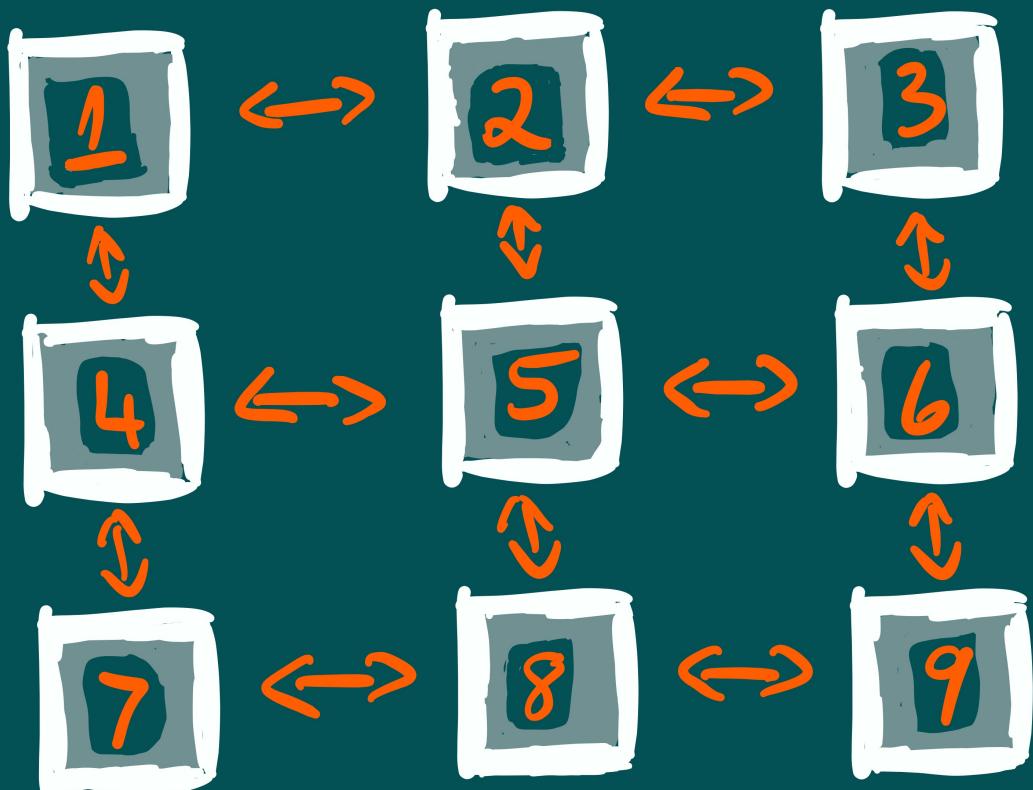


# FITPRO PLAYBOOK

*A Short Practical Guide for Freelance Fitness Coaches  
Searching for True Independence.*



**By Stian Weideman**

# Why This Playbook Exists

This playbook didn't come from a single idea.

It came from a long stretch of trying to make sense of things that should have worked, but didn't. For years, I assumed there was a straight path... Learn the right method, follow the right model, execute consistently, and everything would fall into place.

**It never did.**

Instead, I kept finding fragments. Something useful here. A good insight there. A framework from outside the fitness industry that explained part of the problem, but not all of it.

Every time I added a new piece, I expected it to give me exactly what I wanted (freedom and independence).

**It never did.**

My Goal from Day 1

So I kept trying different roles in the industry: youth coach, personal trainer, gym owner, online coach, studio manager, consultant, etc.

I learned a lot, but still couldn't put it together, so I invested in more certifications, courses, and mentors. There were multiple occasions I wanted to call it quits and walk away from the industry, but the idea of finding a 'normal job' simply sucked.

\* One random day I had an epiphany... I thought... What if instead of searching for answers in isolation, I started looking for connections. ?

What you'll find in this playbook is the connections I made between all the different parts of being a freelance fitness coach searching for true independence.

My goal was to keep this playbook as short as possible so you can understand the most basic version of the connections. If you'd like to go deeper, you can sign up for free below:

Get Deeper Access

# The Cost of Connecting the Dots



**Hours of Work**

If you average it out, this playbook represents roughly **36,000 hours** of in the trenches testing and exploring.



**Days Nonstop**

At 24 hours a day, that's about 1,500 days of continuous searching, learning, testing, failing, and refining.

## Hours spent:

- Trying to understand why capable coaches burn out.
- Why results don't compound the way they should.
- Why income feels unstable even when effort is high.
- And why freedom keeps getting promised, but rarely delivered.

Someone else could invest the same time and effort, but connect this in a completely different way due to:

- Different background.
- Different pressure.
- Different perspective.
- Different life constraints.

That's the point.



This is not 'the way'.

It's my way of connecting the dots, shaped by experience, failure, reflection, and refinement since 2007.

# What This Playbook Is... And Isn't

## Not a Formula



This is not a step-by-step formula or a system you simply install and all your problems magically disappear.

## A Way of Thinking



It is a way of thinking about our problems in isolation, and then reconnecting them with purpose.

It exists to help you:

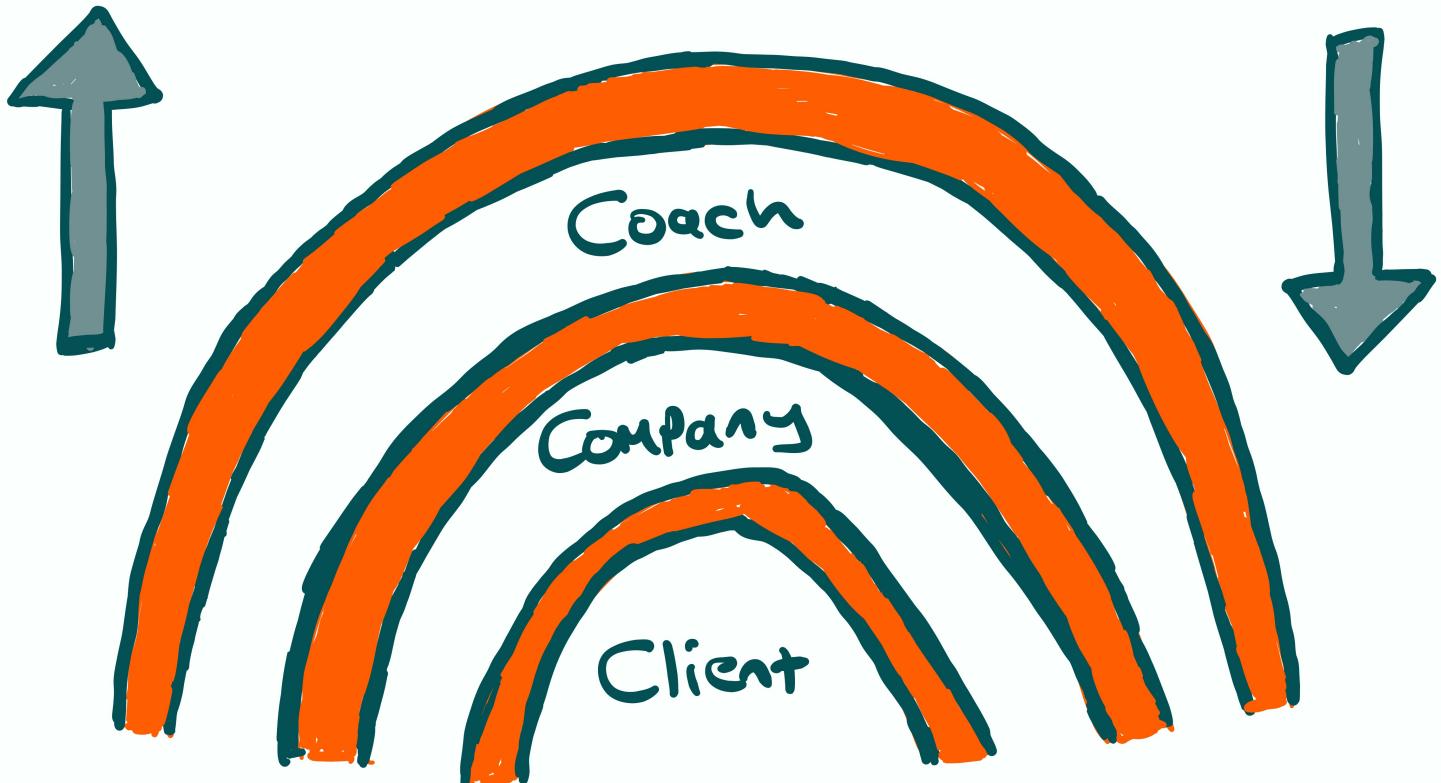
- Stop mixing roles that don't belong together.
- Stop relying on effort to solve structural problems.
- Stop building things that only work when life behaves perfectly.

