

The Obvious Choice Workbook

By the end you'll have one pond your proof can win, a flip ready to test, your client number, an offer that sells the vacation, and five real people messaged about becoming your first online client.

FREE WORKBOOK 12 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One sentence that says exactly who you help and with what problem
- ✓ Your flip, written three ways and ready to post
- ✓ Your client number, worked out from the income you want
- ✓ Five names, one message to send them, and a log to track every reply

INSIDE

- 1 Pick your pond
- 2 Write your flip
- 3 Find your client number
- 4 Sell the vacation
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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Make Online Fitness Coaching Worth It: Stand Out and Know Your Client Number.](#)

STEP 1 OF 5 · LEARN IT

Pick your pond

If you talk to everybody, nobody feels like you're talking to them, and they keep scrolling. You need one group of people and one problem you understand from the inside.

HOW TO DO IT

- 1 List the hard fitness problems you have lived through yourself or helped someone else fix.
- 2 Next to each one, write who has that problem right now.
- 3 Next to that, write the proof you could show: your own story, a client's result, photos, or messages.
- 4 Circle the row with the most proof. That is your pond for now.
- 5 Write it as one sentence: I help [who] who [problem].

EXAMPLE: MAYA, AN IN-PERSON TRAINER AT A COMMERCIAL GYM AND A MOM OF TWO

Lived it: lost the weight after my second kid. Who has it: moms who've tried everything since kid two. Proof: my own before and after, my journal.

Fixed it: helped a gym member squat again after knee pain. Who has it: people scared to load their legs. Proof: one client.

Circled: the moms. I have the most proof there.

My pond: I help moms who've tried everything since their second kid get their energy and their jeans back.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

Pick your pond

Where your proof is

Problem I lived or fixed	Who has this problem now	Proof I can show

My pond in one sentence: I help [who] who [problem].

☐

You're done when you have one circled row and one sentence you could say out loud without explaining it.

STEP 2 OF 5 · LEARN IT

Write your flip

If you say what every other trainer says, people have no reason to pick you over them.
Your flip is the belief you truly hold that almost nobody says out loud.

HOW TO DO IT

- 1 Write down every belief about fitness you hold that you rarely hear other trainers say.
- 2 Cross out any line you have seen in three or more posts this month.
- 3 Pick the one left that you'd defend in an argument and that fits your pond.
- 4 Write it three different ways: as a statement, as a question, and as a short story.
- 5 Post one version at a time. Keep repeating the one that gets the most replies.

EXAMPLE: MAYA

Beliefs: You don't need more willpower, you need fewer decisions. Cardio is not how I lost it after kid two. Meal prep Sunday is a trap for busy moms.

Crossed out: none of these are in my feed. Picked: fewer decisions.

Version 1: You don't need more willpower. You need fewer decisions.

Version 2: What if the reason you keep quitting isn't willpower?

Version 3: After my second kid I failed every plan until I stopped choosing dinner at 6pm.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Write your flip

Beliefs I hold that most trainers don't say

1.

2.

3.

4.

5.

6.

Test your versions

Version	Date posted	Where	What people said back

My flip, the version I'll post first

☐

You're done when you have three written versions of one flip and you know which one goes up first.

STEP 3 OF 5 · LEARN IT

Find your client number

If you don't know your number, you post with no target and can't tell if you're getting closer. Start at the finish line so you know what you're building toward.

HOW TO DO IT

- 1 Write the monthly income you want from online coaching.
- 2 Write what one client pays you each month.
- 3 Divide the income by the price. Round up. That is your client number.
- 4 Write how long your clients stay. If you don't know yet, write your best guess and mark it as a guess.
- 5 Pick one lever to pull first: raise your price, keep clients longer, or add clients.

EXAMPLE: MAYA (HER NUMBERS ONLY, NOT A PROMISE)

Monthly goal: \$5,000.

Price: \$250 a month.

\$5,000 divided by \$250 = 20 clients.

How long they stay: guess, about 4 months.

First lever: keep clients longer by answering check-ins the same day.

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Find your client number

Do the math

Monthly income goal (\$) What one client pays a
month (\$)

Fill in both boxes.

My client number is ___ clients at \$___ a month.

