

The First Online Client Workbook

By the end you'll have a list of people who already know you, a direct message written and sent to the first one, every answer tracked, one kind of client picked, and your first video for strangers planned with a free tool and a comment word.

FREE WORKBOOK 12 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ A warm list of people who already know you, with the first person to ask picked out
- ✓ A plain, direct message you can send today, plus what to say if they say no
- ✓ One sentence that says who you help and why you
- ✓ Your first long video, 3 Shorts, a free tool and a comment word, all planned

YOUR NAME

INSIDE

- 1 List the people who already know you
- 2 Write your direct ask
- 3 Send it and track every answer
- 4 Pick your pond
- 5 Plan your first video for strangers
- 6 Your 7-day plan

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Land Your First Online Coaching Client Without Thousands of Followers](#).

STEP 1 OF 5 · LEARN IT

List the people who already know you

If you skip this, you start with strangers and have to earn trust from zero. The people who already know you have seen how you coach, so most of that work is done.

HOW TO DO IT

- 1 Go through your phone contacts, your old client list and the people who react to your posts.
- 2 Write down every in-person client who moved or stopped coming in.
- 3 Write down every friend of a client you've heard about more than once.
- 4 Write down everyone who watches or likes your posts and never says a word.
- 5 Next to each name, write what they've told you they want help with. If you don't know, leave it blank.

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

Dana. In-person client, moved across town in spring. Said she misses someone checking her form. Text.

Chris. Friend of my client Leah. Leah says he keeps asking about her program. Leah can introduce us.

Priya. Likes every post, never comments. Mom of two. Instagram DM.

First ask: Dana. She already trained with me and told me what she misses.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN

List the people who already know you

Places you looked

- ☐ Phone contacts
- ☐ Old client list or gym records
- ☐ People who like or watch your posts
- ☐ Your DMs and old texts
- ☐ Friends your clients talk about

Your warm list

Name	How they know you	What they want help with	How you'll reach them

The first person you'll ask, and why them

- ☐
You're done when you have at least 5 names written down and one circled as your first ask.

STEP 2 OF 5 · LEARN IT

Write your direct ask

Building a bigger audience or a better funnel feels safe because nobody can say no to it. It also never gets you paid. One plain question gives a real person the chance to say yes.

HOW TO DO IT

- 1 Start with their first name and one thing they told you they want help with.
- 2 Say plainly that you're taking on online clients.
- 3 End with one yes-or-no question.
- 4 Leave out price lists, links and long explanations. You don't need a finished program to ask.
- 5 Read it out loud. If it sounds like an ad, cut it until it sounds like you.

EXAMPLE: MAYA'S MESSAGE TO DANA

Hey Dana, I'm taking on online clients.

You've talked about missing someone checking your form.

Want to be one of the first?

If yes: I'll set up a 20-minute call this week to plan your first two weeks.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Write your direct ask

The base message

Hey first name, I'm taking on online clients. You've talked about wanting help with what they said they want. Want to be one of the first?

Your message to your first person, written out in full

If they say yes, what happens next (call time, what you'll send)

- ☐ You're done when your first message is written word for word and you could send it right now.

STEP 3 OF 5 · LEARN IT

Send it and track every answer

A message you don't send teaches you nothing. And a no you don't ask about is wasted, because the reason they give tells you exactly what to fix.

HOW TO DO IT

- 1 Send your message to your first person today.
- 2 Send the same message, made personal, to the next two people on your list.
- 3 Write each one in the table the same day you send it.
- 4 If someone says no, ask what's in the way and write down their exact words.
- 5 Look at your no answers together. If the same reason shows up twice, that's the first thing to fix.

EXAMPLE: MAYA'S TRACKER AFTER THREE MESSAGES

Dana. Sent Monday. "Yes, how does it work?" Next: call Thursday 7pm.

Chris. Sent Monday. "Not right now." Asked why: "I don't know if online works without a gym." Next: show him a home workout.

Priya. Sent Tuesday. No answer yet. Next: check back Friday.

What to fix: people aren't sure online training works at home.

