

# The Profile That Gets Leads Workbook

By the end you'll have a one-sentence bio, a plan for four highlights, three posts picked to pin, and one simple next step your link and captions point to, so a stranger can tell in five seconds who you help, what result you get them, and what to do next.

**FREE WORKBOOK   14 PAGES   ABOUT 45 MINUTES**

## WHAT YOU'LL HAVE AT THE END

- ✓ A finished bio: who you help, the result, one line of real proof, one next step
- ✓ A script for your Start Here video and a filled-in plan for all four highlights
- ✓ Three posts picked to pin, plus a caption and DM reply that turn a comment into a conversation
- ✓ A small set of hashtags that label your client's world

YOUR NAME

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## INSIDE

- 1 Pick your pond
- 2 Write your one-sentence bio
- 3 Plan your four highlights
- 4 Pick three posts to pin
- 5 Point your link and captions at one next step
- 6 Pick your hashtag set
- 7 Your 7-day plan

START DATE

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By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Set Up a Personal Trainer Instagram Bio and Profile That Turns Followers Into Leads.](#)

## STEP 1 OF 6 · LEARN IT

## Pick your pond

If your bio says "fitness coach," you're up against every trainer on the app. A stranger only follows when they see themselves in your first line.

### HOW TO DO IT

- 1 Write down the one group you most like to coach. Add a detail that makes it smaller, like an age, a job, a sport, or a life stage.
- 2 List the results that group asks you for, in their words, not your certification's words.
- 3 List the things they hate or fear about getting there, like long workouts, diets, or getting hurt.
- 4 Circle one result and one thing they hate. You'll use them on the next page.
- 5 Run the pond test at the bottom. If it fails, make the group smaller.

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*Group I love to coach: runners*

*Smaller: runners over 50*

*Results they ask for: "stop getting hurt," "keep running for years," "feel strong on hills"*

*Things they hate: giving up miles, long gym sessions, feeling like a beginner*

*Circled: get strong / without giving up their miles*

Your turn on the next page →

## STEP 1 OF 6 · YOUR TURN

**Pick your pond**

The group I love to coach, made smaller (who + one detail):

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Results they ask me for, in their words:

1. 

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2. 

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3. 

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4. 

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5. 

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Things they hate or fear about getting there:

1. 

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2. 

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3. 

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4. 

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5. 

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The one result and one thing they hate I circled:

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**Pond test:**

- ☐ A stranger in this group would say "that's me"
- ☐ It's narrower than "fitness coach" or "personal trainer"
- ☐ I've coached people like this, or I've lived it myself
- ☐ The words are ones my clients use, not gym jargon

☐ You're done when you have one group, one result, and one thing they hate circled, and your pond passes all four checks.

## STEP 2 OF 6 · LEARN IT

## Write your one-sentence bio

Most trainer bios read like a résumé: certified coach, dog dad, coffee lover. None of that tells a stranger if you can help them, so they scroll on.

### HOW TO DO IT

- 1 Fill in the frame: I help [who] get [result] without [the thing they hate]. Use what you circled on page 1.
- 2 Write one line of real proof. It must be something you've lived. Mine is that I went from \$0 and borderline homeless to managing a team of personal trainers with a full book of clients. Yours might be your own transformation, your years on the gym floor, or the group you love to coach.
- 3 Write one next step that points to your link, like "Tap below for a free 7-day plan."
- 4 Cut everything else. If a stranger wouldn't care about it before deciding to trust you, delete it. Instagram gives you about 150 characters, so short wins.
- 5 Read it out loud like you've never heard of yourself. Fix any line that only makes sense to a fan.

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*I help runners over 50 get strong without giving up their miles.*

*12 years coaching runners on the gym floor.*

*Tap below for a free 7-day strength plan.*

Your turn on the next page →

## STEP 2 OF 6 · YOUR TURN

## Write your one-sentence bio

Your bio frame:

I help who get result without the thing they hate .

My one line of real proof (something I've lived):

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My one next step that points to my link:

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My finished bio, all three lines, ready to paste:

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Five-second stranger test:

- ☐ Line 1 says who I help and what result I get them
- ☐ The proof is true and I've lived it, nothing faked
- ☐ There is only one next step
- ☐ No résumé items, hobbies, or motivational quotes
- ☐ It uses my client's words

- ☐ You're done when your bio is three short lines, passes all five checks, and you could paste it into Instagram right now.