How long my clients stay (write 'guess' if it is one)

The one lever I'll pull first (tick one)

- ☐ Raise my price
- ☐ Keep clients longer
- ☐ Add clients

☐ You're done when you have one number of clients written down and one lever ticked.

STEP 4 OF 5 · LEARN IT

Sell the vacation

Nobody wakes up wanting a macro plan, so if you sell sets and macros you end up cutting your price to get a yes. Talk about where they hurt and where they'll land, and add value instead of dropping the price.

HOW TO DO IT

- 1 Write where your pond person hurts right now, in the words they'd use, not trainer words.
- 2 Write where they'll land after working with you. Make it something they'd feel, like clothes, energy, or confidence.
- 3 Put it together: I help [who] go from [hurt] to [land].
- 4 List things you could add when someone says it's too much: faster check-ins, a call, a simple meal list. Never a lower price.
- 5 Fill in the price pushback reply below so it's ready before anyone asks.

EXAMPLE: MAYA

Where they hurt: I've tried everything since my second kid and nothing sticks. I hide in photos.

Where they land: You feel good in your jeans again and you're not tired by 3pm.

Offer: I help moms who've tried everything since kid two go from hiding in photos to feeling good in their jeans.

Add instead of cut: same-day replies, a 15 minute call every two weeks, a 5-dinner rotation.

Reply: I keep it at \$250 because you get me, not a PDF. What I can add is a call every two weeks.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Sell the vacation

Where they hurt now (their words)

Where they'll land

My offer: I help [who] go from [hurt] to [land].

Value I can add instead of cutting my price

1.

2.

3.

4.

My reply when someone pushes back on price

I hear you, first name. I keep it at your price because what they get from you that a cheap plan d.
 What I can add is value you'll add. Want to start start day ?

- ☐ You're done when your offer fits in one sentence and your price reply is written so you never have to make it up on the spot.

STEP 5 OF 5 · LEARN IT

Land your first client

If you wait until you feel ready, you never get the reps, and your first client is the one who teaches you what to say to the next ten. My first sale, Miss Gertrude, took about two hours of talking and I was horrible, then mediocre, then a great salesman, and only reps did that.

HOW TO DO IT

- 1 List everyone who might fit your pond or know someone who does: old gym clients, friends, family, current followers.
- 2 Pick the 5 most likely and write them in your top 5.
- 3 Fill in the message below and send it to each of them. Change the reason line for each person.
- 4 Log every reply in the table, the same day.
- 5 Write down the exact words people use for their problem. Those words become your next posts.

EXAMPLE: MAYA

Everyone: Jess from my 6am class, my sister-in-law, two moms from daycare, a gym member who moved away, three followers who commented on my after-kid post.

Top 5: Jess, sister-in-law, Rachel from daycare, the gym member who moved, Dana from comments.

Message to Jess: Hey Jess, I'm starting online coaching for moms who've tried everything since their second kid. You came to mind because you told me you hated the scale after Lily. Want to try it, or know someone who might?

Words they used: 'I feel like I lost myself.' 'I don't have time to cook two dinners.'

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Land your first client

Everyone who might fit or know someone who fits

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

My top 5

The message I'll send

Hey first name, I'm starting online coaching for who who problem. You came to mind because reason, something real they told you. Would you want to try it, or do you know someone dealing with problem? No pressure either way.

Reply log

Name	Date sent	What they said	Their words for the problem	Next step

☐ You're done when your top 5 names are written and the message is filled in, ready to send.

THE PLAN

Your next 7 days

One small action a day. Do them in order and don't skip Day 1.

YOUR ANSWERS, IN ONE PLACE

Your pond

Your flip

Client number

First 5 people

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Send your message to the first two people on your top 5. Log it.	☐	
Day 2	Post version 1 of your flip, aimed at the person in your pond sentence.	☐	
Day 3	Send your message to the other three people on your top 5. Log it.	☐	
Day 4	Post version 2 of your flip. Write down what people say back.	☐	
Day 5	Follow up with anyone who hasn't replied. Copy the exact words people used for their problem.	☐	
Day 6	Post version 3 of your flip, using one phrase a real person said to you.	☐	
Day 7	Pick the flip version that got the most replies, compare where you are to your client number, and set a posting routine you could keep in your worst month.	☐	