

The Posts That Book Clients Workbook

By the end you'll know exactly what to post for one kind of client, you'll have a full week of posts planned with the opening lines written, and you'll have the messages ready that turn comments into booked calls.

FREE WORKBOOK 14 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One sentence you can say in every video: who you help, the result, and what they hate
- ✓ 8 post ideas with first lines, spread across the 7 post types
- ✓ A week of posts cut from one long video, with hooks and on-screen words ready
- ✓ Your comment offer, same-day DM, call offer, and a lead tracker

YOUR NAME

INSIDE

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START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Know Exactly What to Post as a Personal Trainer and Get Clients From It.](#)

STEP 1 OF 6 · LEARN IT

Pick your one client and their pains

My first three online trainers all quit telling me the same thing: 'I just don't know what to post.' They were posting for everyone, so every idea felt wrong, and picking one client is what stops the guessing.

HOW TO DO IT

- 1 Pick one kind of client you can actually help. Write who they are and what their day looks like.
- 2 List the problems that keep that person stuck. Use their words, not trainer words. Aim for 8.
- 3 Fill in your sentence: I help [who] get [result] without [the thing they hate].
- 4 Read it out loud. If another trainer would be impressed but your client wouldn't care, rewrite it.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM WHO WANTS TO COACH BUSY MOMS ONLINE

My client: moms over 35 with kids under 10 who used to feel strong.

Pain 1: I only get 15 minutes while the baby naps.

Pain 2: My back hurts after lifting the car seat.

Pain 3: I start over every Monday.

Pain 4: I eat the kids' leftovers for lunch.

Pain 5: I feel lost in the weights section.

My sentence: I help moms over 35 get strong again without spending an hour in the gym.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN**Pick your one client and their pains**

The one kind of client you can actually help (who they are, what their day looks like)

Problems that keep them stuck, in their words

1.

2.

3.

4.

5.

6.

7.

8.

Your one sentence: I help [who] get [result] without [the thing they hate].

☐

You're done when you have 8 pains in your client's words and one sentence you could say at the start of every video.

STEP 2 OF 6 · LEARN IT

Turn each pain into a post

Random daily ideas run dry by Thursday. A list of real pains matched to the 7 post types gives you months of posts, and every one of them answers a problem your client has.

HOW TO DO IT

- 1 Copy a pain from page 1 into the first column.
- 2 Pick the post type that fits it best: the fix, the demo, the proof, food without the lecture, behind the scenes, questions and challenges, or the flip.
- 3 Write the first line you'd say, aimed at the person who hurts, not at other trainers.
- 4 Make most rows fixes and demos. Only about one post in five should ask for the sale.
- 5 No clients yet? For proof, use your own training, your setbacks, and what you learned. For any client story, get written permission first.

EXAMPLE: MAYA'S FIRST ROWS

15 minutes while baby naps / Fix / If you only get 15 minutes while the baby naps, do this.

Back hurts after car seat / Demo / You're lifting the car seat with your back, not your legs. Watch this.

Starts over every Monday / Flip / Motivation is the worst reason to start working out.

Eats the kids' leftovers / Food / What I'd eat for breakfast if I had five minutes and two kids yelling.

Lost in the weights section / Behind the scenes / Here's how I'd write a first program for a mom who hasn't lifted in years.

Can't stay consistent / Proof (my own) / I kept training three days a week through my busiest year. Here's what made it stick.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Turn each pain into a post

Your post ideas

Pain (from page 1)	Post type	First line you'd say

Post types you used at least once

- ☐

The fix
- ☐

The demo
- ☐

The proof
- ☐

Food without the lecture
- ☐

Behind the scenes
- ☐

Questions and challenges
- ☐

The flip

☐

You're done when you have 8 post ideas, each with a first line, using at least 4 different post types.

STEP 3 OF 6 · LEARN IT

Write the first three seconds

A stranger decides whether to stay before you've said much. Open with 'Hey guys' and they're gone before your lesson starts.

HOW TO DO IT

- 1 Pick your 3 best ideas from page 2.
- 2 Rewrite each opening line so it says who it's for and the problem in the first breath.
- 3 Shrink the same promise to five or fewer large words for the screen.
- 4 Write the first line of your caption with that same promise.
- 5 Right after the hook, say your one sentence from page 1, since most viewers have never heard of you. Then get to the lesson fast.

EXAMPLE: MAYA'S NAP-TIME FIX

Opening line: If you only get 15 minutes while the baby naps, do this.

On screen: 15-MIN NAP-TIME WORKOUT

Caption first line: Only 15 minutes? Here's the whole workout.

Then: I help moms over 35 get strong again without spending an hour in the gym. Here are the three moves.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Write the first three seconds

Your first three seconds

Post	Opening line (who + problem)	On-screen words (5 or fewer)	Caption first line

Check each opening

- ☐ Starts on my strongest line, not 'Hey guys'
- ☐ Says who it's for
- ☐ Names one problem
- ☐ Uses my client's words
- ☐ Same promise on screen and in the caption
- ☐ My one sentence comes right after

- ☐ You're done when 3 posts each have an opening line, on-screen words, and a caption line that make the same promise.

STEP 4 OF 6 · LEARN IT

Plan your week from one long video

Filming something new every day burns you out by week two. One long video cut into short clips gives you a week of posts from one sitting.

