

The First Clients Workbook

By the end you'll have your pond in one sentence, your first gift video planned with a free tool and a comment word, a same-day reply ready to send, a weekly routine you can keep, and a one-fix play for your gym floor.

FREE WORKBOOK 14 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One sentence that says who you help, ready for your bio and every video
- ✓ Your first gift video planned: the problem, your fix, your proof and your opening line
- ✓ A free tool, a comment word and a same-day reply script, plus a tracker for every lead
- ✓ A one-fix opener and sell line for the people on your gym floor

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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Get Personal Training Clients Online, on Instagram and in the Gym.](#)

STEP 1 OF 6 · LEARN IT

Pick your pond

If you talk to everyone, nobody hears their own problem in what you say. Pick one kind of person, and the right one sees your post and thinks, 'that's me.'

HOW TO DO IT

- 1 List the kinds of people you've already trained or helped, including friends and family.
- 2 Next to each one, write the problem they came to you with and the proof you have that you can help. Proof can be a result, your own story or a skill.
- 3 Circle the one where your proof is strongest. Don't pick the biggest group. That's the ocean.
- 4 Write your pond as one sentence: 'I help [who] [get what result].'
- 5 Test it. Would a stranger in that group read it and think 'that's me'? If not, make the 'who' narrower.

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

People I've helped: two nurses, a retired couple, a high school runner, my sister after her second baby.

Strongest proof: the two nurses. I know their shifts because my mom is a nurse.

Ocean: 'I help people get in shape.'

Pond: 'I help nurses on 12-hour shifts get their energy back.'

Test: a nurse who reads that knows it's for her. Yes.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Pick your pond

People you've helped or could help

Kind of person	Problem they came with	Your proof

Your pond sentence: I help _ _ _ _ _

Test your pond

- ☐ It names one kind of person, not 'anyone'
- ☐ Someone in it would read it and think 'that's me'
- ☐ You have proof you can help them
- ☐ You can name three problems they have right now

- ☐ You're done when you can say who you help in one sentence and a stranger in that group would know you mean them.

STEP 2 OF 6 · LEARN IT

Fill your problem bank

My first three online trainers all ghosted for the same reason: 'I just don't know what to post.' A written list of your pond's real problems means you never sit down to an empty page.

HOW TO DO IT

- 1 Picture one real person from your pond on a hard day. Write what bugs them in their words, not trainer words.
- 2 Walk through their week: work, home, sleep, food, their body. Write one problem per line.
- 3 Keep only problems you can fix in one short lesson. 'Wants to lose 30 pounds' is a goal. 'Back aches after a shift' is a problem you can fix.
- 4 Star the three you hear about most. Those are your next three videos.

EXAMPLE: MAYA'S PROBLEM BANK FOR NURSES ON 12-HOUR SHIFTS

Lower back aches after a 12-hour shift.

Too tired to work out on days off.

Feet and calves hurt from standing all day.

Eats from the vending machine on night shift.

Can't fall asleep after a night shift.

Starred: back aches, too tired, can't sleep.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Fill your problem bank**Problems your pond has, in their words**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Your three starred problems (your next three videos)

1. _____
2. _____
3. _____

☐

You're done when you have at least eight problems written down and three starred to film first.

STEP 3 OF 6 · LEARN IT

Plan your first gift video

A skit can get views, but nobody books a consult because they laughed. A video that fixes one real problem gets a message, because it shows the viewer you know their life.

HOW TO DO IT

- 1 Take your first starred problem from the last page.
- 2 Write the fix as something they can do tonight: what to do, why it works and what to practice.
- 3 Write your proof in one line: why you're the one to hand this over.
- 4 Write your opening line as if they've never heard of you. Say who you help and which problem this video fixes.
- 5 Check your plan against the list below before you film.

EXAMPLE: MAYA'S FIRST VIDEO

Problem: lower back aches after a 12-hour shift.

Fix: three floor stretches, six minutes, before bed. They loosen the hips that pull on your back after standing all day.

Practice tonight: do all three after your next shift.

Proof: I train nurses at my gym every week, and this is the first thing I teach them.

Opening line: 'I help nurses on 12-hour shifts get their energy back. Here's one fix for the back ache after your shift.'

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Plan your first gift video

The problem (from your bank)

Your fix: what to do, why it works, what to practice tonight

Your proof: why you're the one

Your opening line

I help who you help get what result . Here's one fix for the problem .

Before you film

- ☐ A real problem they have
- ☐ Your fix for it
- ☐ Proof you're the one
- ☐ It's useful even if they never message you
- ☐ Your opening says who you help

- ☐ You're done when your plan has a problem, a fix they can do tonight, your proof and an opening line.

STEP 4 OF 6 · LEARN IT

Set up your comment word and same-day reply

The tool turns watching into doing, and the comment word turns a quiet viewer into someone you can talk to. Most leads don't die from a bad pitch. They die waiting.