## STEP 3 OF 6 · LEARN IT

## Plan your four highlights

After your bio, a new visitor taps your highlights. If they're vague names with busy covers, the visitor leaves with no answers and no reason to message you.

### HOW TO DO IT

- 1 Write your Start Here video using the script below. Keep it short: who you help, why you, what to do next.
- 2 For Proof, list real client wins, your own story, and lessons you've lived. No client results yet? Don't fake them. Show your own journey and how you coach.
- 3 For How It Works, show where they hurt now and where they'll land. Sell the vacation, not every step in between.
- 4 For Ask Me, list the questions people already DM you: online or in person, schedule, who it's not for.
- 5 Keep covers plain and names readable. A stranger should know what's inside before they tap.

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*Start Here: "Hi, I'm Dana. I help runners over 50 get strong without giving up their miles. I've coached runners on the gym floor for 12 years. If that's you, tap the link in my bio for a free 7-day strength plan."*

*Proof: my own comeback from a running injury, a video of how I coach a first session*

*How It Works: now, sore after every long run and scared of hills. Where you land, strong legs and running for years.*

*Ask Me: In person or online? In person in Columbus. How often? Twice a week. Who is it not for? People who want to stop running.*

Your turn on the next page →

## STEP 3 OF 6 · YOUR TURN

## Plan your four highlights

Your Start Here video script:

Hi, I'm your name. I help who get result without the thing they hate. Why me:  
your proof line. If that's you, your one next step.

Your four highlights:

| Highlight | What goes in it | What I already have | What I still need to make |
|-----------|-----------------|---------------------|---------------------------|
|           |                 |                     |                           |
|           |                 |                     |                           |
|           |                 |                     |                           |
|           |                 |                     |                           |

Questions people already DM me (these go in Ask Me, with my answer):

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Cover check:

- ☐ Names are Start Here, Proof, How It Works, Ask Me (or just as clear)
- ☐ Covers are plain and match each other
- ☐ Names are readable on a phone screen
- ☐ Start Here is first in line

- ☐ You're done when your Start Here script is filled in and every highlight row says what goes in it and what you still need to make.

## STEP 4 OF 6 · LEARN IT

## Pick three posts to pin

Your pinned posts are the next thing people see after your bio. If they're a gym selfie, a quote, and a meme, they don't answer the only question a new visitor has: is this person for me?

### HOW TO DO IT

- 1 Pin 1, who you are: why you coach this group.
- 2 Pin 2, how you think: one way you think about training for them.
- 3 Pin 3, a real fix: a simple answer to the thing they always ask you about.
- 4 Look through your grid first. If a post already does the job, use it. If not, write the idea down and make it this week.
- 5 Check all three together. A stranger who reads them should know if you're for them.

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*Pin 1, who I am: Why I only coach runners over 50 (make it)*

*Pin 2, how I think: Strength is what keeps your miles, not what takes them (have it, from March)*

*Pin 3, a real fix: The 10-minute routine for runners whose calves give out on hills (make it)*

Your turn on the next page →

## STEP 4 OF 6 · YOUR TURN

## Pick three posts to pin

Your three pinned posts:

| Pin | The post idea | Have it or make it? | Make by (date) |
|-----|---------------|---------------------|----------------|
|     |               |                     |                |
|     |               |                     |                |
|     |               |                     |                |

What my clients always ask me about (pick one for Pin 3):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

My three pins in one line each, ready to post or pin:

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**Pin check:**

- ☐ No gym selfies, quotes, or memes
- ☐ One says who I am, one says how I think, one gives a real fix
- ☐ All three speak to the same group from page 1

☐
You're done when you have three pin ideas with a "have it" or a date to make it.

## STEP 5 OF 6 · LEARN IT

## Point your link and captions at one next step

A profile with three links and no clear ask leaves the stranger guessing, and they leave. A lead who waits a week for your reply usually moves on.

### HOW TO DO IT

- 1 Pick one simple way to talk to you, like a free plan sent by DM or a short form. Point your bio link at only that.
- 2 Pick one comment word that matches it, like PLAN or HILLS.
- 3 Write one caption to one person: name one problem, give your real fix, tell them one thing to do today, then ask them to comment the word.
- 4 Write the DM reply you'll send when they comment, so you can answer that same day.
- 5 Write it like you're talking to one client. Not "hey guys."

