THE FIT PRO BUSINESS SCHOOL

The Fit Pro Online Business Starter Kit: Everything You Need to Turn Your In-Person Expertise Into Real Online Income — Scripts, Frameworks, and Templates Included

Built for ACE, NASM, and RYT-certified trainers and coaches who are incredible on the gym floor and invisible online — until now.

"Stop Freezing. Start Earning. Your Expertise Already Has an Audience."

FOREWORD

You Are Not Starting From Zero — You Are Starting From Proof. Here Is Exactly How to Use This Kit.

A direct message to you before you open a single template — so you know this was built for your specific situation, not a generic 'start a business' playbook.

You already have the thing most online coaches spend years trying to fake: real results with real clients and the credentials to back every word of it. What you have been missing is not knowledge — it is a system that translates what you do on the gym floor into language, offers, and conversations that convert online.

This kit contains six core tools: a Discovery Call Script, an Offer Framework Builder, a Client Intake System, an Authority Bio Template, a Sales Email Sequence, and a 90-Day Launch Roadmap. Each one is ready to use today.

How to use it: Do not read this front to back. Find your most urgent problem — filling a discovery call, writing your offer, onboarding your first client — and start there. Every template is designed to work as a standalone tool and as part of the larger system. Your credentials got you here. This kit gets you paid.

WHAT'S INSIDE

1. Discovery Call Script
2. Offer Framework Builder
3. Client Intake System
4. Authority Bio Template
5. Sales Email Sequence
6. 90-Day Launch Roadmap

THE STATE OF THE PROBLEM

Why the Most Qualified Fitness Pros Are the Last Ones Getting Paid Online — And the Exact Gap This Kit Closes

Use this diagnostic worksheet to pinpoint the specific bottleneck that is silently killing your online income right now — then find the template in this kit that closes it.

This worksheet is your starting point. Complete every section honestly before moving forward. The more specific your answers, the faster this kit works for you.

1 THE FIT PRO INCOME LEAK DIAGNOSTIC

Answer yes or no. Do not overthink it — go with your first instinct.

1. When someone asks what you do online, can you say it in one clear sentence without stumbling? YES / NO My Block If No: POSITIONING

2. Do you have one specific offer with a name, a price, and a defined outcome — written down somewhere? YES / NO My Block If No: PACKAGING

3. Have you written copy (a post, an email, a bio, a sales page) in the last 30 days that clearly describes who you help and what result they get? YES / NO My Block If No: MESSAGING

4. Does at least one person per week discover you online who did not already know you from the gym or a referral? YES / NO My Block If No: VISIBILITY

5. Do you have a written follow-up sequence — even just three emails — that goes out automatically after someone shows interest in working with you? YES / NO My Block If No: FOLLOW-UP

6. When you imagine posting your price publicly or pitching your offer on a call, does your chest tighten? YES / NO My Block If No: CONFIDENCE

My primary income leak is: *WRITE THE CATEGORY FROM ABOVE*

> *Example answer: Packaging — I have never written down what my offer actually is or what it costs.*

2 YOUR CURRENT INCOME REALITY SNAPSHOT

Fill in each field as accurately as possible. Round numbers are fine.

My average monthly floor income (classes + sessions + any gym pay): $*AMOUNT*

> *Example answer: $3,200/month across 4 group classes and 6 personal training clients.*

Number of active paying clients right now: *NUMBER*

Average hours I work per week to earn that income (include commute, setup, admin): *NUMBER* hours

Income I lost in the last 90 days to cancellations, class cuts, no-shows, or sick days: $*AMOUNT*

> *Example answer: Roughly $600 — two clients ghosted in January and the gym cut my Saturday class in February.*

If I got sick for two weeks starting tomorrow, my income would drop by approximately: $*AMOUNT*

That number makes me feel: *ONE HONEST SENTENCE*

3 THE 'WHY THEM AND NOT ME' AUDIT

Think of one person in the fitness or wellness space who has less experience or fewer credentials than you and is visibly making money online. You do not need to use their name — just be specific about what you observe.

That person's niche or focus area: *DESCRIBE IT*

Their credentials or experience compared to mine (be honest): *DESCRIBE THE GAP*

What they are doing online that I am not currently doing:

Their offer looks like: *DESCRIBE IT — program, membership, 1:1, etc.*

Where they show up: *PLATFORM OR CHANNEL*

How they talk about results: *WHAT DO THEY PROMISE OR SHOW?*

What they have that I do not: *ONE SPECIFIC THING — a sales page, a lead magnet, a weekly email, a discovery call process*

The template in this kit that closes that exact gap: *WRITE THE TEMPLATE NAME AFTER YOU FLIP THROUGH THE KIT*

4 YOUR ONLINE READINESS SCORE

Score yourself from 0 to 2 in each area. 0 = does not exist yet. 1 = started but incomplete. 2 = solid and working.

Credibility: I have a clear, public-facing bio that lists my credentials and the results I have produced for real clients.

My score: *0 / 1 / 2*

Clarity: I can describe my ideal online client — their problem, their goal, their daily frustration — in two sentences or less.

My score: *0 / 1 / 2*

Offer: I have one defined online offer with a name, a price, a duration, and a clear outcome statement.

My score: *0 / 1 / 2*

Offer: I have tested or presold that offer to at least one real person.

My score: *0 / 1 / 2*

Messaging: I have written content in the last 30 days that speaks directly to my ideal client's specific pain — not general fitness tips.

My score: *0 / 1 / 2*

Platform: I have a home base online — a profile, page, or website — where someone can find me, understand what I offer, and take a next step.

My score: *0 / 1 / 2*

Platform: That home base has been updated in the last 60 days.

My score: *0 / 1 / 2*

Visibility: I have a consistent, repeatable way to bring new eyes to my content or offer every single week.

My score: *0 / 1 / 2*

Follow-Up: I have a process — even a manual one — for following up with people who express interest but do not buy immediately.

My score: *0 / 1 / 2*

Follow-Up: I have at least one automated touchpoint (email, DM sequence, or reminder) that runs without me doing anything.

My score: *0 / 1 / 2*

My Total Score: *ADD YOUR SCORES* out of 20

Scoring Key:

0 to 7 — Start with Chapter 2: Your Offer and Bio. You need the base

layer before anything else.

8 to 13 — Start with Chapter 4: Discovery Calls & Follow-Up. Your base exists — now build the machine.

14 to 20 — Start with Chapter 5: Authority Compounding. You are closer than you think. Close the gaps.

My starting chapter based on my score: *CHAPTER NAME*

5 THE COST OF DOING NOTHING CALCULATOR

Complete each field. Use conservative, realistic numbers.

My current monthly floor income: $*AMOUNT*

The maximum I could realistically earn per month in this model (same hours, same schedule): $*AMOUNT*

The monthly income I want to be earning 12 months from now: $*AMOUNT*

The gap between what I want and what I currently earn: $*AMOUNT* per month

That gap over 12 months if nothing changes: $*AMOUNT* per year

Beyond dollars, what does one more year of this cost me?

Time I cannot get back: *DESCRIBE IT — vacations skipped, mornings lost, rest days worked*

Physical toll: *DESCRIBE IT — body wear, burnout, energy drain*

Opportunity I am postponing: *DESCRIBE IT — the business, the brand, the thing you keep saying 'someday' to*

What I will tell myself in 12 months if nothing changes: *WRITE THAT SENTENCE NOW*

The total real cost of doing nothing for one more year is not just $*AMOUNT* — it is also: *FINISH THIS SENTENCE IN YOUR OWN WORDS*

Based on everything you just filled in, complete this statement:

My biggest income leak is *YOUR LEAK CATEGORY*, my readiness score is *YOUR SCORE* out of 20, and the one thing I am going to build or fix first using this kit is *YOUR SPECIFIC NEXT TOOL OR TEMPLATE* — because if I do not, I am looking at *YOUR COST OF DOING NOTHING* and another year of *WHAT YOU WROTE IN YOUR LAST FIELD*.

I am starting this kit on *DATE* and my first template will be complete by *DATE*.

Signed: *YOUR NAME*

CALL TO ACTION

Once you have completed this worksheet, flip to the section your Readiness Score directed you to and open your first template. Your knowledge is already worth paying for — this kit just gives it somewhere to go.

CHAPTER 1

The Four Reasons Certified Fit Pros Stall Online — And Which One Is Yours

A self-assessment worksheet that pinpoints your exact stall pattern so you stop wasting time on the wrong fix.

This worksheet helps you identify exactly where your online business is getting stuck — not in theory, but based on what happened last month. Complete every section before moving forward. Your answers determine which templates you use first.

1 THE FOUR STALL PATTERNS

Read each pattern. Place a checkmark next to every statement that feels uncomfortably true.

PATTERN A INVISIBLE EXPERT

You have credentials, client wins, and real expertise. But outside your gym, nobody knows you exist. You have no consistent online presence, no searchable name, and no way for a stranger to find you and decide to trust you before you ever meet.

- ☐ I have not posted consistently on any platform in the last 30 days.
- ☐ If someone Googled my name right now, nothing useful would come up.
- ☐ My only clients have come from the gym I work at or word of mouth from people who already know me.
- ☐ I do not have a bio, a website, or a single piece of content that explains who I help and how.

PATTERN B UNCLEAR OFFER

You know you want to work with people online, but if someone asked you right now what you sell, you would give a three-paragraph answer that starts with 'Well, it

depends…' You have not yet built one clear, specific offer with a name, a price, and a defined outcome.

- ☐ I cannot explain what I sell in one sentence.
- ☐ I have said 'I do a little bit of everything' when someone asked what I offer.
- ☐ I do not have a set price for my online services — I figure it out per person.
- ☐ I have never written down exactly what a client gets when they work with me online.

PATTERN C PITCH PARALYSIS

You have something to offer, but the moment you have to talk about it — on a call, in a DM, in a caption — you soften it, over-explain it, or apologize for the price before anyone even pushes back. The offer exists. The confidence to deliver it does not.

- ☐ I have told someone about my offer and immediately followed it with 'but it's totally flexible' or 'no pressure at all.'
- ☐ I get nervous or vague when someone asks me how much I charge.
- ☐ I have avoided posting or messaging people because I did not want to seem pushy or salesy.
- ☐ I have had a conversation where I could have made an offer and I let it end without saying anything.

PATTERN D SYSTEM GAP

People show interest. They say they want to work with you. They ask for the link. And then they disappear. Not because they changed their mind — but because there is no system to catch them. No clear next step, no follow-up sequence, no intake process that makes saying yes feel easy.

- ☐ Someone has expressed interest in working with me online and I never heard from them again — and I did not follow up.
- ☐ I do not have a standard process for what happens after someone says they are interested.

- [ ] I have no automated emails, intake forms, or booking links that I send consistently.
- [ ] I would not be able to onboard a new online client smoothly tomorrow if one appeared.

2 STALL PATTERN SELF-ASSESSMENT

Answer every prompt honestly. These twelve questions reveal your dominant pattern. Write the first answer that comes to mind — not the answer you wish were true.

1. The last time someone asked me what I do online, I said: *YOUR ANSWER*

> *Example: 'I kind of froze and said I was working on some things, then changed the subject.'*

1. The last piece of content I posted online was on *DATE* and it said: *YOUR ANSWER*

> *Example: 'It was a motivational quote I reposted in November. I never wrote a caption.'*

1. If I had to name my online offer right now — one sentence, one price — it would be: *YOUR ANSWER*

> *Example: 'I genuinely could not do this without thinking for five minutes, which tells me everything.'*

1. The last time I had a real conversation with someone who could have become an online client, what I actually said was: *YOUR ANSWER*
2. The reason I did not make an offer in that conversation was: *YOUR ANSWER*
3. The last person who expressed interest in working with me online — what happened next was: *YOUR ANSWER*
4. Right now, if someone paid me tonight, the first thing I would send them is: *YOUR ANSWER*

5. When I think about posting about my services online, the feeling that stops me is: *YOUR ANSWER*
6. The number of times last month I had an opportunity to mention my online work and said nothing was approximately: *YOUR ANSWER*
7. The biggest thing I am afraid people will think or say if I put myself out there online is: *YOUR ANSWER*
8. The last time someone asked my price for online coaching, what happened in my body and what came out of my mouth was: *YOUR ANSWER*
9. The step in my current process where potential clients most often go silent or disappear is: *YOUR ANSWER*

3 YOUR STALL PATTERN PROFILE

Look back at Sections 1 and 2. Count your checkmarks per pattern and review which prompts triggered the most discomfort. Your dominant pattern is the one with the most checkmarks and the answers that stung a little.

My dominant stall pattern is: *PATTERN NAME — A, B, C, or D*

In my own words, this pattern showed up last month when: *ONE SPECIFIC SENTENCE DESCRIBING A REAL MOMENT*

The cost of this pattern — in lost income, lost confidence, or lost time — has been: *YOUR ANSWER*

The pattern I scored second highest on is: *PATTERN NAME*

This tells me the order I need to work through this kit is: *LIST YOUR PATTERNS FROM HIGHEST TO LOWEST CHECKMARK COUNT*

4 THE EVIDENCE INVENTORY

Before you tell yourself you do not have enough proof to sell online, complete this inventory. List five clients — real people, first names only — whose lives you have

changed. Be specific about the outcome and how long it took.

Most fit pros discover they have far more proof than they realized. This inventory becomes the raw material for your testimonial templates, your bio, and your offer language.

Client 1
First name: *NAME*
What changed for them: *SPECIFIC OUTCOME*
How long it took: *TIMEFRAME*

Client 2
First name: *NAME*
What changed for them: *SPECIFIC OUTCOME*
How long it took: *TIMEFRAME*

Client 3
First name: *NAME*
What changed for them: *SPECIFIC OUTCOME*
How long it took: *TIMEFRAME*

Client 4
First name: *NAME*
What changed for them: *SPECIFIC OUTCOME*
How long it took: *TIMEFRAME*

Client 5
First name: *NAME*
What changed for them: *SPECIFIC OUTCOME*
How long it took: *TIMEFRAME*

Looking at these five results, the transformation I help people achieve most consistently is:
ONE SENTENCE — THIS IS YOUR PROOF STATEMENT

5 PATTERN-TO-TEMPLATE ROUTER

Your dominant pattern determines where you go next in this kit. Find your pattern below and follow the reading path listed. You do not need to read everything in order — you need to read what solves your specific problem first.

PATTERN A INVISIBLE EXPERT

Your priority templates: One-Line Expert Statement Builder (Ch. 1), Content Angle Generator (Ch. 1), Bio & Authority Statement Swipe File (Ch. 2), Visibility Activation Checklist (Ch. 3)

Your priority chapters: Chapter 1 (Credential-to-Content Translation), Chapter 3 (Proof and Visibility)

Skip or save for later: Chapter 4 (come back once people start responding to you)

PATTERN B UNCLEAR OFFER

Your priority templates: Offer Architecture Worksheet, Ideal Client Snapshot Worksheet, Signature Program Naming Template, Offer One-Liner Script (all Ch. 2)

Your priority chapters: Chapter 2 (Your Offer and Bio), then Chapter 4 (Discovery Calls and Follow-Up)

Skip or save for later: Chapter 5 (return once your offer is locked)

PATTERN C PITCH PARALYSIS

Your priority templates: Client Transformation Story Template (Ch. 3), Cold-to-Warm DM Conversation Sequence, 20-Minute Discovery Call Script, Objection Response Swipe File (all Ch. 4)

Your priority chapters: Chapter 3 (your own proof builds your confidence), Chapter 4 (Discovery Calls and Follow-Up)

Skip or save for later: Chapter 2 (you likely already have a foundation — go back and confirm after your first call)

PATTERN D SYSTEM GAP

Your priority templates: Client Intake Form Template, Onboarding Email Sequence, Weekly Check-In Message Template (all Ch. 6), 72-Hour Follow-Up Sequence (Ch. 4)

Your priority chapters: Chapter 6 (The Client Experience System), Chapter 4 (The Follow-Through Vault)

Skip or save for later: Chapter 5 (read this after your first three clients move through the system cleanly)

My personalized reading path for this kit is: *LIST YOUR TEMPLATES AND CHAPTERS IN ORDER BASED ON YOUR PATTERN*

Your Action Step:

Based on everything you wrote in this worksheet, complete this sentence and write it somewhere you will see it every day this week:

I am a *YOUR CREDENTIALS AND SPECIALTY* who helps *YOUR IDEAL CLIENT* achieve *YOUR PROOF STATEMENT OUTCOME FROM SECTION 4*. Right now my biggest obstacle is *YOUR DOMINANT PATTERN* and the first template I am opening today is *TEMPLATE NAME FROM YOUR READING PATH*.

This sentence is not your final bio or your offer. It is your orientation. It tells you who you are, what you have already proven, and exactly where to start.

CHAPTER 1

Your Credential-to-Content Translation Worksheet

Turn what you know into what you say online — convert your certifications, client wins, and in-person expertise into clear language that makes the right people stop scrolling.

This worksheet helps you extract the gold that is already inside your training history and translate it into plain, powerful language your ideal online client will actually understand and respond to. Work through each section in order — your one-line expert statement at the end will practically write itself.

1 CREDENTIAL TRANSLATION TABLE

For each certification or experience area, identify what it actually delivers for a client, then rewrite it in the plain, scroll-stopping language you would use online.

Your Certification or Experience: ACE Certified Personal Trainer

What It Actually Means for a Client: I have been trained and tested on safe, effective exercise programming — I will not hurt you, and I will not waste your time.

How to Say It in Plain Language Online: I design workouts that are safe for your body and built around the results you actually want — not a generic plan I found online.

Your Certification or Experience: NASM Certified Personal Trainer

What It Actually Means for a Client: I use a science-backed system to assess how your body moves before I ever program a single exercise.

How to Say It in Plain Language Online: Before we touch a single weight, I figure out exactly how your body moves — so we fix the real problem, not just the symptom.

Your Certification or Experience: RYT-200 Yoga Teacher

What It Actually Means for a Client: I can guide you through breath, movement, and recovery in a way that reduces stress and builds body awareness — not just flexibility.

How to Say It in Plain Language Online: I teach you how to use your breath as a tool so your body recovers faster and your stress stops running your schedule.

Your Certification or Experience: Functional Nutrition Certification

What It Actually Means for a Client: I look at what you eat as information your body is responding to — not a list of foods to punish yourself with or avoid forever.

