

The Post Every Week Workbook

By the end you'll have a posting pace you can keep in your worst month, a weekly film slot on your calendar, 10 post ideas from your own clients, and a full week of posts cut from one video and ready to schedule.

FREE WORKBOOK 12 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ Your pace, your floor and your one main platform, written down
- ✓ A proof vault with 10 post ideas you've actually lived
- ✓ Your first long video planned on a card, with a film slot that repeats every week
- ✓ A week of posts mapped out, plus a missed-week rule and a scoreboard to judge it by

INSIDE

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- 6 Your 7-day plan

YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Post Every Week Without Burning Out: A Content Plan for Personal Trainers](#).

STEP 1 OF 5 · LEARN IT

Pick the schedule you'd keep in your worst month

If you plan for your best week, the first bad week breaks the plan and you quit. A small plan you never skip beats a big one you drop in three weeks.

HOW TO DO IT

- 1 Write how many free hours you really have in a normal week, after sessions, family and sleep.
- 2 Match your pace to those hours. A full book means 1 long video a week, cut into 3 short clips. 10 to 20 free hours means 3 posts a week, plus Stories on the days between.
- 3 Write your floor: 1 good video a week. This is the number you never drop below.
- 4 Pick one main platform by your goal. Local clients: Instagram Reels and Facebook. Online coaching: Instagram Reels, TikTok or YouTube. LinkedIn only if you sell to office workers or companies.
- 5 Repost to the other platforms. They get your full effort later, when the first one is going well.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO COACHES MOMS OVER 35

Free hours: about 12 a week.

My week looks like: 10 to 20 free hours.

My pace: 3 posts a week, Stories on the days between.

My floor: 1 long video every week, no matter what.

Goal: local clients. Main platform: Instagram Reels.

Repost to: Facebook.

I'll add a post when: 3 a week has felt easy for a full month.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN**Pick the schedule you'd keep in your worst month**

Free hours I really have in a normal week

My week looks like (tick one)

- ☐ Full book, no free time: 1 long video, cut into 3 clips
- ☐ 10 to 20 free hours: 3 posts a week plus Stories
- ☐ This pace has felt easy for a month: add one post a week

My pace and my floor (the number I never drop below)

My goal (local or online) and my one main platform

Where I'll repost until it's their turn

- ☐ You're done when you've written a pace you could hit in your worst month and one platform you'll focus on first.

STEP 2 OF 5 · LEARN IT

Fill your proof vault with 10 post ideas

My first three online trainers all ghosted for the same reason: 'I just don't know what to post.' The problem wasn't time. It was ideas, so fix your ideas before you fix your schedule.

HOW TO DO IT

- 1 Write down every question a client has asked you lately, in their words.
- 2 Add wins, losses and lessons from your own sessions.
- 3 Next to each one, name the problem in one line and your fix in one line.
- 4 Cross out anything you haven't lived. Teach only from what you've seen with real clients.
- 5 Keep adding to this after every session. Ten client questions is ten videos.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO COACHES MOMS OVER 35

Question: 'Why do my knees hurt when I squat?' Problem: knee pain on squats. Fix: squat to a box at a height that doesn't hurt, then lower it over time. Proof: I use this with most of my clients over 35.

Question: 'Do I have to cut carbs to lose fat?' Problem: thinks carbs are the enemy. Fix: keep carbs, build plates around protein. Proof: my clients who kept carbs stuck with it longer.

Lesson: I pushed a new client too hard on day one and she almost quit. Fix: week one is easy on purpose now.

Flip belief: you don't need to cut carbs to lose fat.

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Fill your proof vault with 10 post ideas

My proof vault

Client question or session moment	The problem	My fix	My proof

Beliefs I hold that most trainers won't say (these become your flip posts)

1.
2.
3.

☐
 You're done when you have 10 ideas, each with a real problem and a fix you've lived.

STEP 3 OF 5 · LEARN IT

Prep your film day: one slot, one topic, three points

Prep beats polish. If you walk up to the camera with no card, you ramble, redo takes and start to dread film day.

HOW TO DO IT

- 1 Block one 90-minute slot, the same day every week. Put it in your calendar like a client session.
- 2 Pick one problem from your vault for a 10 to 15 minute video.
- 3 Write three points on a card. One take per point.
- 4 Plan your first ten seconds: who it's for, why you, and where you're going. Then give a real lesson fast.
- 5 Keep it plain: one camera, captions on. Film your three points, then stop.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO COACHES MOMS OVER 35

Film slot: every Sunday, 9:00 to 10:30am.

Topic: knee pain on squats for moms over 35.

Point 1: why your knees hurt when you squat.

Point 2: the box squat, and how to pick the height.

Point 3: how to lower the box week by week.

First ten seconds: 'Moms over 35, if your knees hurt on squats, this is for you. I coach women your age every week, and here's the fix I use.'

