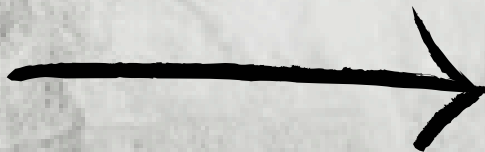


Inside the LAB

**SAME
WORKOUT.
DIFFERENT
EXPERIENCE.**

The Aaron Effect

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING

Inside the LAB

**GTX is the same
workout at
every Lifetime
Fitness.**

**But my friend Mark and I only go when
Aaron is teaching. And not because he
changes the workout...**



FAB FOUR LABS
MARKETING

Inside the LAB

Aaron just makes it better.

He connects with people.

He explains things clearly.

He brings energy to the room.

Same workout. Same 60 minutes.

COMPLETELY DIFFERENT EXPERIENCE.



FAB FOUR LABS
MARKETING

Inside the LAB

**Most companies
sell similar
products.**

**THE DIFFERENCE IS HOW PEOPLE
EXPERIENCE YOU.**

Marketing isn't just **WHAT** you say,
it's how you show up.



FAB FOUR LABS
MARKETING



Inside the LAB



FAB FOUR LABS
MARKETING