

The Content to Clients Workbook

By the end you'll have one client to win, a week of videos planned from one filming session, a free tool with same-day replies ready to send, and a scoreboard that tells you what to change next week.

FREE WORKBOOK 14 PAGES ABOUT 60 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ A finish line and the number of calls you need booked this week
- ✓ One sentence for your profile that says who you help and why you
- ✓ Your first three videos and one long video cut into about ten Shorts, titles first
- ✓ A free tool, a comment word, two reply messages and a scoreboard of leads, calls and clients

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- 7 Your 7-day plan

YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Turn These 10 Marketing Ideas Into Personal Training Clients](#).

STEP 1 OF 6 · LEARN IT

Name your finish line and work back to this week

Without a number, 'I should post more' never turns into a plan you can check. You post when you feel like it and never know if it's working.

HOW TO DO IT

- 1 Write the monthly income you're building to and the month you want to hit it.
- 2 Write what one client pays you a month. Use the first calculator to get the clients you need.
- 3 Subtract the clients you have now. Spread the rest over the months you have left.
- 4 Put your new clients a month into the second calculator. That gives you the calls you need booked.
- 5 Divide the monthly calls by four. That's your number for this week.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO TRAINS NEW MOMS

Finish line: \$6,000 a month by June.

One client pays me \$300 a month. $\$6,000 / \$300 = 20$ clients.

I have 8 now. I need 12 more over 6 months. That's 2 new clients a month.

I close about 1 in 2 calls. About 4 in 5 booked calls show up.

So I need about 5 calls booked a month.

This week: 1 to 2 calls booked.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Name your finish line and work back to this week

My finish line: the monthly income and the month I'll hit it

Do the math

Monthly income goal (\$)

What one client pays a
month (\$)

Fill in both boxes.

Clients I have now, and new clients I need each month

Work backwards from the clients you want

New clients you want

Your close rate on calls (%)

How many booked calls
show up (%)

Fill in all three boxes.

Calls I need booked this week



You're done when you have one number for this week: how many calls you need booked.

STEP 2 OF 6 · LEARN IT

Write who you help and the belief that makes you different

If someone lands on your profile and can't tell at a glance whether you're for them, they leave. If you say what every trainer says, they have no reason to pick you over the trainer down the road.

HOW TO DO IT

- 1 Pick one client you can win. Not everyone you could maybe help. Write who they are and the problem they want fixed.
- 2 Write one sentence: I help [who] [get what] because [why you]. Put it on your profile today.
- 3 List three things every trainer near you says, like 'consistency matters'.
- 4 Write three beliefs you hold that they don't say.
- 5 Post each belief as a short video or post this week. Keep the one people react to most.

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

One client: new moms, 3 to 12 months after having a baby, who want their strength back.

Sentence: I help new moms get strong again in 20-minute workouts, because I train new moms every week and know what their days look like.

What everyone says: consistency matters. Eat more protein. Just show up.

My beliefs: 1. You don't need to 'bounce back.' 2. Three short workouts beat one long one you skip. 3. Right now, sleep matters more than your program.

Tested all three. Kept #2. It got the most comments.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Write who you help and the belief that makes you different

My one client: who they are and the problem they want fixed

My one sentence: I help ____ because ____

What every trainer near me says

1.

2.

3.

Beliefs I hold that they don't say

1.

2.

3.

Test your beliefs

Belief	Where I posted it	Comments and replies	Keep it?

☐ You're done when your one sentence is on your profile and you have three beliefs ready to test.

STEP 3 OF 6 · LEARN IT

Plan your first three videos, title first

My first three online trainers all ghosted for the same reason: 'I just don't know what to post.' These three videos answer that for your first week, and they do the introducing so every video after them doesn't have to.

HOW TO DO IT

- 1 Video one is who you are: your one sentence from page 2 and the client you train.
- 2 Video two is how you think: your different belief from page 2.
- 3 Video three is what you love to make: the kind of fix you'll teach every week.
- 4 Write the title and thumbnail words before anything else. If you can't say why someone would click, change the title.
- 5 Write the first ten seconds of each: who it's for and why you. The right people stay. The wrong ones scroll on.

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

1. *Who I am.* Title: 'I Only Train New Moms. Here's Why.' Thumbnail: 'Moms only.'

First 10 seconds: 'If you had a baby this year and want your strength back, this is for you. I train new moms every week.'

2. *How I think.* Title: 'Three Short Workouts Beat One You Skip.' Thumbnail: '3 x 20 min.'

3. *What I love to make.* Title: 'One Fix a Week for Tired Moms.' Thumbnail: 'Fix #1.'

Why they'd click: each title tells a new mom it's for her.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Plan your first three videos, title first

My first three videos

Video	Title	Thumbnail words	Why they'd click

My first ten seconds

Video	Who it's for	Why you

- ☐
You're done when all three videos have a title, thumbnail words and an opening you could say out loud.

STEP 4 OF 6 · LEARN IT

Turn one long video into about ten Shorts

Filming something new every day burns you out fast. One filming session a week gives you a week of posts, and each Short that teaches one fix gives the viewer something to use today.

