

Dear Gym Owner,

I appreciate your attention. I promise to use it wisely.

Contained within, please find the 7 of our best-performing ads that have generated over **\$11.5M** in the last 4 years.

I want you to have them, understand why they work & allow you to take them for yourself and make lots of money

Why?

Ruthless transparency: I want you as a client & helping you out first seems like a good way to make that happen

I could be wrong

(I often am)

But frankly, I like ballsy moves.

It's worked out this far.

That's it, enjoy!

Reuben
CEO, SanterMedia.

PS - Don't forget my secret "free giveaway" on the last page.



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ATTENTION: Ladies OF RALEIGH... 🏋️
We're looking for 20 women that are committed to transforming their body and ...see more



FORM ON FACEBOOK
12 Week Program 🏋️
Limited Spaces Available

Apply Now

Like · Comment

Owner Video + Engaging Captions

Spent: \$16,560.57

Leads: 1,277

Cost Per Lead: **\$12.96**

Sales: **152**

Generated revenue: **\$221,435**

Return on ad spend: **13.37x**

Why it works:

- ✓ Following a proven script that we wrote
- ✓ Charismatic gym owner
- ✓ Showcasing the gym
- ✓ Leads get to “know” the owner before meeting him in-person



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ATTENTION STONE MOUNTAIN LADIES! 🎯
We're looking for women who are READY to transform their body & health by ...see more

ATTENTION LADIES IN STONE MOUNTAIN!



JOIN OUR 8 WEEK TRANSFORMATION!

FORM ON FACEBOOK
Book your **FREE** Consultation! ➡ ➡ ➡

Book Now

 Like  Comment  Share

Group Workouts Videos

Spent: \$25,821.52

Leads: 1,728

Cost Per Lead: \$14.94

Sales: **208**

Generated revenue: **\$290,576**

Return on ad spend: **11.25x**

Why it works:

- ✓ Showcasing community
- ✓ Features the gym
- ✓ Ideal customer avatar in action





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ATTENTION: LADIES OF Columbus & surrounding areas... 📍 We're looking for 20 WOMEN that are committed to ...see more



FORM ON FACEBOOK

Transform Your Body! 📌

Limited Time Offer

Apply Now



Like



Comment



Share

Split Images

Spent: \$9,320.29

Leads: 827

Cost Per Lead: \$11.27

Sales: **104**

Generated revenue: **\$103,688**

Return on ad spend: **11.12x**

Why it works:



✓ Sneak peek how gym looks like



✓ Showcasing the community



✓ People are happy on the photos



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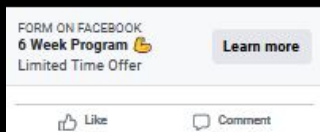


Hey Men in Columbia Heights & surrounding areas! 📍

We're looking for 20 Men to join our 6 Week Transformation Program!

You'll get results without restricting your diet 📍
build a leaner, stronger and healthier body 📍
improve sleep and feel more energized 📍
reduce stress and gain confidence 📍

Click below to apply! 📍



Direct Ads

Spent: \$36,727.50

Leads: 3,488

Cost Per Lead: **\$10.53**

Sales: **384**

Generated revenue: **\$453,888**

Return on ad spend: **12.35x**

Why it works:

- ✓ Directly calling out our client's target customer, forcing him to stop scrolling through FB/IG
- ✓ Focusing on the client's **core desires**, not the program itself
- ✓ Pre-deals with objections, so they don't come up later down the road



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ATTENTION MINT HILL, MATTHEWS & CHARLOTTE AREA LADIES! 🎯 We're looking for YOU, if you are READY to ...see more

STUDIO FITNESS

LADIES JOIN OUR 6 WEEK BOOTCAMP!

CLICK APPLY NOW

FORM ON FACEBOOK
6 Week Transformation 🖱️
Limited Time Offer

Book Now

Like Comment Share

Strength Workout Images

Spent: \$9,369.92

Leads: 658

Cost Per Lead: \$14.24

Sales: **84**

Generated revenue: **\$108,948**

Return on ad spend: **11.62x**

Why it works:

- ✓ Catching attention people interested in this type of workout
- ✓ Pattern interrupt – women are scared of lifting weights
- ✓ Showcasing ideal customer avatar



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ATTENTION RALEIGH LADIES! 🎯 We're looking for women who are READY to transform their body & health by ...see more

FIND A WAY FITNESS

LADIES! JOIN OUR 12 WEEK PROGRAM!



CLICK BELOW NOW

FORM ON FACEBOOK
12 Week Program 🍷
Limited Spaces Available

Book Now



Member Testimonial

Spent: \$11,892.66

Leads: 1,158

Cost Per Lead: \$10.27

Sales: **163**

Generated revenue: **\$162,511**

Return on ad spend: **13.67x**


Why it works:

- ✓ Builds social proof (you can do what you're claiming)
- ✓ Showcases community members
- ✓ Shows the journey of your ideal customer avatar (sets expectations)



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ATTENTION BEVERLY HILLS! 🎯 We're looking for WOMEN who are READY to transform their body & health by joining our 8 Week ...see more



**LOOKING FOR 20 WOMEN
IN BEVERLY HILLS!**

FORM ON FACEBOOK
Fit in 8 Weeks! 🍌

Sign Up

Like Comment

Functional Workout Images



Spent: \$8,432.57
Leads: 928
Cost Per Lead: \$9.08

Sales: **134**
Generated revenue: **\$120,198**
Return on ad spend: **14.25x**

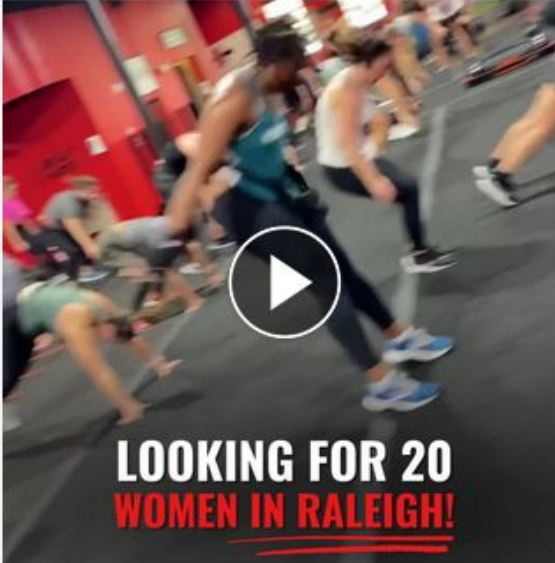
Why it works:

- ✓ Catches attention people interested in this type of workout
- ✓ Shows the Coach looks after the members
- ✓ Showcases ideal customer avatar




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ATTENTION RALEIGH LADIES! 🎯 We're looking for women who are READY to transform their body & health by ...see more



**LOOKING FOR 20
WOMEN IN RALEIGH!**

FORM ON FACEBOOK
12 Week Transformation 

[Book Now](#)

Cardio Workout Videos

Spent: \$7,752.47

Leads: 842

Cost Per Lead: \$9.21

Sales: **132**

Generated revenue: **\$105,204**

Return on ad spend: **13.57x**

Why it works:

- ✓ Sneak peek how gym looks like
- ✓ High energetic
- ✓ Showcasing ideal customer avatar



Click The Button Below!

Claim your **free** strategy call with us today.

We won't: sell you anything.

We will: listen, understand & advise you on your next best steps.

Speak soon.

Reuben.