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*My one next step: a free 7-day strength plan, sent by DM*

*Comment word: HILLS*

*Caption: If your calves give out halfway up a hill, it's not your lungs. Your legs need strength, not more miles. Do two sets of slow step-downs today. Comment HILLS and I'll send you my free 7-day plan.*

*DM reply: Hey Pat, thanks for commenting HILLS. Here's your 7-day plan. Quick question so I can help: how many days a week are you running right now?*

Your turn on the next page →

## STEP 5 OF 6 · YOUR TURN

## Point your link and captions at one next step

My one next step (pick one):

- ☐ A free plan or checklist sent by DM
- ☐ A short form to book a call
- ☐ DM me a word
- ☐ A free form check

Where my bio link will point, and my comment word:

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Your first gift caption:

If you the problem, in their words, here's the fix: your real fix. Do this today:  
one small thing. Comment your word and I'll send you  
the plan, checklist, or form check.

Your same-day DM reply:

Hey first name, thanks for commenting your word. Here's your what you promised.  
Quick question so I can help: one question about where they are now ?

My finished DM reply, ready to copy and paste:

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- ☐ You're done when your link points at one thing, you have a comment word, and your caption and DM reply are written and ready to send.

## STEP 6 OF 6 · LEARN IT

## Pick your hashtag set

Giant tags like #fitness and #personaltrainer put you next to every gym selfie on the app. You are what you stand next to.

### HOW TO DO IT

- 1 Remember the post does most of the work. Hashtags just help label it.
- 2 Write tags for the problem you solve.
- 3 Write tags for the people you serve.
- 4 If you train in person, add your city.
- 5 Keep only the few you'd be proud to be linked with, and use the same set every time so people connect you with them.

#### EXAMPLE: DANA, AN IN-PERSON STRENGTH COACH IN COLUMBUS

*Problem: #runnerstrength #hillrunning*

*People: #runnersover50 #masterrunners*

*City: #columbusrunners*

*Crossed out: #fitness #personaltrainer #gymlife*

Your turn on the next page →

## STEP 6 OF 6 · YOUR TURN

## Pick your hashtag set

Your hashtag set:

| Hashtag | Problem, people, or city? | Proud to stand next to it? (yes/no) |
|---------|---------------------------|-------------------------------------|
|         |                           |                                     |
|         |                           |                                     |
|         |                           |                                     |
|         |                           |                                     |
|         |                           |                                     |
|         |                           |                                     |

Giant tags I'm crossing out:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Hashtag check:

- ☐ Every tag describes my client's world, not the gym's
- ☐ I have a few, not a long list
- ☐ My city is in there if I train in person
- ☐ I'll use this same set on every post

- ☐ You're done when you have a short set of tags you'd be proud to be linked with and every giant tag is crossed out.

## THE PLAN

## Your next 7 days

One small job a day. By day 7 a stranger can tell in five seconds who you help and what to do next.

## YOUR ANSWERS, IN ONE PLACE

Your bio

Your 3 pins

Your DM reply

## ONE SMALL JOB A DAY

| Day   | Do this                                                                                                                          | Done                     | Notes |
|-------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|
| Day 1 | Paste your new bio into Instagram and point your link at your one next step.                                                     | <input type="checkbox"/> |       |
| Day 2 | Record your Start Here video from your script and save it as your first highlight.                                               | <input type="checkbox"/> |       |
| Day 3 | Build your Ask Me highlight from the questions people already DM you.                                                            | <input type="checkbox"/> |       |
| Day 4 | Build Proof and How It Works, then make all four covers plain and readable.                                                      | <input type="checkbox"/> |       |
| Day 5 | Pin your three posts. Make any that aren't done yet, starting with the real fix.                                                 | <input type="checkbox"/> |       |
| Day 6 | Post your gift caption with your comment word and send your DM reply the same day anyone comments.                               | <input type="checkbox"/> |       |
| Day 7 | Add your hashtag set to your posts, then look at your profile like a stranger and fix anything that isn't clear in five seconds. | <input type="checkbox"/> |       |