



# How to Move Your Coaching Online Guide

## Overview

- ☐ Client Interviews
  - ☐ Sort list of clients from favorite to least favorite ;)
  - ☐ Interview them, 1 hour at a time
    - ☐ You'll have a good idea of the problem they're looking to solve after 10-20
  - ☐ Identify ICA
  - ☐ Make this a goals setting session
    - ☐ New context, new goals
- ☐ Offer page
- ☐ Free download
- ☐ 5-9 emails then weekly newsletter
- ☐ Sales
- ☐ Fulfillment/Business Model
  - ☐ 5 clients at 1 on 1, then...
  - ☐ Small group
    - ☐ No larger than groups of 8
    - ☐ Up to 32 clients
    - ☐ More than 32 clients requires coaching staff + more sophistication, just get on the phone with us if you have more than that.
  - ☐ Membership site: don't recommend unless you have a very large audience
- ☐ Lead Generation
  - ☐ Pick a channel and dominate
    - ☐ Youtube      ☐ LinkedIn
    - ☐ Facebook      ☐ Ads
    - ☐ Instagram      ☐ Podcast

## Tools:

- Forms, applications, etc.
  - Typeform
- CRM
  - Kartra ([kartra.com/strongcoach](https://kartra.com/strongcoach))
  - Active campaign if you don't want all the bells and whistles
  - Mailchimp
- Client Communication
  - Zoom      ◦ Slack
- Calendar Booking
  - [youcanbook.me](https://youcanbook.me)
  - [Calendly.com](https://calendly.com)
- Canva.com



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Times are changing. The businesses that will come out thriving are the ones that have done two things:

- Listened deeply to the people they want to serve
- Adapted to deliver their solution in a way that fits the current situation

Instead of waiting to see if you are forced to close the doors to your gym (or the gym where you coach) start the process NOW.

People still need your service, maybe more than ever. They need a way to move, improve, and stay healthy.

This is your guide to QUICKLY moving your coaching business online.

## Mind Shift

Your current clients who meet you in-person do not come to you for the service you offer. They come to you for the benefit your service provides and for the way that it helps them feel like the kind of person they want to be (someone who invests in their health, etc.). Use this opportunity to better understand the benefits your clients want along with how they want to feel and innovate to deliver similar or better online.

## Move Your Coaching Online Cheatsheet

We will continue to pump out supporting materials to help you so be sure to follow The Strong Coach on Facebook, Instagram, Youtube, and our podcast.

## Step 1: Interview Your Clients

List your clients from your favorites to your least favorite and set up calls with as many of them as possible.

Start with your favorites because they are your ideal clients.

Plan on 1 hour interviews and record them. You can download the app Otter.io to record and transcribe your call.

You'll probably know what problem they want to solve after 20-30 minutes. The transcription automatically highlights the common words or phrases being used to describe their problem for you to use in your marketing later.



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For each client, make the call a time to create new goals  
Everyone is in a new context so new goals are appropriate  
Once you've interviewed 5-10 of your clients, you're ready to create your offer.

## Recommended Tools

- Otter.io - use this tool to record and transcribe your client interviews.
- Typeform - Use this tool to create surveys and applications

## Step 2: Create Your Offer Page

Whether you have a website or are using social media, you've got to clearly communicate your offer.

The basic idea is that your offer page communicates the movement from Point A to Point B.

**Point A** - Where your ideal clients are right now along with what stands in the way of what they want.

**Point B** - Where your ideal clients want to end up, but need help getting there.

The classic mistake coaches make on their websites or social media accounts is that they highlight themselves, their certifications, and their methods. Instead, highlight how you help your clients move from where they are to where they want to be.

[Click here for a template to use for writing your offer page.](#)

## Recommended Tools

- Kartra - A great platform with far more functions than only a website. We have a deal for you if you use them. Go to [kartra.com/strongcoach](https://kartra.com/strongcoach) to learn more and sign up.

## Step 3: Free Download

All of us in the modern world are faced with thousands of advertising messages each day (think of all the logos you see every day).



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As a result, visitors to your site will not trust you at first

Writing your offer according to the template above will help a lot. One step further is providing a free download (this guide is a free download).

The download allows people to get to know you before any money or personal interaction takes place so it feels safer.

In the download, you get to provide help and offer value. You are building trust. The more value you offer in the download, the more trust you are building.

Types of free downloads:

- Cheatsheet
- Checklist
- PDF (think of a magazine article)
- A guide
- Swipe file
- An email course
- An audio training
- A recorded webinar
- A video training
- A free sample (this works well for software or other tools that can be delivered electronically)

Whatever type of download you choose, work to solve a real problem your ideal clients have.

How to choose a personal trainer

5 common mistakes in the front squat

A quickstart guide to starting a side hustle

How to move your coaching online (use this guide as an example)

Provide a link at the end of the download to schedule a call with you or whatever the next step is (or if it's a video, audio recording, webinar, etc. put the link in the email that delivers it).

## Recommended Tools

- Canva.com - A great tool to design things like a pdf, cheatsheet, checklist, and even social media templates with an option for a free account.
- Youcanbook.me - \$10/mo. and a free trial to start.
- Calendly.com - 3 pricing tiers starting at \$0

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## Step 4: 5-9 Emails That Get Sent Automatically

Your free download is available in exchange for an email address. This way you get to introduce yourself a little more after they've downloaded your free material.