HOW TO DO IT

- 1 Pick this week's long video. Write the title and thumbnail words first.
- 2 List about ten fixes inside it. One fix per Short, each something they can use today.
- 3 Give each Short its own opening line: who it's for, then the fix.
- 4 Pick one platform. Pick a routine you could keep in your worst month.
- 5 Block one filming time in your calendar, the same time every week.

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

Long video: 'The 20-Minute Workout for New Moms.' Thumbnail: '20 min, no gym.'

Short 1: Squat with your baby in a carrier. Opening: 'New moms, try this today.'

Short 2: Loosen tight shoulders from feeding.

Short 3: A 2-minute warm-up while the baby naps.

Platform: YouTube with Shorts.

Routine: film Sunday 8pm. Long video Monday. A Short most days.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Turn one long video into about ten Shorts

This week's long video: title and thumbnail words

My Shorts from this video (aim for about ten)

#	The one fix	Opening line: who it's for	Post day

My one platform and my worst-month routine (film day, post days)



You're done when you have one long video planned, about ten fixes listed and a filming time in your calendar.

STEP 5 OF 6 · LEARN IT

Make your free tool and write your same-day replies

Views don't pay you. Without a free tool and a comment word, people watch and leave, and you never know who wanted more. Wait a few days to reply and the moment they cared is gone.

HOW TO DO IT

- 1 Look at the fix your long video teaches. Outline one free tool that solves it: a checklist, a plan or a short guide. One page is enough.
- 2 Pick one comment word. Short, easy to spell, tied to the tool.
- 3 Write the line you'll say at the end of every video: 'Comment [word] and I'll send you the [tool].'
- 4 Write both reply messages now, so answering takes a minute.
- 5 Answer every lead the same day and log them in the table. Ask for a call only after they have the tool.

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

Free tool: 'The 20-Minute New Mom Plan,' a one-page plan for 3 days a week.

Comment word: PLAN.

End line: 'Comment PLAN and I'll send you the 20-minute plan.'

First reply: 'Hey Jess, here's your plan. What's the hardest part of working out with a baby right now?'

Call ask: 'That makes sense. Want a 15-minute call Tuesday or Thursday? I'll set it up around your schedule.'

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Make your free tool and write your same-day replies

My free tool: what it is and the fix it solves

What goes in my free tool

1.

2.

3.

4.

5.

My comment word and the line I'll say at the end of each video

First reply (send the same day)

Hey first name, here's your free tool: link. Quick question: what's the hardest part of the problem for you right now?

Ask for the call (after they reply)

Thanks for telling me about what they said. I help who with exactly that. Want a length-minute call on day or day? I'll show you the first step for your situation.

Lead log

Name	Date they commented	Date I replied	What they said	Next step

- ☐ You're done when your tool is outlined, your comment word is picked and both messages are written so you can send them the same day.

STEP 6 OF 6 · LEARN IT

Set up your scoreboard and check your one-page plan

If you chase views or compare yourself to big accounts, you change the wrong things. Leads, calls and clients by video tell you what to do next week.

HOW TO DO IT

- 1 After each video posts, write its leads, calls and clients in the scoreboard.
- 2 Once a week, add up each column and divide by the number of videos. That's your average.
- 3 Grade each video against your own average. Not a big account, not your best post ever.
- 4 Views but no leads? Look at the free tool and the ask. Brings calls? Make more like it.
- 5 Pick one to three changes for next week. Change nothing else.

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

My average this week: 1 lead per video.

Squat with baby in a carrier: 4 leads, 2 calls, 1 client. Above my average.

Loosen tight shoulders: lots of views, 0 leads. Below my average.

Change 1: Make two more carrier videos.

Change 2: Make a free tool for the shoulder fix. The workout plan didn't match it.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Set up your scoreboard and check your one-page plan

Scoreboard

Video	Leads	Calls	Clients	Above or below my average?

My average per video this week: leads, calls, clients

One to three changes for next week

1.

2.

3.

My one-page plan is filled in

- ☐ Who: one client (page 2)
- ☐ What: one fix per video (page 4)
- ☐ Where: one platform (page 4)
- ☐ How often: a routine I could keep in my worst month (page 4)
- ☐ The ask: a free tool, then a call (page 5)
- ☐ The scoreboard: leads, calls, clients, by video (this page)

☐ You're done when your scoreboard is ready for this week's videos and every line of your one-page plan is checked.

THE PLAN

Your next 7 days

One small action a day. By day 7 you'll have posted, followed up and graded your first week.

YOUR ANSWERS, IN ONE PLACE

Calls this week

Who I help

My routine

Free tool

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Put your who-I-help sentence on your profile.	☐	
Day 2	Film your first three videos: who you are, how you think, what you love to make.	☐	
Day 3	Post video one. Then write this week's long video title and thumbnail, and film it.	☐	
Day 4	Finish your free tool. Post video two with your comment word at the end.	☐	
Day 5	Cut the long video into Shorts and post the first one. Reply to every comment word the same day.	☐	
Day 6	Post video three and the long video. Send the call ask to everyone who got your tool. Check your calls-this-week number.	☐	
Day 7	Fill in your scoreboard, grade each video against your average, and pick one to three changes.	☐	