You **won't** find promises of scale, tactics ripped from someone else's business model, or rules about what success should look like.

You will however find containers and conditions that make progress possible inside them.

# How to Read This

This playbook is structured deliberately. First, we define the containers in which everything lives, then we move through them in order:



Trying to reverse this order is why and where most freelance fitness coaches get stuck (ask me how I know).

Each section builds context for the next, and each pillar reinforces the others. You don't need to agree with everything, and you definitely don't need to adopt all of it.

But if you read it honestly, you should come away with something important:

A clearer sense of **why** things have felt harder than they needed to be, and a simpler way to move forward from here.

# One Last Thing

This playbook isn't finished. It's alive. It's something I refine constantly because life changes, priorities shift, and better questions emerge over time.

That's intentional.

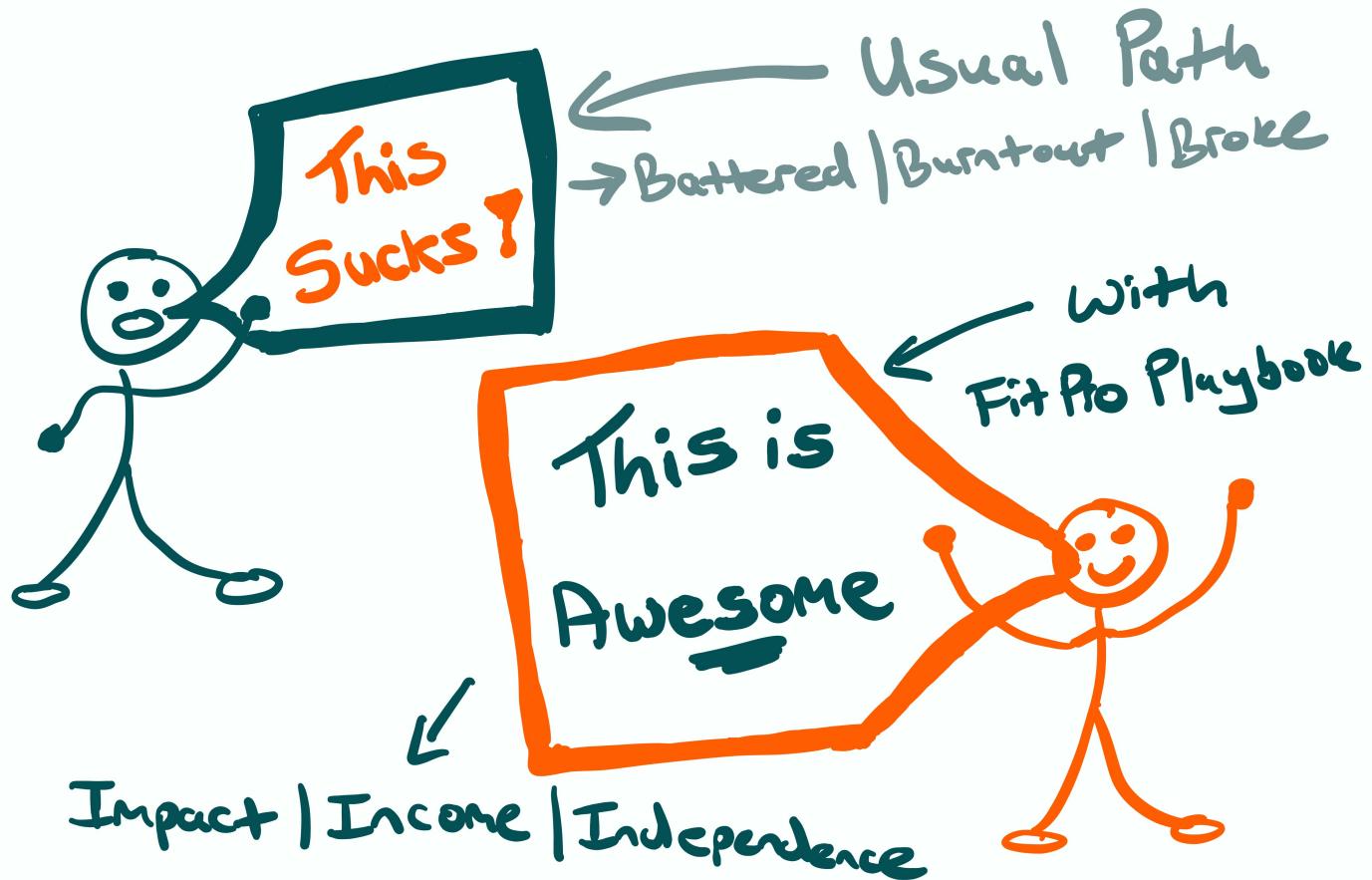
If you're looking for certainty, this won't give it to you. If you're looking for a way to think more clearly, design more intentionally, and build something that doesn't cost you your health, wealth, or sanity...

You're in the **right place**.

From this point forward, we'll use one term consistently:

- ★ **Coach:** Defined as a freelance fitness professional who intentionally builds a one-person coaching business that provides true independence (aka freedom).

Everything that follows is an intention to do exactly that.



# The Three Containers

Before we go any further, we need to clarify one word: **Container**.

- ⓘ A container is simply the **frame in which the game is played**. It defines the conditions, boundaries, and rules that shape outcomes; whether you've named them or not.

As a human being, you already operate inside a set of containers based on where you grew up, life experience, circumstances, etc.

Every sustainable coaching business/career is built on three distinct, but **interconnected containers**.

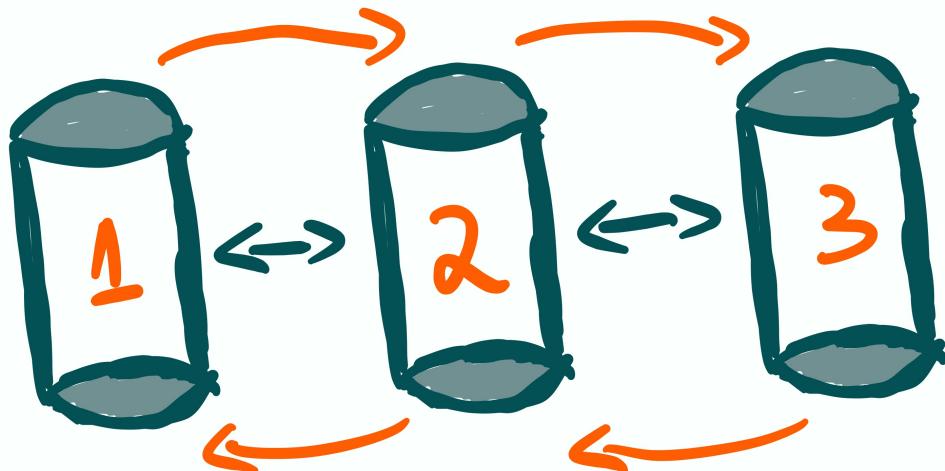
Most coaches feel the friction before they can name it...