How to Say It in Plain Language Online: I help you eat in a way that works with your actual life — not a meal plan that falls apart by Wednesday.

Your Certification or Experience: Group Fitness Instructor Experience

What It Actually Means for a Client: I know how to read a room, adapt on the fly, and keep people motivated when they would rather quit — even through a screen.

How to Say It in Plain Language Online: I have coached rooms full of real people with real excuses — I know exactly how to keep you moving when your motivation disappears.

Your Certification or Experience: Corrective Exercise Specialist

What It Actually Means for a Client: I can identify the movement patterns that are quietly setting you up for injury before the injury actually happens.

How to Say It in Plain Language Online: I spot the little things your body is doing wrong before they become the big things that keep you off the gym floor for six months.

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #1*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #2*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #3*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #4*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #5*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

Your Certification or Experience: *CERTIFICATION OR EXPERIENCE #6*

What It Actually Means for a Client: *WHAT PROBLEM DOES THIS SOLVE OR WHAT RESULT DOES IT DELIVER?*

How to Say It in Plain Language Online: *REWRITE IN CLIENT-FRIENDLY LANGUAGE — NO JARGON*

2 THE EXPERTISE EXTRACTION PROMPTS

Complete each sentence starter without editing yourself. Write the first honest answer that comes up. These raw answers are the raw material for your best online content.

Example answer shown in italics for prompts 1 and 2 to guide your response.

Prompt 1: The biggest mistake I see clients make before they ever work with me is...

Example: ...doing random workouts they found on Pinterest with no idea how those movements interact with their specific posture or injury history — and then wondering why their back hurts.

YOUR ANSWER: ...

Prompt 2: I knew I was different from other trainers when...

Example: ...a client told me that her previous trainer had been programming squats for two years and never once noticed she had one hip sitting higher than the other. I caught it in the first session.

YOUR ANSWER: ...

Prompt 3: The result my clients talk about most — the one that surprises even them — is...

YOUR ANSWER: ...

Prompt 4: If I could get every potential client to understand one thing before they hire anyone online, it would be...

YOUR ANSWER: ...

Prompt 5: The moment I realized my in-person experience gives me an unfair advantage online was when...

YOUR ANSWER: ...

3 YOUR ONE-LINE EXPERT STATEMENT BUILDER

Use this formula to build the clearest possible statement of what you do and who you do it for. You will use this in your bio, your discovery call intro, your social profiles, and your website header.

The Formula:

I help *specific person* achieve *specific result* without *common frustration* using *your unique method*.

Example A: I help busy moms in their 40s rebuild their core strength and stop leaking when they sneeze — without ever setting foot in a gym — using my 20-minute home training method designed specifically for postpartum bodies that have been ignored long enough.

Example B: I help desk-job professionals eliminate chronic lower back pain and actually stay out of pain long enough to enjoy their weekends — without expensive physio appointments every month — using the corrective movement sequences I developed coaching over 500 one-on-one clients.

Example C: I help group fitness instructors who are burning out on the class schedule build a sustainable online income from their existing teaching skills — without having to become a tech expert or a social media influencer — using a simple three-offer system that works even if they have never sold anything online before.

Now write yours:

I help *SPECIFIC PERSON YOU SERVE* achieve *SPECIFIC RESULT THEY WANT* without *THE THING THEY ARE MOST AFRAID OF OR MOST FRUSTRATED BY* using *YOUR METHOD, APPROACH, OR SIGNATURE SYSTEM*.

YOUR ONE-LINE EXPERT STATEMENT:

4 THE CLIENT LANGUAGE MIRROR

The best marketing copy you will ever write is already inside your clients' mouths. Write down five exact phrases — word for word, not paraphrased — that current or past clients have used to describe what working with you did for them. If you cannot remember exact words, send a quick voice message to three past clients today and ask: 'How would you describe what changed for you after we worked together?'

These exact phrases become your captions, your email subject lines, your sales page headlines, and your discovery call talking points.

Client Phrase 1: *EXACT WORDS A CLIENT USED TO DESCRIBE THEIR RESULT*

Client Phrase 2: *EXACT WORDS A CLIENT USED TO DESCRIBE THEIR RESULT*

Client Phrase 3: *EXACT WORDS A CLIENT USED TO DESCRIBE THEIR RESULT*

Client Phrase 4: *EXACT WORDS A CLIENT USED TO DESCRIBE THEIR RESULT*

Client Phrase 5: *EXACT WORDS A CLIENT USED TO DESCRIBE THEIR RESULT*

Now circle the one phrase that gave you a gut reaction — the one that made you think 'yes, that is exactly it.' That phrase goes at the top of your online bio this week.

5 CONTENT ANGLE GENERATOR

You will never again say 'I don't know what to post.' For each of your top three credential or expertise areas, you now have three specific content topics ready to go. Use the pre-filled rows as a model, then fill in your own.

Expertise Area: Corrective Exercise

Content Topic 1: The one movement pattern most trainers miss that leads to knee pain — and how to spot it in yourself at home

Content Topic 2: Why your hip flexors are not actually tight — and what is really happening instead

Content Topic 3: I assessed 100 clients before programming a single exercise — here is what I found every single time

Expertise Area: Functional Nutrition

Content Topic 1: The three things my clients eat more of — not less — when they want to lose body fat without losing their mind

Content Topic 2: Why the meal plan you downloaded is probably making your energy worse, not better

Content Topic 3: What I actually eat on a day I am teaching five classes — an honest look

Expertise Area: Group Fitness Instruction

Content Topic 1: How to stay motivated during a workout when you genuinely do not want to be there — from someone who has coached that exact moment 10,000 times

Content Topic 2: The real reason people quit group fitness programs — and it has nothing to do with the exercises

Content Topic 3: What 10 years of watching people work out has taught me about what actually creates lasting change

Your Expertise Area 1: *CREDENTIAL OR EXPERIENCE AREA*

Content Topic 1: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 2: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 3: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Your Expertise Area 2: *CREDENTIAL OR EXPERIENCE AREA*

Content Topic 1: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 2: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 3: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Your Expertise Area 3: *CREDENTIAL OR EXPERIENCE AREA*

Content Topic 1: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 2: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Content Topic 3: *SPECIFIC POST TOPIC ROOTED IN THIS EXPERTISE*

Your Action Step:

By the end of today, take the one circled client phrase from Section 4 and the one-line expert statement you wrote in Section 3 and update one place online — your Instagram bio, your Facebook profile, your LinkedIn headline, or your email signature. Just one. Do not wait until everything is perfect. The goal is to let one real person see who you actually are and what you actually do before you go to sleep tonight.

The place I am updating today is: *PLATFORM OR PROFILE NAME*

The updated bio or headline I am posting is: *YOUR NEW ONE-LINE STATEMENT OR CLIENT PHRASE ADAPTED FOR THIS PLATFORM*

CALL TO ACTION

Update one profile today — before you close this workbook.

CHAPTER 1

The Content Angle Generator: 12 Ways to Talk About What You Already Know

Never stare at a blank caption again. Pick an angle, plug in your expertise, and post something that sounds like you — not like every other trainer online.

You already have more to say than you think. The problem is not a lack of ideas — it is that every idea feels like it has been done before. It has not been done by you, for your client, from your gym floor. This generator gives you 12 proven angles. Each one takes one piece of your expertise and turns it into a post, a DM, an email, or a voice memo.

How to use it: pull one topic from your Credential-to-Content Translation Worksheet, run it through any angle below, and write the first draft in ten minutes or less. One topic can easily become twelve pieces of content.

1 THE 12 CONTENT ANGLES

ANGLE 1 THE MYTH BUSTER

Name one thing your ideal client believes that is keeping her stuck, then tell her what is actually true.

> *Example hook: "You don't need to do more cardio to lose the weight. Here's what I tell every client over 40 instead."*

ANGLE 2 THE CLIENT MOMENT

Tell a short story about one real client — the moment something clicked.

> *Example hook: "Maria cried in the parking lot after her first pain-free deadlift. Here's what we changed."*

ANGLE 3 THE 3AM QUESTION

Answer the question your ideal client is too embarrassed to ask anyone else.

> *Example hook: "Is it normal that I pee a little when I jump? Yes, it's common. No, you don't have to live with it."*

ANGLE 4 THE MISTAKE I SEE EVERY WEEK

Share one mistake you watch people make on the gym floor over and over.

> *Example hook: "The most common mistake I see in the squat rack has nothing to do with your knees."*

ANGLE 5 THE BEHIND THE SCENES

Show how you actually work — your process, your prep, what happens in a session.

> *Example hook: "Here's exactly what I look at in the first five minutes with a new client."*

ANGLE 6 THE HOT TAKE

Share an honest opinion that not everyone in the industry agrees with.

> *Example hook: "I stopped giving my clients meal plans. Here's why their results got better."*

ANGLE 7 THE SIMPLE HOW-TO

Teach one small, doable thing they can try today.

> *Example hook: "If your lower back aches after sitting all day, try this 90-second reset before bed."*

ANGLE 8 THE BEFORE AND AFTER MINDSET

Describe how your client thought before working with you versus after — not just how they looked.

> *Example hook: "Before: 'I'm too old to start.' After: 'I can't believe I waited this long.'"*

ANGLE 9 THE CREDENTIAL TRANSLATED

Take one certification or skill and explain what it means for a real person.

> *Example hook: "My pre- and postnatal certification means I know what your pelvic floor needs before your doctor mentions it."*

ANGLE 10 THE WHY I DO THIS

Share your personal reason for doing this work. Vulnerability builds trust fast.

> *Example hook: "I became a trainer after my mom's heart attack. This is why I care about women over 50."*

ANGLE 11 THE THIS OR THAT

Compare two options your client is choosing between and give your honest take.

> *Example hook: "Morning workouts or evening workouts? Here's what actually matters for busy moms."*

ANGLE 12 THE DIRECT INVITATION

Tell people exactly who your offer is for and how to take the next step. Use it once for every four value posts.

> *Example hook: "I'm opening four spots for women who want to get strong without living at the gym. Here's who it's for."*

2 YOUR ANGLE WORKSHEET

Pick three expertise topics from your Credential-to-Content Translation Worksheet. For each topic, choose three angles and write one hook for each. That is nine ready-to-go posts before you finish this page.

Expertise Topic 1: *ONE THING YOU KNOW WELL*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Expertise Topic 2: *ONE THING YOU KNOW WELL*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Expertise Topic 3: *ONE THING YOU KNOW WELL*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

Angle: *ANGLE NUMBER* — Hook: *FIRST LINE OF YOUR POST*

3 YOUR CONTENT PILLARS

Your pillars are the three to four topics you come back to again and again. They keep you consistent and make sure every post connects back to your offer. Rotate through them each week so your audience sees the full picture of how you help.

Pillar 1 (your core expertise): *e.g., STRENGTH AFTER 40*

Pillar 2 (the problem you solve): *e.g., BACK PAIN FROM DESK JOBS*

Pillar 3 (your proof): *e.g., CLIENT STORIES AND RESULTS*

Pillar 4 (you, the person): *e.g., MY LIFE AS A MOM WHO TRAINS*

> *Example weekly rotation: Monday — Pillar 1 using Angle 1. Wednesday — Pillar 3 using Angle 2. Friday — Pillar 2 using Angle 7. Every fourth week, swap one post for Angle 12, your Direct Invitation.*

> **CALL TO ACTION**
>
> **Choose one hook from your worksheet and post it today. Not the best one — the first one. Then come back to this page every week and pull your next angle. Consistency beats creativity every single time.**

CHAPTER 2

The Fit Pro Offer Architecture Worksheet: Name It, Price It, and Package It in One Sitting

The exact framework to build your first clean online offer — no course platform required, no tech overwhelm, no guessing.

Use this worksheet to move from 'I have knowledge' to 'I have an offer' in a single focused session. Every field below is a decision — make it, write it down, and walk away with the bones of something real.

1 OFFER TYPE SELECTOR

Read each format below. Circle or highlight the ONE that fits your life right now — not your dream business, your life right now.

1. COACHING PROGRAM What it is: You guide a client through a defined transformation over a set number of weeks using calls, check-ins, and structured content. Who it works for: Trainers who love the relationship side of coaching and are comfortable on video or voice. What you need to deliver it: A calendar, Zoom or phone, and a clear week-by-week plan.

2. MEMBERSHIP What it is: Clients pay a monthly fee for ongoing access to workouts, resources, community, or live sessions. Who it works for: Instructors with a loyal following who produce content consistently and love variety. What you need to deliver it: A way to host content (even a private Facebook group counts to start), and a reliable content schedule.

3. SELF-PACED GUIDE OR PROGRAM What it is: A PDF guide, video series, or structured program a client works through on their own timeline. Who it works for: Trainers who want to build something once and sell it repeatedly — the closest thing to passive income. What you need to deliver it: Your expertise organized into steps, a way to deliver files (even email), and zero live time required.

4. ACCOUNTABILITY GROUP What it is: A small group of clients working toward the same goal together, with your guidance, check-ins, and community support. Who it works for: Instructors who thrive in group energy and want to serve more people without multiplying their hours. What you need to deliver it: A group chat or platform, weekly touchpoints, and a shared goal your clients all have in common.

5. VIP INTENSIVE What it is: A condensed, high-touch experience — one day or one week — where a client gets your full focus and walks away with a complete plan or result. Who it works for: Experienced trainers who can command a premium and deliver transformation fast. What you need to deliver it: A structured agenda, deep expertise, and confidence to charge what this is worth.

The format I am choosing right now: *YOUR OFFER TYPE*

Why this one fits my life right now: *YOUR REASON IN ONE SENTENCE*

> *Example: Self-Paced Guide — because I have two kids under five and I cannot commit to live calls on a schedule yet, but I have a 6-week fat loss plan I have used with twenty clients that I could write up this month.*

2 THE OFFER ARCHITECTURE BUILDER

Fill in every field. Do not skip price. A blank price field means you do not have an offer yet — you have an idea.

Offer Name: *NAME YOUR OFFER — what would you call this if someone asked you about it at a party?*

> *Example: The Postpartum Strong Method — 8 Weeks to Pain-Free Movement for New Moms*

Who It Is For (one sentence — name the exact person): *CLIENT DESCRIPTION*

> *Example: This is for women who had a baby in the last 18 months and feel like their body is a stranger — they want to feel strong again but are scared of doing the wrong thing.*

Core Promise (the result they get — specific, time-bound, and honest): *THE RESULT IN 30 DAYS OR LESS — or name your actual timeline*

What Is Included (list every deliverable — be specific, not vague):

Deliverable 1: *WHAT THEY GET*

Deliverable 2: *WHAT THEY GET*

Deliverable 3: *WHAT THEY GET*

Deliverable 4: *WHAT THEY GET*

Deliverable 5: *WHAT THEY GET*

Deliverable 6: *WHAT THEY GET — leave blank if you have fewer than six*

Format: Circle one — LIVE / ASYNC / HYBRID

Duration: *HOW LONG — in weeks, days, or months*

Price: $ *YOUR NUMBER — write it down, do not leave this blank*

3 THE GUT-CHECK PRICING FORMULA

Do not skip this. Most fit pros undercharge by half. This three-step formula helps you land on a price you can say out loud without your voice dropping.

STEP 1 CALCULATE THE VALUE OF YOUR RESULT

What is the result of your program worth to your client in real, tangible terms? Think about what they would pay a physical therapist, a nutritionist, a personal trainer for 12 sessions, or a gym membership for a year to get close to this result. Write a dollar amount.

The result I deliver is worth approximately: $ *ESTIMATED VALUE TO CLIENT*

STEP 2 ANCHOR TO YOUR IN-PERSON RATE

What do you currently charge per hour in person, or what is the going rate at your gym?

My current in-person hourly rate: $ *YOUR HOURLY RATE*

If a client worked with me in person for the same duration as this offer, they would pay: $ *HOURLY RATE x ESTIMATED HOURS*

STEP 3 LAND ON YOUR LAUNCH PRICE

Your launch price should feel like a strong value to your first clients AND feel like real money to you. It does not have to be your forever price — it is your starting price.

Look at your two numbers above. Your offer price should sit comfortably between them — not at the bottom, not at the top for a first launch.

My launch price is: $ *YOUR FINAL PRICE*

I can defend this price because: *FINISH THIS SENTENCE — write it like you are saying it to a friend, not performing it for an audience*

4 THE 'CAN I DELIVER THIS?' CONFIDENCE CHECKLIST

Answer every question honestly. If you circle NO more than three times, your offer needs to be simplified before it goes live — not abandoned, simplified.

1. I have already gotten results for at least one person using this approach, even informally. YES / NO
2. I could explain what my client does each week without referring to notes. YES / NO
3. I know exactly what format I am delivering this in (calls, PDF, video, group, or app). YES / NO
4. I could deliver this offer in the next 30 days if someone paid me today. YES / NO
5. I have a way to communicate with my clients during the program (email, DM, group chat). YES / NO

6. The price I set is one I will actually enforce and not discount the moment someone hesitates. YES / NO
7. I would be proud to show this offer to a colleague I respect. YES / NO
8. The promise I am making is achievable — not a fantasy result I cannot guarantee. YES / NO
9. I do not need to build a course platform, app, or website before I can sell this. YES / NO
10. If ten people signed up this week, I could serve all of them without burning out. YES / NO

Total YES answers: *YOUR NUMBER* out of 10

If you scored 8 or higher: you have a real offer. Move to Section 5.

If you scored 5 to 7: identify the NO answers and simplify one deliverable or adjust your timeline before moving forward.

If you scored below 5: your offer is not ready yet — and that is fine. Go back to Section 1 and choose a simpler format.

5 YOUR OFFER ONE-PAGER DRAFT

Fill in every field below using your answers from Sections 2 and 3. Do not edit for perfection. The goal is a rough draft you can use this week — in a DM, an email, or a social post.

HEADLINE (what it is and who it is for, in one bold sentence):

YOUR HEADLINE

WHO IT IS FOR (one to two sentences — name the person and the problem they are living right now):

YOUR WHO

WHAT THEY GET (three to four bullet points — specific deliverables only, no vague promises):

— *DELIVERABLE*

— *DELIVERABLE*

— *DELIVERABLE*

— *DELIVERABLE*

THE PROMISE (the specific result they can expect and the timeline — write it simply and honestly):

YOUR PROMISE

$ *YOUR PRICE* for *YOUR DURATION*

> **CALL TO ACTION**
>
> *YOUR CTA — one action only, not three options*

ROUGH SALES PARAGRAPH (combine the fields above into three to five sentences you could post or email today — write it in your voice, not a marketing textbook):

YOUR PARAGRAPH

Based on everything you filled in above, write one sentence that describes exactly what you are doing next and when you are doing it.