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Prep your film day: one slot, one topic, three points

My film slot (day and time, every week)

Topic for my first long video (one problem from my vault)

My three points (copy these onto a card)

1.

2.

3.

My first ten seconds

If you're who it's for and the problem, this is for you. I'm your name, and I
why you: what you do with clients like them. In the next few minutes I'll show you
where you're going.

Film day gear check

- ☐ Phone on a stand at eye level
- ☐ Light facing me, not behind me
- ☐ Card with my three points
- ☐ Captions turned on in the app
- ☐ Phone on do not disturb

☐ You're done when your film slot is on your calendar and your three points fit on one card.

STEP 4 OF 5 · LEARN IT

Cut one video into a full week and schedule it

One shoot only saves you time if it fills the whole week. If you post the long video and stop there, you're back in front of the camera in two days.

HOW TO DO IT

- 1 Mark the 3 strongest moments in your long video. Each one becomes a short clip that makes sense on its own.
- 2 Monday gets the teach clip: one problem, one fix. Wednesday gets the flip: a belief most trainers won't say. Friday gets the human post: a session, your own training, or a mistake you made. If your long video doesn't cover the flip or the human post, film them in the same slot.
- 3 Turn the main steps into one carousel. Pull one line for a Story poll on the days between.
- 4 Keep 4 posts that give for every 1 that asks. Every fifth post is the ask.
- 5 End every post with one clear action: comment a word, save it, or send it to a friend. Schedule everything right away in Meta Business Suite (free), Later or Hootsuite.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO COACHES MOMS OVER 35

Monday, teach: 'Moms over 35, if your knees hurt on squats, try this.' Action: save it.

Wednesday, flip: 'You don't need to cut carbs to lose fat. Here's what I'd do instead.'

Action: send it to a friend.

Friday, human: 'The mistake I made with my first clients, and what I do now.' Action: comment EASY if you've been pushed too hard.

Carousel: 3 steps to squat without knee pain.

Story poll: 'Do your knees hurt on squats? Yes or no.'

All scheduled Sunday at 11am in Meta Business Suite.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Cut one video into a full week and schedule it

My week

Day	Post type	Hook (first line)	One clear action

My carousel: the main steps, one per slide

My ask (every fifth post)

I'm taking new online or in-person clients this month. If you're who it's for and you want the result, comment one word and I'll send you how it works.

Before you close the laptop

- ☐ Every post is scheduled in my tool
- ☐ Every post ends with one clear action
- ☐ Stories planned for the days between
- ☐ 4 posts that give before the next ask
- ☐ Reminder set to answer every comment and DM the same day

☐ You're done when your whole week is scheduled and every post ends with one clear action.

STEP 5 OF 5 · LEARN IT

Set your missed-week rule and your scoreboard

The week you miss is when most trainers start a new plan and restart the clock. Decide now what you'll do, so one bad week doesn't turn into quitting.

HOW TO DO IT

- 1 Miss one week: post your floor video the next week and keep going. No apology, no doubling up, no new plan.
- 2 Miss two weeks in a row: the plan is too big. Cut back to your floor until you hit it four weeks straight, then add one post.
- 3 Track only saves, shares, DMs, profile visits and consult bookings. Views don't sign clients. Trust does.
- 4 Grade every post against your own average, never someone else's.
- 5 Write a date 90 days from today. Don't judge your pace before then. If you start to dread film day, cut the part you dread first, which is usually editing.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO COACHES MOMS OVER 35

If I miss one week: I post my floor video the next Sunday. That's it.

If I miss two weeks: back to 1 video a week until I hit it 4 weeks straight.

Judge date: January 23.

What I'd cut first: editing. Plain captions, no music, no fancy cuts.

Week 1: 14 saves and shares, 3 DMs, 40 profile visits, 1 consult booked. That's my starting average.

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Set your missed-week rule and your scoreboard

If I miss one week, I will

If I miss two weeks in a row, I will

My 90-day judge date

The part of film day I'd cut first if I start to dread it

My weekly scoreboard

Week of	Saves and shares	DMs	Profile visits	Consults booked

☐ You're done when your missed-week rule is written down and your 90-day judge date is on the scoreboard.

THE PLAN

Your next 7 days

One small action a day. By day 7 your first week is filmed, scheduled and being tracked.

YOUR ANSWERS, IN ONE PLACE

Pace and floor

Film slot

First topic

Judge date

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Put your film slot in your calendar as a repeating event, every week.	☐	
Day 2	After your sessions, add 3 new client questions to your proof vault.	☐	
Day 3	Pick your first topic from the vault and write your three points on a card.	☐	
Day 4	Set up Meta Business Suite (or Later or Hootsuite) and connect your main platform.	☐	
Day 5	Film day: 90 minutes, one long video, one take per point, then stop.	☐	
Day 6	Cut 3 clips, make the carousel, pull a Story poll line and schedule the whole week.	☐	
Day 7	Answer every comment and DM, and log your first numbers on the scoreboard next to your judge date.	☐	