- Some clients get results but others don't.
- Income is coming in but it's inconsistent or fragile.
- You're committed to the work but your personal life, health, and enjoyment keep taking a hit.

These problems often get treated as separate issues.

**They're not.**

They usually show up because one (or more) of the core containers is undefined, overloaded, or doing a job it was never designed to do.



# Understanding the Three Containers

<b>Client Container: Results</b>	<b>Company Container: Profit</b>	<b>Coach Container: Capacity</b>
How client results are created, sustained, and promoted.	How income is created and support the life you actually want.	How you protect and develop the asset everything depends on.

## When Containers Are Unclear

### Client Container Problems

- Over-explaining
- Over-adjusting
- Over-delivering
- Some clients thrive, others stall

### Company Container Problems

- Income depends on constant availability
- Boundaries blur
- Pressure quietly increases
- Even successful months feel fragile

### Coach Container Problems

- Burnout creeps in
- Learning stagnates
- Progress resets instead of stacking
- Energy depletes over time

When these containers are clear and working together, progress compounds. When they're blurred or collapsed into each other, everything feels heavier than it needs to.

From here on, this playbook will move through the containers in this order:

    
Client → Company → Coach.  
  

Each section deepens one container while reinforcing the others.

# BREAKTHROUGH BLUEPRINT

CLIENT CONTAINER

There's a point many capable coaches reach where things start to feel harder than they should.

It usually shows up **after** you've been coaching for a while.

Some clients make great progress and energize you, while others stall and quietly drain you.

You've been doing this for a while so you know it works, but when someone asks how you can help them... you explain away, but it seems like they just don't get it.

So you offer more free trial sessions and consultation calls, but they slowly start eating away at your soul... because nothing really comes from it.

# The Missing Piece

None of these problems **exists on its own**. They usually point to the same missing piece:

There's no clear, repeatable structure holding everything together. The **Breakthrough Blueprint** exists to solve that by giving you a stable container for how progress is created, explained, and demonstrated.

When this container is clear, everything downstream becomes easier to sustain.



## What Goes Wrong

Programs built for best-case scenarios that break when real life shows up.

## The Simple Fix

A stable container for how progress is created, explained, and demonstrated.



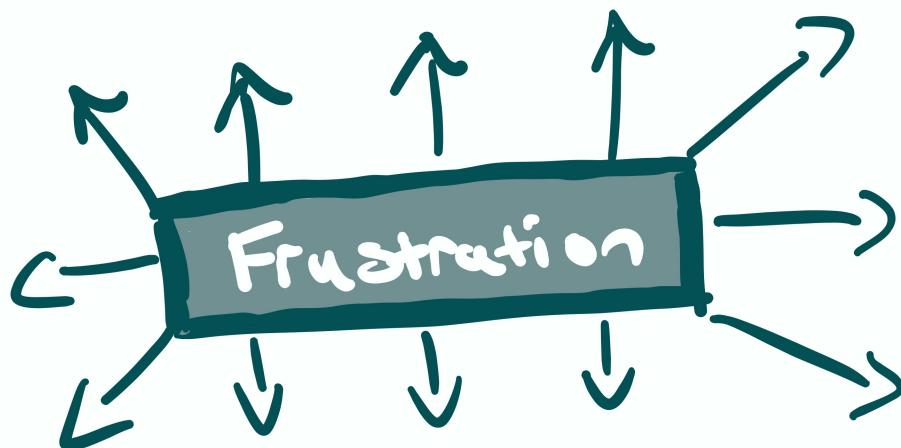
# Structure Before Freedom

- ❖ A Breakthrough Blueprint works like a sport. Every sport starts with a defined field/court, basic rules, and clear conditions for how the game is played. Those constraints don't limit freedom they create it.

Once the field is set, players are free to experiment, adapt, and improve without the game falling apart. Skills compound. Progress builds. The game stays recognizable, even as it evolves.

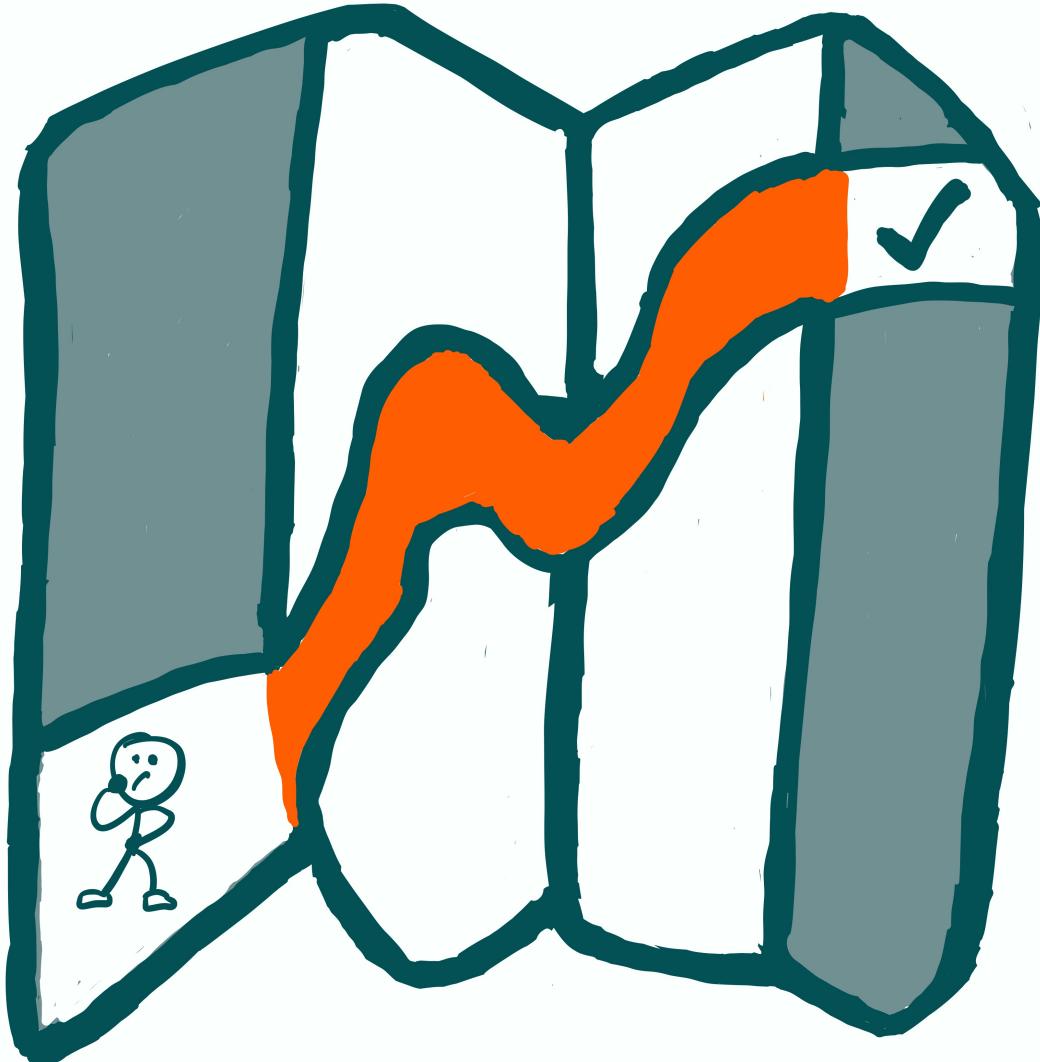
Where most coaches struggle is searching for **freedom first**. They chase new certifications and courses. They change methods constantly. They reinvent everything every few months because they're trying to make things work for different people in different situations.

