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WELCOME + OVERVIEW OF WHAT'S HAPPENING

- **3 Live Trainings:**
 - **Training #1:** Intro to Online Business – The 3I's, Intro to Audience-building, Solutions posts and establishing trust + authority
 - **Training #2:** Trust + Relationship-building - connection + Stories posts – identifying your ideal client and crafting content to connect with them
 - **Training #3:** Money-making - services + sales – Identifying what services you will offer to monetize, how it will be delivered and putting yourself on the hook to make it happen
- **Homework:** Each training you'll have small assignments I'll be asking you to do and then report in our closed FB group that you've completed it (or ask for help if you're having trouble)
- **Monday September 19th:** Invitation to join me to start + build your online coaching/course business in Fitness Business Accelerator (FBA) – more details to come!
 - Starts October 3rd

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WHAT WE WON'T BE TACKLING IN #FF

- Big projects like building your website, establishing your LLC, automating things, hiring people
- Taking more than 30 minutes to #PressPublish on something (seriously, get a timer!)
- Stressing about who thinks what/managing other people's perception or expectations
 - Give yourself 10 days to give zero fucks and see what happens ;)
 - BTW – I do cuss
- Skipping homework because we “don't have time” – we're building momentum and laying the foundation over these 8 days
 - Put that shit on your calendar 20 minutes per day 5x/week
 - Do it now ;)

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WHAT WE WON'T BE TACKLING IN #FF

- Email marketing, closed FB groups
- Specifics of offer creation – 1:1 high-ticket
- Product development (group coaching, challenges, courses, workshops)
- Memberships
- Marketing + sales
- Copywriting
- Launching a product
- Systems + legal
- Automations/funnels
- Paid traffic
- **And everything else that we go DEEP on in FBA**

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HI, I'M JILL COLEMAN, FOUNDER OF JILLFIT

- Started in 2010, started business coaching in 2012
- Grown JillFit to a 7-figure online business (1/4 revenue still from fitness/nutrition programs)
- Have worked with over 3,000 businesses to help them start + grow online
- 5 executive team members, 4 coaches
- Run a signature beginner-to-business course called Fitness Business Accelerator (FBA)*
- Intermediate program called LEGACY with The Movement Maestro
- Run a Mastermind called Strategy + Scale for those already at 6-figures online



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HI, I'M JILL COLEMAN, FOUNDER OF JILLFIT

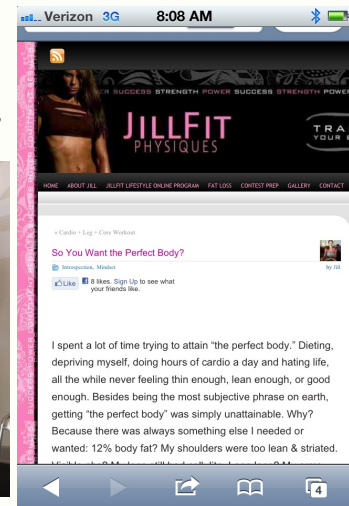
- 1999-2010: Personal trainer and GX instructor working 70+ hrs/week, fitness “modeling” + competing
 - Teaching up to 12 classes/week, and training a dozen PT clients/day, up at 4:15am, split shifts



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WHAT I LOVED EVENTUALLY BECAME EXHAUSTING

- **2007:** Read 'The 4-Hour Work Week' by Tim Ferris
- **2009:** Finally started making scheduling changes, e.g.
- **2010:** Started JillFit as a blog – blogged every day for 2 years, doing 1:1 coaching SUPER cheap
- **2011:** Started email marketing, FB business page and growing social media



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SOMETHING HAD TO CHANGE

- **2012:** Invested in my first business coach for 10k, quit my full-time job in June 2012 (18 months after starting JillFit!), grew JillFit to a 6-figure business
- **2013:** Tripled my income with online courses, programs, products
- **Over the last 10 years:** Invested over \$250,000 into mentorship, coaching, and business education
 - Investment—time, energy, money—is the closest thing we have to guaranteed success
 - You don't know business, and you're not supposed to know it! That's why you're here!
- **Since 2012:** JillFit has generated over \$7M in virtual sales

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THE TAKE-AWAYS

- **This stuff takes:**

- TIME
- CONSISTENCY
- COURAGE AND VULNERABILITY/RISK
- RESOURCEFULNESS + RESILIENCY*
- PASSION + PURPOSE*
- INVESTMENT*
- * These are your compliance tools!

