

FREE SWIPE FILE · CHAPTER 3

STORYBRAND AD COPY SWIPE FILE

30 plug-and-play ad copy templates organized by avatar and tagged by StoryBrand element. Pulled from real LASSO campaigns and our evergreen voice. Steal what works.

"Most leads aren't bad leads. They're just not ready. The gap between awareness and commitment is wider than most gyms think. Strong messaging closes that gap."

TOMMY · LASSO · GYM MARKETING MADE SIMPLE PODCAST EP 112

01 THE STORYBRAND SB7 FRAMEWORK

USE THIS FOR EVERY AD

Every ad in this swipe file follows the StoryBrand SB7 structure. Master the pattern. Plug in your avatar. Watch conversion rates jump.

1 A CHARACTER (YOUR AVATAR)

Your customer is the hero, not your gym. Lead with who you're talking to, not what you do.

LASSO voice: "For moms in [City]." "For 40+ adults who refuse to slow down."

2 HAS A PROBLEM

External (visible) + Internal (emotional) + Philosophical (why it matters). Hit all three.

LASSO voice: "Tired of starting Monday and quitting Thursday." "I don't recognize myself in photos."

3 MEETS A GUIDE (YOU)

Show empathy + authority. You've helped people just like them. You're not just another gym.

LASSO voice: "Built by gym owners doing \$50K+/month." "500+ gyms have done this with us."

4 GIVES THEM A PLAN

Make the path forward simple. 2 to 3 steps maximum. Reduce uncertainty.

LASSO voice: "Book a paid intro. Train with a coach. Decide if we're a fit."

5 CALLS THEM TO ACTION

One direct ask. Not "learn more." A real next step. Time-bound when possible.

LASSO voice: "Book the Paid Intro." "Apply for the Next Cohort."

6 HELPS THEM AVOID FAILURE

Name the cost of inaction without scaring them. What happens if they keep doing nothing?

LASSO voice: "Every member waited 6 months and wished they hadn't." "The cost of waiting is more than the cost of joining."

7 ENDS IN SUCCESS

Paint the picture of who they become. Identity transformation, not just outcomes.

LASSO voice: "Feel like yourself again." "Be the dad your kids see being strong, not exhausted."

How to read this swipe file: Every template below has two tags. The first is the avatar (who it's for). The second is the SB7 element it leads with. Match the SB7 element to where your reader is in their decision: top-funnel = Character + Problem, middle = Guide + Plan, bottom = CTA + Failure + Success.

EVERGREEN LASSO VOICE

5 templates pulled from LASSO's evergreen funnel. Adapt the structure. Swap in your gym's specifics. These already convert.

UNIVERSAL · LASSO TAGLINE

SB7 · GUIDE + PLAN

01

We Get Leads. We Book Your Calendar. You Just Close.

Most gym owners are buried in ads, follow-up, and unanswered DMs. **You shouldn't be doing all three.** Our system handles the ads and the booking. Your team handles the close. That's how 500+ gyms have done it with us.

→ [SEE HOW IT WORKS](#)

UNIVERSAL · LEAD READINESS

SB7 · PROBLEM

02

Most leads aren't bad leads. They're just not ready.

The typical gym lead converts at around 10%. That's not because 90% are tire kickers. It's because the gap between "I'm interested" and "I'm ready" is wider than you think. **Real follow-up systems close that gap. We build them.**

→ [SEE THE NURTURE SYSTEM](#)

UNIVERSAL · BUILT BY OWNERS

SB7 · GUIDE

03

Built by gym owners doing \$50K+ a month.

Every system in our framework was tested in a real gym before it was ever sold. We didn't learn marketing from a course. We learned it from running a gym, growing a gym, and getting tired of watching other gyms get sold bad advice.

→ [READ OUR STORY](#)

UNIVERSAL · 70%+ CLOSE

SB7 · SUCCESS

04

When the lead is ready, our gyms close at 70%+.

Industry average is 30 to 40%. **That gap is sales training, not luck.** Our team trains your coaches on the exact 5 scripts that turn first conversations into lasting memberships. Most gyms see the jump in 30 days.

→ [SEE THE SALES TRAINING](#)

The only complete gym growth system. Ads. Nurture. Booking. Sales.

