

Dear Hiring Manager,

If you are reading this, I'm going to let you in on a few lesser-known strategies I've used to generate millions in revenue for other businesses, and potentially yours too.

These strategies are my own, and they boil down to one pattern of human psychology that is so simple, most operators refuse to believe it's the reason.

When I realized I could reverse engineer this pattern into an actual strategy, everything changed... operations, culture, sales, marketing, even staff morale... all pulling in the same direction.

And when those areas all move as one, revenue compounds.

You see, after nearly 2 decades of observing this same pattern across marketing strategy, copywriting, operations, and team management, I have been able to build this into **one clear system that directly impacts business revenue.**

In fact, some recent success with my system generates **\$1.2 million** in yearly revenue for one business.

I was able to generate **\$32,000 in just 48 hours** using a highly converting funnel I created for another business.

And looking back at each organization I have been a part of, each one had a revenue increase within **90 days of me starting**, all while keeping customer retention high and staff turnover rates at all-time lows.

I believe I could bring this same success, maybe even more, to your business.

Once I show you the pattern I discovered, you'll see just how simple it is for your business to rapidly increase trust amongst customers and staff...

And turn that trust into revenue.

I've used this same model for years, and now, I want to bring it to your business.

Look, here's the truth...

This is an opportunity for both of us.

Right now, you have the chance to bring on someone who has had real success with proven results.

And I have the chance to earn my place in your organization through my execution.

Currently, I am exploring opportunities with several organizations.

So, I hope that after reading my letter and resume, you recognize my talent, and what I am capable of bringing to your business.

Look, I'll say this bluntly...

I want to work with a business who cares deeply about its staff and customers.

When BOTH are aligned, this is the sign of an unstoppable business.

I think that's you.

So if you'd like to learn more about what I can do for your business, especially before I agree to an opportunity with someone else, let's schedule a call and I'll walk you through everything I will bring to the table.

I welcome the opportunity. Thank you for reading. Talk soon.

James

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How I Turned an Idea with No Brand, No Systems, And No Audience, Into A Business That Generates Over \$1.2 Million in Revenue per year, That Customers Never Want To Leave, And Staff Never Quits.

JAMES BALAILA

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Over nearly 2 decades, I've been responsible for turning patterns into strategies that directly increase revenue. But more importantly, strategies that can withstand the pressure of ever-evolving sales environments. When team management, sales funnels, copywriting, and customer trust are clear in their execution; customers stay, team morale goes up, and revenue increases. I have replicated this strategy across many environments, and it scales everywhere I go.

Co-Founder & General Manager

Miami Strong Gym

April 2018 – Present

- I took a gym idea that did not exist—no brand, no audience, no inherited systems—and built it into a business generating over **\$1.2M per year**, in revenue.
- The average Miami Strong member stays **629 days**, without forcing them into a contract. In most gyms, members leave after 180 days. My strategies 3x'd the average member retention rate.
- The gym has nearly **1,000 five-star Google reviews** and over **8,500 five-star Class Pass reviews**. That level of feedback came from delivering the same high-level experience every day, using proven, and repeatable workflows.
- I personally built all the systems that decide whether people stay or leave, starting with how new members are on-boarded and how staff are trained to handle problems before they grow.
- I wrote all advertising, sales scripts, and internal messaging myself, keeping the language direct so people knew exactly what type of positive experience they could expect. I never hired a marketing team. I did everything myself.
- Alongside marketing and messaging, I ran payroll, staffing, scheduling, and P&L oversight while maintaining service and quality as the business scaled.

General Manager

Spartan Gym – 1 Hotel South Beach

March 2017 – March 2018

- I ran the 14,000sq ft gym inside a five-star luxury hotel where expectations were set by luxury hospitality, not fitness standards. **The gym performance was CRITICAL for overall hotel booking as the phrase “gym and wellness” was the most searched advertising phrase** when customers researched the hotel.
- During my tenure, the gym itself met the standards required for **Forbes Five-Star recognition**, evaluated under live hotel operations. This is no small achievement.
- Within three months, guest satisfaction reached **97.7%, the highest of any department in the hotel beating Rooms, Beach, and Restaurants** on the hotel's internal UniFocus review system by tightening execution and eliminating service gaps.

- Public reviews grew from **23 to over 400 five-star reviews** in six months as consistency replaced variability.
- I managed the scheduling of nearly **40 classes per week**, trainers, and front desk staff while serving hotel guests and private residents in the same space.
- I handled payroll, staffing, scheduling, and departmental P&L while maintaining service quality in an environment with zero tolerance for mistakes.

Founder

Accolades Fitness LLC

March 2012 – March 2017

- I built a personal training business that **generated \$14k per month with no existing infrastructure, using persuasive direct response marketing**, and face-to-face selling.
- I was able to scale from charging \$50 per session to **\$150 per session**, with most clients training 12 times in a single month. Clients typically lasted 2 years or more because expectations were clear and results were delivered.
- I generated demand using mailed sales letters, postcards, and early Google advertising. Keep in mind, it was early 2010s.
- I sold every client personally, using structured conversations that focused on value, outcomes, and commitment. I used a very structured sales flow. Nothing was random.
- I increased lifetime value through planned upsells and down sells while maintaining long-term client trust.

Copywriting Accolades & Strategic Creative Direction that directly generated more Revenue

- In 2020, I wrote a direct-response Video Sales Letter for a prominent Univision television anchor that generated **\$33,269 in sales within 48 hours** for an online motivational program.
- I've developed direct sales letters and advertising for multiple consumer brands, including **men's dating programs, women's apparel, health supplements, and a topical pain-relief product**, adapting language to different audiences and buying mentalities.
- **In 2012, I wrote and published my first book titled, *LEAN365 How To Get Lean and Stay Toned Year Round***, as a positioning tool to establish authority as an expert in the fitness industry, shorten sales cycles, and build instant trust with high-end clients in a competitive market. Currently, I am in the process of completing my 2nd book.
- My books are key sales material to be used directly in my marketing and sales process, helping convert prospects into long-term clients, at high ticket prices, by reinforcing credibility and trust before the first conversation.
- I apply the same persuasion principles across video, image ads, and scripts that I use in live selling environments—clear offers, clear expectations, and language that drives action.