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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 3<sup>rd</sup>**

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“What would you tell someone who was just getting started?”



























































Insights from folks who have been building their businesses for 1+ year:

- Kathryn Hill** Hire a coach. Post consistent, relevant content every single day. Show up in stories!   · 5d   2
- Deborah Branigan** Invest. Invest in you, in your time, in your future. Breathe & be patient success doesn't happen over night so be ready for the long game. If you would happily share yourself for free you know you have the longevity   · 5d   2
- Ellen Johnston** Do it because you want to help people, not because you want the freedom/money etc. If it's not about helping people you won't last. You probably aren't going to have a 6/7 figure business but that doesn't mean you're not successful.   · 5d   2
- Shanique Allen** Do it afraid. Be ok with sucking at it because you will until you don't. Go ALL IN even at low stakes, get the reps, wins and build confidence. Consistency is a MUST. Hire a coach the MINUTE you realize what you know is smaller than what you don't kn... [See More](#)   · 5d   2
- Meryl Wheeler** Batch your time. Spend x amount of time creating content. Spend x amount of time posting content. Spend x amount of time engaging with people. Manage your time as best you can. Also, don't get bogged down in consuming... start creating!   · 5d   2

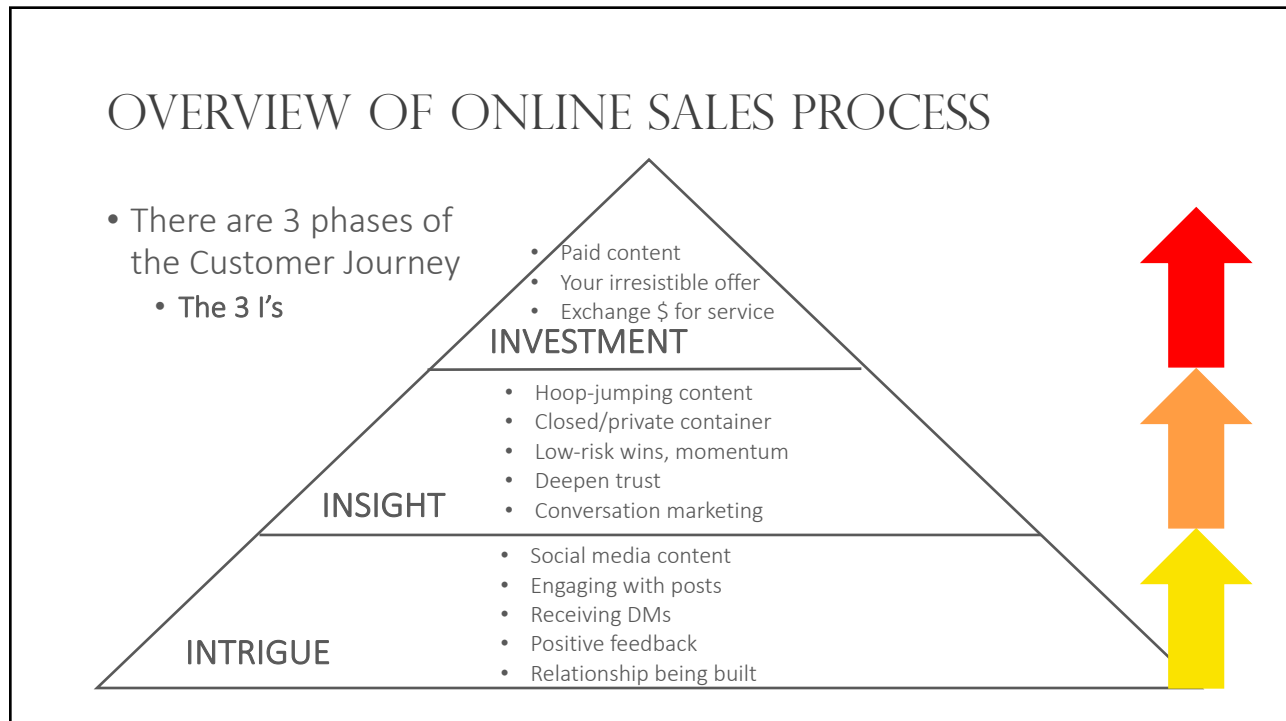
- Kristen Mann Wallace** Just fucking do it. Don't wait until it's perfect or you feel "ready". Do the thing.   · 5d   4
- Caitlin Caserta** 100% agree with what Kristen said. Just jump in and learn as you go   · 5d   2
- Tina Tang** When deciding on what which web platform, its worth the time to make practice sites on the ones you narrow down. All platforms give you a 2 week or so free trial period to test. It's then you know which one you prefer working on - especially if you'll be the one doing all your website work   · 5d · Edited   2
- Brittany Burns** Everything is figureoutable  
Be yourself, those who don't like you aren't for you  
Stop trying to be the expert in the popular thing, be the expert in the thing you're passionate about  
Consistency consistency consistency. Just keep showing up.   · 5d   2
- Amy Johnston** I agree with all of you ladies. For me it was putting skin in the game for accountability. Also, your voice in my head about 'post and move' and 'everything online can be deleted' so go for it and trust yourself!   · 5d   1

