

Two Versions of the Same Gym

What your business looks like without the system, and with it. Every number below is from your own ad account, CRM, and Stripe.

NOT A LEAP OF FAITH Everything in the right column has been running live in your own **Sterling** gym for months, and in HYR alongside it. You have already been getting it. **Ashburn is the second Apex install, not the experiment.**

WITHOUT THE SYSTEM

A vendor, an invoice, and a gut feeling.

You are flying blind.

Lead Labz spent **\$9,328** at Sterling in 101 days. Nobody could tell you what a trial cost, whether anyone showed up, or which ad worked. You found out because we looked.

\$139 a booked trial. 34% show up.

That is **\$259 to \$622** to put one person on the mat, and their leads show at barely a third. Invisible to you until now.

27 campaigns in 101 days, none stabilized.

Launched and killed every few days, so the ad system never learned. Kids advertising switched off entirely, right before back-to-school.

Ashburn is sliding, unseen.

Five straight months of net member loss, roughly **\$13,000 a month** in lost run-rate, on two broken websites. You can only see it now because we read four years of your Stripe.

Every decision on intuition.

Hope as the plan, and no scoreboard to tell you if it is working.

You are already paying for every line above. You just cannot see it happening.

WITH THE SYSTEM

One machine, one scoreboard, every dollar accounted for.

You can see everything.

Every lead sourced, every trial tracked from booking to show, cost per show by channel, churn by cohort, and ad ROI. One dashboard, and **Dan owns it.**

Booked trials at about half the cost.

Roughly **\$78 a booked trial** on a funnel we can measure. We found and killed a conversion-blocking bug in a single day, because we could see it happening.

The machine works both ends.

Search, maps, and AI-answer visibility bring the right people in; automated follow-up walks them to the door. Your Sterling site shows **63%** against the vendor's 34%.

Ashburn gets the same visibility.

One new site to replace the two broken ones, the same tracking, and a plan built on **\$2.35M** of your real history from ~1,674 members.

Every decision on data.

Every dollar shows its work, every month, at the phase gate.

Same spend as today, made visible, and made to work.

THE PART THAT MATTERS

You both want the same thing: **a fuller mat**. The only question is how you get there. Without the system you spend more, fill less, and cannot see why. With it, **John gets more members at a lower cost** with nothing to manage, and **Dan gets the scoreboard** that makes every dollar pull more people through the door. Same goal. One version delivers it, and can prove it.