Without a stable container, nothing compounds. Results reset instead of building, and every new idea feels like starting over. The Breakthrough Blueprint flips this. It defines the game first.



# Results Roadmap

*The specific way you help people make progress and the kind of results you're best at delivering.*



# Results Roadmap

*The specific way you help people make progress and the kind of results you're best at delivering.*

## Obstacle



You adapt to different people, say yes more often than you should, and stretch yourself to fit almost anyone who needs help. Some clients energise you, others quietly drain you, and it's hard to explain why.

## Outcome

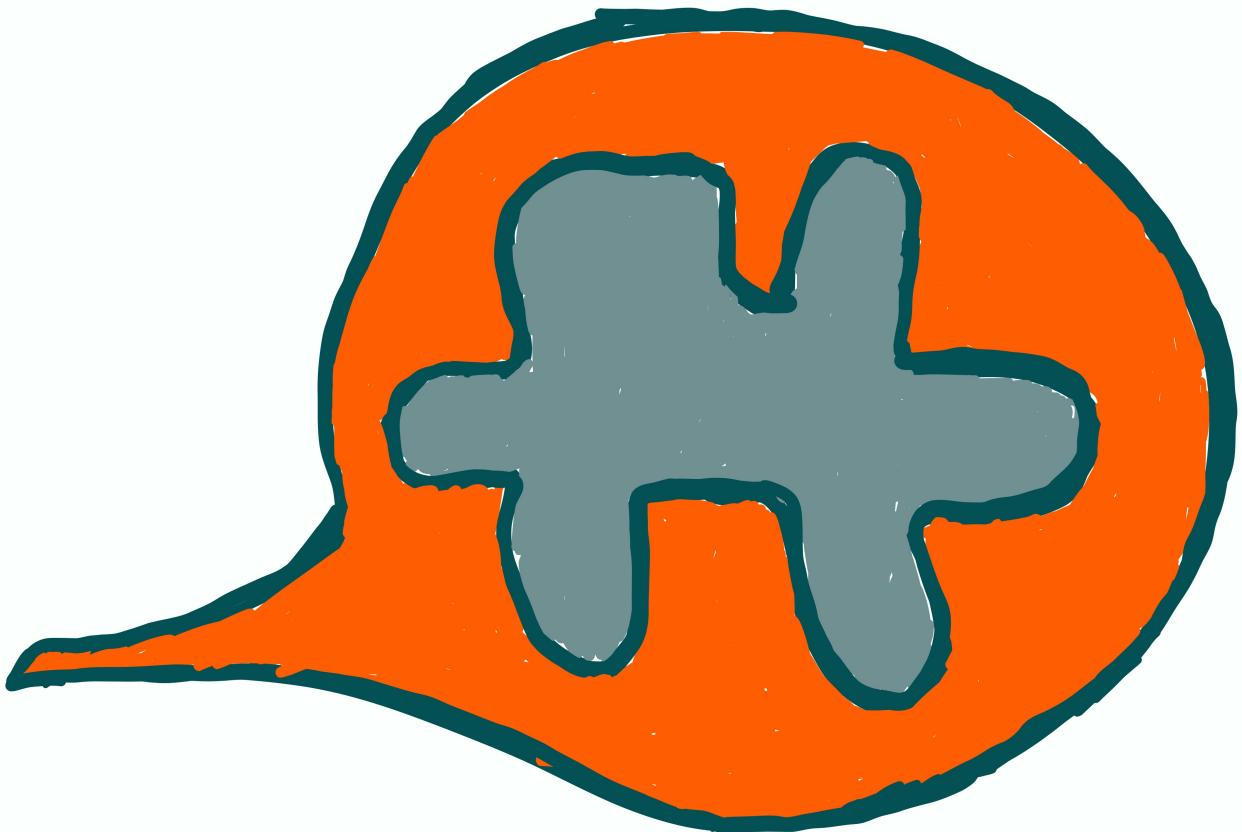


You know how you prefer to help people move forward, what conditions need to be in place, and what kind of progress you're uniquely good at creating. The right clients fit naturally and boundaries are easier to hold.

The Results Roadmap is **your** playbook, it defines the conditions you perform best inside, the principles you come back to under pressure, and the way you guide people through challenges when things don't go to plan.

# Language Layers

*Explaining your playbook in a way so the right people pay attention.*



# Language Layers

*Explaining your playbook in a way so the right people pay attention.*

## Obstacle



You talk about what you do, describe your approach, your thinking, your structure. Yet it doesn't always land. It's not that what you're saying is wrong; it just doesn't match how people experience their problems.

## Outcome



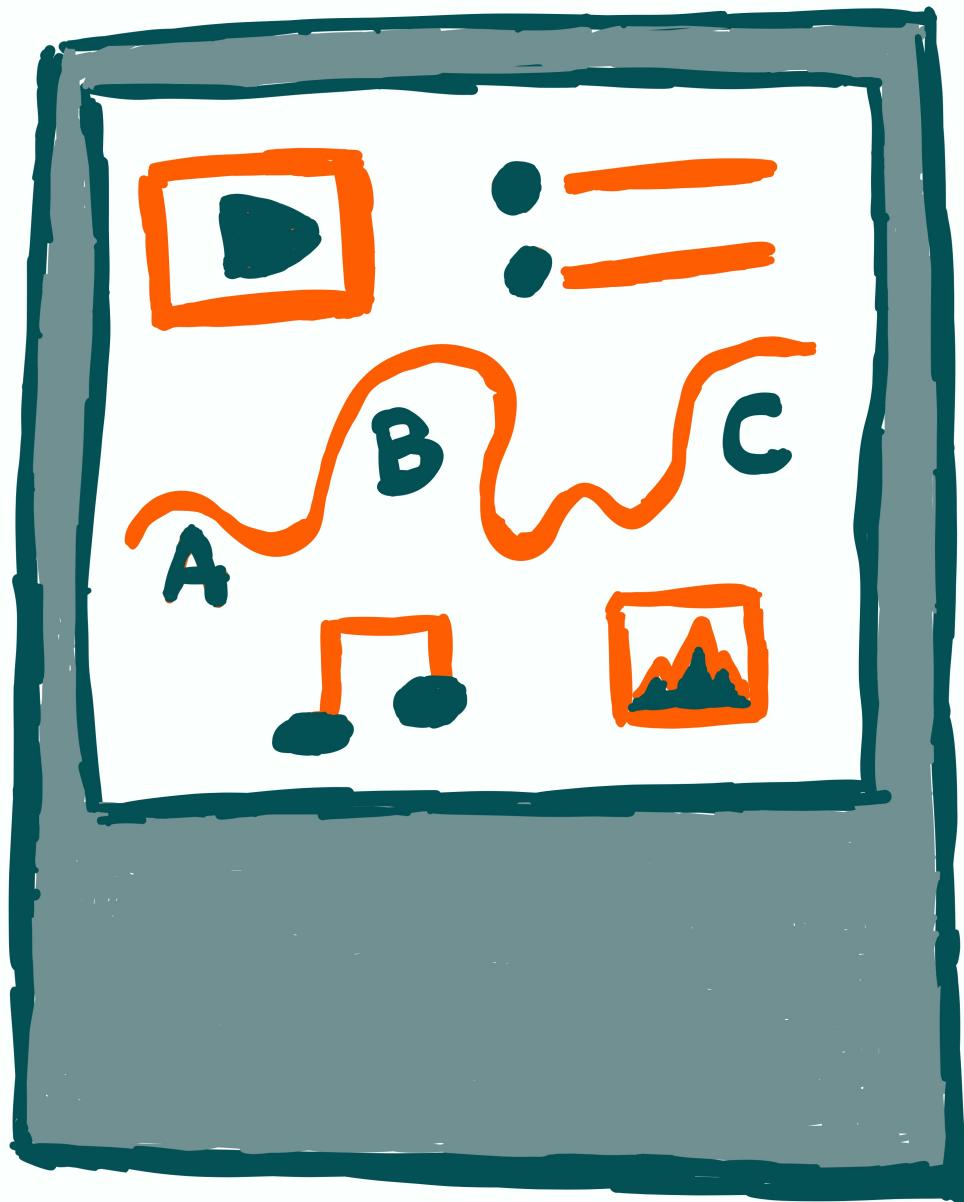
You can explain what you do in a clear, grounded way and the right people reach out because it makes sense to them. Instead of leading with explanation, you lead with recognition.

