

The Posts That Book Clients Workbook

By the end you'll have one client you post for, three fix posts planned, a free tool with a comment word, ready-to-send replies, and a weekly routine you can keep in your worst month.

FREE WORKBOOK 14 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ Your last ten posts sorted into fix or fun, so you can see the gap
- ✓ One sentence that says who you help, and three posts that each fix one real problem for that person
- ✓ A one-page free tool, a comment word, and the line you'll say at the end of your video
- ✓ Two reply scripts, a lead tracker, and a weekly routine you can keep when life gets busy

INSIDE

- 1 Sort your last ten posts into fix or fun
- 2 Pick one client and say who you help in one sentence
- 3 Plan three posts that fix one problem each
- 4 Make a free tool and pick a comment word
- 5 Set your reply time and write your replies
- 6 Build a weekly routine you can keep in your worst month
- 7 Your 7-day plan

YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Turn Content That Gets Likes Into Paying Clients](#).

STEP 1 OF 6 · LEARN IT

Sort your last ten posts into fix or fun

If you skip this, you keep making more of what gets likes and keep wondering why nobody messages you. You can't fix a gap you haven't looked at.

HOW TO DO IT

- 1 Open your profile and find your last ten posts.
- 2 For each one, write a few words on what it was.
- 3 Ask: does this teach my client how to fix something, or is it here to entertain? Write Fix or Fun.
- 4 Write down any messages or training questions each post got. Likes don't count here.
- 5 Count your Fix posts. Don't delete anything. This is just a look.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

1. Funny gym fail clip: Fun: 0 messages
 2. Dancing to a trend between sets: Fun: 0 messages
 3. 'Drink more water' tip for everyone: Fun: 0 messages
 4. Fixing a client's knees caving on squats: Fix: 2 messages
 5. Leg day meme: Fun: 0 messages
- Count: 2 fix, 8 fun. My only messages came from fix posts.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Sort your last ten posts into fix or fun

Posts 1 to 5

What the post was	Fix or fun	Messages or questions it got

Posts 6 to 10

What the post was	Fix or fun	Messages or questions it got

Your count: how many fix, how many fun, and which post got the most messages



You're done when all ten posts are marked fix or fun and you've written your count.

STEP 2 OF 6 · LEARN IT

Pick one client and say who you help in one sentence

When a post is for everyone, it lands on no one. Pick the kind of client your proof can already win, so the right person feels like you made it for them.

HOW TO DO IT

- 1 List the clients you've helped get a real result, in person or online.
- 2 Next to each, write who they are: their life, not their body type.
- 3 Circle the kind of person who shows up most. That's your client.
- 4 Write one sentence: I help [who] [get what result].
- 5 Read it out loud. If a stranger can't tell whether it's them, make it narrower.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Jen: mom of two, works full time: lost her baby weight and kept it off

Dave: dad of three: back to playing soccer with his kids

Rosa: mom, works nights: squats without knee pain

Shows up most: busy parents who stopped training after kids

My sentence: I help busy parents get back in shape in three short sessions a week.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Pick one client and say who you help in one sentence

Your wins

Client (first name)	Who they are	What changed for them

The kind of person who shows up most

Who you help, in one sentence: I help ___ get ___

☐ You're done when you can say who you help in one sentence without looking.

STEP 3 OF 6 · LEARN IT

Plan three posts that fix one problem each

My first three online trainers all ghosted for the same reason: "I just don't know what to post." A list of your client's real problems means you never sit there blank, and every post gives the right person a reason to reach out.

HOW TO DO IT

- 1 Write the problems your client tells you, in their own words.
- 2 Pick three you can show a fix for in under a minute.
- 3 For each one, write the problem, your fix (the cue or change you use), and your proof.
- 4 Proof must be real: a client's progress shared with their OK, their own words, or you fixing it on a real person in the video.
- 5 Same camera, same gym. You don't need new gear, just a new reason for the post.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Problems: 'my knees hurt when I squat', 'I only have 30 minutes', 'I fall off after two weeks', 'my back hurts after picking up the kids'

Post 1: Knees cave on squats / cue: push the floor apart with your feet / proof: Rosa's squat, week 1 next to week 6, with her OK

Post 2: Only 30 minutes / a 3-move workout I give parents / proof: Jen saying what she does on busy days

Post 3: Back hurts lifting the kids / how to pick up a car seat / proof: me coaching Dave through it on camera

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Plan three posts that fix one problem each

Problems your client tells you, in their words

1.

2.

3.

4.

5.

6.

7.

8.

Your next three fix posts

Problem	Your fix	Your proof



You're done when all three posts have a problem, a fix and real proof written in.