By *DAY AND DATE*, I will *SPECIFIC NEXT ACTION — send this to five people, post this in one Facebook group, DM three past clients, or open a Google Doc and write the first week of content*.

Sign your name here as a commitment to yourself: *YOUR NAME*

Date: *TODAY'S DATE*

CALL TO ACTION

Once you have completed every section, take a photo of this worksheet or save your digital version — this is the document you will refer back to every time you second-guess your offer, your price, or whether you are ready.

CHAPTER 2

The Ideal Client Snapshot Worksheet: Know Exactly Who You Are Talking To

Stop writing for everyone. Build one clear, specific client profile that sharpens every post, every offer, and every conversation you have.

When you try to speak to everyone, your message lands with no one. The fastest way to make your offer feel like it was written just for someone is to actually write it for someone. This worksheet helps you build that person — using what you already know from real clients you have trained.

Tip: base this on a real past or current client. Not a made-up avatar. The more real she is, the more real your words will sound.

1 WHO SHE IS

Give her a name (use a real client's first name if it helps): *NAME*

Age range: *e.g., 42–50*

What her days look like: *e.g., FULL-TIME NURSE, TWO TEENS, WORKS 12-HOUR SHIFTS*

Where she spends time online: *e.g., FACEBOOK GROUPS, INSTAGRAM AT NIGHT*

What she has already tried: *e.g., KETO TWICE, A GYM MEMBERSHIP SHE NEVER USED*

2 WHAT KEEPS HER STUCK

The problem she would tell a friend about: *IN HER WORDS, NOT FITNESS WORDS*

The problem she would never say out loud: *THE EMBARRASSING OR PRIVATE PART*

What she is afraid will happen if nothing changes: *HER REAL FEAR*

Why she has not solved it yet: *TIME, MONEY, CONFIDENCE, FAILED BEFORE*

> *Example answer. She would tell a friend her knees hurt. She would never say out loud that she avoids playing with her grandkids on the floor because she is scared she will not be able to get back up.*

3 WHAT SHE WANTS

The result she says she wants: *e.g., LOSE 20 POUNDS*

The feeling she is really after: *e.g., FEEL LIKE HERSELF AGAIN*

What a great day looks like for her 90 days from now: *DESCRIBE IT*

What would make her say yes to working with you: *e.g., SOMEONE WHO GETS HER SCHEDULE*

4 HER EXACT WORDS

Write down three things real clients have actually said to you about this problem. These phrases will become your captions, your offer name, and your sales page headline.

Phrase 1: *WORD FOR WORD*

Phrase 2: *WORD FOR WORD*

Phrase 3: *WORD FOR WORD*

5 YOUR SNAPSHOT SUMMARY

My ideal client is *NAME*, a *AGE AND LIFE STAGE* who struggles with *HER MAIN PROBLEM*. She has tried *WHAT SHE HAS TRIED* and what she really wants is *THE FEELING SHE IS AFTER*.

CALL TO ACTION

Read your summary out loud. If it sounds like a real person you could call today, you are done. If it sounds like a marketing profile, go back to Section 4 and use more of her actual words.

CHAPTER 2

The Signature Program Naming Template: A Name That Sells Before You Say a Word

Your program name should tell the right person "this is for me" in under three seconds. Here is how to build one that is specific, memorable, and easy to find.

A clever name that needs explaining is costing you clients. "Project Phoenix" sounds cool, but it does not tell a tired 45-year-old mom anything. "The Strong After 40 Reset" does. Your name is the first line of your sales pitch — make it do the work.

1 THE NAMING FORMULA

A strong program name uses at least two of these four building blocks:

1. **Who it is for** — busy moms, women over 40, night-shift nurses, new runners
2. **The result** — strong, pain-free, energized, confident, back in your jeans
3. **The timeframe** — 6-week, 30-day, 12-week
4. **The method or format** — reset, blueprint, method, bootcamp, club, protocol

> *Examples: The 6-Week Strong After 40 Reset (who + result + timeframe + format). The Pain-Free Desk Worker Method (result + who + method). The New Mom Core Comeback (who + result).*

2 BRAINSTORM YOUR BUILDING BLOCKS

Who it is for (list three ways to say it): *OPTION 1 / OPTION 2 / OPTION 3*

The result (list three ways to say it): *OPTION 1 / OPTION 2 / OPTION 3*

Timeframe: *HOW LONG YOUR PROGRAM RUNS*

Format word that fits your style: *RESET / METHOD / BLUEPRINT / CLUB / OTHER*

3 WRITE FIVE NAME OPTIONS

Name option 1: *YOUR PROGRAM NAME*

Name option 2: *YOUR PROGRAM NAME*

Name option 3: *YOUR PROGRAM NAME*

Name option 4: *YOUR PROGRAM NAME*

Name option 5: *YOUR PROGRAM NAME*

4 THE NAME TEST

Check your favorite name against each question. You want five YES answers.

- [ ] Would my ideal client know it is for her without any explanation?
- [ ] Can I say it out loud in one breath without stumbling?
- [ ] Does it use words my clients actually use — not industry jargon?
- [ ] Would it make sense as a hashtag, an email subject line, or a Google search?
- [ ] Does it avoid sounding like every other program out there?

My program name is: *YOUR FINAL NAME*

> **CALL TO ACTION**
>
> **Before you fall in love with your name, say it to two real people in your ideal client group and ask one question: "What do you think this program helps with?" If they get it right, you have your name.**

CHAPTER 2

The Offer One-Liner Script: Explain What You Sell in One Sentence

When someone asks "So what do you do?" you should never ramble again. Build one clear sentence that makes the right person lean in and ask how.

Most fit pros answer "What do you do?" with their job title. "I'm a personal trainer." That ends the conversation. Your one-liner answers a different question — "What do you help people do?" — and it opens the conversation instead.

1 THE ONE-LINER FORMULA

FORMULA

I help *WHO GET WHAT RESULT* without *THE THING THEY DREAD* through *YOUR PROGRAM NAME OR METHOD*.

> *Example: I help busy moms over 40 get strong and pain-free without spending hours at the gym through my 6-Week Strong After 40 Reset.*

> *Example: I help nurses who work night shifts get their energy back without another diet they cannot stick to.*

2 WRITE YOUR ONE-LINER

Who: *FROM YOUR IDEAL CLIENT SNAPSHOT*

Result: *THE OUTCOME THEY WANT MOST*

Without: *THE THING THEY ARE AFRAID OF OR TIRED OF*

Through: *YOUR PROGRAM NAME*

My one-liner: *PUT IT ALL TOGETHER IN ONE SENTENCE*

3 THREE VERSIONS FOR THREE SITUATIONS

Keep your core sentence the same, but adjust it for where you are.

In person (gym floor, dinner party, school pickup) — short and warm: *YOUR VERSION*

In your bio or email signature — clear and complete: *YOUR VERSION*

In a DM or email — add a soft next step at the end: *YOUR VERSION*

> *DM example: I help busy moms over 40 get strong without living at the gym. I'm opening a few spots in my next group — would it help if I sent you the details?*

4 THE FOLLOW-UP QUESTION

A great one-liner makes people ask "How?" Have your answer ready. Keep it to two sentences: what they get and how long it takes.

When someone asks "How does that work?" I say: *TWO SENTENCES — WHAT THEY GET AND HOW LONG*

> **CALL TO ACTION**
>
> **Say your one-liner out loud five times today. Then use it at least once this week with a real person — at the gym, in a DM, anywhere. Notice their reaction. That reaction tells you whether to keep it or tweak it.**

CHAPTER 2

The Sales Page Outline Template: A Simple Page That Turns Readers Into Buyers

You do not need a fancy website. You need one page that walks the right person from "this sounds like me" to "where do I sign up?" Fill in each section and you are done.

A sales page is not about sounding impressive. It is a conversation on paper. You are answering the questions your ideal client would ask if she were sitting across from you. Use the sections below in order. Write in plain language, the way you talk to clients on the gym floor.

Where to build it: Carrd, Canva websites, a Google Doc with a payment link, or your existing website. The platform does not matter. The words do.

1 THE HEADLINE

Speak to her biggest problem or desire in one line. Use her words from your Ideal Client Snapshot.

Headline: *THE RESULT SHE WANTS OR THE PROBLEM SHE HAS*

Sub-headline: *WHO IT IS FOR AND HOW LONG IT TAKES*

> *Example: Get Strong, Pain-Free, and Confident After 40 — Without Living at the Gym. A 6-week program for busy women who are done starting over.*

2 THE "THIS IS YOU" SECTION

Describe her life right now so she feels seen. Three to five short sentences that start with "You…"

You... *HER DAILY FRUSTRATION*

You... *WHAT SHE HAS TRIED*

You... *WHAT SHE SECRETLY WORRIES ABOUT*

3 WHY IT HAS NOT WORKED BEFORE

Tell her it is not her fault. Name the real reason other programs failed her.

The real reason: *e.g., THEY WERE BUILT FOR 25-YEAR-OLDS WITH FREE TIME*

4 INTRODUCE YOUR PROGRAM

Your program name, your one-liner, and what makes it different.

Program name: *FROM YOUR NAMING TEMPLATE*

One-liner: *FROM YOUR OFFER ONE-LINER SCRIPT*

What makes it different: *ONE OR TWO SENTENCES*

5 WHAT YOU GET

List every deliverable clearly. Pair each one with why it matters to her.

Deliverable 1: *WHAT IT IS* — so you can *WHY IT MATTERS*

Deliverable 2: *WHAT IT IS* — so you can *WHY IT MATTERS*

Deliverable 3: *WHAT IT IS* — so you can *WHY IT MATTERS*

6 PROOF

Add one to three client stories or testimonials. Use your Story Vault from Chapter 3.

Story or testimonial 1: *CLIENT NAME + RESULT + QUOTE*

Story or testimonial 2: *CLIENT NAME + RESULT + QUOTE*

7 ABOUT YOU

Three to four sentences. Your credentials, your years of experience, and why you care about this client.

About me: *USE BIO VERSION 2 FROM YOUR BIO SWIPE FILE*

8 WHO THIS IS FOR (AND NOT FOR)

Being clear about who it is not for builds trust with the right people.

This is for you if: *2–3 POINTS*

This is not for you if: *2–3 POINTS*

9 PRICE AND NEXT STEP

State the price clearly. No apologies. Then tell her exactly what to do.

Investment: $*YOUR PRICE* — or *PAYMENT PLAN IF YOU OFFER ONE*

Button text: *e.g., SAVE MY SPOT*

Payment or booking link: *YOUR LINK*

10 FREQUENTLY ASKED QUESTIONS

Answer the three to five questions you hear most. Your Objection Response Swipe File in Chapter 4 is a great source.

Question 1: *QUESTION* — Answer: *ANSWER*

Question 2: *QUESTION* — Answer: *ANSWER*

Question 3: *QUESTION* — Answer: *ANSWER*

11 FINAL PAGE CHECK

- [ ] Could my ideal client understand what this is and who it is for in ten seconds?
- [ ] Is the price written clearly, with no apology or over-explaining?
- [ ] Is there only one action to take — one button, one link?
- [ ] Have I tested my payment or booking link myself?
- [ ] Did I read it out loud and remove anything that does not sound like me?

> **CALL TO ACTION**
>
> **Do not wait for it to be perfect. Fill in every section this week, publish it, and send the link to three people who fit your Ideal Client Snapshot. Real feedback will improve your page faster than any rewrite.**

CHAPTER 2

The Fit Pro Bio & Authority Statement Swipe File: 5 Done-For-You Versions You Can Customize in 10 Minutes

Stop writing your bio from scratch. Grab the version that fits your platform, fill in the brackets, and post it today.

How to Use This Swipe File: Find the bio version that matches your platform, replace every *BRACKET* with your own details, and copy-paste it directly. Do not overthink it — the structure is already built for you.

BIO VERSION 1 Instagram Profile Bio (150 characters max)

Use this for: Your Instagram profile bio field.

YOUR SPECIALTY (e.g., Strength & Mobility) coach helping *YOUR AUDIENCE (e.g., women 40+) YOUR RESULT PROMISE (e.g., move pain-free & feel strong again)* 🔗 *YOUR LINK TEXT (e.g., Grab my free 5-day plan)*

> *Example filled in:*
> *Strength & Mobility coach helping women 40+ move pain-free & feel strong again* 🔗
> *Grab my free 5-day plan*

Character tip: Paste into Instagram's bio field and trim if needed. Your link goes in the website field, not here.

BIO VERSION 2 LinkedIn Summary (approximately 250 words)

Use this for: Your LinkedIn "About" section.

I am a *YOUR CERTIFICATION(S) (e.g., NASM-CPT, ACE-certified, RYT-200)* fitness and health professional with *YOUR YEARS OF EXPERIENCE (e.g., 11)* years of hands-on experience helping *YOUR AUDIENCE (e.g., busy professionals and women in midlife)*

YOUR CORE TRANSFORMATION (e.g., rebuild their strength, reduce chronic pain, and feel at home in their bodies again).

In that time, I have worked with *YOUR CLIENT STAT (e.g., over 300 individual clients and led group classes of 30+)* — and the result I am most proud of is not a number. It is the *YOUR FAVORITE CLIENT WIN TYPE (e.g., 52-year-old woman who told me she finally stopped dreading getting out of bed in the morning)*.

Right now, I help *YOUR TARGET CLIENT (e.g., women in their 40s and 50s who are done with programs that were never designed for their bodies)* through *YOUR OFFER NAME OR FORMAT (e.g., my 12-week online coaching program, Built to Last)*. We work on *YOUR PROGRAM PILLARS (e.g., progressive strength training, functional movement, and sustainable nutrition habits)* — all delivered *YOUR DELIVERY FORMAT (e.g., online, so my clients can train anywhere without rearranging their lives)*.

I built this program because I watched too many qualified trainers — and too many deserving clients — get left behind by an industry that rewards aesthetics over actual results.

If you are a *YOUR AUDIENCE DESCRIPTOR (e.g., health-conscious woman who is tired of starting over every January)*, I would love to connect.

[YOUR PREFERRED CONTACT PROMPT (e.g., Send me a message here on LinkedIn or visit my website at *YOUR WEBSITE URL* to learn more.)]

BIO VERSION 3 Discovery Call Introduction Script (60 seconds spoken)

Use this for: The opening of any discovery call, consultation, or video intro. Read it aloud three times before your call so it feels natural, not scripted.

"Hey, I am so glad you are here. My name is *YOUR FULL NAME (e.g., Jenna Torres)*, and I am a *YOUR CREDENTIAL(S) (e.g., NASM-certified personal trainer and functional nutrition coach)* with *YOUR YEARS (e.g., over a decade)* of experience working with *YOUR AUDIENCE (e.g., women who have tried every program out there and are finally ready to do this differently)*.

The work I do is really about *YOUR CORE PROMISE IN ONE SENTENCE (e.g., helping women stop managing their body and start trusting it — through strength training and nutrition habits that actually fit real life)*.

One of my clients, *CLIENT FIRST NAME OR DESCRIPTION (e.g., a 47-year-old teacher named Maria)*, came to me *CLIENT STARTING POINT (e.g., exhausted, dealing with lower back pain, and convinced she had waited too long to get strong)*. After *TIMEFRAME (e.g., eight weeks)*, she *CLIENT RESULT (e.g., deadlifted her bodyweight for the first time and told me she had not felt this good in her body since her 30s)*.

That is the kind of outcome I build my programs around. What I offer is *YOUR OFFER IN ONE PHRASE (e.g., a 12-week online coaching program that combines progressive strength training with a simple nutrition framework)* — and today I just want to learn more about where you are and whether it might be a fit for you.

So — tell me what brought you here."

BIO VERSION 4 Facebook Group or Forum Introduction Post

Use this for: Introducing yourself in a Facebook group, online community, forum, or networking space.

Hi everyone — dropping in with a quick intro because I love knowing who else is in this space.

I am *YOUR FULL NAME (e.g., Jenna Torres)*, a *YOUR CERTIFICATION(S) (e.g., NASM-CPT and RYT-200)* certified *YOUR PROFESSIONAL TITLE (e.g., personal trainer and yoga instructor)* based in *YOUR LOCATION OR "the online space" (e.g., Phoenix, AZ — and now fully online)*.

I have been in the fitness industry for *YOUR YEARS (e.g., 11 years)*, and the work I am most proud of is helping *YOUR AUDIENCE (e.g., women in their 40s and beyond) YOUR CORE RESULT (e.g., get genuinely strong without destroying their joints or burning out)*.

A recent win that still gives me chills: *CLIENT FIRST NAME OR DESCRIPTOR (e.g., my client Diane, a 51-year-old nurse)* started working with me *CLIENT STARTING POINT (e.g., after years of chronic knee pain she had been told was just something she had to live with)*. After *TIMEFRAME (e.g., ten weeks)* of *YOUR METHOD (e.g., targeted strength work and mobility training)*, she *CLIENT RESULT (e.g., completed her first 5K and told me her knees felt better than they had in 15 years)*. That is why I do this.

Right now I am *WHAT YOU ARE CURRENTLY DOING OR OFFERING (e.g., enrolling clients into my 12-week online program, Built to Last, which opens again next month)*.

If you are *YOUR IDEAL CLIENT DESCRIPTION (e.g., a woman who is ready to stop being told to just do cardio and actually build a body that works for her life)*, feel free to drop a comment below or send me a DM — I genuinely love connecting with people who are serious about this.

OPTIONAL CLOSING LINE (e.g., Looking forward to being part of this community!)

BIO VERSION 5 Email Signature Authority Block

Use this for: The signature on every email you send — client emails, inquiry replies, newsletter sends, and collaboration pitches. Every email you send is a touchpoint. Make it count.