The emails are an opportunity to establish more trust as you continue to show them how you help people like them overcome the problems they are facing.

Essentially, you are coaching them along so that they can appreciate the value you offer.

These emails can be simple, straightforward, and short. In fact, if you don't like writing, you can record 2-5 minute videos and deliver them through email.

The simplest framework for writing these emails is the Q&A.

Compile several of the most common questions you get and give them a good answer.

**Protip:** You will be tempted to answer the questions by saying, "It's complicated...on the one hand blah blah blah. On the other hand blah blah blah..."

Yes, the answers are complicated, that's why you've dedicated years to your craft. However, answer questions on a level that is right for your ideal clients.

At several points throughout these 5-9 emails, ask them to take the next step to becoming a client (schedule a call, fill out an application, etc.)

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Starting at email #3 you can have a short section at the end asking them to take the next step.

Once the initial 5-9 emails have been sent, keep up with your growing list of email subscribers with a weekly email. A newsletter.

If you have the capacity, you can do more than 1 email a week. If you're low on time, you can go down to 2 emails per month. The point is to be consistent.

There is no need to make the emails long. Simply focus on providing something of value. It's OK if people unsubscribe. It's OK if most people don't open your emails (that's the usual). Even if people never open your emails, they still see that you sent it and you are staying in their awareness.

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## Recommended Tools

\*Write the emails in something like Google docs, Word, or Pages. These tools are for the delivery of the emails.

- Kartra - Built into Kartra is the ability to do email marketing from simple to sophisticated.
- Active Campaign - A good email option with the starting price at \$9/mo.
- Mailchimp - email and a growing list of extra features. Starting with a free option and moving up from there.

## Step 5: Sales

If you are following this guide, even before the official sales process starts, you are signaling to prospects that you are there for them. You have their best interest in mind.

The official sales process is no different. Your job is to listen, ask good questions, and give good advice.

If you listen well, you'll know if the client is a good fit for what you offer. The prospect will know from how you listen, the questions you ask, and the advice you give that you are interested in their good.

Now comes the part where many coaches run into trouble: asking for the sale.

Asking for the sale is the first opportunity to coach. You've heard about them and the problem they're facing. You know what they want and what stands in their way. As a coach, you know what they need. Ask them to commit to no less than what they need to reach their goal.

Just like a current client may set a goal of losing a certain amount of weight, gaining muscle, improving a lift, or becoming more mobile and you lay out the path you know will work for them. The same is true for the sale. Coach the prospect toward what will work for what they want.

## Recommended Tools

\*You don't have to use a tool here, but as you progress a Customer Relationship Manager (CRM) will become helpful.

- Kartra
- Mailchimp
- ActiveCampaign



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## Step 6: Business Models

Your first priority is to get "5" 1-on-1 clients.

Getting 5 clients allows you to get feedback on your offer and make adjustments as needed. You can also ask for referrals to begin growing your group of clients.

Next, move to small group training.

- No larger than groups of 8
- Up to 32 clients total
- More than 32 clients requires coaching staff + more sophistication.  
Get on the phone with us if you have more than that.

Organize the groups by goal. One group may be people interested in weight loss, another on strength gain, and a third on movement for a healthy life.

Creating a membership site with lots of members is not recommended unless you have A LOT of followers.

### Recommended Tools

\*These tools allow you to meet virtually with clients as well as build virtual community

- Zoom - video conferencing software that allows small groups to meet together. Calls can be recorded.
- Slack - messaging software that can allow you to interact with clients as well as foster interaction between your clients.

## Step 7: Lead Generation

Choose a channel where your ideal clients are already at and begin putting out your content consistently.

- Youtube
- Facebook
- Instagram
- LinkedIn
- Podcast (guest, host, or both)
- Ads (only if you have the steps mentioned above in place and they are working)





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Your content doesn't need to be brand new or groundbreaking. Instead, it should be targeted to the people you want to serve.

For example, you won't have a chance beating out Bret Contreras at glute training. But if your focus is glute training for older adults, baseball players, vegans, yoga lovers or stay-at-home moms you have a niche.

Finally, to get leads, ask your clients for referrals. Tell them how much you value their business and that you want to put your effort into serving clients like them rather than searching for more clients.

Then tell them specifics about the types of clients you are looking for. Be sure that there are no strings attached - they don't need to give you referrals - but asking for referrals directly along with the type of people you want to work with is powerful.

## Putting it all together

Successful coaching, whether online or in-person is built on relationships.


Asking for the sale is the first opportunity to coach. You've heard about them and the problem they're facing. You know what they want and what stands in their way. As a coach, you know what they need. Ask them to commit to no less than what they need to reach their goal.

Movement, nutrition, health, strength - whatever your modality - is the tool to help you support the person.


For continued support follow us! We are creating as much support as we can to help you.

 [@thestrongcoach](https://www.instagram.com/thestrongcoach)

 [@https://www.facebook.com/The-Strong-Coach](https://www.facebook.com/The-Strong-Coach)

 [@thestrongcoach](https://www.youtube.com/thestrongcoach)

 [Thestrongcoachpodcast.com](https://www.thestrongcoachpodcast.com)

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## Move Your Coaching Online Checklist

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- ☐ Business Model
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