STEP 4 OF 6 · LEARN IT

Make a free tool and pick a comment word

Without a next step, someone watches your post, nods along, and has nowhere to go. A comment word turns a quiet viewer into someone who raised a hand.

HOW TO DO IT

- 1 Pick your first fix post from the last page.
- 2 Make a free tool for that same problem: a short checklist or a simple plan. One page is enough.
- 3 Choose a comment word: one short word tied to the problem, easy to spell.
- 4 Write the line you'll say at the end of the video using the script below.
- 5 Save the tool somewhere you can send it in seconds, like a link or a photo on your phone.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Tool: The 5-Point Knee-Safe Squat Checklist

1. Feet just wider than hips 2. Push the floor apart 3. Knees track over toes 4. Sit back, not just down 5. Stop the set when knees cave

Comment word: KNEES

End line: If your knees hurt when you squat, comment KNEES and I'll send you my 5-point squat checklist.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Make a free tool and pick a comment word

Your free tool's name

What goes on your checklist or plan (keep it short)

1.

2.

3.

4.

5.

Your comment word

The line at the end of your video

If the problem sounds like you, comment WORD and I'll send you my
free tool.

☐

You're done when your tool fits on one page and you can say your end line without reading it.

STEP 5 OF 6 · LEARN IT

Set your reply time and write your replies

Most leads die waiting. The person who commented was interested in that moment, and if days go by, the moment's gone.

HOW TO DO IT

- 1 Pick two set times each day to check comments and messages. Write them down.
- 2 Send the free tool the same day someone comments, using the first script.
- 3 In that same message, ask one second question: what they've already tried, or what keeps getting in the way.
- 4 When they answer, reply that same day with the second script.
- 5 Log every person in the tracker so nobody slips.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Reply times: 12:30 at lunch and 8:00 after the kids are down

Sent: Hey Sam, thanks for commenting KNEES. Here's the checklist. Quick question: what have you already tried for your knees?

Sam said: stretching, and skipping leg day

Tracker: Sam / Mon / tried stretching, skips legs / replied same day: Y / ask what's getting in the way

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Set your reply time and write your replies

Your two daily reply times

First reply (send the same day they comment)

Hey first name, thanks for commenting WORD. Here's the free tool: link. Quick question: what have you already tried for the problem?

Second reply (send the same day they answer)

That makes sense, first name. A lot of who you help try what they said first. What keeps getting in the way of what they want?

Lead tracker

Name	Date they commented	What they said	Replied same day? Y/N	Next step

☐ You're done when your reply times are set and both messages are ready to copy and send.

STEP 6 OF 6 · LEARN IT

Build a weekly routine you can keep in your worst month

Content takes long enough to bring clients that most trainers quit first, usually somewhere in week three to eight. A plan built for your best month breaks the first busy week.

HOW TO DO IT

- 1 Picture your worst month: the busiest, most tired one.
- 2 Write how many fix posts a week you could still make in that month. Start small.
- 3 Keep a small share of fun posts for personality. Most should fix your client's problem.
- 4 Give each job a day and a time: film, post, reply, update the tracker.
- 5 Write the date eight weeks from today. That's when you judge it, not before.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Worst month: January, full book and kids sick

Fix posts a week I can keep then: 2. Fun posts: 1

Sunday 7:00 pm: film 2 fix posts, 20 minutes

Tuesday and Thursday: post a fix post. Saturday: post a fun one

Every day: reply at 12:30 and 8:00. Friday: check the tracker

Judge it on: March 2

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Build a weekly routine you can keep in your worst month

Fix posts a week you can keep in your worst month, plus fun posts

Your weekly routine

Day	What you'll do	Time	How long

The date eight weeks from today

☐
 You're done when every job has a day and a time, and you've written your eight-week date.

THE PLAN

Your next 7 days

Small steps, one a day. Start with the easiest one.

YOUR ANSWERS, IN ONE PLACE

Who I help

Comment word

Reply times

Posts per week

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Put your 'who I help' sentence in your bio, and answer any comments or messages already waiting.	☐	
Day 2	Make your one-page free tool and save it where you can send it in seconds.	☐	
Day 3	Film your first fix post: the problem, your fix, your proof, then your comment word line.	☐	
Day 4	Post it. Check at your reply times and send the first reply to everyone who comments.	☐	
Day 5	Send the second reply to everyone who answered, and log them all in your tracker.	☐	
Day 6	Film fix posts two and three so next week is already done.	☐	
Day 7	Check your tracker for anyone not answered, then put your weekly routine on your calendar.	☐	