GYM OWNER REEL KIT

The 25-second free trial reel

A fill-in-the-blank script for one talking-head reel built around one free-trial offer. Film it on your phone, post it, then judge it by trial bookings.

1

1. Hook (first 2 seconds)

"Lots of people in [your town] want to get fit and never start. Here's an easy way to begin." Say it on camera, face first, in under 10 words.

2

2. Problem (3 to 6 seconds)

"Most gyms ask you to sign a contract before you even know if you'll like it."

3

3. The one offer

"Come try [gym name] free for [number] days. No contract, no pressure." Pick one trial offer and do not mention anything else.

4

4. The one action

"Tap the link in my bio and book your free trial." Use one action only. Do not add follow, share or visit the site.

5

5. Close (last 3 seconds)

"Spots for trials are limited each week, so book yours today." Only say this if it is true for your gym.

6

6. Scorecard after 7 days

Write down: trial bookings from this reel, trials who showed up, trials who joined. Keep the version that books trials, even with fewer views.

Before you film: Say your offer out loud once without notes. If it takes more than one sentence, cut it down until it fits.