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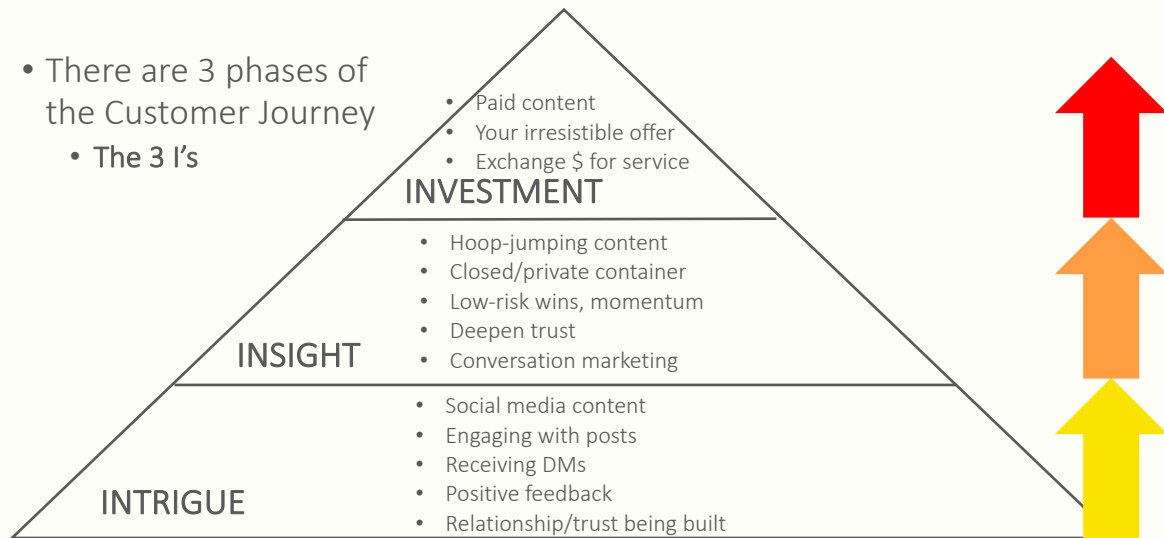
THE ONLINE COACHING SPACE IN 2022 (+ WHAT IT MEANS FOR YOU)

- Attraction Marketing – more coaches (but also more potential clients)
 - Specificity and YOU being YOU are paramount
- Conversation Marketing – access is at an all-time high
 - Email marketing still going strong
 - SMS marketing is coming on the scene
 - It goes down in the DM
- Transparency Marketing – customers are savvy
- Potential customers are fatigued – what does this mean for coaches?
- People craving exclusivity + connection (and are willing to pay)
- Being on multiple platforms is an advantage (ubiquity) – 3 types of media

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START: OVERVIEW OF ONLINE SALES PROCESS

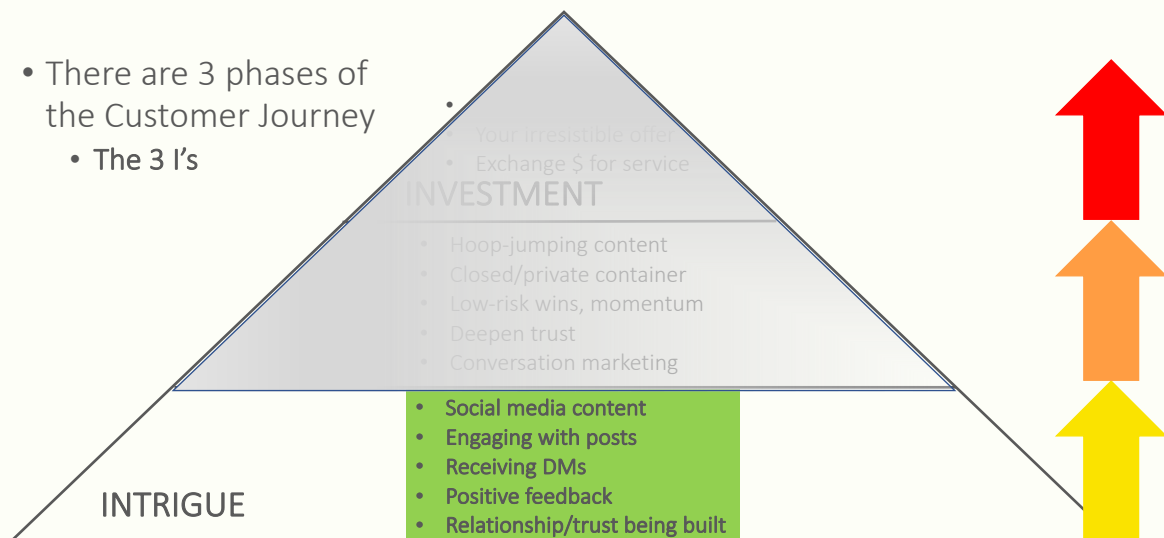
- There are 3 phases of the Customer Journey
- The 3 I's



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START: OVERVIEW OF ONLINE SALES PROCESS

- There are 3 phases of the Customer Journey
- The 3 I's



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THE MAJOR PROBLEM

- We announce that we're offering coaching on social media, and we assume that people will want it
 - "If we build it, they will come."
- And ... they don't come.
 - Because we're new!
 - Because we don't have a track record of results yet!
 - Because we're not trust-worthy yet!
 - Because we haven't built the evidence that spending money with us is a good decision for them yet
 - Because we're not speaking our ideal clients' language
 - Because we're not showcasing the value, not really selling 😊
- So what's the solution?