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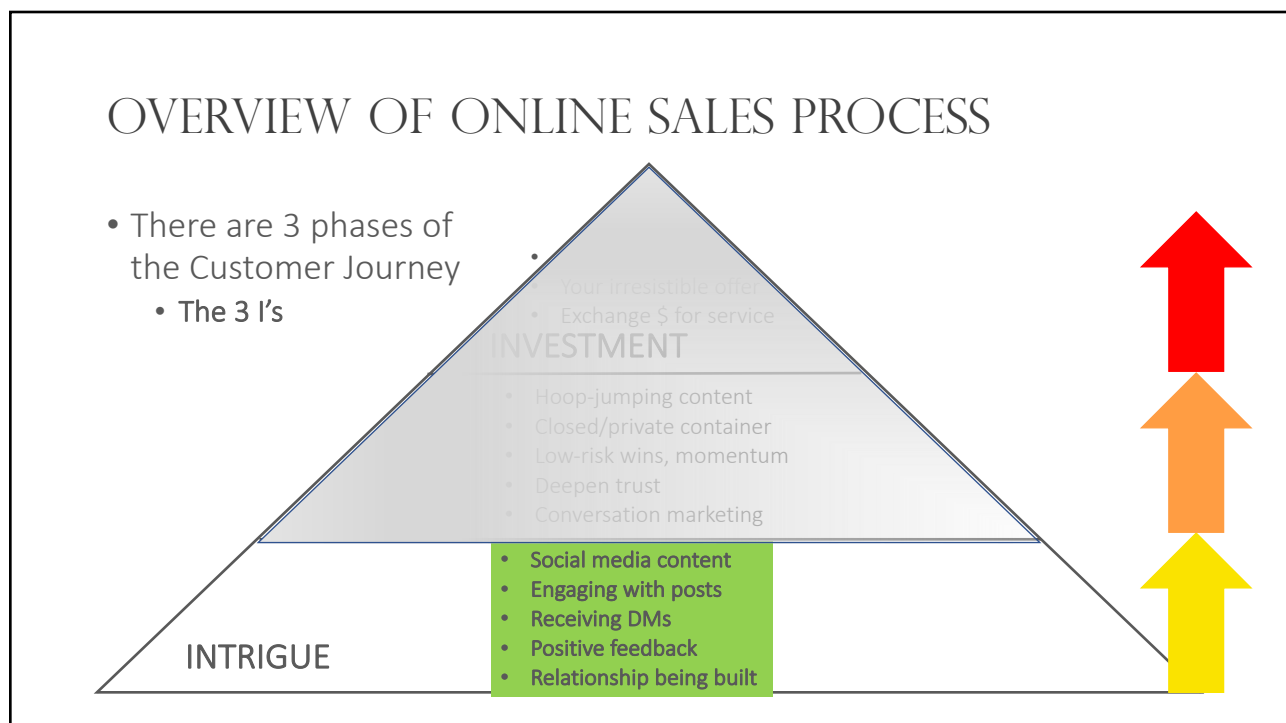
Insights from folks who are 3+ years into building their businesses

