

The Tool They Actually Use Workbook

By the end you'll have a finished one-page lead magnet matched to the video you post most, the line you'll use to ask for an email or DM, and the check-in messages that turn the people who grab it into conversations.

FREE WORKBOOK 12 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One problem picked from the videos you post most
- ✓ A named, one-page tool that passes the four checks
- ✓ Your ask, ready to say at the end of a video and to paste into a caption
- ✓ Four check-in messages and a table to track everyone who grabs it

INSIDE

- 1 Pick the one video your tool will match
- 2 Choose the tool that does it for them
- 3 Build the one page
- 4 Write the ask
- 5 Write your check-ins and track them
- 6 Your 7-day plan

YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Build a Personal Trainer Lead Magnet People Actually Use](#).

STEP 1 OF 5 · LEARN IT

Pick the one video your tool will match

A trainer who worked for me left with his wife to train clients from a gym he built in his backyard, and months later asked for his old job back: 'I don't know how to get leads.' Leads start with one tool matched to the video you post most, and one generic magnet for everything matches nothing.

HOW TO DO IT

- 1 Write down your last 8 videos or posts, a few words each.
- 2 Next to each one, write the problem it is about: protein, steps, getting to the gym, form on one lift.
- 3 Circle the problem that shows up most. That's your first tool. You don't need any others yet.
- 4 Write the one thing those videos tell people to do, in one sentence that starts with a verb.

EXAMPLE: PRIYA, AN ONLINE TRAINER FOR PEOPLE WITH DESK JOBS

Last 8 posts: 5 about steps at a desk, 2 about protein, 1 about squat form.

Problem I post about most: getting steps in when you sit all day.

What those videos tell people to do: walk 8,000 steps a day, even on work days.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

Pick the one video your tool will match

Your last 8 videos or posts

Video or post	Problem it's about

The problem you post about most

What those videos tell people to do (one sentence, starts with a verb)

☐
 You're done when you've circled one problem and written the one thing your videos tell people to do.

STEP 2 OF 5 · LEARN IT

Choose the tool that does it for them

If your magnet repeats what the video already said, they skim it and nothing in their week changes. The tool has to take the thinking out, so they just do the next thing.

HOW TO DO IT

- 1 Look at the sentence you wrote on page 1. Write down the exact part people get stuck on.
- 2 Pick one format from the list below that fixes that stuck part.
- 3 Name it so it says who it's for, what it does and how long it takes, like '7-Day Desk Steps Tracker'.
- 4 Run it through the four checks. If a box stays empty, change the tool, not the checks.

EXAMPLE: PRIYA, AN ONLINE TRAINER FOR PEOPLE WITH DESK JOBS

Where people get stuck: they forget, and the workday ends at 3,000 steps.

Format: a simple one-page tracker.

Name: The Desk Worker's 7-Day Steps Tracker.

Checks: solves the video's problem, yes. One goal, steps only. Easy to start today, it's one page. No thinking, they just tick a box.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Choose the tool that does it for them

The exact part people get stuck on

Pick one format

- ☐ A 7-day plan for the exact problem in the video
- ☐ A one-page tracker (protein, steps or sessions)
- ☐ A grocery list for one goal
- ☐ A 14-day challenge with a daily check-in
- ☐ A form-check video series for one lift
- ☐ A 'what to do when you miss a day' plan

Your tool's name

The four checks

- ☐ Solves the video's problem
- ☐ One goal only
- ☐ Easy to start today
- ☐ No thinking required

☐ You're done when your tool has a name and ticks all four checks.

STEP 3 OF 5 · LEARN IT

Build the one page

If they open it and have to work out what to do, they close it. Every line should tell them what to do and give them somewhere to put a tick.

HOW TO DO IT

- 1 Write one line for the top of the page: who it's for and the one goal.
- 2 Fill in the table day by day: what to do and a box to tick. Keep each action under 10 words.
- 3 Add one line for a missed day, so a bad day doesn't turn into quitting.
- 4 Add one line at the bottom telling them to message you after day 1. That's your first check-in.
- 5 Type it up on one page. Plain is fine. If it runs past one page, cut.

EXAMPLE: PRIYA, AN ONLINE TRAINER FOR PEOPLE WITH DESK JOBS

Top: For people who sit all day. Goal: 8,000 steps.