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WELCOME TO THE TRUST BUSINESS

- People buy from those they know, like + trust
 - YOU have people RIGHT NOW in your inner circle who know, like and trust YOU – friends, family, acquaintances, etc. = you CAN make money without a huge audience
- But to increase trust (and therefore more sales), you need:
 - The Pratfall Effect: Authority + Connection/Relatedness
 - The 5 S's Content Creation System (5 Main Feed posts, 5 Stories posts)
 - Consistency – it's a 1%-er action
 - More touches - TOMA

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WELCOME TO THE TRUST BUSINESS

$$\text{TRUST} = \text{AUTHORITY} + \text{RELATEDNESS} \times \text{TIME}$$

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WELCOME TO THE TRUST BUSINESS

Today's Lesson:

- Who are YOU in the online space? How are you an AUTHORITY?
- Create posts to showcase your expertise
 - 5 Types of Main Feed Posts – The 5 S's
 - S - Solutions
 - S - Stories
 - S – Superpowers (knowables)
 - S - System (or framework)
 - S – Services

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STEP 1: WHAT ARE YOU ABOUT? (BRANDING)

- What are your credentials?
 - “Pre-frame” – status/social proof
- What are ALL the things you can help people with?
 - List out all the things you can help with
- BUT ... what is your Zone of Genius? (what are you the absolute best at?)
 - Think of previous clients/people you’ve helped – what results have you gotten?
- What’s your teaching style?
 - I.e. tough love, direct, caring/empath, alignment, feminine/masculine, mindset, etc.
- If you were to do a Ted talk, what would it be on?
 - THIS is your expertise

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STEP 2: ESTABLISH AUTHORITY

- Why should they listen to you?
- Do you have the solution that can help them?
- What FAQs do you get asked?
- What are the common concerns of the person you want to reach?
- What questions were you asking before you experienced your own transformation?
- **HOMEWORK**: Write down a list of at least 30 common questions/concerns people have about health, fitness, nutrition or your area of expertise

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STEP 2: ESTABLISH AUTHORITY

These are your Solutions posts!

- These should be TACTICAL – people should be able to DO something
- Image can be: of you, a "quote card," tweet, still image made into a REEL etc.
- Attraction/Repel – the people who would ask or be curious about these topics will read and consume them = trust-building
- Your content will attract your ideal clients and repel those who don't find it interesting or useful – THIS IS FINE
 - Start treating your social media like a business, because it **is** one
 - Don't play defense, it's not about unfollow-prevention, it's about attracting the right people who will eventually PAY YOU
 - Faster you cull the herd, the better connections you create with potential customers

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STEP 2: ESTABLISH AUTHORITY

- HOMEWORK: Share at least 1 post by Tuesday answering one of your FAQs in Q&A format:
 - E.g. "What's the best thing to eat after your workout?" And then answer it, as if that person was right in front of you – be the expert!
 - Goal response = "I learned something new, I never thought about it that way, that's interesting, I'm going to try that."
 - I don't care about perfection, Likes, vanity metrics, I care about the "touch", the "prompt" – another drop in the bucket/cumulative
 - **You can share this to your Stories and/or talk through the post in your Stories (SEEDS – Educational post)

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CAPTIVATING CAPTIONS FORMULA

4 Parts – the 4Cs:

- Connection/social proof
 - “This is a question I get asked all the time ...”
 - “If you’re anything like my clients, you’ve probably asked this same question ...”
- Context/personal insight
 - “This is really common, especially amongst the busy moms I work with ...”
 - “I used to stress about this too ...”
- Communicate YOUR opinion/prescription
 - “Here are the 3 steps I recommend to start overcoming this ...”
 - “The tool I use for this is ...”
- Call-to-action
 - “Is this helpful? Lemme know if you’d like more strategies and solutions like this!”
 - “Does this resonate with you? Send me a quick message and lemme know what you’re currently working on, I’d love to hear all about it!”

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YOUR HOMEWORK

- List out 20-30 common concerns or questions you know people ask about
- Post at least ONE “Solutions” post by Tuesday – use hashtag #FreshFormula and tag me @JillFit – refer to the Captivating Captions Formula
- Post your homework in our FB group so we can keep one another accountable and give you some love on your post!

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QUESTIONS?