Line 1: *YOUR FULL NAME (e.g., Jenna Torres)* | *YOUR PROFESSIONAL TITLE (e.g., Online Fitness & Nutrition Coach)*

Line 2: *YOUR CERTIFICATION BADGES (e.g., NASM-CPT | ACE | RYT-200 | Functional Nutrition Coach)*

Line 3: *YOUR ONE-LINE OFFER DESCRIPTION (e.g., Helping women 40+ build lasting strength online — without the guesswork.)* *YOUR LINK LABEL AND URL (e.g., Learn more: www.jennatorres.com/coaching)*

> *Example filled in:*
> *Jenna Torres | Online Fitness & Nutrition Coach*
> *NASM-CPT | ACE | RYT-200 | Functional Nutrition Coach*
> *Helping women 40+ build lasting strength online — without the guesswork. Learn more: www.jennatorres.com/coaching*

Pro tip: Keep this to three lines maximum. A cluttered signature loses authority. Fewer words, more impact.

CALL TO ACTION

Your bio is ready — now back it up with proof. Head to Chapter 3 to turn your best client results into stories that make strangers trust you.

CHAPTER 3

The Client Transformation Story Template: Turn Your Best Client Results Into Compelling Online Proof — Without Sounding Braggy

A fill-in-the-blank story framework that turns your real client wins into the kind of social proof that makes your ideal clients say 'that is exactly me.'

HOW TO USE THIS TEMPLATE: Fill in each *BRACKET* with your own client details, then use the three length formats below to instantly generate a social caption, email story, or one-liner — all from the same information. Complete the Ethical Checklist before publishing any story.

TEMPLATE ITEM 1: THE BEFORE-BRIDGE-AFTER STORY FRAMEWORK

Complete each field below. This is your story source document. Everything in Template Item 2 pulls directly from these answers.

CLIENT IDENTIFIER Client Nickname or First Name (with permission): *CLIENT NAME (e.g., Sarah, "Coach K's Client," "my client M")*

THEIR STARTING SITUATION (2-3 sentences — describe their life, not just their fitness level) *SENTENCE 1: Who they were when they came to you (e.g., "She was a 41-year-old nurse working 12-hour shifts who hadn't worked out consistently in three years.") SENTENCE 2: What their day-to-day struggle looked like (e.g., "She was exhausted by the time she got home and kept telling herself she'd start 'on Monday.'") SENTENCE 3: How this was affecting them beyond the physical (e.g., "She was watching her energy, her confidence, and her patience with her kids disappear and she didn't know how to stop it.")*

THE SPECIFIC PAIN POINT THAT MADE THEM REACH OUT *ONE SENTENCE: The moment or emotion that finally pushed them to act (e.g., "She told me she cried in the parking*

lot after her daughter's soccer game because she couldn't run the length of the field without getting winded.")

WHAT YOU DID TOGETHER (the method in plain, non-jargon language) *STEP 1 or PHASE 1 (e.g., "We started with two 20-minute sessions a week so the schedule felt doable, not overwhelming.")* *STEP 2 or PHASE 2 (e.g., "I built her a simple food framework around her hospital shifts — no meal prep marathons, just a structure she could actually follow.")* *STEP 3 or PHASE 3 if applicable (e.g., "Around week four we added a third session and she was the one who asked for it — that was the moment I knew she'd crossed into a new identity.")*

THE TANGIBLE RESULT (include a number or timeframe wherever honest and possible) *RESULT WITH DATA (e.g., "In 10 weeks she lost 14 pounds, dropped her resting heart rate by 11 points, and — the one she talks about most — ran that same soccer field sideline with her daughter without stopping.")*

ONE QUOTE OR PARAPHRASE FROM THE CLIENT *DIRECT QUOTE OR CLOSE PARAPHRASE (e.g., "She told me, 'I feel like I got my body back, but honestly I think I got my personality back too.'")*

TEMPLATE ITEM 2: THREE STORY LENGTH FORMATS

Using the fields you filled in above, drop your answers into whichever format fits your platform. All three come from the same source.

FORMAT A ONE-SENTENCE PUNCHY VERSION

For bios, pitch decks, podcast introductions, and website headlines.

CLIENT NAME came to me *BRIEF STARTING SITUATION (e.g., "exhausted, three years out of any routine, and crying in a parking lot")* and in *TIMEFRAME (e.g., "10 weeks")* she *SPECIFIC RESULT (e.g., "lost 14 pounds, lowered her resting heart rate, and ran her daughter's soccer field without stopping")*.

> *Example filled in: "Sarah came to me exhausted, three years out of any routine, and crying in a parking lot after a soccer game — and in 10 weeks she lost 14 pounds, dropped her resting heart rate by 11 points, and ran that field without stopping."*

FORMAT B ONE-PARAGRAPH VERSION

For Instagram captions, Facebook posts, LinkedIn updates, and text message referrals.

When *CLIENT NAME* first came to me, *SENTENCE 1 FROM STARTING SITUATION*. *SENTENCE 2 FROM STARTING SITUATION*. *THE PAIN POINT THAT MADE THEM REACH OUT*. So we *STEP 1 FROM WHAT YOU DID TOGETHER — keep it to one sentence here*. *THE TANGIBLE RESULT*. *CLIENT QUOTE OR PARAPHRASE*. If any part of *CLIENT NAME*'s story sounds familiar, *YOUR SOFT CALL TO ACTION (e.g., "send me a DM and let's talk about what that could look like for you.")*.

> *Example filled in: "When Sarah first came to me, she was a nurse working 12-hour shifts who hadn't worked out consistently in three years. She was watching her energy, her confidence, and her patience with her kids disappear. She told me she cried in the parking lot after her daughter's soccer game because she couldn't run the length of the field without getting winded. So we started with just two 20-minute sessions a week and a simple food structure built around her hospital schedule. In 10 weeks she lost 14 pounds, dropped her resting heart rate by 11 points, and ran that soccer field with her daughter without stopping. She told me, 'I feel like I got my personality back.' If any part of Sarah's story sounds like yours, send me a DM — let's talk."*

FORMAT C FIVE-PARAGRAPH VERSION

For email newsletters, blog posts, sales pages, and long-form content.

CLIENT NAME is *BRIEF IDENTITY — job, life stage, or role (e.g., "a 41-year-old ER nurse and mom of two")*. When she came to me, *SENTENCE 1 FROM STARTING SITUATION*. *SENTENCE 2 FROM STARTING SITUATION*. *SENTENCE 3 FROM STARTING SITUATION*.

THE PAIN POINT THAT MADE THEM REACH OUT — expand this slightly, one to two sentences. *Why that moment mattered — what it represented beyond the surface (e.g., "It wasn't just about being out of breath. It was about realizing she was disappearing from her own life.")*.

PARAGRAPH 3 — THE BRIDGE (WHAT WE DID): Here's what we did — and I want to be honest that it wasn't complicated. *STEP 1 FROM WHAT YOU DID TOGETHER*. *STEP 2 FROM WHAT YOU DID TOGETHER*. *STEP 3 FROM WHAT YOU DID TOGETHER if applicable*.

The difference wasn't a magic protocol. It was *YOUR CORE PHILOSOPHY IN ONE SENTENCE (e.g., "a plan that actually fit her life instead of demanding she fit her life around the plan.")*.

THE TANGIBLE RESULT — write it out fully. But the number that isn't in any spreadsheet is this: *CLIENT QUOTE OR PARAPHRASE*.

PARAGRAPH 5 — THE MIRROR MOMENT (for the reader): I'm sharing *CLIENT NAME*'s story because I know someone reading this right now is *REFLECTION OF THE READER'S PAIN POINT (e.g., "also exhausted, also telling themselves they'll start Monday, also wondering if it's too late")*. It's not too late. And it doesn't have to be as complicated as you think. *YOUR CALL TO ACTION (e.g., "If you want to see what a plan built specifically around your life could look like, click the link below and let's find out.")*.

TEMPLATE ITEM 3: THE WITHOUT-BRAGGING LANGUAGE GUIDE

Instead of self-editing your wins into invisibility, swap the phrase on the left for the phrase on the right. The right column says the same true thing — but centers the client, not you.

SWAP THIS — SAY THIS INSTEAD

1. "I helped her lose 20 pounds" — "She lost 20 pounds in our time working together"
2. "I transformed her body" — "She showed up, did the work, and her body transformed"
3. "My program gave her results" — "The structure we built together finally gave her consistency"
4. "I'm really good at this" — "This is the work I've been doing for *NUMBER* years"
5. "People always get amazing results with me" — "Here's what's been possible for clients in similar situations"
6. "I can fix your problem" — "I've helped people in this exact situation find a way through"
7. "No one else does this like I do" — "What makes my approach different is *SPECIFIC METHOD*"

8. "This is my signature method" — "Over *NUMBER* years I developed a process that consistently works for *CLIENT TYPE*"
9. "She was a mess before she found me" — "She was doing everything right except having a system that fit her actual life"
10. "My clients always succeed" — "The clients who commit to the process consistently see *RESULT TYPE*"
11. "I've been in this industry forever" — "I've spent *NUMBER* years working directly with *CLIENT TYPE* and here's what I've learned"
12. "Trust me, I know what I'm doing" — "Here's the framework we used and why it works"
13. "She couldn't have done it without me" — "She had everything she needed — she just needed the right structure"
14. "I've seen everything" — "After working with hundreds of clients, the pattern I see most often is *INSIGHT*"
15. "My results speak for themselves" — "Let me share a few client stories and let you decide"
16. "This is the best program out there" — "This program was built specifically for *CLIENT TYPE* who struggles with *SPECIFIC PROBLEM*"
17. "Everyone who works with me loves it" — "The feedback I hear most often is *SPECIFIC QUOTE TYPE*"
18. "I could tell right away she needed me" — "When she described her situation, I recognized the pattern immediately"
19. "I've certified in everything" — "My training includes *CERTS* which means I approach *PROBLEM* with *SPECIFIC LENS*"
20. "I know exactly what you need" — "Based on what you've shared, here's what I'd recommend we explore first"

TEMPLATE ITEM 4: THE STORY VAULT — YOUR CLIENT TRANSFORMATION LIBRARY

Document up to 8 client stories in the short format below. When you need content fast, a pitch answer, or proof that your work delivers — open this vault and pull. Fill in one row per client.

STORY 1
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 2
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 3
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 4
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 5
Client Identifier: *NAME OR NICKNAME*

One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 6
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 7
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

STORY 8
Client Identifier: *NAME OR NICKNAME*
One-Line Before: *WHO THEY WERE / WHAT THEY STRUGGLED WITH*
One-Line After: *SPECIFIC RESULT + TIMEFRAME*
Best Quote: *ONE SENTENCE FROM CLIENT*
Best Platform for This Story: *Instagram / Email / Discovery Call / Sales Page / Podcast*

TEMPLATE ITEM 5: THE ETHICAL SOCIAL PROOF CHECKLIST

Before publishing any client story, run it through this checklist. All six must be YES before you post, pitch, or publish. Your reputation is worth more than any single piece of content.

Complete this checklist for each story before it goes live.

Client Story Being Reviewed: *CLIENT NAME OR NICKNAME*

Date Reviewed: *DATE*

1. ACCURACY — Is every result, number, and timeframe in this story factually accurate and something I can verify?
YES / NO
Notes: *ADD ANY CLARIFICATIONS HERE*

2. PERMISSION — Has this client explicitly given me permission to share their story, in writing or on record?
YES / NO
Notes: *DATE PERMISSION WAS GIVEN / HOW IT WAS DOCUMENTED*

3. IDENTITY PROTECTION — If the client has asked for anonymity or I am using a nickname, have I removed or altered any detail that could identify them without their consent? YES / NO Notes: *WHAT WAS CHANGED AND WHY*

4. CONTEXT — Is the result I am sharing representative of what a typical committed client can expect, or is it an exceptional outlier that needs a disclaimer? YES / NO If outlier, my disclaimer reads: *ADD DISCLAIMER LANGUAGE (e.g., "Results vary. Sarah's outcome reflects her consistency and commitment over 10 weeks. Individual results will differ.")*

5. FRAMING — Does this story center the client's effort and decision-making, rather than positioning me as the sole reason for their success?
YES / NO
Notes: *ANY LANGUAGE TO ADJUST*

6. CURRENT — Is this story still accurate? (The client has not since reversed results, left on bad terms, or asked me to stop sharing their information.) YES / NO Notes: *CONFIRM LAST DATE OF CONTACT OR VERIFICATION*

All six checked YES? This story is cleared to use.
One or more checked NO? Revise before publishing.

CALL TO ACTION

Once you have completed your first Before-Bridge-After story and passed the Ethics Checklist, drop it into Format B and post it. That one story, posted today, does more for your online business than three weeks of planning ever will.

CHAPTER 3

The Testimonial Request Script: How to Ask for Proof Without Feeling Awkward

Your best clients want to help you. Most of them are just waiting to be asked — clearly, kindly, and at the right moment.

Asking for a testimonial can feel like fishing for compliments. It is not. You are giving a client the chance to put words to how far she has come — and those words will help the next person just like her find you. Use these scripts to ask in a way that feels natural and gets you specific, usable proof.

1 WHEN TO ASK

The best time to ask is right after a win. Timing matters more than wording.

1. Right after a client hits a milestone — a first pull-up, a lower number on the scale, a pain-free week.
2. When a client says something kind out of the blue — "I can't believe how good I feel." Ask right then.
3. At the end of a program or package, as part of your wrap-up.
4. With past clients you have not talked to in a while — use the past-client email below.

2 THE THREE QUESTIONS THAT GET GREAT TESTIMONIALS

Never ask "Can you write me a testimonial?" It is too open, and people freeze. Ask these three questions instead. Together, they tell a complete before-and-after story.

1. What was going on for you before we started working together?

2. What has changed for you since then — in your body, your energy, or your life?
3. What would you tell a friend who is thinking about working with me?

3 THE SCRIPTS

IN PERSON OR VOICE MEMO

CLIENT NAME, can I ask you something? You have come so far with *THEIR RESULT*, and I would love to share your story to help other women in your shoes. Would you be open to answering three quick questions? You can just send me a voice memo — it takes about two minutes.

TEXT OR DM

Hi *CLIENT NAME*! I have been thinking about how far you have come with *THEIR RESULT* and I am so proud of you. Would you be willing to help me out? I would love to share your story with women who are where you were *TIMEFRAME* ago.

If you are up for it, just reply with a few sentences on these three questions:

1. What was going on before we started? 2. What has changed? 3. What would you tell a friend thinking about working with me?

No pressure at all — and totally fine if you would like me to use your first name only.

EMAIL TO A PAST CLIENT

Subject: A quick favor (and a thank you)

Hi *CLIENT NAME*, I was thinking about you this week and remembered *SPECIFIC MOMENT FROM YOUR TIME TOGETHER*. I hope you are doing well!

I am building out my online coaching, and I would love to share a few real client stories. Would you be willing to answer three short questions about your experience? *LIST THE THREE QUESTIONS*

Reply whenever you have a minute. And thank you — working with you was one of my favorite parts of *YEAR OR SEASON*.

YOUR NAME

4 PERMISSION AND NEXT STEPS

Always confirm how your client wants to be named before you share anything. Then save the testimonial straight into your Story Vault.

Client: *NAME* — Asked on: *DATE* — Received: YES / NO

Can I use: FULL NAME / FIRST NAME ONLY / NO NAME — Photo OK: YES / NO

Saved to Story Vault: YES / NO — Ethics Checklist passed: YES / NO

> **CALL TO ACTION**
>
> **Make a list of three current or past clients who have had a real win. Send one of the scripts above to all three this week. Even one yes gives you proof you can use on your bio, your sales page, and your next post.**

CHAPTER 3

The Visibility Activation Checklist: 30 Specific Actions to Get Your First Online Client in the Next 30 Days

No vague 'post more content' advice. Every item is tied to a specific template already inside this kit — so you always know exactly what to do next.

Use this checklist from Day 1 of your launch month. Work through every item in order, check it off when complete, and record the date — if you stall, the last unchecked box tells you exactly where to return and which template to open.

YOUR 30-DAY PROGRESS TRACKER

Name: *YOUR NAME*

Launch Month Start Date: *DATE*

30-Day Visibility Score (fill in at end of month): *NUMBER CHECKED* / 30

WEEK 1 DAYS 1 THROUGH 7

Build Your Visible Foundation

Goal: Make sure every place you exist online reflects the expert you already are — before you invite anyone to look.

1. Update your Instagram bio using Bio Version 1 from the Bio Swipe File in Chapter 2. Your bio should name who you help, what you help them do, and include a clear call to action pointing to your offer or booking link. Template: Chapter 2, Bio Swipe File — Version 1 Estimated time: 10 minutes Done Date completed: _____

2. Publish your Authority Statement to your LinkedIn profile headline and About section using Bio Version 2 from the Bio Swipe File in Chapter 2. Copy, paste, and personalize — do not rewrite from scratch. Template: Chapter 2, Bio Swipe File — Version 2 Estimated time: 15 minutes Done Date completed: _____

3. Add your Email Signature Authority Block to every outgoing email using Bio Version 5 from the Bio Swipe File in Chapter 2. Set it as your default signature so this happens automatically going forward. Template: Chapter 2, Bio Swipe File — Version 5 Estimated time: 8 minutes Done Date completed: _____

4. Write out your first Client Transformation Story using the Before-Bridge-After framework from Chapter 3. Format it as a one-paragraph social caption. Use a real

client result — first name only is fine. Template: Chapter 3, Before-Bridge-After Story Framework — One-Paragraph Caption Format Estimated time: 20 minutes ☐ Done Date completed: _____

5. Post that transformation story to Instagram or Facebook. Do not wait until it feels perfect. A real result posted imperfectly beats a perfect post that never goes live. Estimated time: 5 minutes ☐ Done Date completed: _____

6. Write a second transformation story using the same Before-Bridge-After framework. Save this one to your Story Vault — you will use it in Week 2. Template: Chapter 3, Before-Bridge-After Story Framework — Story Vault Entry Estimated time: 20 minutes ☐ Done Date completed: _____

7. Draft your Offer One-Pager using the Offer Architecture Worksheet in Chapter 2. Fill in every field — name, price, duration, deliverables, and the one result your client walks away with. Template: Chapter 2, Offer Architecture Worksheet Estimated time: 20 minutes ☐ Done Date completed: _____

8. Identify five former or current in-person clients you could realistically serve online. Write their first names in the spaces below. These are your first five DM recipients. 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ Estimated time: 10 minutes ☐ Done Date completed: _____

9. Send a personalized direct message to each of the five people you named above announcing your online offer. Use the DM Announcement Sequence in Chapter 4 as your starting script — personalize the opening line for each person. Template: Chapter 4, DM Announcement Sequence Estimated time: 20 minutes total ☐ Done Date completed: _____

10. Update your Facebook personal profile or business page bio using Bio Version 3 from the Bio Swipe File in Chapter 2 so every platform where you already exist is sending a consistent message. Template: Chapter 2, Bio Swipe File — Version 3 Estimated time: 8 minutes ☐ Done Date completed: _____

Week 1 Complete? Total items checked: __ / 10

WEEK 2 DAYS 8 THROUGH 14

Expand Your Reach and Make the Offer Visible

Goal: Get your offer in front of new eyes, deepen the visibility you started in Week 1, and begin building real relationships with the people most likely to become clients.