Most agencies sell you one piece and leave you to figure out the rest. That's why most gyms fail with paid ads. **We run the ads, nurture the leads, book the appointments, and train your team to close.** One system. One result.

→ **BOOK A GROWTH CONSULT**

POST-POSTPARTUM MOM AVATAR 1

POSTPARTUM · PAIN HOOK

SB7 · PROBLEM

06

"I don't recognize myself in photos anymore."

You're not lazy. You just had a kid. **Or two.** But the body in the mirror feels like a stranger and the time to fix it feels impossible. Our small-group program is built for moms who need real results without losing the whole evening.

→ [BOOK A PAID INTRO CONSULT](#)

POSTPARTUM · RESULT HOOK

SB7 · SUCCESS

07

Get your strength back. Keep your evenings.

For moms in [City] who want to feel like themselves again. 45-minute sessions, three times a week. Childcare included. Real coaching, real community, no judgment.

→ [BOOK A 30 MIN CONSULT](#)

POSTPARTUM · CONTRAST HOOK

SB7 · CHARACTER

08

Most gyms are built for 22-year-olds. This one isn't.

No mirrors covered in protein powder. No bros. No "let's add another 50 pounds." Just real coaching for moms who want their body back without losing what's left of their schedule.

→ [SEE WHAT WE DO](#)

40+ RECLAIM AVATAR 2 · DISTRICT H FRAME

RECLAIM · FRUSTRATION HOOK

SB7 · PROBLEM

09

You used to be the strongest one in the room.

Now you're tired by 8 PM, your back aches getting out of the car, and the bathroom mirror tells the story. You don't need a six-week challenge. **You need to get back to who you were.**

→ [BOOK THE STRENGTH RESET CONSULT](#)

RECLAIM · IDENTITY HOOK

SB7 · CHARACTER

10

For the dad who refuses to "get old."

If you're 40+ and still want to lift heavy, play hard with your kids, and feel sharp at work, you're our person. Real strength training. Smart coaching for adult bodies. No CrossFit, no gimmicks.

→ [SEE THE 12-WEEK STRENGTH PROGRAM](#)

You loved CrossFit. Then your body said no.

For 35+ adults who used to crush metcons and now can't put a sock on without pain. We built a strength program for people exactly like you. Heavy enough to feel like an athlete. Smart enough to not wreck you.

→ [READ ABOUT THE RECLAIM PROGRAM](#)

BUSY PROFESSIONAL AVATAR 3

PROFESSIONAL · TIME HOOK

SB7 · PLAN

12

3 hours a week. Real results.

For busy professionals in [City] who don't have 5 days to give to a gym but refuse to keep neglecting their health. Three 50-minute sessions. Programmed by a coach. Done.

→ [BOOK A 30 MIN CONSULT](#)

PROFESSIONAL · STAKES HOOK

SB7 · FAILURE

13

Your career is taking everything. Your health is paying for it.

High performers we work with all say the same thing: the work demands kept growing, the workouts kept shrinking. Our program is built around your calendar, not the other way around.

→ [TALK TO A COACH](#)

PROFESSIONAL · PEER HOOK

SB7 · CHARACTER

14

Most of our members are CEOs, surgeons, and lawyers.

Quiet, focused gym. Small group sessions. Coaches who know your name and your goals. If you're done with chain-gym chaos, this is for you.

→ [SEE IF YOU'RE A FIT](#)

FIRST-TIMER / INTIMIDATED AVATAR 4

FIRST-TIMER · WARMTH HOOK

SB7 · GUIDE

15

"I've never been in a gym before. Is this okay?"

Yes. Especially here. Our coaches have built our entire program around people who are starting from zero. No judgment, no comparison, no "you should already know this." Just first steps that actually feel doable.

→ [TAKE THE FIRST STEP](#)

FIRST-TIMER · EMPATHY HOOK

SB7 · GUIDE

16

You're not behind. You're starting.

Every member here started exactly where you are. Some were nervous in the parking lot. Some cried in their cars. Now they're the ones welcoming new people in. That'll be you.

→ [BOOK A FRIENDLY CONSULT](#)

WEIGHT LOSS AVATAR 5 · X4 STYLE FRAME

Lose 20 pounds in 90 days. Without a fad.