Language Layers are not copywriting. They're not even hooks or messaging frameworks. They simply take how progress actually happens inside your world, and express it through situations, struggles, and decisions people already recognize. It's based on this...

*"When you can articulate someone's problems better than they can, trust builds a lot faster."*

# Proof Portfolio

*Collecting and Organizing proof for the problems your playbook solves.*



# Proof Portfolio

*Collecting and Organizing proof for the problems your playbook solves.*

## Obstacle

Most people don't want half-naked photos of themselves online. And they definitely don't want their private struggles turned into marketing material. So you have no proof that what you do actually works.

## Outcome

You know what small, everyday moments to look for and capture. So sharing real, relatable proof becomes easy and natural. And because these moments are familiar, people see themselves in them immediately.

The Proof Portfolio is not just about showing outcomes. It's about **making progress visible**. Once your playbook is clear, you know how progress is created. Once your language is clear, you know how people experience their problems.

The Proof Portfolio is what happens when you start paying attention to those two things colliding in the real world.

# Breakthrough Blueprint Loop

Nothing here stands alone. Each part sharpens the others.

- Results Roadmap** defines how progress happens.
- Language Layers** define how people experience the problem.
- Proof Portfolio** shows what change actually looks like in real life.

And when they work together:

- Proof feels honest.
- Sharing feels natural.
- And trust compounds quietly over time.

This is what allows real stories (not staged results) to become the engine behind everything you put into the world.

This is what stabilizes the **Client Container**.

Not by adding more effort or forcing better compliance, but by giving results a structure that can survive real life.

Everything that follows in the playbook builds on this foundation.

# PROFIT PROCESS

COMPANY CONTAINER

There's a moment many coaches reach where they start asking a different question.

Not "How do I get more clients?" or "How do I make more money?"

But something quieter and more uncomfortable...

"How is this actually supposed to sustain my life long term?"

On the surface, things might look fine. You're busy. You're working hard. People are paying you for your time and expertise.

But underneath that, **something doesn't quite sit right.**

Money comes in, but it's inconsistent. Good months come at a cost. Time off feels like a risk, not a reward.

And there's a constant, low-level pressure that never really switches off.

You start realising that what you've built only works **if you're always on.**

If you're healthy. If you're motivated. If nothing unexpected happens. And that's when the doubt creeps in...

Not about coaching. Not about helping people. But about sustainability.

"I love this work, but I don't know how long I can keep doing it like this."

# Your Work Should Support Your Life

This is why the Profit Process sits inside the **Company Container.**

It governs how your coaching operates as a one-person business, how you earn money, how you manage pressure, and how you stop making reactive decisions.

This container exists so your work can support your life. Instead of **quietly consuming it.**

# The Hardest **Job** You've Ever Had

You leave employment or revenue-split because you want freedom, control, and to do things your own way. But instead of building a business, you often end up creating **the hardest job you've ever had**.

- Income is tied directly to time.
- Availability becomes the unspoken expectation.
- Boundaries blur because saying no feels risky.
- Income dips (seasonally, emotionally, or circumstantially).
- Saying yes to opportunities that don't really fit (because you need the money).

And so you start chasing online models that promise leverage but quietly require more energy, more content, more noise.

All while telling yourself:

- "This is just a phase."
- "Once I make a bit more, it'll settle."

But it rarely does. Because the problem isn't effort or ambition. It's that nothing has been designed around the life you actually want to live - aka the intentional **frame** you create.

# The Shift the Profit Process Introduces

The Profit Process starts from a different place.

It doesn't ask: "How do I make the most money?"



It asks: "What kind of life do I want this business to support, and how does income need to work inside that?"

That distinction matters.

Because there's a massive difference between:

- A coach aiming for a comfortable, sustainable income as a one-person business.
- and...
- A coach chasing models built for teams, volume, and constant expansion.

Most of what gets pushed in the industry quietly assumes the second, without ever saying so. The Profit Process is designed for the first.

It helps you turn your **Breakthrough Blueprint** into a business that:

- Supports your lifestyle instead of eroding it.
- Creates income without relying entirely on your availability.
- And lets you keep enjoying the work of helping people.

Not by following someone else's system.

But by building **your own**, deliberately.

*The Focus*

# Where the Profit Process Really Begins

Instead of trying to make everything work at once, the **Profit Process** brings the focus back to something simpler and far more practical.

Before you decide how you earn money...

Before you decide what to sell...

Before you worry about leverage, scale, or delivery...

You need to answer one foundational question:

 **What is this actually supposed to support?**

Not in theory. Not in five years. But in your real, day-to-day life. Because once that's clear, decisions stop competing with each other. The right clients make sense. Opportunities get easier to filter. Income choices feel intentional instead of reactive.

Days don't simply disappear; they start to fit like pieces of a carefully constructed puzzle.

That's where the **Profit Process** really begins. Not with money. But with the frame, everything else has to live inside.

COMPANY PILLAR 1

# Freedom Frame

*Designing your time, energy, and money around the life you actually want.*



# Freedom Frame

*Designing your time, energy, and money around the life you actually want.*

## Obstacle



You make decisions based on what's in front of you right now without a clear sense of how you actually want your days and weeks to look. Everything becomes reactive. You build your schedule around demand instead of design.