11. Join two fitness professional or health-focused Facebook groups where your ideal client is already present. Use the Facebook Group Introduction Template from Chapter 2, Bio Version 4, to post a value-first introduction in each group. Do not

pitch — introduce and add value. Template: Chapter 2, Bio Swipe File — Version 4 (Facebook Group Introduction) Estimated time: 20 minutes Done Date completed: _____

12. Share your completed Offer One-Pager in your Instagram Stories. Add a text overlay with a clear call to action — for example: 'Details at the link in my bio' or 'DM me the word READY to learn more.'

Template: Chapter 2, Offer Architecture Worksheet (completed draft)

Estimated time: 10 minutes

Done Date completed: _____

13. Post your second transformation story — the one you saved to your Story Vault in Week 1 — in the five-paragraph email or blog-length format from Chapter 3. Publish it on your email list, your blog, LinkedIn, or Facebook. Choose the platform where your warmest audience already follows you. Template: Chapter 3, Before-Bridge-After Story Framework — Five-Paragraph Email or Blog Format Estimated time: 20 minutes Done Date completed: _____

14. Go back to every person who commented on or reacted to your first post from Week 1. Reply to each one personally. If the interaction is warm, use the Post-Call Follow-Up Email Template language from Chapter 4 adapted as a DM — open a conversation, not a sales pitch. Template: Chapter 4, Post-Call Follow-Up Email Template (adapt opening lines for DM) Estimated time: 15 minutes Done Date completed: _____

15. Spend 20 minutes on Instagram or LinkedIn finding 10 pieces of content posted by people who match your ideal client profile. Leave a specific, value-adding comment on each one. Not an emoji. Not 'Love this.' A real sentence that shows you know your subject. Estimated time: 20 minutes Done Date completed: _____

16. Record the username or name of every person who responds to your DMs, reacts to your Stories, or comments on your posts this week. Add them to the tracking table below — these are your warmest leads. Warm Lead Tracking Table: Name/Username: _____ Platform: _____ Last Interaction: _____ Name/Username: _____ Platform: _____ Last Interaction: _____ Name/Username: _____ Platform: _____ Last Interaction: _____ Name/Username: _____ Platform: _____ Last Interaction: _____ Name/Username: _____ Platform: _____ Last Interaction: _____ Name/Username: _____ Platform: _____ Last Interaction: _____ Estimated time: 10 minutes Done Date completed: _____

17. Post one piece of content using a new Content Angle from the Content Angle Generator in Chapter 1 — choose an angle you have not used yet. This keeps your feed active and your name in people's feeds while you are building relationships in the background. Template: Chapter 1, Content Angle Generator Estimated time: 15 minutes Done Date completed: _____

18. Send a follow-up message to any of your original five DM recipients from Week 1 who have not yet replied. Use the follow-up line from the DM Announcement Sequence in Chapter 4 — one sentence, no pressure, keep it warm. Template: Chapter 4, DM Announcement Sequence — Follow-Up Line Estimated time: 8 minutes Done Date completed: _____

19. Confirm that your booking link — whether a Calendly, Google Form, or simple email response prompt — is live and working. Click it yourself. Make sure someone can actually book a discovery call with you in under 60 seconds. Estimated time: 5 minutes Done Date completed: _____

20. Write in the space below the name of the one warm lead from this week who feels most ready to have a real conversation. This is your first discovery call target for Week 3. First priority discovery call target: _____ Why they feel ready: _____ Estimated time: 4 minutes Done Date completed: _____

Week 2 Complete? Total items checked: __ / 10

WEEK 3 DAYS 15 THROUGH 21

Book and Run Your First Discovery Calls

Goal: Convert the visibility and relationships you built in Weeks 1 and 2 into actual booked calls — then run those calls with confidence using your script.

21. Send the Cold-to-Warm DM Conversation Sequence from Chapter 4, Script 1, to at least three people from your warm lead list who engaged with your content this week. Personalize the first line for each person before you send it. Template: Chapter 4, Script 1 — Cold-to-Warm DM Conversation Sequence Estimated time: 15 minutes Done Date completed: _____

22. Book a minimum of two discovery calls for this week or next. Confirm the date, time, and call link with each person. Add their names and call times in the spaces below. Discovery Call 1: Name: _____ Date: _____ Time: _____ Discovery Call 2: Name: _____ Date: _____ Time: _____ Estimated time: 10 minutes Done Date completed: _____

23. Print the 20-Minute Discovery Call Script from Chapter 4, Script 2, before each call. Read through the stage directions at least once. Have it in front of you during the call — you are not reading it word for word, you are using it as a map. Template:

Chapter 4, Script 2 — 20-Minute Discovery Call Script with Stage Directions Estimated time: 10 minutes per call Done Date completed: _____

24. Send the Post-Call Follow-Up Email to each person within two hours of hanging up. Do not wait until tomorrow. Fill in the bracketed fields with specific language from the actual call — reference something real they said. Template: Chapter 4, Post-Call Follow-Up Email Template Estimated time: 12 minutes per email Done Date completed: _____

25. Ask one current satisfied in-person client — someone who has had a real result with you — to write you a two or three sentence testimonial using the Testimonial Request Script. When they send it back, paste it directly into your Story Vault. Template: Chapter 3, Testimonial Request Script Story Vault entry slot: Chapter 3, Story Vault — Testimonial Section Estimated time: 8 minutes to send the request Done Date completed: _____

26. Post a third piece of content this week using a new Content Angle from the Content Angle Generator in Chapter 1. Visibility does not pause while you run calls — your content keeps working while your conversations are happening. Template: Chapter 1, Content Angle Generator Estimated time: 15 minutes Done Date completed: _____

Week 3 Complete? Total items checked: __ / 6

WEEK 4 DAYS 22 THROUGH 30

Evaluate, Adjust, and Declare Your First Online Month Complete

Goal: Turn everything you did this month into a clear picture of what worked, what stalled, and what you are doing differently in month two — so this month builds on itself instead of resetting.

27. Open your Offer Architecture Worksheet from Chapter 2. Based on the actual language you heard from real people on your discovery calls this month, make one specific adjustment — to the offer name, the price point, or one deliverable. Write what you changed and why. Template: Chapter 2, Offer Architecture Worksheet What I changed: _____ Why I changed it: _____ Estimated time: 15 minutes Done Date completed: _____

28. Calculate your total online income activity for this 30-day period. Use the same income fields from the Current Income Reality Snapshot in the Problem Diagnostic section. Enter your numbers in the spaces below and compare them to your pre-kit baseline. Online revenue generated this month: $_____ Discovery calls booked: _____ Discovery calls completed: _____ Proposals or offers sent: _____ Clients closed: _____ Pre-kit online revenue

baseline (from Problem Diagnostic): $_____ Change from baseline: $_____ Estimated time: 15 minutes Done Date completed: _____

29. Identify the single platform or outreach channel that produced the most replies, booked calls, or direct responses this month. Write it below. Then write one sentence describing exactly how you will double your effort there in month two. Highest-performing channel this month: _____ My month two plan for this channel: _____ Estimated time: 10 minutes Done Date completed: _____

30. Tally your 30-Day Visibility Score. Count every checked item across all four weeks and write the total at the top of this checklist in the Progress Tracker box. Then go back and write a date next to every item you skipped — that date marks your actual stall point and the template you need to return to first when you open this kit next month. Final score: _____ / 30 Items I skipped and the template each one points back to: Skipped item: _____ Template to return to: _____ Skipped item: _____ Template to return to: _____ Skipped item: _____ Template to return to: _____ Estimated time: 10 minutes Done Date completed: _____

1. Write one sentence — by hand if possible — that begins with the words below. Use language from your One-Line Expert Statement and at least one real, specific result from this month. This is not a journal exercise. It is the first sentence of month two.

'I am a fit pro who earns online because

_____
_____
_____'

Estimated time: 5 minutes

Done Date completed: _____

MONTH ONE: COMPLETE.

Final Visibility Score: _____ / 30

Date Month One Closed: _____

First thing I am doing on Day 1 of Month Two: _____

CALL TO ACTION

Month One is done. Open Chapter 4 now — your Discovery Call Scripts, DM Sequences, and Follow-Up Emails are waiting, and every template referenced in this checklist is already built and ready to use.

CHAPTER 4

The Discovery Call Script Pack: 3 Word-for-Word Scripts for the Conversation That Turns Interested Followers Into Paying Clients

Never freeze on a discovery call again. Choose your scenario, fill in the brackets, and lead the conversation with total confidence.

How to Use This Template Pack: Fill in every *BRACKET* with your specific details before your first call. Print or pull up on a second screen during calls — these scripts are designed to sound natural, not robotic, so read them aloud at least once before you go live.

SCRIPT 1 THE COLD-TO-WARM DM CONVERSATION TO DISCOVERY CALL FUNNEL

Use this three-message sequence to move someone from a comment or cold DM into a booked discovery call. Send each message only after they respond to the previous one.

Message 1 — The Opener (send within 24 hours of comment or first interaction)

"Hey *THEIR FIRST NAME*! I noticed you *SPECIFIC ACTION THEY TOOK, e.g., commented on my post about meal timing for shift workers / asked a question in the group about getting back into lifting after having kids* — I just wanted to reach out personally because that is something I work on specifically with my clients. Are you still figuring that part out, or did you find something that's been working?"

Message 2 — The Curiosity Question (send after they reply)

"That makes total sense. A lot of the *DESCRIBE YOUR IDEAL CLIENT, e.g., busy nurses / moms returning to fitness / women in their 40s* I work with say the same thing — *RESTATE THEIR SPECIFIC STRUGGLE IN THEIR OWN WORDS, e.g., they know what to do*

but can never stay consistent once life gets busy. Can I ask — what does that actually look like for you day to day? Like what's been the hardest part?"

Message 3 — The Call Invitation (send after they open up about their situation)

"Honestly, based on what you're describing, I think I could give you some really useful direction — even in just 20 minutes. I do a free Discovery Call a few times a week where I look at exactly where someone is stuck and whether my program *YOUR PROGRAM NAME, e.g., The Strong & Scheduled Method / Fuel & Function Coaching* would actually be a good fit for them. No pressure either way — I only work with people I know I can genuinely help. Would you want to grab one of those spots? Here's my link: *YOUR SCHEDULING LINK*"

SCRIPT 2 THE 20-MINUTE DISCOVERY CALL SCRIPT WITH STAGE DIRECTIONS

Print this script and keep it in front of you. Brackets indicate where you customize. Parenthetical stage directions are for you only — never read them aloud.

STAGE 1 OPENING AND RAPPORT (Minutes 0–2)

(Pick up or join the call warm, energized, and already smiling. Do not start with an apology or filler.)

"Hey *CLIENT FIRST NAME*! So glad we could make this work. I'm *YOUR NAME*, and I've got us blocked for about 20 minutes today — which is genuinely enough time to figure out if what I do is a fit for where you are right now. Before I say anything about my program, I actually want to hear about you first. Sound good?"

(Wait for them to say yes. Let the silence work. Do not fill it.)

"Perfect. And just so you know — there's no pitch at the end of this where I try to pressure you into anything. I work with a small number of clients at a time and I'm pretty intentional about who I bring in. So this is really just a real conversation. Okay — tell me a little about what's going on for you right now with *GENERAL TOPIC AREA, e.g., your fitness / your nutrition / your energy and training*."

STAGE 2 SITUATION DISCOVERY (Minutes 2–7)

(Your job here is to listen more than you talk. Ask one question at a time. Take notes. Do not jump to solutions yet.)

"How long has this been going on for you?"

(Let them answer fully.)

"And what have you already tried? I want to make sure I'm not going to suggest something you've already done."

(Let them answer fully.)

"Got it. So it sounds like *PARAPHRASE WHAT THEY SAID IN YOUR OWN WORDS, e.g., you've tried tracking your food before but it always falls apart when your schedule changes / you've worked with a trainer in person but you need something you can do when you travel for work*. Am I hearing that right?"

(Wait for confirmation. This mirroring moment builds enormous trust.)

STAGE 3 PAIN AND COST QUESTIONS (Minutes 7–12)

(This stage is not about making them feel bad. It is about helping them articulate what staying stuck is actually costing them — so they make their own case for change.)

"I want to ask you something a little deeper if that's okay. When this *THEIR STATED PROBLEM, e.g., inconsistency / exhaustion / not seeing results* keeps showing up — what does that actually affect in your life? Like beyond just the *FITNESS/HEALTH* piece?"

(Let them answer. Common responses: confidence, relationship with their body, energy for their kids, showing up at work. Do not suggest answers — let them find their own.)

"And if nothing changes in the next six months — if you're exactly where you are right now — what does that mean for you?"

(This is the most important question on the call. Pause after you ask it. Let it land.)

"I appreciate you being so honest with me. That took courage to say out loud."

STAGE 4 OFFER PRESENTATION (Minutes 12–17)

(Do not apologize for what you offer. Do not over-explain. Present clearly, confidently, and briefly.)

"Okay — based on everything you've just told me, I want to share what I do and you can tell me if it sounds like it might be a fit."

"I run a program called *YOUR PROGRAM NAME, e.g., The Lean & Strong Blueprint / The Fit Pro Nutrition Reset*. It's a *LENGTH OF PROGRAM, e.g., 12-week / 90-day FORMAT, e.g., 1:1 coaching program / group coaching experience* designed specifically for *DESCRIBE YOUR CLIENT, e.g., women over 40 who are done with dieting / busy fitness pros who want to eat for performance without tracking every macro*."

"Inside *YOUR PROGRAM NAME*, we *MAIN DELIVERABLE 1, e.g., build a personalized training plan you can do in under 45 minutes*, *MAIN DELIVERABLE 2, e.g., create a nutrition structure that actually fits your real schedule*, and *MAIN DELIVERABLE 3, e.g., meet weekly so you're never stuck wondering what to do next*."

"The clients I work with typically *SPECIFIC RESULT, e.g., drop their first 10 pounds in the first six weeks / get their energy back within 30 days / finally stop binge eating on weekends* — but more than that, they stop feeling like their body is working against them."

"The investment for the full *LENGTH* is *YOUR PRICE, e.g., $1,497 / $297 per month for three months*. And yes — I know that's real money. Which is exactly why I don't take everyone who applies."

STAGE 5 CLOSE AND NEXT STEPS (Minutes 17–20)

(Do not rush. Do not beg. State the next step clearly and then stop talking.)

"So — based on what you've shared with me today, I do think *YOUR PROGRAM NAME* would be a strong fit for where you are right now. The question is whether you feel the same way."

"What are your thoughts?"

(Stop talking. The next person to speak loses. Wait as long as it takes.)

(If they say yes:) "I love that. Here's what happens next — I'll send you an email within the next two hours with the agreement and the payment link. Once that's taken care of, I'll send your onboarding questionnaire and we'll schedule your first session. Does that work?"

(If they hesitate:) "That's completely fair. What's the main thing sitting in the way for you right now?"

(Then use Script 3 — The Objection Response Swipe File below.)

SCRIPT 3 THE OBJECTION RESPONSE SWIPE FILE

Use these word-for-word responses when you hear the eight most common objections. Each response follows a three-part framework: Acknowledge, Reframe, Redirect. These are honest, human responses — not manipulation tactics.

Objection 1: "I need to think about it."

"Of course — I'd rather you make a clear decision than a rushed one. Can I ask what specifically you'd be thinking through? Because if there's a question I haven't answered yet, I'd rather address it now than have you sit with something I could clear up in two minutes."

Objection 2: "I can't afford it right now."

"I hear you, and I want to be respectful of that. Can I ask — is it that the money genuinely isn't there, or is it more that you're not sure it's worth the investment given what you've tried before? Because those are two different things, and I want to make sure I'm actually understanding what's in the way."

Objection 3: "I've tried programs before and they didn't work."

"That actually makes complete sense, and honestly, if I were you, I'd be skeptical too. The difference I'd ask you to look at is this — what was missing from those programs that left you back here? Because the reason *YOUR PROGRAM NAME* works for people who've tried other things is *YOUR KEY DIFFERENTIATOR, e.g., we build the plan around your actual schedule, not a perfect week that doesn't exist / you have direct access to me, not a Facebook group and a PDF*."

Objection 4: "I'm not sure I have time."

"That's one of the most common things I hear — and honestly, the people who tell me they don't have time are usually the people who need this the most, because right now you're spending a lot of mental energy on *THEIR STATED PROBLEM* without getting anywhere. What would it actually look like in your week if we carved out *TIME COMMITMENT OF YOUR PROGRAM, e.g., three hours a week / 30 minutes a day*? Is there a real reason that's impossible, or does it just feel overwhelming right now?"

Objection 5: "I want to talk to my partner first."

"Absolutely — I think that's smart, especially for an investment at this level. What I'd suggest is this: let me send you the full program overview and the payment details right after this call so you have something concrete to share with them rather than trying to explain it from memory. When do you think you'd be able to have that conversation?"

Objection 6: "Can you just send me more information?"

"Of course — but I want to make sure I send you the right things, because I have a lot of materials and I don't want to bury you in a PDF you'll never read. Based on what you told me today, the most relevant pieces are *SPECIFIC RESOURCE 1, e.g., the client results page* and *SPECIFIC RESOURCE 2, e.g., the full program breakdown*. I'll send those in the follow-up email. Is there a specific question you're hoping that information will answer for you?"

Objection 7: "I'm going to wait until after *LIFE EVENT, e.g., the holidays / my vacation / I get through this busy season*."