- Ashley Fillmore** Show up all the time and be clear with your message, who you're helping, and how you do it!   · 5d   3
- Emily Stonecipher** There's no right way to do it. Do what feels right and natural to you and your people will find you.   · 5d   3
- Eva Guzman** Act like you have 25 clients even when you just have 1 that you are talking about lol   · 5d   5
- Kim Ingleby** Be brave, show up - be consistent, with clarity and courage, be yourself, let go of comparison - focus on giving real, authentic value, remember why it matters - fuse with your personality and magic ✨   · 5d   2
- Jaclyn Ricchio Stover** Post without any expectation to make money right away.   · 5d   2
- Marisa Moody** Own your opinion and stop worrying about what other people think. One of the best pieces of advice you gave was to not worry about other trainers/coaches etc bc they aren't your ideal clients anyways. Helps to push past imposter syndrome.   · 4d   2
- Ali Damron LAC** Be consistent. It will feel like your working so hard and not making anything but it shifts eventually. People are watching you and lurking behind the scenes even if it feels like your talking to no one. It all pays off!   · 5d   2
- Tina Rizzitano Haupt** It's all about connection. You do you. Let your freak flag fly. Show what makes you special and unique.   · 5d   3
- Ali Damron LAC** Love that Tina!   · 5d  1
- Tina Rizzitano Haupt** Also, give, give, give!   · 5d   2
- Erika Tabur** Just fucking start and keep going. You learn as you go. Action is the best teacher.   · 5d   4
- Ashley Pardo** Start before you're ready and commit to consistency. Be a freaking weirdo sometimes and realize that the parts about you which you're scared to share or hate are the things that will build the deepest connection with your audience.   · 5d   4
- Tyna Moore** It's the long game and consistency wins   · 4d   2
- Kelley Vargo** Consistency and patience on finding your niche   · 4d  1
- Keri Mantle** You don't need a ton of followers, likes, comments or email subscribers to create income and impact.   · 5d   3

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## REVIEW: 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.
- So what's the solution? TRUST FORMULA
  - Training #1 – Audience-building: Identifying our ideal client and increasing trust with our authority (Solutions)
  - Training #2 – Relationship-building: Conversation Marketing + using Stories, plus using IG/FB Stories to increase DMs and engagement
  - Tonight – Money-making: Transparency Marketing
  - FBA – Hoop-jumping content, lead generation, course creation, different kinds of offers \$, copywriting, selling, paid traffic and more ... (Phases 2 + 3 of the pyramid)

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## TRANSPARENCY – HOW TO SELL IN 2022 + BEYOND

- Potential customers are savvier than ever, they want REAL above all else
- Traditional model of selling is asymmetrical: seller has all the info, buyer worried about being ripped off – **transparency gives buyer all the info** so they can make informed choice = better outcomes for client AND coach
- **Transparency tools:**
  - Talk about our offerings consistently = familiarization = trust
  - Talk about the power of investing and become a cheerleader for investing \$
  - Don't try to pretend that our eventual goal isn't a sales relationship
  - Talk about your offerings as a service: "Let me share with you how I help my clients..."
  - Be sure to position your offerings as exclusive: "I don't work with everyone, here's why..."
    - Increases demand, specificity, exclusivity
  - Reiterate your value, own your worth and consistently cultivate high self-worth
  - Realize that just as much as they are choosing us (or not), we're picking them too

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## STEP 1: "SERVICES" MAIN FEED POSTS

### • Types of Services posts

- **Social proof:** case study or testimonial – what's the difference?



- Story about something your client is doing/asked you about
- Contextual story about a client that reminded you to share something publicly
- Straight-up BTS posts about a program you are working on currently (live or not)
  - "Marketing around the marketing"
- "Niche launch" post/fishing – relies on exclusivity
- Promotional post/announcement about the program (timely, able to be archived later)

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## STEP 1: "SERVICES" MAIN FEED POSTS

- Don't be afraid to just TALK about your offerings:
  - This is NOT annoying, it's not greasy, it's organic, open + transparent
  - It's an ALERT to that person who needs you right now that you got them
  - If someone doesn't need your offer, they just scroll on by
  - **Defense as a way to build your business is not the best strategy ;)**
- STRAIGHT-UP SERVICES POST– How do you help? Who do you help? What are you the best at?
- Examples:
  - "WHY I ONLY WORK WITH NEW MOMS"
  - "WHY I DON'T WORK WITH ELITE EXERCISERS"
  - "3 TYPES OF CLIENTS I REFUSE TO WORK WITH"
    - There's exclusivity and specificity here
- And then share a clear outline/path to success that you orchestrate – how are you going to ensure they're successful? What should they do next?

