

The Raised Rate Workbook

By the end you'll have a new price worked back from the income you want, the break-even number that shows what the raise really risks, a test plan for your next five new leads, every current client sorted with the date their new rate starts, and your raise text ready to send by text and email with 30 days' notice.

FREE WORKBOOK 14 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ Your new monthly rate (and 12-week program price), checked against your income goal
- ✓ Your break-even number: how many clients you must keep to earn what you earn now
- ✓ A list of every current client with who keeps the old rate, for how long, and the day the new rate starts
- ✓ Your raise text, pushback reply and cancel reply, filled in and ready to send

INSIDE

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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Raise Your Personal Training Prices Without Losing Clients](#).

STEP 1 OF 6 · LEARN IT

Check the signs and write down where you stand

If you raise on a bad week's mood instead of real signs, you will either back down or never do it. The signs also tell you what to say when a client asks why.

HOW TO DO IT

- 1 Read the six signs below and check every one that is true for you right now.
- 2 Write your current rate and the month you set it. If it was over a year ago, that alone is a reason.
- 3 List everything you added or earned since you set that rate: certifications, specialties, check-ins, video form reviews, messaging.
- 4 Circle the two biggest items on that list. You will put them in your raise text later.

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Signs checked: Same rate for a year, Closing nearly every call, Added new services.

Current rate: \$250 a month, set in August 2025.

Added since then: weekly check-ins, video form reviews, same-day messaging, postpartum certification.

Circled: weekly check-ins, video form reviews.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Check the signs and write down where you stand

Which signs are true for you right now?

- ☐ My book is full and people still ask to get in
- ☐ I have a waitlist
- ☐ My rate hasn't moved in a year or more
- ☐ I closed almost every sales call last month
- ☐ I earned a new skill, certification or specialty
- ☐ I added new services (check-ins, form reviews, messaging)

My current rate and the month I set it

What I've added or earned since I set that rate (circle the two biggest)

1.

2.

3.

4.

5.

6.

- ☐ You're done when you've checked your signs, written your current rate and its start month, and circled the two biggest things you've added.

STEP 2 OF 6 · LEARN IT

Work backward to your new price

If you copy the gym down the street, your price has nothing to do with the life you want. Start at the income you want and the number of people you can coach well, and the price falls out.

HOW TO DO IT

- 1 Write the amount you want to earn each month.
- 2 Write how many clients you can coach well at one time. Not the most you could cram in. The number you can do right.
- 3 Divide the first number by the second. That is your monthly rate.
- 4 In person, count sessions instead: sessions you can train a week, times 4, is your sessions a month. Divide your goal by that to get your session price.
- 5 If you sell a 12-week program, price it at about three months of your monthly rate. Then run the calculator to confirm the clients you need fit inside what you can coach well.

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Monthly goal: \$6,000.

Clients I can coach well: 20.

\$6,000 divided by 20 = \$300 a month.

12-week program: $\$300 \times 3 = \$900$.

Check: \$6,000 divided by \$300 = 20 clients. That matches what I can coach well.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Work backward to your new price

My monthly income goal

How many clients (or sessions a month) I can coach well

Do the math

Monthly income goal (\$) What one client pays a
month (\$)

Fill in both boxes.

My new price (monthly rate, session price, or 12-week program price)

- ☐ You're done when you've written one new price and the calculator shows the clients you need fit inside the number you can coach well.

STEP 3 OF 6 · LEARN IT

Run the break-even math

Fear of losing clients is a guess, and guesses keep trainers underpaid for years. This math turns the guess into a number you can see.

HOW TO DO IT

- 1 Write your current monthly income: number of clients times what each one pays.
- 2 Divide that income by your new price. Round up. That is how many clients you need to keep to earn the same money.
- 3 Subtract that from your current client count. That is how many could leave before you earn less.
- 4 Multiply your current client count by the new price. That is what you earn if everyone stays.
- 5 Try one or two other prices in the table so you can see the trade-off side by side.

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Current income: 16 clients x \$250 = \$4,000 a month.

At \$275: \$4,000 divided by \$275 = 14.5, so keep 15. Could lose 1. If all stay: \$4,400.

At \$300: \$4,000 divided by \$300 = 13.3, so keep 14. Could lose 2. If all stay: \$4,800.

Decision: \$300. I can lose 2 clients and still earn the same while coaching fewer people.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Run the break-even math

My current monthly income (clients x what each pays)

Break-even at different prices

Price I'm testing	Current income divided by this price	Clients I must keep (round up)	Clients I could lose	If everyone stays, I earn

The price I'm going with, and why the math says it's safe

☐
 You're done when you know exactly how many clients you could lose at your new price and still earn what you earn now.

STEP 4 OF 6 · LEARN IT

Test the new price on new clients first

Raising everyone at once means you find out the price is wrong after you've already told your best clients. New leads tell you first, and they never knew the old number.

HOW TO DO IT

- 1 Check that new leads are coming in every week. If they aren't, fix that before you touch your price, because there is nothing to test on.
- 2 For your next five sales calls, quote only the new price. Say it once, plainly, then stop talking and let them speak first.
- 3 Log each call in the table: who, when, the price you said, yes or no, and what they said.
- 4 When a waitlist spot opens, offer it at the new price and log it too.
- 5 After five calls: if most said yes, your old price was too low. If almost nobody did, check your offer and how you ran the call before you blame the price.

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Leads coming in: yes, about 3 a week.