"I get that — timing feels really real. I'd just ask you one thing honestly: you mentioned earlier that this has been going on for *LENGTH OF TIME THEY STATED*. What's going to be different after *LIFE EVENT* that hasn't been different before? I'm not asking to be harsh — I just want you to think about whether waiting is a strategy or a pattern."

Objection 8: "I'm not sure this will work for me specifically."

"That's a fair concern and I'd rather you say it out loud than wonder. Tell me what 'this won't work for me' looks like in your head — what's the specific scenario you're picturing? Because I've worked with *TYPE OF CLIENT, e.g., women who've been sedentary for years / trainers who can't stick to their own nutrition / people with*

injuries and autoimmune issues, and I want to know if what you're describing is actually outside what I can help with or if it's something we've navigated before."

TEMPLATE 4 — THE POST-CALL FOLLOW-UP EMAIL

Send this within two hours of ending the discovery call. Fill in every bracket before sending. This email is for the people who were interested but not quite ready to say yes on the call — it closes the gap.

Subject Line: Your next step, *CLIENT FIRST NAME* — plus everything we talked about

Email Body:

Hey *CLIENT FIRST NAME*,

Really glad we got to connect today. I wanted to send this while our conversation is still fresh for both of us.

Here's what I heard you say your biggest focus is right now:

[RESTATE THEIR PRIMARY GOAL IN THEIR OWN WORDS, e.g., You want to finally get consistent with your training without burning out, especially with your *SPECIFIC LIFE FACTOR THEY MENTIONED, e.g., rotating schedule / kids at home / travel for work* making it feel impossible to stick to anything.]

And the thing that's been getting in the way:

RESTATE THEIR STATED OBSTACLE IN THEIR OWN WORDS, e.g., You've tried tracking and it always falls apart. You know what to do — you just can't make it stick when life gets busy.

Based on everything you shared, I genuinely believe *YOUR PROGRAM NAME, e.g., The Lean & Strong Blueprint* is the right fit for where you are. Here's a quick recap of what's included:

- *PROGRAM DELIVERABLE 1, e.g., A personalized 12-week training plan built around your actual schedule*

- *PROGRAM DELIVERABLE 2, e.g., A simple nutrition framework — no calorie counting, no food scales*

- *PROGRAM DELIVERABLE 3, e.g., Weekly check-in calls with me directly so you're never guessing*

- *PROGRAM DELIVERABLE 4, e.g., Unlimited voice message support between sessions*

The total investment is *YOUR PRICE, e.g., $1,497 paid in full or three payments of $525*.

If you're ready to move forward, here's your link to secure your spot:

YOUR PAYMENT OR ENROLLMENT LINK

I hold spots for 48 hours after a discovery call, and then I open them back up. I'm not saying that to pressure you — I'm saying it because I want you to know where things stand.

If you have any questions before you decide, just reply to this email. I read everything personally.

YOUR FIRST NAME

YOUR TITLE, e.g., Certified Personal Trainer + Nutrition Coach

YOUR BUSINESS NAME

YOUR EMAIL OR CONTACT LINK

P.S. You said something on the call that stayed with me — *DIRECT QUOTE OR PARAPHRASE FROM THE CALL, e.g., "I've been doing this for years and I still feel like I'm starting over every Monday."*. That's exactly what *YOUR PROGRAM NAME* is designed to end. I'd love to work with you.

TEMPLATE 5 — DISCOVERY CALL PREPARATION CHECKLIST

Complete every item on this list before you get on the call. Check each box as you confirm it. Do not skip this step — the confidence you feel on the call starts here.

1. I have the client's name written down and I know how to pronounce it correctly.
2. I have reviewed any notes from our previous DM conversation or intake form so I am not starting from zero.
3. I have my offer name written in front of me exactly as I want to say it: *YOUR PROGRAM NAME*

4. I have my price written down in front of me so I do not second-guess it or quote it wrong under pressure: *YOUR PRICE*
5. I have my scheduling or payment link pulled up and ready to paste or share: *YOUR LINK*
6. I have a quiet, professional-looking space with good lighting and I have silenced all notifications on every device.
7. I have read through this script at least once out loud today so the words feel natural, not read.
8. I have a notepad or open document ready to take notes during the call — especially to capture the exact words the client uses to describe their problem.
9. I have reviewed the Objection Response Swipe File and I know which two or three objections I am most likely to hear from this specific person based on what they've already told me.
10. I have reminded myself of one real client result or transformation I have personally delivered — not a statistic, a specific person — so that when I present my offer, I am doing it from a place of evidence, not hope.

You are ready. Pick up that call.

CHAPTER 4

The Follow-Through Vault: Advanced Scripts, Re-Engagement Templates, and the Exact Words to Use When a Hot Lead Goes Cold

Because the Money Is Almost Always in the Follow-Up — and Most Fit Pros Stop One Message Too Early

This worksheet gives you six done-for-you systems to fill in once, use forever, and stop losing money to silence. Work through each section in order — your answers in one section feed directly into the next.

1 THE 72-HOUR FOLLOW-UP SEQUENCE WORKSHEET

For leads who had a discovery call with you but did not say yes. Fill in each message template below before your next call so you are never scrambling after.

Who is this sequence for? Name one lead you already have who fits:

LEAD NAME: _____

DATE OF YOUR DISCOVERY CALL: _____

THEIR STATED #1 GOAL IN THEIR OWN WORDS — use the exact phrase they said, not your paraphrase: _____

YOUR OFFER NAME AND PRICE: _____

PROGRAM START DATE OR ENROLLMENT DEADLINE:
_____

MESSAGE 1 — Send exactly 24 hours after the call
Subject line (if email) or opening line (if DM or text):

Hey *LEAD NAME*, I have been thinking about what you said about *THEIR EXACT GOAL PHRASE FROM ABOVE* and I wanted to send you one thing.

The part of our conversation that stuck with me most was: *WRITE 1-2 SENTENCES RESTATING THEIR BIGGEST PAIN POINT IN THEIR OWN LANGUAGE — not your diagnosis, their words*: _____
_____

Here is what I want you to know: *YOUR PROGRAM NAME* was built specifically for someone in exactly that situation. The next step when you are ready is *YOUR SPECIFIC CALL TO ACTION — book a slot, reply to this message, click this link*: *YOUR CTA LINK OR INSTRUCTION*: _____

No pressure at all. Just wanted to make sure this did not get lost.
YOUR FIRST NAME

Example answer for the pain point field (shown in italics): You mentioned that you have tried meal prepping twice and it always falls apart by Wednesday because your schedule is completely unpredictable — that is the exact thing we solve in week two of the program.

MESSAGE 2 — Send exactly 48 hours after the call
Subject line (if email) or opening line (if DM or text):

Hey *LEAD NAME*, I want to share something quick — a client story I think you will recognize yourself in.

Choose one client transformation story from your Story Vault (Chapter 3) that most closely mirrors *LEAD NAME*'s situation:

CLIENT FIRST NAME OR INITIALS ONLY: _____

THEIR STARTING POINT IN ONE SENTENCE: _____

THE SPECIFIC RESULT THEY GOT AND HOW LONG IT TOOK:
_____

ONE DETAIL THAT MAKES IT FEEL REAL — a number, a moment, something they said:
_____

Paste your filled-in story here:

CLIENT NAME came to me *THEIR STARTING POINT*. In *NUMBER* weeks inside *YOUR PROGRAM NAME*, she *SPECIFIC RESULT*. The detail I always come back to: *REAL DETAIL*.

I thought of her when we talked because *ONE SENTENCE CONNECTING THEIR STORY TO LEAD NAME'S SITUATION*: _____

If that outcome sounds like what you are chasing, *YOUR CTA — same link or instruction as Message 1*: _____

YOUR FIRST NAME

Example answer for the connection sentence (shown in italics): I thought of her when we talked because you both described the exact same wall — knowing what to do and still not doing it because accountability is missing.

MESSAGE 3 — Send exactly 72 hours after the call
Subject line (if email) or opening line (if DM or text):

Hey *LEAD NAME*, last note from me on this — I do not want to crowd your inbox.

YOUR PROGRAM NAME enrollment closes on *DATE* — or I only have *NUMBER* spots open at this time, and *NUMBER* are already filled.

If *THEIR EXACT GOAL PHRASE* is still on your list, now is a clean moment to make a decision either way.

If yes: *YOUR CTA LINK OR INSTRUCTION*

If not right now: Just reply and tell me — I will add you to my list and reach out when the next round opens. No awkwardness, I promise.

Either way, I am rooting for you.
YOUR FIRST NAME

Your soft deadline for this lead:

DATE YOU WILL SEND MESSAGE 3: _____

YOUR ACTUAL ENROLLMENT CLOSE DATE OR SPOT LIMIT:
_____

2 THE GHOSTED LEAD RE-ENGAGEMENT SCRIPT

Wait: Do not send this until at least 14 days of silence have passed after your last message. If you have already sent three follow-ups with no response, move this lead to your Warm Audience list and do not send this script. One re-engagement attempt only.

Who is this for?
LEAD NAME: _____
DATE OF LAST CONTACT: _____
SOMETHING SPECIFIC THEY MENTIONED IN YOUR ORIGINAL CONVERSATION — a goal, a fear, a situation, a detail: _____
YOUR OFFER NAME: _____

Fill in your re-engagement message:

Hey *LEAD NAME* — I was just *BRIEF REAL CONTEXT: reviewing my notes, putting together next month's cohort, working with a client on something similar* and your name came up in my head.

We talked about *SPECIFIC DETAIL FROM THEIR ORIGINAL CONVERSATION* and I never stopped thinking that *YOUR PROGRAM NAME* would be a strong fit for where you were at.

No pitch, no pressure — I just wanted to check in. Are you still working on *THEIR STATED GOAL*? Even a quick yes or no helps me know if I should keep you on my radar or let you off the hook.

YOUR FIRST NAME

Hard stop rule: If this message receives no response within 7 days, move this contact to your Warm Audience list. Do not send a follow-up to the re-engagement message. Mark the lead:

No response — moved to Warm Audience list on *DATE*: _____

Responded — next step taken: _____

3 THE REFERRAL REQUEST SCRIPT

Your warmest leads are already inside your existing relationships. This script is for a current or recent in-person client — someone who has seen results and trusts you.

Who is this for? *CLIENT FIRST NAME*: _____ *THE SPECIFIC RESULT THIS CLIENT EXPERIENCED — use a number or a real detail*: _____ *HOW LONG THEY HAVE BEEN WORKING WITH YOU*: _____ *YOUR ONLINE OFFER NAME AND ONE-SENTENCE PLAIN-ENGLISH DESCRIPTION*: _____ *WHAT TYPE OF PERSON WOULD BE A PERFECT FIT FOR YOUR ONLINE PROGRAM — describe them the way this client would recognize someone they know*: _____

Fill in your referral message:

Hey *CLIENT FIRST NAME* — okay so this is a little out of the ordinary for me but I am just going to say it.

I am so proud of what you have done — *THEIR SPECIFIC RESULT* in *TIMEFRAME* is not a small thing, and I want more people to experience that.

I just opened up *YOUR ONLINE OFFER NAME* — it is *ONE SENTENCE PLAIN-ENGLISH DESCRIPTION*. It is designed for *TYPE OF PERSON* and it is the same approach I have used with you, just in an online format so people can access it no matter where they live or what their schedule looks like.

If you know even one person who is dealing with *THE MAIN PROBLEM YOUR OFFER SOLVES — one sentence*, would you be open to just forwarding them my name? You do not have to sell anything. Just say: 'Hey, you should talk to *YOUR NAME*.'

That is it. One name. One text. That is all I am asking.

YOUR FIRST NAME

P.S. And if you are curious about the online program yourself — doors are open.

Who are your top three referral candidates right now? 1. Client name: _____ Will contact on: _____ 2. Client name: _____ Will contact on: _____ 3. Client name: _____ Will contact on: _____

4 THE WARM AUDIENCE REACTIVATION EMAIL

First: Check every list source below. Check all that apply — these are your hidden marketing assets.

- ☐ Past in-person clients you no longer train regularly
- ☐ Current gym members who have chatted with you but never hired you
- ☐ Instagram, Facebook, or TikTok followers who have DMed you at least once
- ☐ People who have texted or emailed you about fitness questions but never booked
- ☐ Former colleagues, classmates, or people from your certification cohorts

Total estimated warm contacts you identified:

_____

Now fill in your reactivation email:

SUBJECT LINE — choose one formula and fill it in:

Formula A: I have not talked to you in a while — here is what changed

Formula B: *SPECIFIC NUMBER* months ago you asked me about *TOPIC* — here is what happened

Formula C: Quick question for you, *FIRST NAME*

Your chosen subject line filled in: _____

Hey *FIRST NAME*,

It has been a minute — and honestly that is on me. *WRITE 2-3 SENTENCES: A SHORT REAL STORY OR OBSERVATION THAT CONNECTS TO YOUR AUDIENCE'S WORLD — something that happened recently, a client win, a moment that reminded you why*

you do this work. Keep it human, not promotional.

_____

_____

_____

Which is part of why I finally did the thing I have been talking about doing for a while: I built *YOUR ONLINE OFFER NAME*.

Here is the short version: *ONE SENTENCE — who it is for and what it does*:

_____

If that sounds like it might be relevant to where you are right now — or if you know someone it would fit — *YOUR SINGLE CALL TO ACTION: book a call, reply to this email, click this link*: _____

And if the timing is off, no problem at all. Hit reply and just say hi — I would genuinely love to catch up.

YOUR NAME

YOUR TITLE OR CREDENTIALS YOU ARE PROUDEST OF

Your send date for this email: _____

Your estimated list size for this send: _____

5 THE NOT READY YET NURTURE SEQUENCE PLANNER

For every lead who said not right now — you need four weeks of planned touchpoints. Use this grid to map one touchpoint per week. Every piece of content you plan here is also a visibility asset — something your audience sees even when you are not actively selling.

Note: After you select a content type below, go to the Content Angle Generator in Chapter 1 to pull the exact angle for that week. The fastest template for each type is noted in the routing column.

Lead name this plan is built around: _____

Their stated reason for not being ready: _____

The content theme that speaks directly to that reason:

_____

WEEK 1 Touchpoint 1

Delivery format (circle one): Email / Instagram Post / DM / Story / Voice Memo

Content angle from Chapter 1 Content Angle Generator:

_____

Topic or hook in one sentence: _____

Routing note — fastest template for this format: Use the *CONTENT TYPE* script from *CHAPTER/SECTION*: _____

Scheduled send date: _____

WEEK 2 Touchpoint 2

Delivery format (circle one): Email / Instagram Post / DM / Story / Voice Memo

Content angle from Chapter 1 Content Angle Generator:

_____

Topic or hook in one sentence: _____

Routing note — fastest template for this format: Use the *CONTENT TYPE* script from *CHAPTER/SECTION*: _____

Scheduled send date: _____

WEEK 3 Touchpoint 3

Delivery format (circle one): Email / Instagram Post / DM / Story / Voice Memo

Content angle from Chapter 1 Content Angle Generator:

_____

Topic or hook in one sentence: _____

Routing note — fastest template for this format: Use the *CONTENT TYPE* script from *CHAPTER/SECTION*: _____

Scheduled send date: _____

WEEK 4 Touchpoint 4

Delivery format (circle one): Email / Instagram Post / DM / Story / Voice Memo

Content angle from Chapter 1 Content Angle Generator:

_____

Topic or hook in one sentence: _____

Routing note — fastest template for this format: Use the *CONTENT TYPE* script from *CHAPTER/SECTION*: _____

Scheduled send date: _____

At the end of Week 4, this lead gets:

Added to Warm Audience Reactivation email list

Offered a second discovery call with a new angle

Moved to inactive — no further follow-up

Decision made on: _____

6 ADVANCED IMPLEMENTATION SELF-AUDIT

Answer honestly. Circle Yes or No for each question. No partial credit.

1. When a discovery call ends without a yes, do you send a follow-up message within 24 hours?
Yes / No

2. Do you have the exact words for that follow-up message written and ready before the call happens?
Yes / No

3. Do you track every lead by name, date of contact, and current status in a written or digital system?
Yes / No

4. Can you tell me right now, without looking anything up, how many active leads you currently have?
Yes / No

5. Do you know what percentage of your discovery calls convert to paying clients?
Yes / No

6. Have you followed up with at least one ghosted lead in the last 30 days?
Yes / No

7. Have you asked a current client for a referral in the last 60 days?
Yes / No

8. Do leads who say not right now receive planned content from you over the following four weeks?
Yes / No

9. Have you contacted your warm audience — past clients, old gym members, or social followers who have DM'd you — in the last 60 days? Yes / No

10. Do you send at least three follow-up messages before you consider a lead closed?
Yes / No

Count your Yes answers: _____ out of 10

8-10 Yes: Your follow-up system is solid. Your gap is likely volume — you need more leads entering the top of this system. Return to Section 4 (Warm Audience Reactivation) and Section 3 (Referral Request Script) and run both this week.

5-7 Yes: Your gap is consistency — you have the instinct but not the infrastructure. Start with Section 1 (72-Hour Sequence) and fill in every field before your next discovery call. Do not skip the pre-fill step.

3-4 Yes: Your gap is personalization — you may be sending messages, but they are not landing because they are too generic. Go to Section 2 (Ghosted Lead Re-Engagement Script) and notice how it requires a specific detail from the original conversation. That specificity is your missing ingredient.

0-2 Yes: Your gap is speed — leads are going cold while you are waiting to feel ready to follow up. The fastest fix is completing Section 1 right now for one real lead. One message. Send it before you do anything else in this kit.

My biggest gap is (circle one): Speed / Consistency / Personalization / Volume

The script I am completing first because of this result:

_____

I will complete it and send it by: _____

Look back at your Self-Audit score and your circled gap. Then answer this:

The one lead, client, or contact I am going to reach out to using a script from this vault — and I will send the message before this time tomorrow — is:

Name: _____

Script I am using: _____

Exact date and time I will send it: _____

What I expect them to do after receiving it: _____

Write that name somewhere you will see it. That is your follow-through commitment.

CALL TO ACTION

Complete your Self-Audit score first — then go fill in the one script your score tells you to use. Send it before tomorrow.