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## FROM “SELLING” TO SERVING

- We are always “selling” something
- We aren’t in the business of convincing people, we’re in the Trust Business, so remember:
  - Much of the trust-building has already happened – it’s the back end work you’re doing now!
  - They are already on your team/interested
  - They don’t know how it’s supposed to go
  - They’re just as nervous (if not more so!) than you, so your job needs to be to take care of them
  - Take charge of the conversation and make them feel like you’ve done this a million times
- Remember, people like buying things, they just don’t like being sold to, at least how we traditionally think about it (transparency is the solution here)

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## FROM “SELLING” TO SERVING

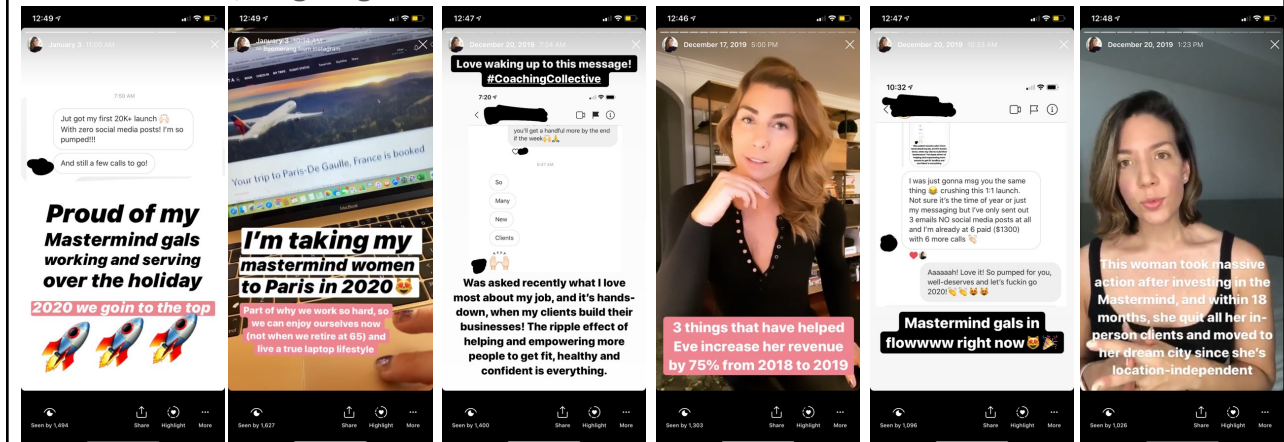
“If you have a solution that can help someone and you don’t put it out there because you’re too scared, you’re doing them a huge disservice.”

-Alwyn Cosgrove

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## STEP 2: "SALES" POSTS ON IG STORIES

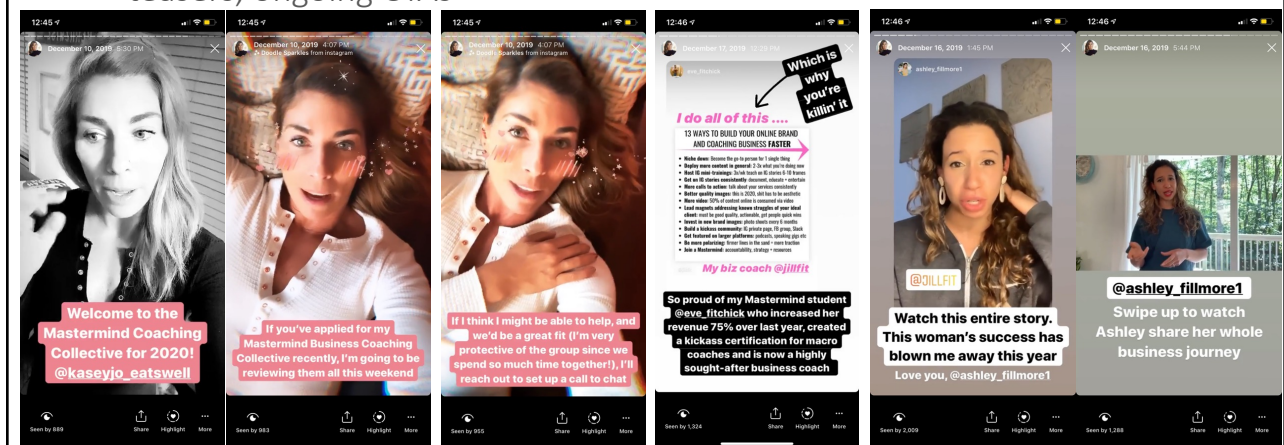
- Examples: for 1:1 coaching/applications: testimonials, case studies, teasers, ongoing CTAs



