

# FIGURE OUT WHAT YOU SELL

*(and to whom you sell it)*

## WHAT DO YOU SELL?

Think About What You Offer:

How Is It Presented?

What is the Accountability?

What's the Time Frame?

What's the Price?

## GET SPECIFIC

Fitness Program or Program & Nutrition?

Excel Sheets? Trainer Hub? Email?

Weekly Checkins via email/text? Zoom Meetings?

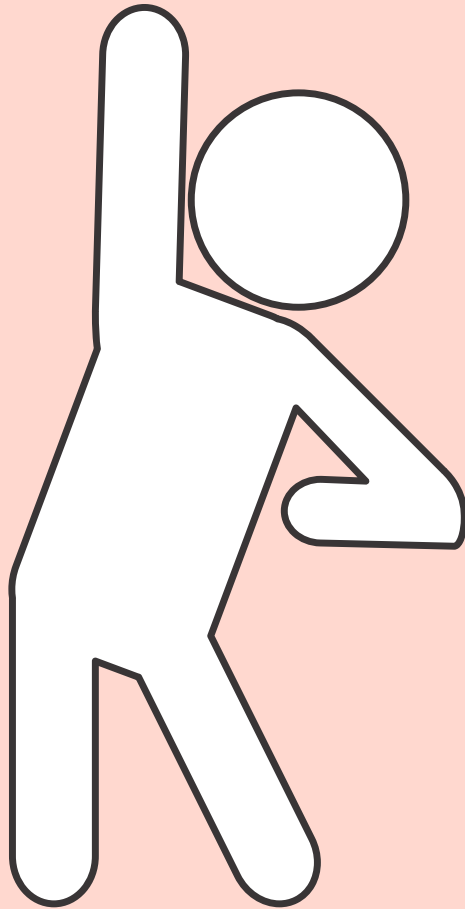
12 weeks? Month to Month?

\$99/month? \$1300 for 12 weeks?

Think about all of the intricate details of the program you offer and sort out specifics

# WHO IS YOUR *ideal client?*

GET INTO EVERY ASPECT OF THEM



THINK ABOUT & WRITE DOWN

THEIR NAME

THEIR AGE

THEIR PERSONALITY TRAITS

WHAT THEY DO FOR WORK

THEIR GOALS

WHAT THEY DO IN THEIR FREE TIME

WHAT THEY'VE TRIED IN THE PAST

WHAT THEIR GENERAL LIFESTYLE IS LIKE

# HOW TO *talk to people*

## DO

COMMENT ON SOMETHING THEY PUT IN THEIR PROFILE

COMMENT ON SOMETHING THEY POLLED ABOUT

DISCUSS A CONNECTION YOU HAVE SUCH AS PETS OR FAVORITE FOOD

TELL THEM THEIR WORKOUT LOOKS GREAT

LIKE PHOTOS AND FOLLOW THEIR PROFILE

## DON'T

IMMEDIATELY TRY TO SELL PEOPLE BY TELLING THEM YOU'RE AN ONLINE COACH

OBSESSIVELY MESSAGE IF THEY DON'T ANSWER

TELL THEM THEY NEED YOUR HELP

# HOW TO *talk to people*

HEY \_\_\_\_\_! THANKS FOR CHECKING OUT MY PROFILE. I SEE YOU'RE INTO FITNESS. WHAT TYPES OF WORKOUTS DO YOU DO?

HI \_\_\_\_\_! I CAME ACROSS YOUR PROFILE IN THE #DADBOD FEED AND FELT COMPELLED TO TELL YOU HOW CUTE YOUR FRENCH BULLDOG IS. I HAVE ONE TOO. WHAT HIS NAME?

THANKS SO MUCH FOR VOTING IN MY STORY POLL ABOUT \_\_\_\_\_. I ALWAYS PREFER PUMPKIN PIE OVER APPLE PIE ON THANKSGIVING TOO! DO YOU HEAT YOURS UP?



# HOW TO *sell to people*

HEY \_\_\_\_\_! I SAW YOUR WORKOUT POST AND WAS IMPRESSED BY YOUR DEADLIFT! IF YOU NEVER NEED ANY PROGRAMMING AND HELP, LET ME KNOW! I'M AN ONLINE COACH AND SPECIALIZE IN POWERLIFTING PREP.

HI \_\_\_\_\_! I SAW YOU VOTED "SEND ME MORE INFO" IN MY POLL ABOUT MY ONLINE COACHING. WHAT ARE YOUR CURRENT GOALS? I'D LOVE TO SHARE A LITTLE MORE ABOUT WHAT I DO

THANKS FOR GETTING IN TOUCH WITH ME ABOUT MY COACHING! I'D LOVE TO TELL YOU MORE. IS THERE A TIME THIS WEEK YOU'D BE AVAILABLE TO HOP ON A PHONE CALL OR ZOOM?



# USE YOUR #'S WISELY *(You get 30)*

## MY IDEAL CLIENT

Women 20-39 who want to lose weight in a sustainable and flexible fashion

## MY #'S

#weightlossjourney  
#moderationmindset  
#gettingfit

## YOUR IDEAL CLIENT

Example: Men 20-49 who want to get stronger

## YOUR EXAMPLE #'S

#fitafter40  
#powerliftingprep  
#fitdad

Search through and try different hashtags that your ideal client may be using or searching for.

# SAMPLE *Content Planner*

**MONDAY**

**Story Post**

Tell a story about your own journey or someone you have helped

**TUESDAY**

**Education Post**

Share a piece of education on one of your core topics such as eating more protein

**WEDNESDAY**

**Pain Point Solution Post**

Identify a pain point of your Ideal Client, speak on it, and offer solutions. I.E. Time Management

**THURSDAY**

**Sale/ Invite Post**

Share your offer by hitting upon a pain point/educating or sharing a story. "I'm accepting clients who are ready to start!"

**FRIDAY**

**Testimonial or Education**

Share a testimonial/before & after or something else.  
OR Educate your ideal client

**SATURDAY**

**Lifestyle Post**

Share something about you and what you're doing

**SUNDAY**

**Wild Card**

Pick one of the types of posts and have an extra one of those this week.