEE

REMOVE THE RISK BY GIVING A MONEY-BACK GUARANTEE ON AN EXPENSIVE SERVICE.

EXPLAIN WHAT IT IS THEY'LL GET AND BE SPECIFIC WITH THAT. (DON'T SAY THEY'LL GET BETTER OR FASTER)

BENEFITS

REMOVES RISK FOR CUSTOMER

DRAWBACKS

IF YOU DON'T SPECIFY WHAT IT IS THEY GET OUT OF THE CLASS OR SERVICE THEY HAVE A RIGHT TO ASK/COMPLAIN.

OFFER

09 / 09

EXPERIENCE WITH IT

*WORKS VERY WELL, ESPECIALLY GIFT CARDS OR DISCOUNTED
TOPS AT CHRISTMAS*

SEASONAL

THEMED OFFERS SUCH AS: BACK TO SCHOOL AFTER SUMMER HOLIDAYS OR A CHRISTMAS OFFER THAT MARKETS AND PROMOTES YOUR SERVICES.
FOR EXAMPLE: XMAS GIFT CARDS

BENEFITS

IT'S RELEVANT AND PARENTS WILL REACT

DRAWBACKS

DON'T MISS THE DEADLINE. I.E. YOU WOULDN'T LAUNCH A BACK TO SCHOOL OFFER IN MID SEPTEMBER

IF I WAS GOING TO GO WITH ONE....

LONGEVITY. EVERY TIME....

WHAT NEXT?

PICK ONE. RUN IT THIS MONTH.

IF YOU WANT HELP CHOOSING WHICH OFFER FITS YOUR ACADEMY RIGHT NOW —
OR YOU WANT THE WHOLE THING BUILT AROUND YOUR NUMBERS — BOOK A CALL
AND WE'LL MAKE A PLAN SPECIFIC TO YOU.

BOOK A CALL

[SCHEDULER.ZOOM.US/PLAYIT-LOVEIT/JOHNLEITCHMENTORSHIP](https://scheduler.zoom.us/playit-loveit/johnleitchmentorship)

