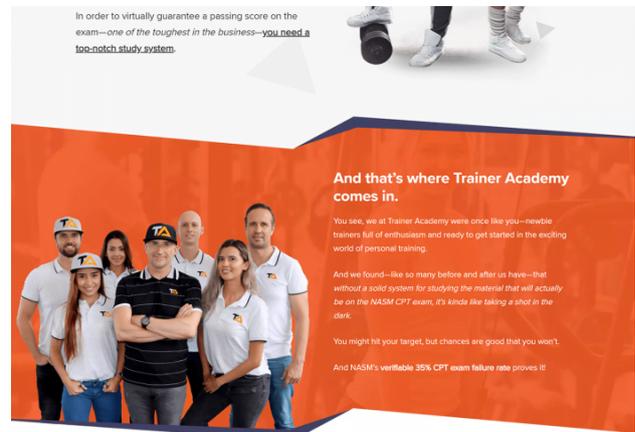
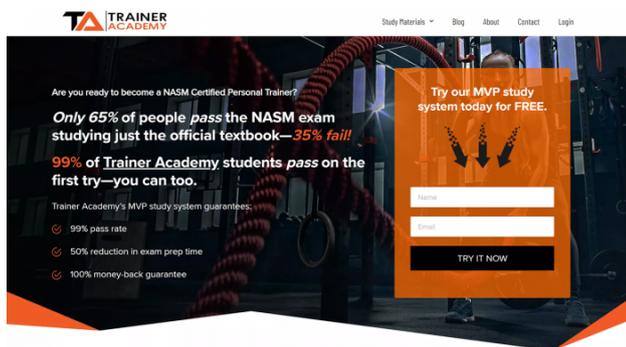




## The Situation

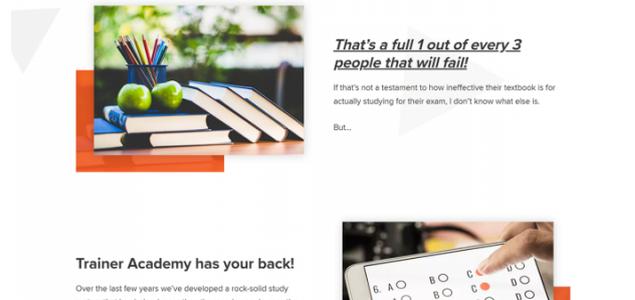
A business in the personal training space wanted to improve the return on investment they were seeing from email marketing. They were using ActiveCampaign but weren't utilizing it fully.

Their automations were built sloppily and lacked proper structure. We were hired to come in and clean up their automations, write new email copy, and revamp their template designs. We were also hired to rewrite their sales page copy and implement a new design. The goal was to split test our new version against their existing sales page to see if we could improve conversion rates.



