

The Trusted By Strangers Workbook

By the end you'll have a Google Business Profile ready for reviews, a referral ask timed to your next client's win, and your first weekly video planned and cut into Shorts, all aimed at one kind of client.

FREE WORKBOOK 12 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ A finished Google Business Profile and review texts ready to send
- ✓ A referral ask ready for your next client's win
- ✓ One sentence that names the kind of client your content is for
- ✓ Your first long video outlined, with a list of Shorts to cut from it

YOUR NAME

INSIDE

- 1 Find the gap referrals can't fill
- 2 Set up your Google profile and ask for reviews
- 3 Ask for referrals at the moment of a win
- 4 Pick the one kind of client your content is for
- 5 Plan one long video and cut it into Shorts
- 6 Your 7-day plan

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Get Personal Training Clients From Google Reviews and Social Media](#).

STEP 1 OF 5 · LEARN IT

Find the gap referrals can't fill

If you don't know how many clients you need, you can't tell whether referrals are enough or whether you're just hoping. Referrals only reach the people your clients already know, so check whether that gets you where you want to go next.

HOW TO DO IT

- 1 Write the monthly income you want from training.
- 2 Write what one client pays you a month. Divide the first number by the second to get the clients you need.
- 3 List your current clients in the table and write how each one found you.
- 4 Subtract the clients you have from the clients you need. That's your gap.
- 5 Tick the goals that referrals can't reach on their own: online clients, higher prices, people nobody you train knows.

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

Goal: \$6,000 a month.

One client pays: \$400 a month. Clients needed: 15.

I have 11. Gap: 4.

How they found me: 7 referrals, 3 from the gym floor, 1 from Google.

Where I want to go next: 3 online clients. Nobody can refer those, so I need content.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

Find the gap referrals can't fill

Do the math

Monthly income goal (\$)

What one client pays a month (\$)

Fill in both boxes.

Your current clients

Client first name	How they found you	Pays per month

Where you want to go next (tick all that apply)

- ☐ More clients than referrals bring in
- ☐ Higher prices
- ☐ Online clients
- ☐ Clients outside your current clients' circles
- ☐ My book is full and I'm happy with it

Your gap in one sentence: how many clients, and where they'll have to come from

- ☐
You're done when you can say in one sentence how many clients you need and where they'll have to come from.

STEP 2 OF 5 · LEARN IT

Set up your Google profile and ask for reviews

Someone searching for a trainer nearby picks the one who shows up with reviews.
Without a profile, the people who'd find you on Google find someone else.

HOW TO DO IT

- 1 Search "Google Business Profile" and claim or create yours.
- 2 Fill in every box on the checklist below.
- 3 Copy your review link from the profile and save it on your phone.
- 4 List every client who's happy right now, with their latest win.
- 5 Text each one the script with your link. Ask every happy client, not just your favorites.

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

Profile name: Maya Strength, inside Northside Fitness.

Hours: 6am to 7pm, Monday to Saturday.

Photos: me coaching a squat, the gym floor, a client's deadlift.

Happy clients: Dana (first pull-up), Rob (deadlift PR), Priya (back stopped aching), Luis (jeans fit looser).

Asking Dana first, Monday after her session.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Set up your Google profile and ask for reviews

Your profile

- ☐ Business name the way clients say it
- ☐ Where you train (gym name and area)
- ☐ Hours you train clients
- ☐ What you offer and who it's for, in two sentences
- ☐ 3 or more photos of you coaching
- ☐ A phone number or message link you actually check
- ☐ Review link copied and saved on your phone

Happy clients to ask

Client	Their recent win	Date asked	Review left?

Your review text

Hey first name, I loved watching you their recent win this week. Would you leave me a quick Google review? It helps people near your area find me. Here's the link: review link. Thank you!

The first client you'll ask, and when

- ☐ You're done when your profile is filled in and the review text is ready to send to your first client.

STEP 3 OF 5 · LEARN IT

Ask for referrals at the moment of a win

Ask for a referral at a random time and you get a polite "sure" and nothing else. Right after a win, the client is proud and already talking about you.

HOW TO DO IT

- 1 List the wins your clients hit: a new lift, clothes fitting differently, stairs without stopping.
- 2 For each client, write the next win you expect and about when.
- 3 Keep the script on your phone so it's ready.
- 4 When the win happens, say it right there in the session, or text it the same day.
- 5 Write down who they named and follow up that week.

