

Legacy Performance *Club*

Wichita, KS · 67205 · Prepared May 2026



AUDIT SCORE

Real business, *weak storefront* — biggest fixes are 60 days away.

● BUILT ON THE REPS METHOD

R READY

E ENGINE

P PIPELINE

S SCALE

CATEGORY BREAKDOWN

SNAPSHOT

● Website experience	55	REVIEW
● Social presence	32	FLAGGED
● Google presence	38	FLAGGED
● Local competition	65	REVIEW

● TOP RECOMMENDATION

Get to 25+ Google reviews in 60 days. With only 4 reviews after 5+ years, this is the single highest-leverage fix — and the gate every other improvement runs through.

Strong business, *soft front door*.

A one-page read of where you stand right now — what's already working, what's holding growth back, and the order to tackle it in.

You have a **real business in a great location** — 5+ years in operation, real coaches, real programs, and an expanding ecosystem with PT and nutrition under one roof. The business itself is solid. What's holding growth back isn't the gym — **it's the front door**. Google reviews, homepage clarity, and how your student-athlete program comes across all have gaps that fix in 60–90 days.

WHAT'S WORKING

- **5+ years in business** in a competitive Wichita market — that's real staying power.
- **Genuine differentiation:** private, never-crowded, limited-membership feel.
- **Real ecosystem play** — PT, nutrition, and coaching under one roof.
- **Sports performance is real.** Coaches, programs, and athlete results all exist.

WHERE THE GAPS ARE

- **4 Google reviews** after 5+ years. Competitors have hundreds.
- **Generic homepage** — doesn't say who it's for or where you are.
- **Instagram is dormant** — only 21 lifetime posts after 5+ years.
- **Student-athlete program is buried** — your strongest differentiator isn't surfaced.

● THE PRIORITY LIST

Five fixes, *in order*.

Start at the top. Each item compounds on the one before it. The first three are quick wins — they should move in the next 14 days.

1

Get to 25+ Google reviews in 60 days.

Build a simple ask-text process. Every new review compounds — this is the single biggest unlock.

2

Rewrite the homepage hero around student athletes.

Lead with your differentiator — Maize-area student athletes, family-owned, real coaches.

3

Clean up small trust signals on the site.

Remove placeholder text, reconcile the two phone numbers, and align contact info everywhere.

4

Build a student-athlete landing page with a real offer.

Coach bios, sport-specific programs, parent FAQs, and a "Free Athletic Assessment" CTA.

5

Activate Instagram with a 3x/week posting cadence.

Athlete spotlights, coach-led clips, and the family-owned story. Move from 21 lifetime posts to 12+/month.

● WHAT COMES NEXT

Let's walk through this on a *30-minute call*.

This is the snapshot — the call is where we go deeper on the why, the how, and the order. No pressure, no pitch. Just the truth and a clear next step.

Social Mulli



Marketing isn't a *magic pill*.
It's the *reps*.