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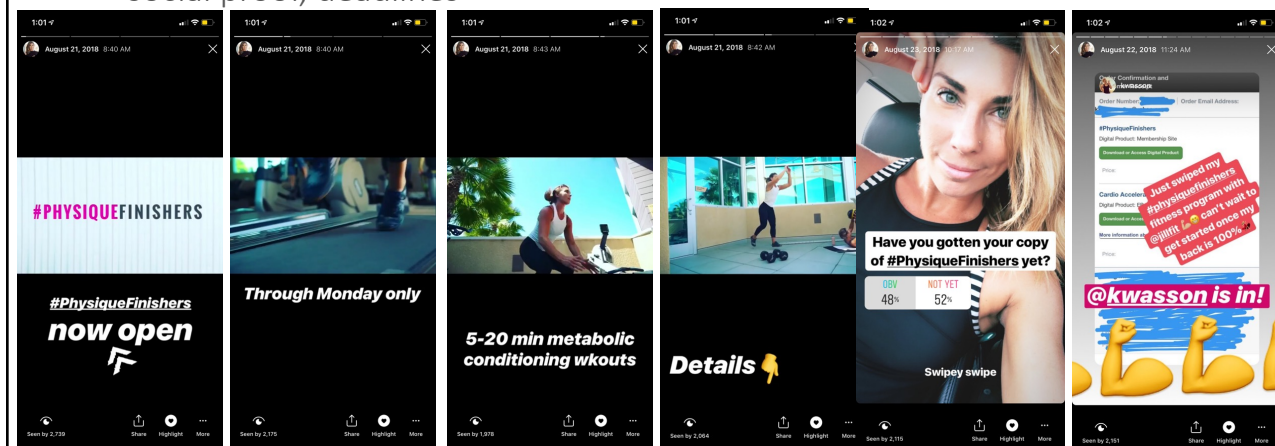


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## STEP 2: “SALES” POSTS ON IG STORIES

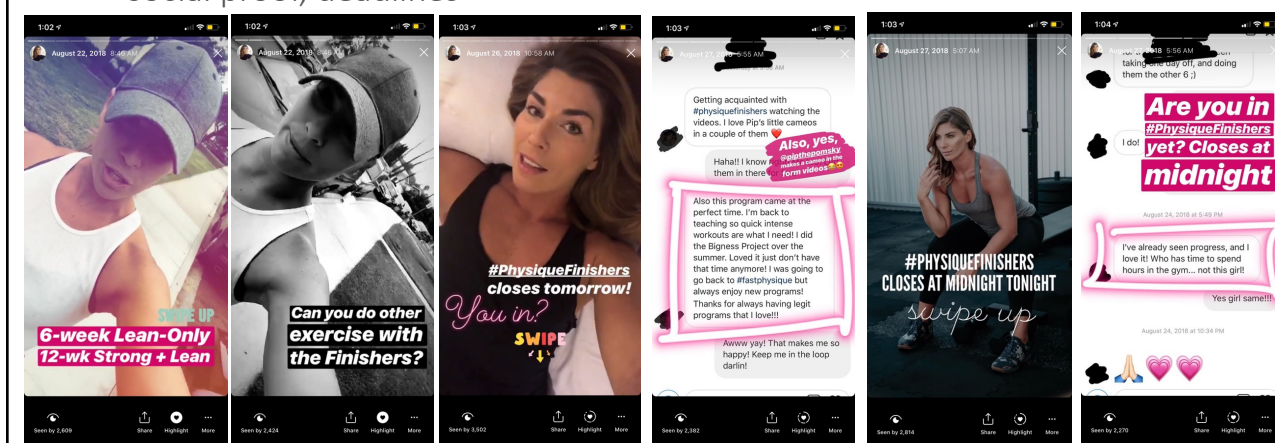
- Examples: for open-closed cart launches: announcements, info/FAQs, social proof, deadlines



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## STEP 2: “SALES” POSTS ON IG STORIES

- Examples: for open-closed cart launches: announcements, info/FAQs, social proof, deadlines



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## SALES CONTENT → DM → SALES CALL → CUSTOMER

- So, if we're doing this well, we should be generating more DMs and interest
- DM responses can show up in a variety of ways:
  1. General responses of agreement/ambiguous: emojis, "me too!" or similar
  2. Open-ended questions and request for info: "here's my story, any tips?"
  3. Direct inquiries about coaching
- Each kind of interaction requires a different approach
- Remember: the goal is to connect, warm them up and move them toward a sale, whether in a week, a month or a year
- Also, be a human ;)

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## WHAT IF SOMEONE WANTS TO WORK WITH YOU?