Call 1: Jordan, Nov 2, \$900 for 12 weeks, yes, "When can I start?"

Call 2: Tasha, Nov 3, \$900, no, "I need to ask my husband." Follow up Nov 6.

Calls 3 to 5: two yes, one no.

Result: 3 of 5 said yes. The new price holds. Waitlist spot offered to Chris at \$900.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Test the new price on new clients first

Before you test

- ☐ New leads are coming in every week
- ☐ I wrote my new price at the top of my sales notes
- ☐ I practiced saying the price once and then staying quiet

My next five sales calls at the new price

Lead	Date	Price I quoted	Yes or no	What they said

Waitlist names to offer the next open spot at the new price

1.
2.
3.
4.

The first lead or waitlist name I'll quote the new price to, and when

- ☐
You're done when your checklist is ticked and you've named the first person who will hear your new price.

STEP 5 OF 6 · LEARN IT

Decide who keeps the old rate and for how long

If you grandfather everyone forever, your most loyal clients slowly become your lowest-paid hours. Decide on purpose, with an end date for every name.

HOW TO DO IT

- 1 Pick the day you'll send notice. Count 30 days forward, or one full billing cycle if that's longer. That is your new rate start date.
- 2 List every current client and the month they started.
- 3 Apply the rules: prepaid packages keep their rate until the package ends. Clients with you a year or longer keep the old rate for three more months as a thank-you. Everyone else moves to the new rate on your start date.
- 4 Write the exact date the new rate starts for each person.
- 5 Add the yearly review line to your client agreement so the next raise follows terms they already signed.

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Notice goes out Nov 3. New rate starts Dec 3.

Sam: prepaid 12 weeks ending Jan 15. New rate Jan 15.

Priya: since Aug 2024, over a year. Old rate until Mar 3, new rate after.

Leo: since May 2026. New rate Dec 3.

Agreement updated: "Rates are reviewed once a year, with 30 days' written notice before any change."

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Decide who keeps the old rate and for how long

The date I send notice, and the date the new rate starts

Every current client

Client	Started	Prepaid? Ends when	Rule that applies	New rate starts

Put it in your terms

- ☐
 Added to my agreement: "Rates are reviewed once a year, with 30 days' written notice before any change."
- ☐
 New clients sign the updated agreement from today on
- ☐
 I'll send notice by text and by email so we both have a record

☐
 You're done when every client has a name, a rule and an exact date their new rate starts, and the yearly review line is in your agreement.

STEP 6 OF 6 · LEARN IT

Write your raise text and your replies

When I ran sales, I lived by one rule: "If they can pay their car note, they can pay for training." It's about priorities, not money, but you'll only hold that line if your words are written before the hard reply comes in.

HOW TO DO IT

- 1 Use the same order every time: thank them, give the date, show what they keep, then stop talking.
- 2 Fill in the raise text for one real client first, with their real win and the date from your table.
- 3 Decide your "less, not cheaper" option before anyone pushes back: a smaller package at a lower price. Never the same coaching for less.
- 4 Fill in the pushback and cancel replies so you can paste them, not panic.
- 5 Save all three in your phone notes. When someone cancels, write down their answer to "What would have made it worth it?"

EXAMPLE: MAYA, A MADE-UP ONLINE TRAINER COACHING 16 CLIENTS

Raise text to Priya: "Hey Priya, thank you for training with me. Watching you pick up your son without your back locking up has been one of the best parts of my week. Starting Dec 3, my coaching goes from \$250 to \$300 a month. You still get your written plan, weekly check-ins, video form reviews and same-day replies. Because you've been with me since August 2024, your rate stays at \$250 until Mar 3. Any questions, just reply here."

Less, not cheaper: program only, one check-in a week, \$175 a month.

Cancel log: Leo said a set time each week would have made it worth it.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Write your raise text and your replies

The raise text (send by text and email)

Hey first name, thank you for training with me. Watching you their specific win has been one of the best parts of my week. Starting date 30 days out, my coaching goes from \$ old to \$ new a month. You still get what's included. Because you've been with me since month, your rate stays at \$ old until date. Any questions, just reply here.

My "less, not cheaper" option and its price

If they push back

I hear you, and that's fair to bring up. What's making you hesitate, the price or something else? listen I can't do the same coaching for less, but I can move you to smaller option at \$ lower price.

If they cancel

I understand, and I'm proud of the work you put in. Your last session is date. If you want back in later, text me and I'll find you a spot. One question: what would have made it worth it? write their answer down

- ☐ You're done when all three messages are filled in with real names, dates and prices, and saved where you can paste them.

THE PLAN

Your next 7 days

| Small steps, one a day. Day 1 is the one that matters most.

YOUR ANSWERS, IN ONE PLACE

New price

First new-price quote

Notice date

Lower option

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Write your new price at the top of your sales notes and quote only that price to every new lead from today on. Say it once, then stop talking.	☐	
Day 2	Add the yearly review line to your client agreement and use it for every new client from now on.	☐	
Day 3	Finish your client table so every name has a rule and an exact new rate start date.	☐	
Day 4	Fill in a raise text for each client with their real win, what they keep, and their date.	☐	
Day 5	Send every raise text by text and by email on your notice date. Thank them, give the date, show what they keep, stop.	☐	
Day 6	Answer replies with your pushback script. Offer less, not cheaper. Write down every cancel answer.	☐	
Day 7	Offer the next open or waitlist spot at the new price and count your yes and no answers from your sales calls.	☐	