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

Wins I watch for: first pull-up, 225 deadlift, jeans fit looser, back doesn't ache at work.

Rob: deadlift 225, expect in about 2 weeks.

Priya: 10 push-ups from the floor, expect this month.

Rob hit 225 on Thursday. I asked right after his set.

He named a coworker. I followed up with Rob on Monday to check he passed my number on.

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Ask for referrals at the moment of a win

Wins your clients hit

1.
2.
3.
4.
5.
6.

Who's close to a win

Client	Next win	About when	Date asked	Who they named

Your referral ask

That's huge, first name. You their win. Who in your life would want to feel like this? If someone comes to mind, send them my number: your number. I'll take good care of them.

The client closest to a win right now, and the win

☐ You're done when you know which client hits a win next and the ask is ready for that moment.

STEP 4 OF 5 · LEARN IT

Pick the one kind of client your content is for

A video for everyone pulls in no one in particular. Pick one kind of client and the right strangers see themselves in what you post.

HOW TO DO IT

- 1 Look at your client table on page 1. Circle the clients you'd love ten more of.
- 2 Write what they have in common: life stage, schedule, goal, what hurts.
- 3 List the problems they bring you in the first session, in their own words.
- 4 Finish the sentence: I help [who] get [what] even though [their problem].
- 5 If you train in person, write where you train so nearby strangers know they can book.

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

Clients I'd want ten more of: Dana, Priya.

In common: busy parents, 35 to 45, used to lift, stopped after kids.

What they say: "I only have 45 minutes." "My knees ache on squats." "I don't know where to start again."

My sentence: I help busy parents get back into lifting even though they only have three hours a week.

Where: Northside Fitness, east side of town.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Pick the one kind of client your content is for**Who they are: life stage, schedule, goal**

Problems they bring you, in their words

1.

2.

3.

4.

5.

6.

7.

8.

Your one sentence: I help ___ get ___ even though ___

Where you train (for in-person clients) or how online clients reach you



You're done when you can say your one sentence out loud without looking.

STEP 5 OF 5 · LEARN IT

Plan one long video and cut it into Shorts

My first three online trainers all ghosted for the same reason: "I just don't know what to post." Pick one problem, teach it properly, and that one video becomes a week of chances for a stranger to see you teach.

HOW TO DO IT

- 1 Pick one problem from your list on page 4 that you explain in sessions all the time.
- 2 Title it the way that client would say it.
- 3 Outline it in five parts: the problem, why it happens, what to change, one drill, and where you train or how to message you.
- 4 Film it the way you'd teach it to a client standing in front of you.
- 5 Mark 3 to 5 moments that make sense on their own. Each one becomes a Short.

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

Problem: knees ache on squats.

Title: Why your knees hurt when you squat, and what busy parents should change.

Outline: 1. The ache. 2. Knees caving in. 3. Feet and depth changes. 4. Box squat drill. 5. I train at Northside Fitness, message me to book.

Shorts: the knee cue, the foot fix, the box squat, the one mistake I see most.

Filming Wednesday after my last client.

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Plan one long video and cut it into Shorts

Your video title

Your outline, in order

1.

2.

3.

4.

5.

Shorts you'll cut

Short #	The moment (one idea)	Opening line	Post date

Before you post

- ☐ Teaches one idea properly
- ☐ Speaks to your one kind of client
- ☐ Says where you train, or how online clients reach you
- ☐ Tells them how to message you
- ☐ Each Short makes sense without the long video

☐ You're done when your title, outline and Short list are written and you know the day you'll film.

THE PLAN

Your next 7 days

One small step a day. Day 1 matters most, so do it even if you skip the rest.

YOUR ANSWERS, IN ONE PLACE

First review ask

Referral ask

My client

Video 1

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Send your review text to your First review ask.	☐	
Day 2	Send the review text to every other happy client on your list.	☐	
Day 3	Put the referral script on your phone and watch for the win you wrote under Referral ask.	☐	
Day 4	Write the outline for Video 1, aimed at My client.	☐	
Day 5	Film Video 1. Teach it like a session and say where you train or how to message you.	☐	
Day 6	Cut Video 1 into Shorts using your list on page 5.	☐	
Day 7	Post Video 1 and your first Short, then update your review and referral tables.	☐	