# Fit-mate Beta Trial Overview

## Introduction

Fit-mate, spearheaded by Ian Shaw, aims to boost sales and client retention rates for fitness professionals.

Background on Team

* Ian has worked professionally as a full stack software developer for multiple companies
* Ian placed second in an AI coding competition in September 2023
* Ian has a keen interest in fitness and has created a fitness leaderboard application
* Ian has trained his parents using Ben Patrick’s ATG system to improve their mobility
* Other member of the team is a professional video editor working working on projects such as sports broadcaster DAZN and the Edinburgh Arts Festival

## Key Benefits

### Video Content Creation

* 8 shortform videos or (depending on length) 1 long form video.
* Ability to create new footage and voiceover with AI or use footage shot by client
* Incorporate lead magnets into videos such a free products
* Editor can fully edit or just provide professional feedback to videos
* Assessment of current content
* Videos can be posted at time intervals automatically

### Streamlined Communication

* Boost your sales and client retention rates.
* Manage and automate all your messages and emails effortlessly in one place.
* Product is flexible to user’s needs
* Ability to be hands on or automate all replies
* AI responses can create draft responses or can send the responses
* Knowledge base created based on all available products and frequently asked questions
* Can be created to handle different languages

### Products Working Together

* Lead magnets in video suggest can lead to automatic lead info collecting in the DMs
* Communication can funnel towards videos, other products, websites etc or outcome such as collecting email etc

### Beta Trial

* Direct Interaction: product will be iterated based on user feedback over the trial period
* 6 weeks using communication product
* Requires to user to provide feedback throughout and finally a testimonial
* Only 5 spots in total available
* Participaction Fee: $50

Steps Before Signing up

* Start by answering qualifying questions
* then book a discovery call with Ian Shaw
* The discovery call will guage whether the product will benefit the user enough. The aims and goals of the the user will dictate the product offered.

## Program Structure

* The 6 week period will start on receiving the communication element of the offering.
* User feedback will directly dictate changes made to product