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Send it and track every answer

Your ask tracker

Name	Date sent	What they said	Next step

If they say no

No problem, first name, thanks for telling me straight. Can I ask what's in the way right now? their answer

What the no answers told you to fix

☐

You're done when at least one message is sent and every answer is written in the tracker.

STEP 4 OF 5 · LEARN IT

Pick your pond

If you try to help "anyone who wants to get fit", no one feels like you're talking to them. What you talk about decides who sees you, so pick one kind of client your proof can win.

HOW TO DO IT

- 1 List the kinds of people you've already gotten results for, with the problem you fixed.
- 2 Circle the one you have the most proof for and like coaching most.
- 3 Write one sentence: who you help and what you help them do.
- 4 Write one sentence on why you: what you've done that a stranger would believe.
- 5 Test it: could a stranger tell in five seconds if this is for them?

EXAMPLE: MAYA PICKS HER POND

People I've helped: busy parents getting strong, older lifters with sore knees, new gym members who feel lost.

Circled: busy parents. Most of my clients are parents.

Who I help: I help busy parents get strong at home in 30 minutes, three days a week.

Why me: I've coached parents who only had a few free minutes, and I built their workouts around that.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN**Pick your pond**

Kinds of people you've helped, and the problem you fixed

1. _____
2. _____
3. _____
4. _____
5. _____

Who you help, in one sentence

Why you, in one sentence

Check your sentence

- ☐ It names one kind of person
- ☐ It names one problem or result
- ☐ It doesn't say "anyone" or "everyone"
- ☐ A stranger could tell in five seconds if it's for them

☐ You're done when your pond sentence passes all four checks.

STEP 5 OF 5 · LEARN IT

Plan your first video for strangers

My first three online trainers all ghosted for the same reason: "I just don't know what to post." Plan it now and you won't be stuck there. Strangers don't know you, so every piece has to say who you help and why you, fast, then give them an easy way to raise their hand.

HOW TO DO IT

- 1 Pick one platform. YouTube with Shorts keeps getting found for years. Instagram is faster for conversations.
- 2 Write down problems your pond would type into a search bar. Pick one for your first long video.
- 3 Write the first 15 seconds: who you help, why you, and what they'll get from this video.
- 4 Plan three Shorts you can cut from that one long video.
- 5 Pick a free tool that goes with the video and one comment word to get it. Reply to every comment the same day.

EXAMPLE: MAYA'S FIRST VIDEO PLAN

Platform: YouTube with Shorts.

Long video: How to get strong at home with one pair of dumbbells.

First 15 seconds: "If you're a busy parent with 30 minutes and one pair of dumbbells, this is the plan I'd give you."

Shorts: the 3 moves to start with, the mistake that hurts your back, how to fit it in at nap time.

Free tool: one-page 3-day home dumbbell plan. Comment word: PLAN.

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Plan your first video for strangers

Your one platform (pick one)

- ☐ YouTube with Shorts
- ☐ Instagram

Problems your pond would search for

1. _____
2. _____
3. _____
4. _____
5. _____

Your first long video title

Your first 15 seconds, word for word

Three Shorts you'll cut from it

1. _____
2. _____
3. _____

Free tool and comment word

Free tool	Comment word

Your reply when someone comments the word

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

- ☐ You're done when you have a title, an opening, three Shorts, a free tool and a comment word written down.

THE PLAN

Your next 7 days

Do one small thing a day. Day 1 matters most, so do it first.

YOUR ANSWERS, IN ONE PLACE

First ask

My ask

My pond

First video

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Send your ask to the one person you picked on page 1.	☐	
Day 2	Send the same ask, made personal, to the next two people on your warm list. Log all three in your tracker.	☐	
Day 3	Answer everyone who replied. If anyone said no, ask what's in the way and write down their words.	☐	
Day 4	Put your pond sentence and your why-you sentence in your bio on your one platform.	☐	
Day 5	Record your first long video, starting with the 15 seconds you wrote.	☐	
Day 6	Make your free tool, cut three Shorts, and post with your comment word.	☐	
Day 7	Reply to every comment the same day, and send your ask to two more people on your warm list.	☐	