## Outcome



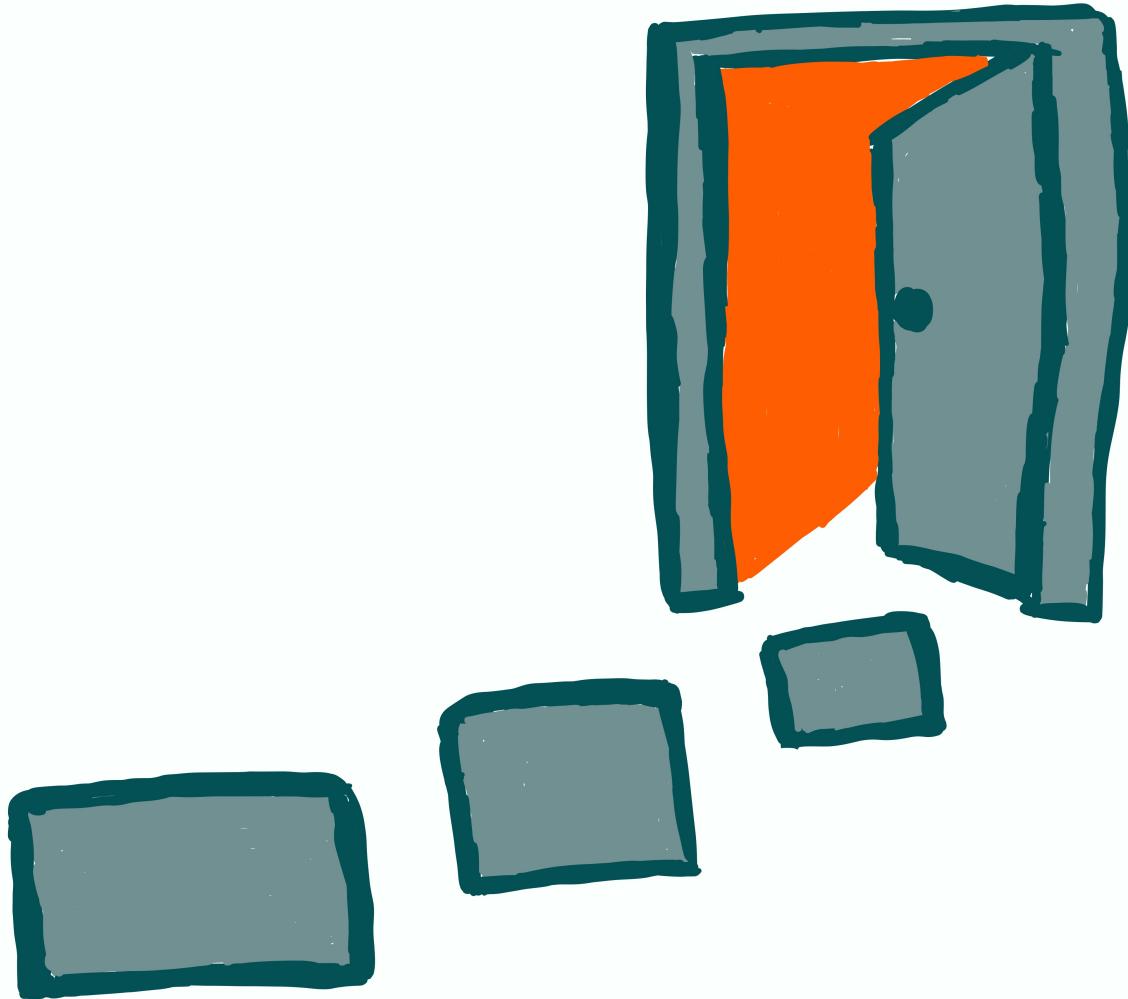
You're clear on your boundaries, commitments, and what you're willing to say yes or no to. Decisions about clients, income, and opportunities support the life you want instead of derailing it on a consistent basis.

The Freedom Frame is not about doing less. It's about **deciding first**. It's the structure that defines how you want your days to feel, what kind of pressure you're willing to carry, and what trade-offs you're no longer willing to make.

The Freedom Frame doesn't remove effort. It makes the effort intentional. And that's what allows the rest of the Profit Process to work... without burning you out in the process.

# Seduction Sequence

*Giving someone the context they need to reach out when the time is right.*



# Seduction Sequence

*Giving someone the context they need to reach out when the time is right.*

## Obstacle



People reach out before they really understand how you do things, and you end up being forced to sell to someone who's not quite ready. You start softening boundaries just to keep momentum going.

## Outcome



By the time someone contacts you, they already understand how and why you can help. So conversations feel natural, and decisions are easy. Instead of selling, you're confirming fit.

The Seduction Sequence is not a funnel. It's not persuasion. It's a path of context. A way for someone to quietly learn how you think, how progress actually happens in your world, and whether they belong inside that container.

Most people don't need convincing. They simply need space to recognize themselves. The Seduction Sequence works because it respects timing.

COMPANY PILLAR 3

# Leverage Launchpad

*How you package your playbook to build leverage and get paid*



# Leverage Launchpad

*How you package your playbook to build leverage and get paid*

## Obstacle



Income is tied directly to your availability. You get paid when you show up. When you don't, nothing moves. If you get sick, your income dips. Taking time off feels like a risk instead of a reward.

## Outcome



You get paid in ways that aren't directly tied to your time, which makes income more stable and sustainable. Not by removing yourself from the work you love, but by **packaging it properly**.

The Leverage Launchpad is not about scaling. It's not about building a team. It's about **designing** how people enter and move through your world, without everything resting on your shoulders.

It takes your playbook and asks:

- What parts need my direct involvement?
- What parts can be structured once and reused?
- What creates value without draining me?

# Profit Process Loop

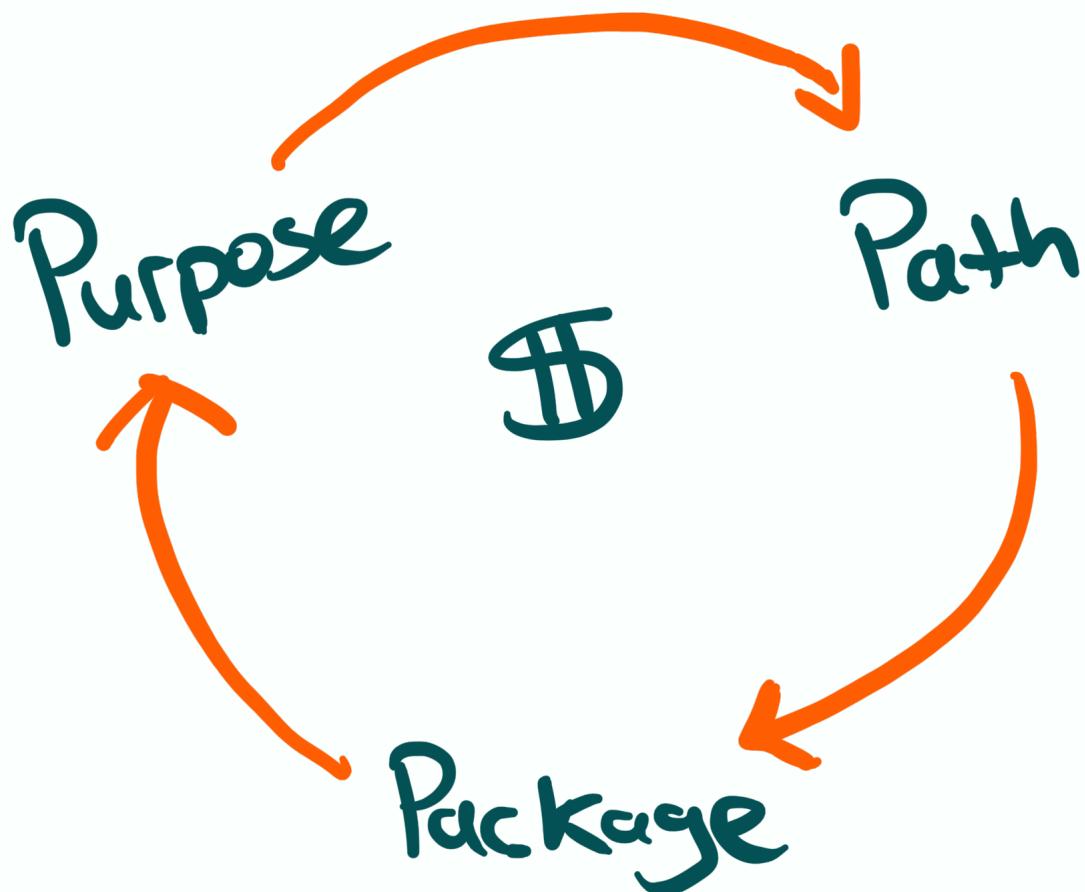
When the Profit Process is complete:

- The Freedom Frame defines the life you're protecting.
- The Seduction Sequence ensures the right people arrive ready.
- The Leverage Launchpad allows the business to support you sustainably.

Nothing is isolated. Each piece depends on the others.

Results, income, and lifestyle stop pulling in different directions. They finally align.

*Let's move to the final container...*



# GAMIFIED GOALS

COACH CONTAINER

There's a point many coaches reach where things are technically "working", but don't feel very good.