HOW TO DO IT

- 1 Make a free tool that helps them do the lesson. A one-page checklist, a short routine card or a simple tracker is enough.
- 2 Pick one comment word that matches the video. Make it one word that's easy to spell.
- 3 End the video with: 'Comment [WORD] and I'll send it.'
- 4 Check your comments twice a day and send the tool the same day someone comments.
- 5 After you send it, ask what they're working toward. Help first. The ask comes after the trust.

EXAMPLE: MAYA'S COMMENT WORD SETUP

Tool: a one-page card with the three stretches and one picture each.

Comment word: SHIFT.

End of video: 'Comment SHIFT and I'll send you the card.'

Reply: 'Hey Dana, here's your card. Try it after your next shift. What are you working toward right now?'

Checks comments at lunch and at 8pm.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Set up your comment word and same-day reply

Your free tool: what it is and what's on it

Your comment word

Your same-day reply

Hey first name, here's the tool I promised. Try the first thing to do when to do it.
What are you working toward right now?

Lead tracker

Name	Date they commented	Date tool sent	What they're working toward	Next step

- ☐
You're done when your tool is made, your word is picked, your reply is written and your tracker is ready for the first name.

STEP 5 OF 6 · LEARN IT

Build a weekly routine you can keep

Most trainers quit somewhere in week three to eight, so they never find out if it works.
One long video cut into Shorts gives you a week of posts from one lesson.

HOW TO DO IT

- 1 Pick one platform. Rule it before you spread to five.
- 2 Pick one time each week to film one long video. Choose a time you could keep in your worst month.
- 3 Cut 3 to 5 Shorts from it. Each one carries one piece of the lesson.
- 4 Start every Short with who you help and why you. A stranger may meet you there first.
- 5 Pick the next four problems from your bank now so you never start from zero.

EXAMPLE: MAYA'S WEEK

Platform: Instagram only for now. My gym members are already on it.

Film: Sunday at 9am. Even in a bad month, I'm free then.

Long video: the six-minute after-shift stretch.

Shorts: stretch 1, stretch 2, stretch 3, and 'why your back hurts after standing.'

Every Short opens: 'I help nurses on 12-hour shifts get their energy back.'

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Build a weekly routine you can keep

Your one platform, and why that one

Your weekly filming time (one you could keep in your worst month)

This week's Shorts

Short #	The piece of the lesson	Opening line	Post day

Your next four long videos (from your problem bank)

1.

2.

3.

4.

☐ You're done when you have one platform, one filming time and this week's Shorts mapped out.

STEP 6 OF 6 · LEARN IT

Run the one-fix play on your gym floor

Same rules, face to face. Open with a pitch and they walk away. Open with one fix and they want to talk.

HOW TO DO IT

- 1 Watch for one person with a problem you can fix with one cue, like a squat that stalls halfway down or a back that rounds on a row.
- 2 Ask if you can show them one thing. Give one cue and let them feel the difference.
- 3 Only then ask: 'What are you training for?'
- 4 Listen for two things: where they hurt now, and where they want to land.
- 5 Sell those two things, never the steps in between. Write it down before you forget.

EXAMPLE: MAYA ON THE FLOOR

Saw: a man whose back rounded at the bottom of his deadlift.

Cue: 'Push the floor away, chest proud.' He felt it on the next rep.

Asked: 'What are you training for?'

Where he hurts: low back sore after every pull day.

Where he'll land: playing pickup basketball again without his back locking up.

Sell line: 'I can help you stop that soreness so you can get back on the court.'

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Run the one-fix play on your gym floor

One-cue fixes you can give on the floor

1.
2.
3.
4.
5.

Your floor opener

Hey, can I show you one thing on that lift ? Try your one cue . Feel the difference? What are you training for?

Floor conversations

Name	The fix you gave	Where they hurt	Where they'll land	Next step

Your sell line

I can help you stop where they hurt so you can where they'll land .

- ☐ You're done when you've written five cues you can give and your opener and sell line are ready to use.

THE PLAN

Your next 7 days

Do one small thing a day. By day 7 your first video is out and your first leads have had a same-day reply.

YOUR ANSWERS, IN ONE PLACE

My pond

First video

Comment word

Film time

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Put your pond sentence in your bio.	☐	
Day 2	Make the free tool for your first video.	☐	
Day 3	Film your first long video. Open with who you help and end with your comment word.	☐	
Day 4	Cut it into Shorts. Post the long video and your first Short on your one platform.	☐	
Day 5	Check comments twice. Send the tool to every comment word the same day and log each one in your tracker.	☐	
Day 6	Give one person on your gym floor one fix, then ask what they're training for. Write down where they hurt and where they'll land.	☐	
Day 7	Post another Short, pick next week's problem from your bank and put your filming time on your calendar.	☐	