Day 1: 10-minute walk after lunch. []

Day 2: Walk during one phone call. []

Day 3: Take the stairs every time. []

Day 4: Walk 5 minutes every 2 hours. []

Missed a day? Don't make it up. Just do tomorrow's line.

Bottom: Done day 1? DM me 'DAY 1' and your step count.

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Build the one page

Top line: who it's for and the one goal

Your page

Day	What to do (under 10 words)	Tick

If you miss a day

Bottom line: what they send you after day 1

☐ You're done when the whole tool fits on one page and every day has something to tick.

STEP 4 OF 5 · LEARN IT

Write the ask

A tool nobody hears about brings in nobody. Ask for one thing, an email or a DM, and say it the same way at the end of every video on that problem.

HOW TO DO IT

- 1 Choose email or DM. Email you own; a DM starts the conversation faster. Pick one, not both.
- 2 Write the line you'll say at the end of the video: the tool's name, what it does, how to get it.
- 3 Write the message they get when they ask. Send the tool and ask their goal straight away.
- 4 Put the same line in the caption and pin it.

EXAMPLE: PRIYA, AN ONLINE TRAINER FOR PEOPLE WITH DESK JOBS

Choice: DM. I want the conversation to start fast.

End of video: 'Want my 7-day desk steps tracker? DM me STEPS and I'll send it.'

When they ask: 'Hey Sam, here's your tracker. Quick one so I can help: what's your goal with steps?'

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Write the ask

Your ask (tick one)

- ☐ Email (you own the list)
- ☐ DM (starts the conversation faster)

What you say at the end of the video

Want my tool name ? It helps you what it does . DM me / sign up at
keyword or link and I'll send it.

The message they get when they ask

Hey first name , here's your tool name : link . Quick question so I can help:
what's your goal with the problem ?

- ☐ You're done when you can read your ask out loud in under 10 seconds.

STEP 5 OF 5 · LEARN IT

Write your check-ins and track them

The magnet is the start of the conversation. If you send it and go quiet, they drop out without a word and you never learn what they're stuck on.

HOW TO DO IT

- 1 Write one message for after step one, one for a few days in, and one for the day they miss.
- 2 Put their goal or their own words back into each message, so they can see you paid attention.
- 3 Only mention coaching after a few check-ins, once you know what they're stuck on.
- 4 Write every person in the table the day they grab it, so nobody gets missed.

EXAMPLE: PRIYA, AN ONLINE TRAINER FOR PEOPLE WITH DESK JOBS

After step one: 'Hey Sam, how did day 1 go? What did your step count say?'

A few days in: 'You said you want to stop feeling stiff after work. How are the walks fitting in?'

Missed a day: 'No stress. Here's what to do when you miss a day: skip the catch-up and just do today's line.'

Coaching: 'You've stuck with it all week. If you want, I can build you a plan around your work hours. Want to talk about it?'

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Write your check-ins and track them

After step one

Hey first name, how did day 1 / step one go? one question about their result

A few days in

You said you want to their goal. How is the tool's daily action fitting in so far?

When they miss a day

No stress, first name. Missing a day is where most people quit, so here's what to do: your missed-day line.

When you mention coaching

You've what they've done this week. If you want, I can what coaching would fix for them. Want to talk about it?

Who grabbed it

Name	Date grabbed	Their goal	Last check-in	Next step

☐ You're done when all four messages are written and your table is ready for the first name.

THE PLAN

Your next 7 days

One small job a day. By day 7 your tool is out and the first conversations have started.

YOUR ANSWERS, IN ONE PLACE

Tool name

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Type up your one-page tool from page 3. Plain is fine.	☐	
Day 2	Show it to one friend or client. Ask if any line makes them stop and think. Fix that line.	☐	
Day 3	Set up your ask: the DM keyword or email sign-up, plus the delivery message ready to paste.	☐	
Day 4	Post a video on your problem. End it with your ask and pin the same line in the caption.	☐	
Day 5	Send the tool and your goal question to everyone who asked, the same day they asked.	☐	
Day 6	Send your after-step-one check-in to each person and write them in your table.	☐	
Day 7	Fill in the next step for every name, then plan your next video on the same problem with the same ask.	☐	