CHAPTER 5

The Authority Compounding System: Why the Fit Pros Earning Real Online Income Are Not Working Harder — They Have Built Something That Works Without Them

The Six Invisible Moves That Separate the Fit Pro With a Real Online Business From the One Who Is Still Just Posting and Hoping

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The fit pros earning consistent online income are not more talented than you. They are not more certified. They are not posting more. What they have done — often without realizing it — is stack six specific moves in the right sequence, and each move amplifies the one before it. The result is an authority engine: a system where their content, their offers, their client results, and their reputation all feed each other continuously, generating income and inbound interest whether they are teaching a 6am class or sleeping.

This chapter breaks down each of the six moves, explains exactly why they compound, and shows you where each corresponding tool in this kit plugs directly into your version of that system. This is not inspiration. This is architecture.

> *"This is not inspiration. This is architecture."*

1 **Visibility**
Chapter 5 tool included

2 **Positioning**
Chapter 5 tool included

3

Proof

Chapter 5 tool included

4

Offer Clarity

Chapter 5 tool included

5

Follow-Up

Chapter 5 tool included

6

Compounding Reputation

Chapter 5 tool included

CHAPTER 5

The 90-Day Authority Compounding Roadmap: Your Personalized Phase-by-Phase Plan to Move From First Online Client to Consistent Online Income

Fill In Your Milestones, Lock In Your Visibility Window, and Map the Exact Sequence That Turns This Month's Momentum Into Next Quarter's Business

This is not a checklist. It is a decision map — and the difference matters, because checklists let you stay busy without making progress. This roadmap is divided into three phases: Foundation (Days 1–30), Visibility (Days 31–60), and Conversion (Days 61–90). Each phase has three non-negotiable milestones and one weekly anchor action that keeps compounding momentum alive even when your schedule is full.

Fill in your personal milestone dates, your weekly visibility window, and your first offer price point in the spaces provided. Once those three fields are complete, this roadmap becomes yours — specific, accountable, and impossible to ignore. The fit pros who earn online do not work from inspiration. They work from a plan that was built before the motivation showed up.

PHASE 1 Foundation · Days 1–30

Milestone 1: *FILL IN*

Milestone 2: *FILL IN*

Milestone 3: *FILL IN*

Weekly anchor action: *FILL IN*

PHASE 2 Visibility · Days 31–60

Milestone 1: *FILL IN*

Milestone 2: *FILL IN*

Milestone 3: *FILL IN*

Weekly anchor action: *FILL IN*

PHASE 3 Conversion · Days 61–90

Milestone 1: *FILL IN*

Milestone 2: *FILL IN*

Milestone 3: *FILL IN*

Weekly anchor action: *FILL IN*

CALL TO ACTION

Fill In Your 90-Day Roadmap Now

CHAPTER 6

The Six Mistakes That Kill Fit Pro Online Businesses Before They Ever Get Traction — And the Exact Move That Replaces Each One

Why the Errors That Stall Most Certified Fitness Pros Online Are Not Technical, Not Strategic, and Not About Their Credentials — They Are Predictable Patterns With Specific Fixes Already Built Into This Kit

Every fit pro who has stalled online has made at least three of these six mistakes — and almost none of them knew it while it was happening, because each one feels like the right move in the moment. Waiting to launch until the website is perfect. Pricing based on what feels comfortable instead of what the market supports. Explaining credentials instead of outcomes. Writing content for other trainers instead of for clients. Treating a discovery call like an interview instead of a closing conversation. Building the audience before building the offer.

This chapter names each mistake plainly, explains exactly why it kills momentum, and points you to the specific template in this kit that eliminates it permanently. You do not need a warning. You need a replacement behavior. That is what this chapter delivers.

MISTAKE 1	REPLACEMENT MOVE
Waiting to launch until the website is perfect	Launch with the Bio Swipe File and Discovery Call Script — refine after your first client.
MISTAKE 2	REPLACEMENT MOVE
Pricing based on what feels comfortable	Use the Gut-Check Pricing Formula in Chapter 2 to price to the market, not to your nerves.

MISTAKE	REPLACEMENT MOVE
MISTAKE 3 Explaining credentials instead of outcomes	REPLACEMENT MOVE Run the Credential-to-Content Translation Worksheet in Chapter 1.
MISTAKE 4 Writing content for other trainers, not clients	REPLACEMENT MOVE Pull topics from the Content Angle Generator in Chapter 1.
MISTAKE 5 Treating discovery calls like interviews	REPLACEMENT MOVE Follow the 20-Minute Discovery Call Script in Chapter 4 stage by stage.
MISTAKE 6 Building an audience before building an offer	REPLACEMENT MOVE Complete the Offer Architecture Worksheet in Chapter 2 first.

CHAPTER 6

The Client Experience System, Part 1 — The Client Intake Form Template

The most common mistake after the first sale is winging the first week. A clear intake process makes a new client feel held from day one — and sets you both up for results.

This chapter gives you the five templates that turn a new sale into a great client experience: an intake form, an onboarding email sequence, a weekly check-in, an offboarding script, and a post-call audit. Together, they are your Client Intake System.

How to use this form: copy these questions into a free Google Form, Typeform, or Jotform. Send the link in your welcome email (see Part 2). Ask your client to complete it before your first session. Keep it simple — about ten minutes to fill out.

1 ABOUT YOU

Full name, email, and phone: *CLIENT FILLS IN*

Time zone and best way to reach you (text, email, WhatsApp, voice memo): *CLIENT FILLS IN*

Age and occupation: *CLIENT FILLS IN*

What does a typical day look like for you? Wake time, work hours, family, bedtime: *CLIENT FILLS IN*

2 YOUR GOALS

What made you decide to start now? *CLIENT FILLS IN*

What is the number one thing you want to change in the next *PROGRAM LENGTH*? *CLIENT FILLS IN*

How will you know this program worked? What will be different? *CLIENT FILLS IN*

What have you tried before, and what got in the way? *CLIENT FILLS IN*

3 HEALTH AND MOVEMENT

Include this section for your own safety and your client's. Always follow the screening guidelines of your certifying organization, and ask clients to check with their doctor when needed.

Any current or past injuries, surgeries, or areas of pain? *CLIENT FILLS IN*

Any health conditions or medications I should know about? *CLIENT FILLS IN*

Have you been cleared by a doctor to exercise? YES / NO / NOT SURE

Current activity level and what equipment you have at home: *CLIENT FILLS IN*

4 HOW YOU WORK BEST

How many days a week can you realistically commit? *CLIENT FILLS IN*

Do you prefer lots of check-ins or more space? *CLIENT FILLS IN*

When you have fallen off track before, what helped you get back on? *CLIENT FILLS IN*

Is there anything else you want me to know about you? *CLIENT FILLS IN*

5 AGREEMENTS

- ☐ I understand this program is not medical advice and I will consult my doctor with any health concerns.
- ☐ I understand the program length, what is included, and the payment terms.

- [ ] I understand the cancellation, rescheduling, and refund policy: *YOUR POLICY IN ONE LINE*
- [ ] I give permission to be contacted through the channels I listed above.

> *Coach tip: read every intake form before your first session and write down two things — her exact goal in her words, and her biggest past obstacle. Mention both on your first call. Nothing builds trust faster than proof you actually listened.*

> **CALL TO ACTION**
>
> **Build your intake form in a free form tool today. Fill it out yourself as if you were a client and time how long it takes. If it is more than ten minutes, cut questions.**

CHAPTER 6

The Client Experience System, Part 2 — The Onboarding Email Sequence

Three simple emails that take a new client from "I just paid" to "I am so glad I did this." Write them once, use them for every client.

The moment after someone pays is when doubt creeps in. Did I make the right choice? Can I actually do this? These three emails answer those questions before she has to ask. Send them by hand at first, then set them up in your email tool once you have done it a few times.

1 EMAIL 1 — THE WELCOME (SEND WITHIN ONE HOUR OF PAYMENT)

WELCOME EMAIL

Subject: You're in! Here's what happens next

Hi *CLIENT NAME*,

Welcome to *PROGRAM NAME*! I am so excited to work with you. The fact that you said yes to yourself today is a big deal — I do not take that lightly.

Here is what happens next:

1. Fill out your intake form here: *INTAKE FORM LINK*. It takes about ten minutes and helps me build your plan around your real life.

2. Book your kickoff call here: *BOOKING LINK*.

3. Save my number: *YOUR PHONE OR APP*. This is the best way to reach me.

If you have any questions at all, just hit reply. I read every message myself.

So glad you're here,

YOUR NAME

2 EMAIL 2 — THE KICKOFF (SEND THE DAY BEFORE YOUR FIRST SESSION)

KICKOFF EMAIL

Subject: Tomorrow's the day — here's how to get ready

Hi *CLIENT NAME*,

I read through your intake form, and I love that you want to *THEIR GOAL IN THEIR WORDS*. We are going to get you there.

For tomorrow's session at *TIME AND TIME ZONE*:

— Here is the link: *ZOOM OR MEETING LINK*

— Wear something you can move in and have water nearby

— Have *ANY EQUIPMENT THEY NEED* ready

— Come with any questions — nothing is too small

One more thing: you do not need to be ready. You just need to show up. I will take it from there.

See you tomorrow,

YOUR NAME

3 EMAIL 3 — THE FIRST WEEK CHECK-IN (SEND ON DAY FIVE TO SEVEN)

FIRST WEEK EMAIL

Subject: How's your first week going?

Hi *CLIENT NAME*,

You have made it through your first week — how are you feeling?

The first week is often the hardest. Your body is adjusting and your routine is shifting. If anything felt too hard, too easy, or just did not fit your schedule, tell me. That is exactly what I am here for, and small changes now make a big difference later.

Quick question: what is one thing that went well this week? Even something small counts.

Proud of you already,

YOUR NAME

Coach tip: Email 3 is where most coaches lose clients — they skip it. A client who feels noticed in week one is far more likely to finish your program, get results, and refer a friend.

CALL TO ACTION

Write all three emails today using your real program details. Save them as templates in your email or notes app so the next time someone pays, onboarding takes you five minutes instead of an hour.

CHAPTER 6

The Client Experience System, Part 3 — The Weekly Check-In Message Template

Consistent check-ins are the difference between a client who finishes strong and one who quietly disappears. Here is a simple format that takes you five minutes per client.

Clients do not usually quit because the program is too hard. They quit because they fall behind, feel embarrassed, and go quiet. A weekly check-in catches that early. Pick one day each week — Sunday or Monday works well — and send every client the same simple check-in.

1 THE CLIENT CHECK-IN QUESTIONS

Send these questions to your client each week. Keep them the same so answering becomes a habit.

WEEKLY CHECK-IN

Happy *DAY*, *CLIENT NAME*! Time for your weekly check-in. Just reply with a quick answer to each:

1. On a scale of 1–10, how did this week feel overall?
2. How many of your planned workouts or habits did you complete? ___ out of ___
3. What is one win from this week — big or small?
4. What got in the way, if anything?
5. What is one thing you want help with this coming week?

2 YOUR REPLY TEMPLATE

Reply within 24 hours. Every reply has the same three parts: celebrate, adjust, encourage.

YOUR REPLY

Celebrate: *NAME THEIR WIN SPECIFICALLY* — that is huge! I love that you *WHAT THEY DID*.

Adjust: Since *WHAT GOT IN THE WAY*, let's try *ONE SMALL CHANGE* this week.

Encourage: Your focus this week is *ONE THING*. You've got this — I'm here if you need anything.

3 WHEN A CLIENT GOES QUIET

If a client misses a check-in, do not wait. Silence usually means she feels behind. Send this within 48 hours:

GENTLE NUDGE

Hey *CLIENT NAME*, just checking in! No pressure at all — life gets busy. Even if this week did not go to plan, I would love to hear how you are doing. One sentence is plenty. We can adjust anything.

4 YOUR CLIENT TRACKER

Track each client weekly so you can spot patterns early.

Client 1: *NAME* — Week: *#* — Score: *1–10* — Win: *ONE LINE* — Adjustment: *ONE LINE*

Client 2: *NAME* — Week: *#* — Score: *1–10* — Win: *ONE LINE* — Adjustment: *ONE LINE*

Client 3: *NAME* — Week: *#* — Score: *1–10* — Win: *ONE LINE* — Adjustment: *ONE LINE*

CALL TO ACTION

Choose your check-in day and put it in your calendar as a repeating event right now. Protect it like a client session — because it is one.

CHAPTER 6

The Client Experience System, Part 4 — The Offboarding and Testimonial Request Script

The end of a program is not goodbye. Done well, it is where your testimonials, your referrals, and your renewals come from.

Most coaches let a program end with a quiet "great job!" and move on. That is a missed opportunity. Your client is at her proudest right now. This script helps you celebrate her progress, invite her to keep going, and ask for a testimonial and a referral — all in one warm conversation.

1 THE FINAL SESSION SCRIPT

Use this in your last session together, on a call or in person.

FINAL SESSION

Look back: "*CLIENT NAME*, do you remember what you told me on our very first call? You said *THEIR ORIGINAL GOAL OR STRUGGLE*. Look at where you are now — *THEIR RESULT*. How does that feel?"

(Let her answer. This is her moment.)

Look ahead: "So what do you want the next three months to look like? What is the next thing you want to work on?"

Invite: "If you would like to keep going together, I have *NEXT OFFER OR MEMBERSHIP* for clients who have finished this program. It includes *WHAT'S INCLUDED* and it is *PRICE*. Would that be helpful?"

(If she says yes, send the link. If not: "That's completely fine — you have everything you need to keep going.")

2 THE WRAP-UP EMAIL (SEND WITHIN 24 HOURS)

WRAP-UP EMAIL

Subject: I'm so proud of you

Hi *CLIENT NAME*,

I wanted to put this in writing: you did it. When we started, *STARTING POINT*. Today, *RESULT*. That happened because you kept showing up.

Two small favors, only if you're comfortable. First, would you answer three quick questions: What was going on before we started? What changed? What would you tell a friend thinking about joining?

Second, if you know one person who is struggling with what you were dealing with *TIMEFRAME* ago, I'd love an introduction. I'm keeping a spot open for someone your gut tells you would thrive.

Thank you for trusting me with this. My door is always open.

YOUR NAME

3 YOUR OFFBOARDING CHECKLIST

- [ ] Final session completed and progress reviewed together
- [ ] Next offer or membership invitation made
- [ ] Wrap-up email sent within 24 hours
- [ ] Testimonial received and saved to your Story Vault (Chapter 3)
- [ ] Referral introduction requested
- [ ] Calendar reminder set to check in with this client in 30 days

CALL TO ACTION

Add a 30-day follow-up to your calendar for every client who finishes. A simple "Hey, how are you doing?" a month later is one of the most powerful — and most forgotten — client retention tools there is.

CHAPTER 6

The Client Experience System, Part 5 — The Post-Call Audit Checklist

Every discovery call teaches you something — whether it ends in a yes or not. This ten-minute audit turns each call into a better next call.

Right after a discovery call, your memory is sharp. Wait a day and the details blur. Complete this audit within an hour of every call. Over time, you will see exactly where your calls are strong and where they are losing people.

1 CALL DETAILS

Name: *LEAD NAME* — Date: *DATE* — Came from: *WHERE THEY FOUND YOU*

Outcome: YES / NOT YET / NO — Next step: *WHAT HAPPENS NEXT AND WHEN*

2 THE AUDIT

Check each box that is true about this call.

- ☐ I listened more than I talked, especially in the first ten minutes.
- ☐ I wrote down the exact words they used to describe their problem.
- ☐ I asked what they had already tried before I talked about my program.
- ☐ I repeated their goal back to them in their own words.
- ☐ I presented my offer clearly, in under five minutes.
- ☐ I said my price out loud without apologizing or discounting.
- ☐ I paused after saying the price and let them respond first.
- ☐ I handled objections with a question, not a defense.
- ☐ I asked for a clear decision or set a specific next step.

- [ ] I sent the Post-Call Follow-Up Email (Chapter 4) within two hours.

Boxes checked: *NUMBER* out of 10

3 REFLECTION

The moment the energy shifted (up or down) was when: *DESCRIBE IT*

Their biggest objection was: *IN THEIR WORDS*

What I would say differently next time: *ONE SENTENCE*

One phrase they used that I can use in my content: *WORD FOR WORD*

> *Coach tip: after five audits, look for patterns. If the same box is unchecked on most calls, that is your one skill to practice. If the same objection keeps coming up, answer it in your content before the call ever happens.*

> **CALL TO ACTION**
>
> **Print five copies of this checklist, or save it as a note on your phone. Complete one after every call for the next month. Your close rate will tell you it was worth it.**

YOUR IMPLEMENTATION GUIDE

The Fit Pro Implementation Decoder: A Fill-In Worksheet That Turns This Entire Kit Into a Custom Action Plan Built Around Your Specific Situation, Schedule, and Stall Pattern

Because a Template Pack That Sits Unopened Is Worth Nothing — This Worksheet Tells You Exactly Which Pages to Open First, What to Complete This Week, and How to Build a Real Routine Around the System You Now Have

---

This worksheet converts everything in this kit into a personalized, week-by-week action plan that fits your actual schedule, your actual stall pattern, and your actual income goal. Complete it once, reference it daily.

1 YOUR CURRENT SITUATION INTAKE

Complete these four fields before touching anything else in this kit. Every decision that follows is filtered through these answers.

1.1 — MY DOMINANT STALL PATTERN (circle one from Chapter 1):

Invisible Expert / Unclear Offer / Pitch Paralysis / System Gap

My chosen pattern: *YOUR STALL PATTERN*

> *Example: Pitch Paralysis — I know what I do and who I help, but I freeze when I have to say it out loud or type it into a DM.*

1.2 — MY PRIMARY PLATFORM (from the Platform Selection Decision Tree in Chapter 6):

My chosen platform: *YOUR PLATFORM — e.g., Instagram, Facebook Group, Email List, LinkedIn*

Why this platform fits my current situation: *ONE SENTENCE REASON*

> *Example: Instagram — that is where my current gym clients already follow me, so I am not starting from zero.*

My current weekly class schedule and client load leaves me with approximately *NUMBER* hours per week that are genuinely available for business-building work.

The time windows that are most realistic for me (be specific — vague intentions do not produce results):

Morning window: *DAY/S* from *TIME* to *TIME*

Afternoon window: *DAY/S* from *TIME* to *TIME*

Evening window: *DAY/S* from *TIME* to *TIME*

Note: Three focused 30-minute blocks per week is the minimum effective dose for completing this kit in 30 days. If you have more, great. If you only have three, that is enough — but they must be protected.

