



The Funnel Starter Kit for Fitness Coaches

5 Proven Tips to Attract, Engage, and
Convert Without Complicated Tech

By:

Aldrin Jay

Funnel Designer

[Book a Free Call](#)





Hey Coach!

Struggling to turn clicks into actual leads or clients? You're not alone. Many fitness coaches are great at training people, but not great at funnel strategy. That's where this guide comes in.

I created this simple eBook to give you real, **practical steps** to make your funnel more effective, **whether you're just starting or already have a basic setup.**

Let's keep it simple, powerful, and results-focused.

Let's go! 💪

— Aldrin





Tip #1

Start With a Hook That Speaks to Identity

Don't lead with features — speak to who they are.

Instead of:

“Join our 4-week fat-loss program!”

Try:

“Busy moms, here's how to lose fat without giving up your family time.”

Formula:

"Finally, a [solution] for [identity] who want [desire] without [pain]."



Tip #2

Keep Your Funnel Simple

Your funnel doesn't need 5 pages and 10 steps.
Keep it clean:

Simple Funnel Flow:

1. Landing Page: What problem do you solve?
2. Lead Magnet: Offer a freebie (PDF, guide, video)
3. Thank You Page: Deliver the freebie + add a CTA (book a call)

✨ Most fitness coaches overcomplicate this. Clean wins.



Tip #3

One Call to Action (CTA) Per Page

Don't confuse your visitors.

Your page should have one clear CTA — like:

- “Download My Free Plan”
- “Start Your Transformation”
- “Book a Free Call”

Make your button stand out. Use action words.



Tip #4

Show Results Early

Use testimonials, before/after stories, or transformation phrases.

Example:

“After just 4 weeks, I signed 3 new clients using this exact funnel.”


Even if you're starting, use a case study or show your method clearly.



Tip #5

Make It Mobile-Friendly

Most of your visitors are on mobile. Optimize for:

- Short, bold headlines
 - Clear spacing
 - Tap-friendly buttons
 - Quick loading times
- ➔  Always preview your funnel on your phone before publishing.



Bonus

Free Headline Formula Sheet

Use these to write powerful headlines:

- “Finally, a plan that helps [who] get [result] without [obstacle]”
- “The [X-Day] Fix for [Target Result]”
- “Why most [type of person] never reach [result] — and how to fix it”



Ready to Build a Funnel That Works?

You've got the ideas. I'll help you bring them to life with strategy, clean design, and simple setup.

Let's build a funnel that reflects your brand and brings in leads — **without the tech overwhelm.**

Book your free 1-on-1 call

[Book a Free Call](#)

<https://calendly.com/aldrinfunnels/30min>

or

email me:

aldrinfunnels@gmail.com