For people in [City] who are tired of starting over. Strength training plus nutrition coaching, three times a week. The pounds come off and stay off because we don't ask you to do anything insane.

→ [SEE THE 90-DAY PLAN](#)

Why diets fail (and what we do instead).

Diets make your body lighter. Our program makes your body stronger. The result is the same on the scale, but only one of them sticks. Want to know why?

→ [READ MORE](#)

The "Fit in 42" Program. Yes, it's a real number.

42 days. Real workouts. Real coaching. Real members holding you accountable. By the end you'll know exactly what your body is capable of. Limited spots. New cohort starts [date].

→ [APPLY FOR THE NEXT COHORT](#)

FORMER ATHLETE AVATAR 6

ATHLETE · IDENTITY HOOK

SB7 · CHARACTER

20

You were an athlete. You haven't stopped being one.

For former college, high school, or competitive athletes who are 5+ years out of season. Your body remembers how to train. Our program builds strength back without the wear and tear of 22-year-old programming.

→ [BOOK A CONSULT](#)

ATHLETE · TRANSFORMATION HOOK

SB7 · SUCCESS

21

From "I used to be in shape" to "I am in shape."

Most "fitness" programs are designed for people who were never athletes. Ours is for people who were. Strength-first programming. Smart progressions. The athlete mindset, applied to an adult body.

→ [SEE HOW IT WORKS](#)

UNIVERSAL HOOKS USE FOR ANY AVATAR

UNIVERSAL · PAID INTRO

SB7 · PLAN + CTA

22

A real consult. Not a free pitch.

Before you join, you'll meet with a coach for 30 minutes. We'll learn your goals, walk you through the space, and see if we're a fit. **\$97 paid intro applies to your first month.** No high-pressure sales, no free trial nonsense.

→ [BOOK THE PAID INTRO](#)

UNIVERSAL · SOCIAL PROOF

SB7 · GUIDE

23

300+ members. 4.9 stars. One reason.

We don't sell fitness. We sell follow-through. Our coaches make sure you actually show up, actually progress, and actually like coming back. That's why we're full.

→ [SEE WHAT MEMBERS SAY](#)

UNIVERSAL · CURIOSITY HOOK

SB7 · PROBLEM + GUIDE

24

The reason most people quit gyms (and what we did to fix it).

It's not the workouts. It's not the price. It's the feeling of being a stranger. We built our entire onboarding around that one problem. The result is a 92% three-month retention rate.

→ [READ THE STORY](#)

The boutique gym [City] keeps recommending.

No chain. No 5 AM bro-yelling. Just a quiet, small-group gym in [Neighborhood] where coaches know your name. If you're new to [City] or just over the chain-gym chaos, come meet us.

→ [BOOK A CONSULT](#)

Most gyms are built to sell memberships. Ours is built to keep them.

90% of new members at most gyms quit in the first 90 days. Our number is 8%. The difference isn't motivation. It's our onboarding system. Want to see it?

→ [SEE THE SYSTEM](#)

You don't need willpower. You need a calendar.

Showing up to a workout alone is hard. Showing up to a small group where people notice you missing is easy. That's our whole programming theory. It works because human beings don't change alone.

→ [BOOK A CONSULT](#)

We're not for everyone. Here's who we are for.

If you want a magic pill, this isn't it. If you want a coach who tells you the truth, a programming plan that makes sense, and a community that actually shows up, you're our person. Members who fit thrive here.

→ [SEE IF YOU'RE A FIT](#)

Built by gym owners. For gym members.

Every coach here has run a gym. Every program was built from 10+ years of figuring out what works on real people. No franchise playbooks. No corporate scripts. Just coaches doing real coaching.

→ [MEET THE COACHES](#)

Every member here waited 6 months and wished they hadn't.

The cost of starting isn't the membership. **The cost is the version of you that exists 6 months from now if nothing changes.** If something already needs to change, the time to start was probably last year. Today is the second best.

→ [BOOK YOUR CONSULT](#)

How to test these: Pick 4. Same image, different copy. \$20/day each for 5 days. Lowest CPL wins. Sherman's rule: **"You don't need to be different. You need to be clear."**