You're clearer on how you help clients. You've started shaping a business that fits your life better. On paper, things are moving forward.

But day to day, something still feels off.

Some weeks, you feel sharp, curious, and engaged. Other weeks, you feel flat, distracted, or mentally heavy.

You're still showing up, but personal progress feels uneven.

**Not just in results... But in energy, learning, and enjoyment.**

You make moves in bursts. You reset more than you'd like. And even though you're doing a lot, it doesn't always feel like it's stacking.

That inconsistency isn't a discipline problem. It's a **design** problem.

## What Usually Gets Overlooked

Most systems focus on business first (\$10k+ promises), maybe they talk about how to get your clients better results, but what almost all of them forget is...

YOU, the person managing it all.

They quietly assume you (the coach) will just figure it out. Your personal development. Your health. Your energy. Your curiosity. Your fulfillment.

They're treated as background variables, not core inputs.

## The Shift Gamified Goals Introduce

Gamified Goals operates on a core belief: **the coach is the primary asset**, and momentum requires deliberate structure, not just hope. It designs progress intentionally... linking energy, learning, effort, and recovery.

Instead of forcing consistency, Gamified Goals builds momentum through visible, intentional, and repeatable progress – even when life isn't perfect.

Sound familiar (aka Results Roadmap, but for you)? This is very intentional.

Gamified Goals live inside the **Coach Container**.

# How This Fits Into the Bigger Picture

By the time you reach this pillar:

- You have a **Breakthrough Blueprint** for your clients.
- You're shaping a **Profit Process** that supports your life.

Gamified Goals are what make both of those sustainable, because it stabilizes the person running them.

This is where:

- Your days stop feeling fragmented.
- Your weeks start connecting.
- And progress begins to compound instead of resetting.

Not through pressure. Not through hustle. But... **Through design**.

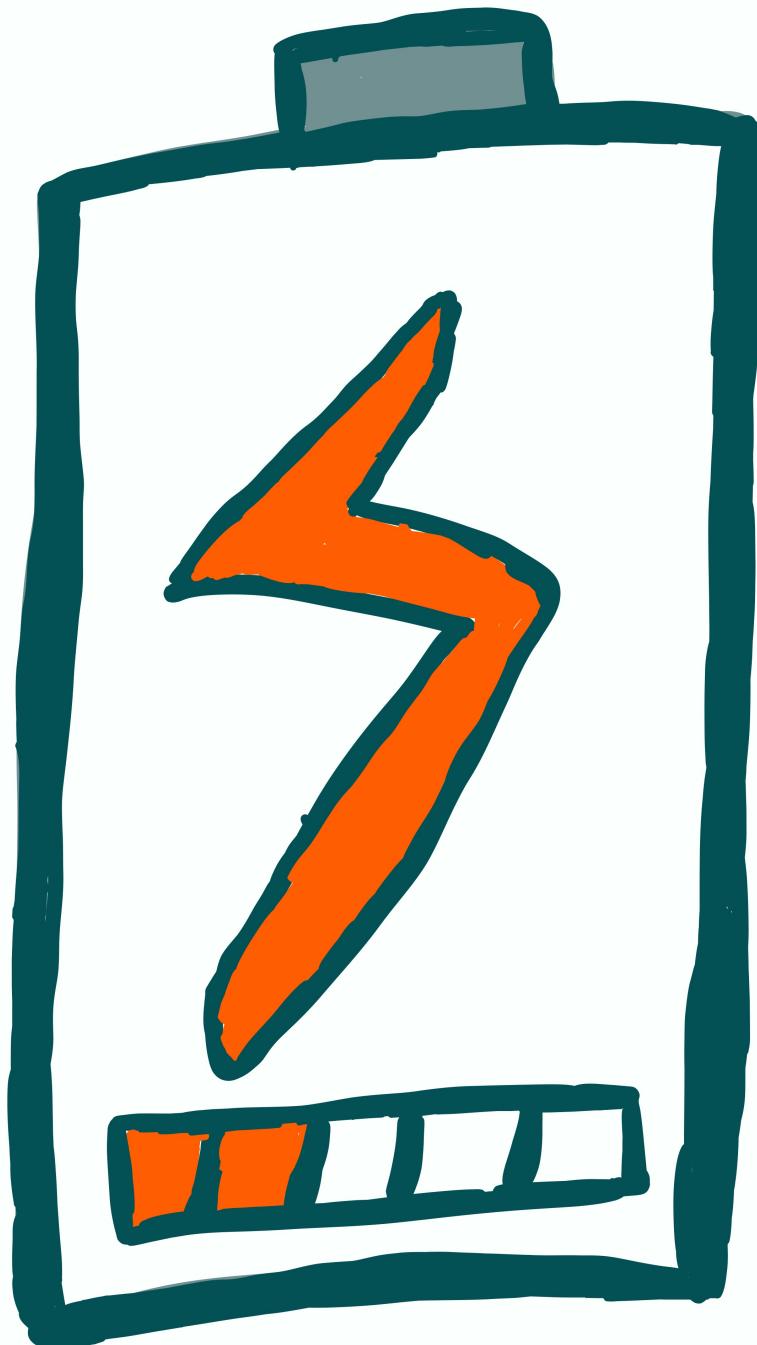
## **Technically...**

This should be the first container, but if it were... You would have skipped it because you probably believe that the gold is in the business tactics and client-getting strategies.

Once again... Ask me how I know.

# Lifestyle Load

*How your lifestyle supports or sabotages your performance.*



# Lifestyle Load

*How your lifestyle supports or sabotages your performance.*

## Obstacle



Your own needs gradually slip away as clients take priority. You don't crash, but become dull, operating on autopilot. Presence shifts to obligation, energy becomes sheer effort, and resentment quietly accumulates.

## Outcome



Your lifestyle fuels your energy and focus, supporting your work instead of competing. This creates restorative space and energy-protecting rhythms. Motivation becomes natural, transforming your coaching, decisions, and leadership.