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# Sales Funnel Build

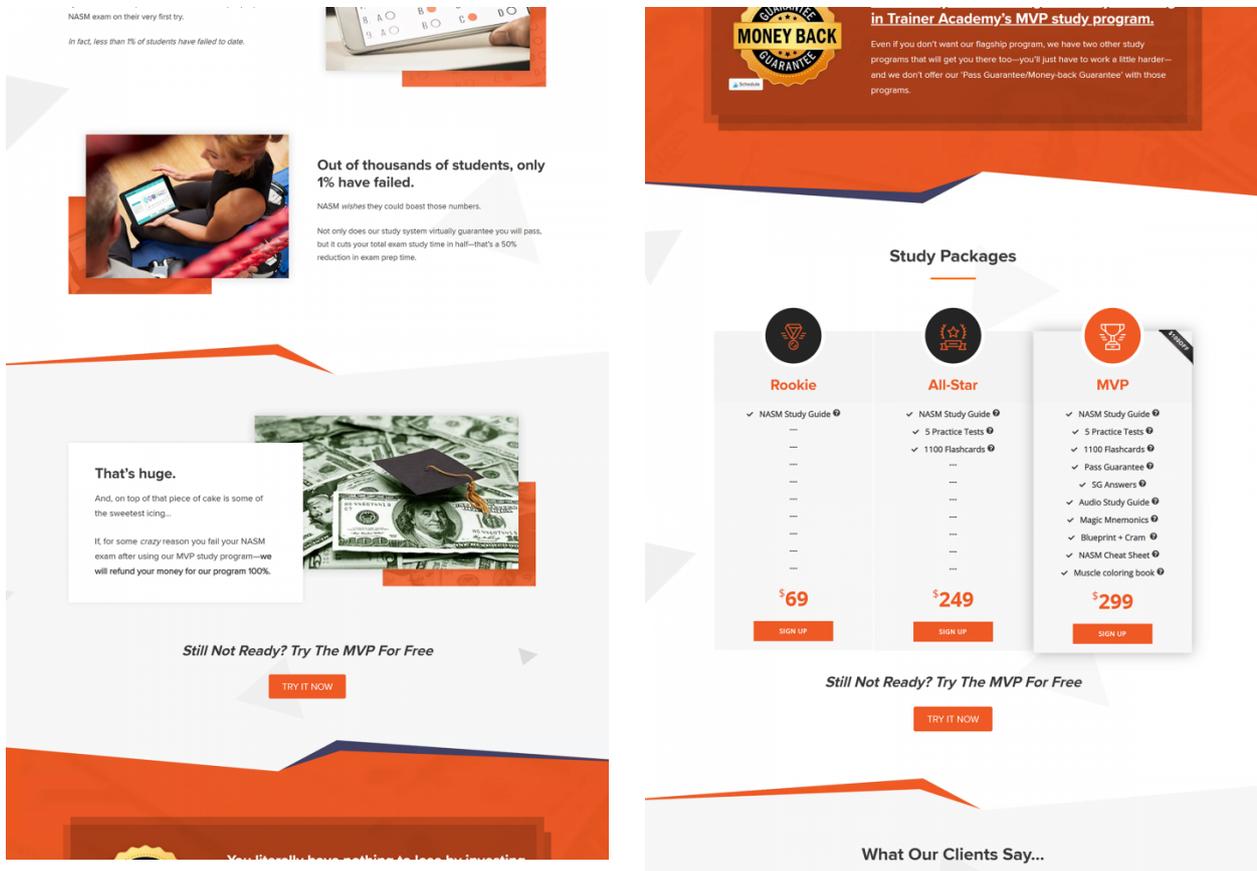


## The Outcome

We analyzed their existing automation flow and completely revamped it. We added in a self-segmentation survey towards the beginning of their flow so that people could identify at which point in the research/buying journey they were in, thus allowing us to send targeted content specific to their needs. This resulted in nearly double the open rates and double the clickthrough rates they were previously seeing in their old automation.

We wrote new copy and thoroughly redesigned their sale page then setup an A/B split test of it and their existing sales page on Google Optimize. With the sales page we rewrote and redesigned, the client saw more than double the revenue of their existing sales page.

- ✓ Nearly doubled the open rates per email
- ✓ Doubled the click-through rates per email
- ✓ More than doubled the revenue per sales page session



# Sales Funnel Build



"I passed! Overall very helpful study materials. Shaved off hours of study time by helping me focus on what's really important for the exam."

"I am now NASM certified thanks to Trainer Academy. My favorite parts were the spaced repetition flashcards, the funny mnemonics and the study guide!"

"The practice exams from TA were very similar to the ones on the real exam. They helped me judge if I was prepared enough to take the real thing!"

Nick Mirguy Jenny Kehr Carlos Robles

### Frequently Asked Questions

What happens after signing up?  
After signing up you will get an email immediately with the login information to access all of your NASM CPT study materials. You will be on your way to passing the NASM CPT exam within one minute.

Can I learn more about the materials?  
Do you really have a 99% pass rate?  
How does the exam pass guarantee work?  
How does it reduce study time by 50%?  
How did you create the study guide & tests?  
How can I contact Trainer Academy?

Trainer Academy's MVP study system guarantees:  
99% pass rate

Try our MVP study system today for FREE.

Ask you ready to become a NASM Certified Personal Trainer?

Only 65% of people pass the NASM exam studying just the official textbook—35% fail!

99% of Trainer Academy students pass on the first try—you can too.

Trainer Academy's MVP study system guarantees:  
99% pass rate  
50% reduction in exam prep time  
100% money-back guarantee

Try our MVP study system today for FREE.

Trainer Academy's MVP study system guarantees:  
99% pass rate  
50% reduction in exam prep time  
100% money-back guarantee

When you've invested several hundred dollars into the NASM program, and close to a hundred hours or more in study time—the last thing you need is to fail the exam.

Yet, a full 35% of hopeful NASM CPTs do fail on the first attempt at the exam.

Why?

The reason is actually quite simple.  
It's because the NASM textbook is 700+ pages and most people do not know how to study efficiently or effectively.

Sorry—but it's just a fact.  
Plus, lots of people have testing anxiety that compounds the issue.

The NASM textbook, while a fantastic work that is jam-packed with all the information you need to start a successful personal training career, is not written with effective, efficient study in mind.  
It's a tonne of knowledge.

In order to virtually guarantee a passing score on the exam—one of the toughest in the business—you need a top-notch study system.

And that's where Trainer Academy comes in.

You see, we at Trainer Academy work once like you—health fitness fan of enthusiasm and ready to get started in the exciting world of personal training.

And we found—like so many before and after on health—that without a solid system for studying the material that will actually be on the NASM CPT exam, it's kinda like taking a shot in the dark.

You might hit your target, but chances are good that you won't.  
And NASM's verifiable 35% CPT exam failure rate proves it!

Still Not Ready? Try The MVP For Free

TRY IT NOW

That's a full 1 out of every 3 people that will fail!

If that's not a statement to how ineffective their textbook is for actually studying for their exam, I don't know what else is.

But...

Trainer Academy has your back

Over the last few years we've developed a rock-solid study system that has helped more than thousands people pass the

## Tools Used

*"It is essential to have good tools, but it is also essential that the tools should be used in the right way." – Wallace D. Wattles*



### Klaviyo

The best email marketing and automation solution for eCommerce-based businesses and affiliate marketers.



### Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



### WordPress

A web publishing software you can use to create a beautiful website or blog.



### Google Optimize

A free website optimization tool that allows you to test variants of web pages and see how they perform against an objective.