1.4 — MY 30-DAY REVENUE TARGET (from Phase 1 of the 90-Day Roadmap):

My 30-day revenue target: $*AMOUNT*

The offer that will generate this revenue: *OFFER NAME OR DESCRIPTION*

The number of clients or sales I need to hit that target: *NUMBER*

2 YOUR PRIORITY TEMPLATE STACK

Based on your Stall Pattern from Section 1, your suggested stack is pre-loaded below. Read your stack, confirm it matches your situation, and write it into the ranking grid. You may adjust the order if needed — but do not skip templates. The sequence is intentional. Each output feeds the next action.

If your pattern is INVISIBLE EXPERT:
1. One-Line Expert Statement Builder

2. Credential-to-Content Translation Worksheet
3. Client Transformation Story Template
4. Visibility Activation Checklist
5. Warm Audience Reactivation Email

If your pattern is UNCLEAR OFFER:
1. Offer Architecture Worksheet
2. Ideal Client Snapshot Worksheet
3. Signature Program Naming Template
4. Offer One-Liner Script
5. Sales Page Outline Template

If your pattern is PITCH PARALYSIS:
1. Bio Swipe File
2. Discovery Call Script
3. Objection Response Swipe File
4. Post-Call Follow-Up Email
5. 72-Hour Follow-Up Sequence

If your pattern is SYSTEM GAP:
1. Client Intake Form Template
2. Onboarding Email Sequence
3. Weekly Check-In Message Template
4. Offboarding and Testimonial Request Script
5. Referral Request Script

MY CONFIRMED PRIORITY STACK (fill in your top five in order):

Rank 1 — Template Name: *TEMPLATE NAME* — Why it is first for me: *ONE LINE*

Rank 2 — Template Name: *TEMPLATE NAME* — Why it comes second: *ONE LINE*

Rank 3 — Template Name: *TEMPLATE NAME* — Why it comes third: *ONE LINE*

Rank 4 — Template Name: *TEMPLATE NAME* — Why it comes fourth: *ONE LINE*

Rank 5 — Template Name: *TEMPLATE NAME* — Why it comes fifth: *ONE LINE*

Any adjustments I am making to the suggested stack, and why: *YOUR NOTES OR WRITE*

'NONE — USING AS SUGGESTED'

3 YOUR WEEKLY IMPLEMENTATION BLOCK BUILDER

Assign one kit task to one real time block for each weekday below. If a day is a full teaching day with no gaps, write BLOCKED and move to the next available day. Do not assign tasks to days you know will not happen.

MONDAY
Time Block: *START TIME* to *END TIME*
Kit Task Assigned: *TEMPLATE NAME FROM YOUR PRIORITY STACK*
Most Likely Interruption: *NAME IT — e.g., 6am class runs over, coffee with a gym member*
My Contingency Plan: *WHAT I WILL DO IF THAT HAPPENS — e.g., shift to Tuesday 8am slot*

TUESDAY
Time Block: *START TIME* to *END TIME*
Kit Task Assigned: *TEMPLATE NAME FROM YOUR PRIORITY STACK*
Most Likely Interruption: *NAME IT*
My Contingency Plan: *WHAT I WILL DO IF THAT HAPPENS*

WEDNESDAY
Time Block: *START TIME* to *END TIME*
Kit Task Assigned: *TEMPLATE NAME FROM YOUR PRIORITY STACK*
Most Likely Interruption: *NAME IT*
My Contingency Plan: *WHAT I WILL DO IF THAT HAPPENS*

THURSDAY
Time Block: *START TIME* to *END TIME*
Kit Task Assigned: *TEMPLATE NAME FROM YOUR PRIORITY STACK*
Most Likely Interruption: *NAME IT*
My Contingency Plan: *WHAT I WILL DO IF THAT HAPPENS*

FRIDAY
Time Block: *START TIME* to *END TIME*
Kit Task Assigned: *TEMPLATE NAME FROM YOUR PRIORITY STACK*

Most Likely Interruption: *NAME IT*
My Contingency Plan: *WHAT I WILL DO IF THAT HAPPENS*

My non-negotiable minimum this week (circle one): 1 block / 2 blocks / 3 blocks

The one block I will protect above all others this week: *DAY AND TIME*

4 THE COMPLETION COMMITMENT TRACKER

Every template, worksheet, and script in this kit is listed below by chapter. Check each item when complete. Record the date. Use this page as your single source of truth about where you actually are in the kit — not where you intended to be.

The last unchecked box on this page is always the most important piece of information you have about where you are stuck.

CHAPTER 1 STALL PATTERNS & YOUR EXPERTISE

- ☐ Date: _____ — **Stall Pattern Identifier Worksheet** — Produces: Your named stall pattern, your proof statement, and your reading path
- ☐ Date: _____ — **Credential-to-Content Translation Worksheet** — Produces: A list of content topics tied directly to your certifications and experience
- ☐ Date: _____ — **One-Line Expert Statement Builder** — Produces: Your one-sentence professional identity for online use
- ☐ Date: _____ — **Content Angle Generator** — Produces: Nine ready-to-post hooks and your three to four content pillars

CHAPTER 2 YOUR OFFER & YOUR BIO

- ☐ Date: _____ — **Offer Architecture Worksheet** — Produces: A defined online offer with a clear format, outcome, and price
- ☐ Date: _____ — **Ideal Client Snapshot Worksheet** — Produces: A specific client profile that sharpens every piece of copy you write
- ☐ Date: _____ — **Signature Program Naming Template** — Produces: A program name that is specific, memorable, and searchable
- ☐ Date: _____ — **Offer One-Liner Script** — Produces: One sentence that explains what you sell and who it is for
- ☐ Date: _____ — **Sales Page Outline Template** — Produces: A complete page structure ready to build on any platform

- [ ] Date: _____ — **Bio & Authority Statement Swipe File** — Produces: Five ready-to-use bios for every platform you are on

CHAPTER 3 PROOF & VISIBILITY

- [ ] Date: _____ — **Client Transformation Story Template** — Produces: A ready-to-post case study that builds trust with strangers
- [ ] Date: _____ — **Story Vault & Ethics Checklist** — Produces: A library of client stories you can pull from anytime, used responsibly
- [ ] Date: _____ — **Testimonial Request Script** — Produces: Scripts to collect specific, usable proof from current and past clients
- [ ] Date: _____ — **Visibility Activation Checklist** — Produces: Thirty specific actions to get your first online client in 30 days

CHAPTER 4 DISCOVERY CALLS & FOLLOW-UP

- [ ] Date: _____ — **Cold-to-Warm DM Conversation Sequence** — Produces: A natural path from a first message to a booked call
- [ ] Date: _____ — **20-Minute Discovery Call Script** — Produces: A word-for-word call guide from opening to close
- [ ] Date: _____ — **Objection Response Swipe File** — Produces: Calm, practiced answers to the most common client hesitations
- [ ] Date: _____ — **Post-Call Follow-Up Email** — Produces: A same-day email that keeps warm leads from going cold
- [ ] Date: _____ — **72-Hour Follow-Up Sequence** — Produces: A three-message sequence for leads who did not say yes on the call
- [ ] Date: _____ — **Ghosted Lead Re-Engagement Script** — Produces: One respectful message that reopens a quiet conversation
- [ ] Date: _____ — **Referral Request Script** — Produces: A simple ask that turns happy clients into your best source of leads
- [ ] Date: _____ — **Warm Audience Reactivation Email** — Produces: One email that re-engages people who already know you

- [ ] Date: _____ — **Not Ready Yet Nurture Sequence Planner** — Produces: Four weeks of touchpoints for leads who need more time
- [ ] Date: _____ — **Advanced Implementation Self-Audit** — Produces: A clear picture of where your follow-up is leaking

CHAPTER 5 AUTHORITY COMPOUNDING

- [ ] Date: _____ — **90-Day Authority Compounding Roadmap** — Produces: Your phase-by-phase plan from first client to consistent online income

CHAPTER 6 MISTAKES & THE CLIENT EXPERIENCE SYSTEM

- [ ] Date: _____ — **Client Intake Form Template** — Produces: A professional intake process that sets expectations before the first session
- [ ] Date: _____ — **Onboarding Email Sequence** — Produces: A three-part email series that makes new clients feel held and ready
- [ ] Date: _____ — **Weekly Check-In Message Template** — Produces: A consistent touchpoint that improves retention and results
- [ ] Date: _____ — **Offboarding and Testimonial Request Script** — Produces: A closing process that generates testimonials, referrals, and renewals
- [ ] Date: _____ — **Post-Call Audit Checklist** — Produces: A ten-minute review that makes every discovery call better than the last

Total templates in kit: 30

Templates I have completed: *NUMBER*

Templates remaining: *NUMBER*

My next unchecked template: *TEMPLATE NAME*

5 THE IMPLEMENTATION TROUBLESHOOTING GUIDE

When you stall, work through this decision tree before closing the document. Each question produces a two-sentence redirect and a specific place to return in the kit. Stalling is not failure. It is a diagnostic.

Q1: Am I stuck because I am trying to make one template perfect before I move on? Redirect: Done and sent beats perfect and saved every time. Set a 25-minute timer, fill in every bracket with your best current answer, and move to the next template — you can refine after you have results.

Return to: The Offer Architecture Worksheet in Chapter 2 — every field is a decision, not a final answer.

Q2: Am I confused about which version of a script to use — the short version, the long version, or the DM version? Redirect: Match the format to the platform you identified in Section 1.2 of this worksheet — that decision was already made. Use the version that matches your platform and do not second-guess it until you have sent it at least three times.

Return to: Your Platform Selection answer in Section 1.2 of this worksheet and the How to Use note at the start of the Discovery Call Script Pack in Chapter 4.

Q3: Am I avoiding a template because I am not sure what to charge? Redirect: Your 30-day revenue target from Section 1.4 of this worksheet already contains your pricing answer — divide your target by the number of clients you need and that is your starting price. Price is a hypothesis you test, not a permanent decision.

Return to: The Gut-Check Pricing Formula in the Offer Architecture Worksheet, Chapter 2.

Q4: Am I avoiding sending a specific email or DM because I am afraid of what they will think? Redirect: The message you are afraid to send is almost always the most important one — the fear is a signal that this message is close to your real ask. Read the Objection Response Swipe File before you send it so you feel prepared for any reply.

Return to: The Objection Response Swipe File in Chapter 4 and the Six Mistakes in Chapter 6.

Q5: Did a discovery call not convert and now I have lost momentum entirely? Redirect: One unconverted call is data, not a verdict — write down the exact moment in the call where the energy shifted and bring that moment back to the Discovery Call Script to identify the gap. Then book the next call before you do anything else.

Return to: The Post-Call Audit Checklist in Chapter 6 and the 20-Minute Discovery Call Script in Chapter 4.

Q6: Have I not opened the kit in more than five days? Redirect: Close every other tab, open this worksheet, and find the last unchecked box in Section 4 — that is your only job for the next 30 minutes. Nothing else.

Return to: Section 4 of this worksheet, your next unchecked template.

Q7: Am I overwhelmed by how much is left in the tracker? Redirect: You do not need to complete the whole kit to make your first dollar online — you need to complete your Priority Stack from Section 2. Focus only on those five templates and ignore everything else until they are done.

Return to: Section 2 of this worksheet, your Priority Template Stack.

Q8: Am I spending more time editing old templates than completing new ones? Redirect: Move forward, not backward — every template you have already completed is good enough for a first attempt. Editing is a form of hiding. Complete the next template on your stack and refine only after you have a result from the field.

Return to: Section 3 of this worksheet, your next scheduled implementation block.

Q9: Am I waiting until I have a website, a logo, or a full brand before I start sending anything? Redirect: You need a completed Bio Swipe File, a Discovery Call Script, and a way to take payment — that is the entire infrastructure required to sign your first online client. Everything else is a delay strategy dressed up as professionalism.

Return to: The Bio & Authority Statement Swipe File and the Offer One-Liner Script in Chapter 2.

Q10: Have I completed my Priority Stack but I am not sure what to do next?
Redirect: Return to your 30-day revenue target in Section 1.4 — if you have not hit it yet, the answer is more outreach using the templates you have already built, not more templates. If you have hit it, open the 90-Day Roadmap and begin Phase 2.

Return to: Section 1.4 of this worksheet and the 90-Day Authority Compounding Roadmap in Chapter 5.

The fit pro who finishes is not the one who never gets stuck. She is the one who has a protocol for getting unstuck — and uses it.

6 YOUR WEEKLY PROGRESS CHECK-IN PROMPT

Complete this in five minutes or less at the end of every implementation week. Do not skip the fourth field. It is the most important one.

This is a repeating template. Print multiple copies or duplicate this page for each week of your 30-day sprint.

WEEK NUMBER: *1 / 2 / 3 / 4*

DATE RANGE: *START DATE* to *END DATE*

Field 1 — WHAT I COMPLETED THIS WEEK:

Templates or scripts I finished and can now check off Section 4:

TEMPLATE 1

TEMPLATE 2

TEMPLATE 3

Field 2 — WHAT I SENT OR POSTED:

The specific message, email, post, or script I actually put into the world this week (not drafted — sent):

DESCRIBE WHAT YOU SENT AND WHERE

Field 3 — ONE RESULT OR RESPONSE I RECEIVED:

The most meaningful reply, inquiry, booking, or reaction I got back from anything I sent or posted:

DESCRIBE THE RESULT — even a non-response is a result worth naming

Field 4 — WHAT I AM AVOIDING AND WHY:

The template, message, or action I have been putting off, and my honest one-sentence reason:

I am avoiding: *TEMPLATE OR ACTION NAME*

Because: *YOUR HONEST REASON*

The template in this kit that directly addresses that avoidance: *TEMPLATE NAME AND CHAPTER*

Note: This field is not a confession. It is a diagnostic. The answer you write here will almost always point directly to one specific template in this kit that you have not yet completed. That template is your next move — not a podcast, not more research, not a rebrand.

Field 5 — WHAT I AM DOING FIRST NEXT WEEK:

The single first action I will take when I sit down for my first implementation block next week:

On *DAY* at *TIME* I will open *TEMPLATE NAME* and complete it by *END OF SESSION GOAL*.

Look at the four inputs you wrote in Section 1. Look at the first template in your Priority Stack from Section 2. Look at the first time block you scheduled in Section 3.

That intersection — your stall pattern, your first template, and your first real time block — is your personalized starting point. Everything in this kit was built to move you from that point to a real online income.

Your single next move is this:

On *DAY FROM SECTION 3* at *TIME FROM SECTION 3*, open *TEMPLATE 1 FROM SECTION 2* and fill in every bracket. Do not edit. Do not research. Do not redesign. Fill in every bracket and save the document.

That is the move. That is the whole move. Make it.

CALL TO ACTION

Your first implementation block is already scheduled. Now open the kit and start the clock.

RESOURCE LIBRARY

The Fit Pro's Curated Resource Stack: The Exact Tools, Platforms, and References That Support Every System in This Kit — Without the Overwhelm of a Google Search That Goes Nowhere

Every Tool Listed Here Has Been Selected Because It Is Realistic for a Fit Pro Running a Real Schedule — Not Because It Is Trending, Not Because It Pays a Referral Commission, But Because It Works at the Stage You Are In Right Now

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This is not a list of everything that exists. It is a short, opinionated list of what actually works for fitness professionals who are building their first real online income stream while still teaching classes, training clients, and running a life.

Each resource is organized by function — client communication, payment and delivery, content creation, scheduling, and ongoing education — and each entry includes a one-line explanation of exactly what problem it solves and when you need it. Nothing here requires a tech background. Nothing here requires a monthly budget that makes you nervous. Everything here has been tested in the real context of a fit pro building something real. Use what you need now. Bookmark what you will need next quarter.

CLIENT COMMUNICATION

- Email & scheduling platform **FREE**
- Video call platform **FREE**
- SMS reminder tool **LOW-COST**

PAYMENT & DELIVERY

- Online payment processor **LOW-COST**

- Simple invoicing tool FREE
- File delivery / cloud storage FREE

CONTENT CREATION

- Design template platform FREE
- Caption planning doc FREE
- Content scheduler LOW-COST

SCHEDULING

- Booking link tool FREE
- Shared calendar FREE

ONGOING EDUCATION

- Industry podcast rotation FREE
- Advanced certification track WHEN YOU'RE READY TO SCALE

ABOUT THE AUTHOR

From the Gym Floor to 7 Clubs to Your Inbox: The Story Behind the System — and Why This Kit Exists Because of Every Fit Pro I Watched Get Left Behind

A Word From the Person Who Built This Kit With Your Exact Situation in Mind — Because I Have Stood on That Gym Floor, Run Those Classes, and Figured Out the Hard Way What It Actually Takes to Earn Online



I started exactly where you are — credentials stacked, clients transformed, and absolutely no idea how to make any of it work outside the four walls of a gym. I went from training clients one-on-one on the gym floor to managing seven clubs to producing trade shows to finally building the online income I had been chasing for years. That path was not a straight line, and it was not handed to me.

What I learned in that process is the only reason this kit exists: the fit pros who get left behind are not less talented, less certified, or less hardworking than the ones who break through. They are just missing the system that translates real expertise into language, offers, and conversations that convert. I built that system for you. Everything in this kit is something I wish I had had on day one.

Ria Zervos

YOUR NEXT STEP

You Have Everything You Need. The Only Thing Left Is the Decision to Use It.

A Closing Invitation, a Single Next Action, and the One Truth Every Fit Pro Who Finally Earns Online Already Knows — Your Expertise Was Never the Problem. The System Was. Now You Have the System.

Here is what the fit pros who finally made it online all have in common: they did not wait until they felt ready. They picked one template, filled it in, and sent it, posted it, or said it out loud to one real person. That single move — imperfect, a little uncomfortable, and completely doable — was the moment everything changed.

Your one action in the next 24 hours is this: open the Discovery Call Script, personalize the three highlighted fields with your name, your offer, and your client's specific goal, and book one call. Not ten. One.

You have spent years changing lives inside a gym. It is time for those lives — and that income — to reach further than the room you are standing in. You already have the expertise. You now have the system. The only thing standing between you and that Tuesday morning Stripe notification is the decision to begin.

Begin today.

Open Your Discovery Call Script and Book Your First Call