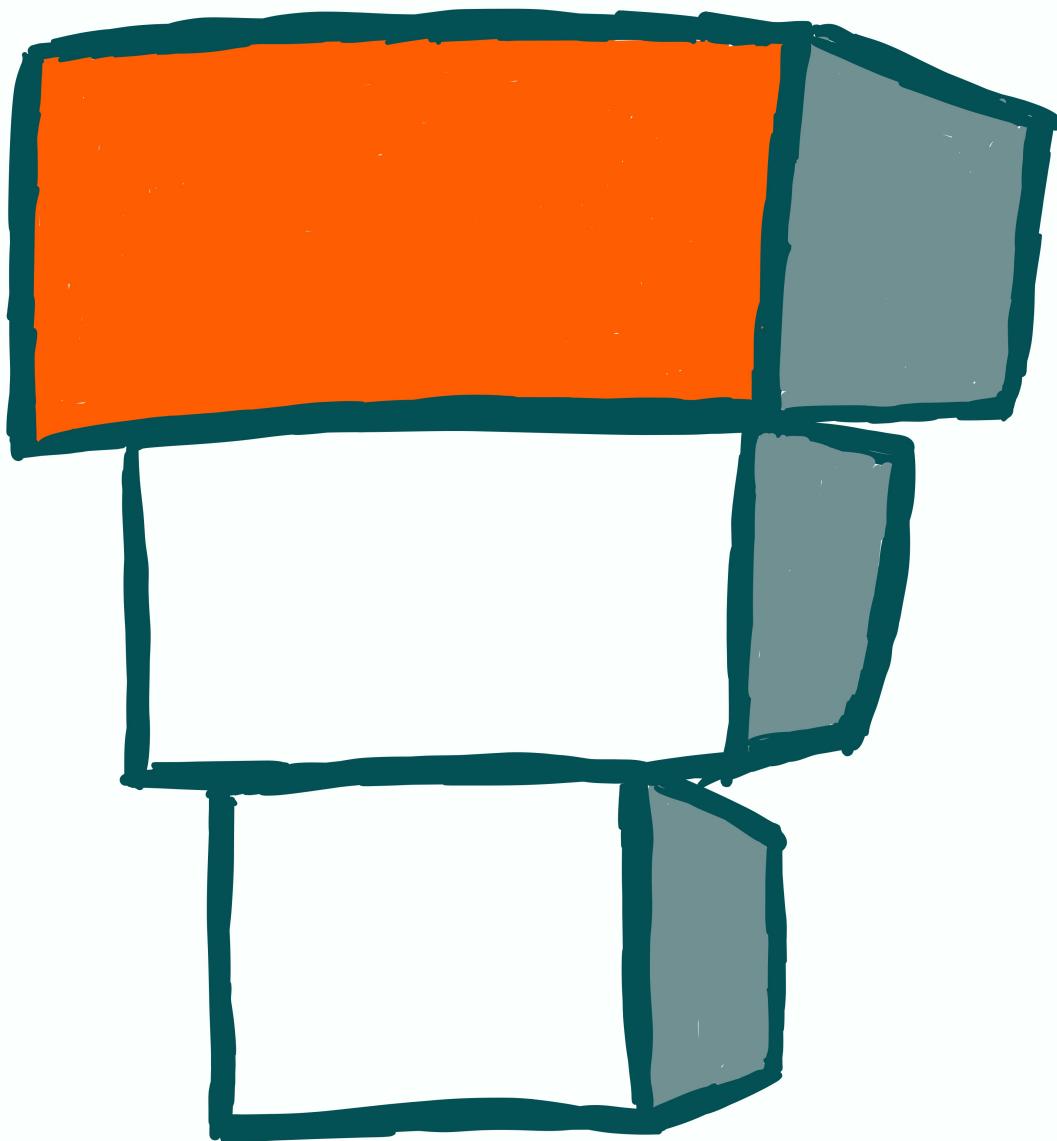
Lifestyle Load is not about self-care, hacks, or optimization necessarily. It's about recognizing that your life is a **testing ground**. Where you learn (not in theory, but in reality) what actually holds up when things fall apart.

- ✖ When you go through hard seasons.
- ✖ When you're burnt out and broken.
- ✖ When motivation is nowhere to be found.
- ✖ When structure is the only thing to hold onto in a constant state of chaos.

That's when you discover what really works, even when life hits you square in the face. Those lessons and insights feed directly back into how you coach and refine your results roadmap.

# Skill Stacking

*The personal and professional skills you're deliberately choosing to improve.*



# Skill Stacking

*The personal and professional skills you're deliberately choosing to improve.*

## Obstacle



You rely on existing knowledge, leading to assumptions and generic solutions. Familiarity often results in missing the true issues that lie beneath the surface.

## Outcome



When you can identify the real constraint, conversations deepen, interventions are more effective, and progress stops stalling. Clients feel truly understood and Guided, not just managed or pushed.

Skill Stacking about cultivating **precision** in **reading** and **responding** to situations. This precision comes from intentionally knowing which role to adopt... whether to teach, challenge, listen, decide, or design at any given moment.

That's why Skill Stacking sits inside the **Coach Container**. Because the coach is the instrument. When your perception sharpens, your delivery improves, confidence increases, and your results roadmap evolves naturally.

Precision isn't about doing more. It's about **seeing** better. And once you do, everything else **compounds**.

# Domino Design

*Creating momentum that actually compounds day after day.*



# Domino Design

*Creating momentum that actually compounds day after day.*

## Obstacle



You're busy, but progress doesn't stack. Bursts of momentum fade, leading to constant resets instead of building on past efforts. Traditional productivity worsens this, making everything feel important, so nothing truly is.

## Outcome



You clarify your daily focus, building momentum and compounding progress. Instead of managing everything, you design **one clear win**: the one thing that simplifies your day and drives the week forward.

Domino Design is not time management, productivity hacks, or squeezing more into your day. It's about deciding what makes today a win, before the day decides for you.

One meaningful action, chosen intentionally, executed fully, and then reviewed. During the review process is where the real learning happens. Week by week, you discover patterns: what drives progress, what's distracting, what drains energy, and what quietly builds momentum.

Suddenly progress becomes visible, repeatable, and most importantly... teachable. This is how you consistently stack momentum into long-lasting results.

# Gamified Goals Loop

This isn't about optimization; it's about sustainable growth.

As the coach, you are the constant in your ecosystem: clients, offers, and seasons may shift, but your burnout or lack of clarity impacts everything.

Gamified Goals integrates:

- **Lifestyle Load** to protect your energy, health, and enjoyment.
- **Skill Stacking** to keep you sharp, curious, and evolving.
- **Domino Design** to build compounding momentum.

This creates a personal container for achievable progress, learning through experience, and momentum that doesn't rely on best-case scenarios.

It's how you design your life like a game worth playing, enabling you to stay sharper, clearer, and more fulfilled for the long haul.

## The Playbook Connection

By now, something should be clear. None of what you've just read exists in isolation. The Breakthrough Blueprint, Profit Process, and Gamified Goals aren't separate ideas...

They're **different lenses** on the same work. They solve different problems and answer different questions. But they're designed to **support each other**.

When coaches struggle, it's rarely because they're missing effort or intent. It's usually because one container is doing the job of another.

This playbook exists to separate those roles... And then **reconnect them intentionally**.

# The **Containers** Working Together

The **Client Container** answers one question:

How does progress actually happen for my clients? Consistently, honestly, and in a way I can explain and demonstrate.

That's the role of the **Breakthrough Blueprint**.

It gives structure to impact, stabilizes delivery, and removes the need to constantly improvise or over-adjust.

The **Company Container** answers a different question:

How does this work support my life? Without relying on constant availability or pressure.

That's the role of the **Profit Process**.

It aligns income, time, and energy. It replaces reaction with design, and turns results into something sustainable.

The **Coach Container** answers the question most people ignore:

How do I stay sharp, curious, and capable? Without burning out, going broke, or destroying my life in the process.

That's the role of **Gamified Goals**.

It protects the asset that everything depends on. It creates momentum you can feel. And it turns progress into something that stacks instead of stalls.

# The Loop That Actually Matters

 These containers don't sit in a straight line. They form a loop.

- You sharpen yourself as a coach.
- Which improves how you create results.
- Which strengthens how the business works.
- Which gives you more capacity to invest back into yourself.

That loop is the real work, and it's why this playbook isn't about finding the right tactic or the perfect model.

It's about building something that can evolve. Without collapsing every time life interferes.

Nothing here asks you to become someone else or copy a formula built for a different life.

It gives you a way to think. A way to design. And a way to keep refining your own playbook over time.

That's the real north star outcome I'm aiming for.

Because to me, life is about consistent learning, growing, and finding better ways to solve problems for more people (including myself).

Hopefully, this playbook gave you a couple of small insights you can use to get what you want from your career as a coach.

Feel free to reach out on Instagram (@coachstian) if you have any questions.

That's →  
Me



Cheers,

*Stian Weideman*

# Where to Start

This playbook is structured deliberately.

It moves through three containers, in a specific order, for a reason. Trying to skip or reverse that order is where most coaches get stuck.

The first container is the **Client Container** and the first pillar inside it is the **Results Roadmap**.

What you just read is my Results Roadmap.

Because I have it clearly defined, it becomes easier for me to:

- Create content (Instagram, YouTube, podcasts, etc.)
- Build programs, workshops, and offers.
- Collect proof and develop case studies.
- Structure my business and life however I want.

That's why this is the most important place to start.