HOW TO DO IT

- 1 Pick the topic your client hurts about most. Write five bullet points you'll cover.
- 2 Choose a routine you could keep on your worst month. For many trainers that's three short videos a week plus a few Stories.
- 3 Plan your clips: a fix on Monday, a demo on Wednesday, proof or behind the scenes on Friday. Use Stories for polls, questions, and your day.
- 4 Pick one platform to rule first. Instagram for DMs and Stories, TikTok to reach strangers fast, YouTube for your long video. Repost to the others.
- 5 Film by a window, phone at eye level, talking to one real person. Prep beats polish, so don't spend hours editing.

EXAMPLE: MAYA'S WEEK

Long video: Getting strong in 15 minutes a day as a busy mom

Bullets: why 15 minutes works, the 3 moves, lifting the car seat safely, what to do on bad days, restarting after a missed week

Mon / Fix / 15-minute nap-time workout / If you only get 15 minutes while the baby naps, do this.

Wed / Demo / Car seat lift, filmed from the side / You're lifting the car seat with your back. Watch this.

Fri / Behind the scenes / How I'd plan this for a new client / Here's how I'd write a first program for a mom who hasn't lifted in years.

Stories: poll, mornings or nap time?

Platform: Instagram, because I want to talk with moms in DMs.

Worst-month routine: 3 short videos and 3 Stories a week.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Plan your week from one long video

This week's long video topic

Your five bullet points

1.

2.

3.

4.

5.

Your week

Day	Post type	Clip from the long video	Hook (from page 3)

The platform you'll rule first, and why

The routine you could keep on your worst month

☐
You're done when every posting day this week has a post type, a clip, and a hook, all from one long video.

STEP 5 OF 6 · LEARN IT

Build the path from post to paying client

A post only turns into a client when it ends with one easy next step and you answer fast. Answering leads the same day is the step most trainers drop.

HOW TO DO IT

- 1 Pick one small free thing that lets people do the lesson, like a 3-day home workout. Pick one comment word.
- 2 Write the line you'll end posts with. Use it in about one post in five.
- 3 Write your DM. Send it the same day, with the free thing and one question about their goal.
- 4 Write your offer for a 20-minute call, and only send it when it fits the conversation.
- 5 Log every lead in the tracker. Before you post anyone, run the safety checklist.

EXAMPLE: MAYA'S PATH

Comment word: NAPTINE. Free thing: my 3-day, 15-minute home workout.

End of post: Comment NAPTINE and I'll send you my 3-day, 15-minute home workout.

DM: Hey Jess, here's the workout I promised. Quick question: what would feel like a win for you this month?

Call offer: Thanks for telling me about your back. Want to hop on a 20-minute call this week? I'll show you how I'd fit strength work around nap time.

Tracker: Jess / Mon / Back hurts, wants to lift her kids without pain / Call Thursday / Yes

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Build the path from post to paying client

Your comment word and free thing

End-of-post line

Comment WORD and I'll send you my free thing.

Same-day DM

Hey first name, here's the free thing I promised. Quick question: what's your goal with the problem from the post?

Call offer (when it fits)

Thanks for telling me about what they said. Want to hop on a 20-minute call this week? I'll show you how I'd help you result around their schedule.

Lead tracker

Name	Date	What they said	Next step	Answered same day?

Before you post anyone

- ☐ Written permission for their photo, name, or story
- ☐ No shaming bodies
- ☐ No promise of a set number of pounds lost
- ☐ Nutrition stays to everyday habits
- ☐ Medical questions go to a doctor or dietitian

☐ You're done when your end-of-post line, DM, and call offer are written and saved on your phone, ready to send the same day.

STEP 6 OF 6 · LEARN IT

Set up your weekly scoreboard

Views alone never sell a trainer, trust does. If you don't track what brings DMs and calls, you'll keep guessing what to post.

HOW TO DO IT

- 1 Once a week, fill one row per post. If you've posted before, start with your last few posts now.
- 2 Write saves and shares, follows, DMs, and calls booked.
- 3 Grade each post against your own average, never against someone else's.
- 4 Circle the post type that brought the most DMs and calls.
- 5 Before your next shoot, pick 1 to 3 things to change. Keep what works and do more of it.

EXAMPLE: MAYA'S FIRST WEEK (HER OWN NUMBERS)

Fix, nap-time workout / 40 / 12 / 6 / 1

Demo, car seat lift / 18 / 5 / 2 / 0

Behind the scenes, first program / 9 / 3 / 4 / 1

Change 1: film two more nap-time fixes.

Change 2: end the behind-the-scenes post with my comment word too.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Set up your weekly scoreboard

This week's scoreboard

Post (type)	Saves + shares	Follows	DMs	Calls booked

Your average per post (fill in after your first week)

1 to 3 things you'll change after the next shoot

1.
2.
3.

☐
You're done when the scoreboard is set up and you've picked a time each week to fill it in.

THE PLAN

Your next 7 days

Use your one sentence, this week's long video, and your comment offer to get your first week live.

YOUR ANSWERS, IN ONE PLACE

My one sentence

This week's long video

My comment offer

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Film and post one short fix: open with your best hook from page 3, say your one sentence, end with your comment offer.	☐	
Day 2	Get your free thing ready to send and save your DM and call scripts on your phone.	☐	
Day 3	Write your five bullet points, stand by a window, and film this week's long video.	☐	
Day 4	Cut the long video into short clips and schedule your demo and your proof or behind-the-scenes post.	☐	
Day 5	Post the demo and run a Stories poll using two pains from page 1.	☐	
Day 6	Answer every comment and DM the same day: send the free thing, ask about their goal, offer a 20-minute call when it fits, and log each lead.	☐	
Day 7	Fill in your scoreboard and pick 1 to 3 things to change before next week's shoot.	☐	