### 3 Major types of online offerings:

- 1:1 higher-ticket customized coaching
  - Attraction Marketing: your story + your solutions + CTA--> sales convo
- Group coaching/challenges/continuity memberships
  - Launch: needs to have a specific outcome, what exactly are you helping with?
- DIY products and self-paced programs/courses
  - Courses, downloads, calendars, videos, membership sites, apps, etc.

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## WHAT IF SOMEONE WANTS TO WORK WITH YOU?

If you don't know what you're selling yet, no worries ... we create and perfect your offer in the first module of FBA

### Homework:

- Share a **SERVICES post** on your main feed:
  - Tell people who you work with
  - Tell them exactly what you help them with
  - Share some context on how you help your current clients and how someone online can work with you!
  - Include a CTA (call-to-action)
- Share a direct **Services story** – can be a talking head video of the above, e.g.

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OKAY, SO NOW YOU HAVE A CHOICE ...

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## INTRODUCING **FITNESS BUSINESS ACCELERATOR** (FBA)




Enrollment opens **THIS Monday Sept 19<sup>th</sup>** - [invitation via email](#)

- Signature business-building coaching program – 2 LEVELS - **weekly coaching with me OR monthly coaching with me**
- **Customized feedback**, homework assignments + built-in accountability
- **Closed FB community** for connection, resources and brainstorming/sharing
- **Educational workshops outlined exactly** so you never have to wonder what you should be doing – literally just follow the curriculum!
- **Guest presenters** on timely topics
- For people in year 0-2 of online business
- Weekly compliance rate over 6 months is 83% (!!!) – my people show up!

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## FITNESS BUSINESS ACCELERATOR (FBA)

What we will be covering:

	<p><b>Training #1 - Social Media Strategy, Ideal Client + Creating Credibility</b></p> <p>Review of ongoing social media content strategy, identifying who you work with, what you help them with and how to "frame" yourself up using a Preframe for a killer IG bio and marketing.</p>
	<p><b>Training #2 - Create your High-Ticket 1:1 Coaching Offer + Your Signature Framework</b></p> <p>Two quick tutorials on creating your 1:1 coaching offer and how to come up with your Signature framework, which will help you market your coaching.</p>
	<p><b>Training #3 - Mastering the 3 Scenarios for Exactly How to Sell in Your DMs</b></p> <p>Training #3 - Different scenarios you might encounter in your DMs and how to move warm leads toward a sale</p>

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## FITNESS BUSINESS ACCELERATOR (FBA)



### **Training #4 - The Energetics of Sales: Confidence, Conviction + Abundance**

Training #4 - All about sales



### **Training #5 - Tech 101 - Setting Up Your Email List + Optimizing for Lead Generation**

Training #5 - Setting Up Your Email List, optimizing for lead generation and creating your nurture sequence



### **Training #6 - Create your freebie/first lead magnet to capture emails**

Creating your first evergreen lead magnet to capture emails to your list--knowing which type of lead magnet to create (PDF, course, webinar, challenge, 3-part video series, etc) and how

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## FITNESS BUSINESS ACCELERATOR (FBA)



### **Training #7 - Intro to Marketing + How to Talk about your Offers in a Compelling Way**

Introducing the Marketing Matrix and crafting your Signature Description to start showcasing the value of your products and services in a more compelling way



### **Training #8 - The 10-Day Promo Blitz Blueprint for How to Promote Your Freebie**

Training #8 - The 10-day step-by-step formula for how to promote your new lead magnet on social media, featuring the 10-day Freebie Promo Blitz Strategy







### **Training #9 - Test out Your Offer with Beta Testing to Build Trust Before Selling**

Training #9 - Use beta testing to build trust and generate social proof ahead of the sale, get your potential clients feeling included in the process and easily sell the full product later

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## FITNESS BUSINESS ACCELERATOR (FBA)

	<p><b>Training #10 - Product Development: Knowing What to Sell + How to Make it Compelling</b></p> <p>The who, what, why and how of creating your first product or program outside of 1:1 coaching, including group coaching, challenges, courses and DIY or self-paced products</p>
	<p><b>Training #11 - Monthly Memberships for Generating Ongoing Monthly Revenue</b></p> <p>How to start, build and promote a continuity monthly membership, including retention tools, plus some key criteria that should be in place before launching</p>
	<p><b>#Training #12 - The JillFit 11-Day Product Launch Formula for How to Launch your Program</b></p> <p>The signature JillFit 11-Day Launch Formula, including the step-by-step process for email strategy, social media strategy and how to predict your outcomes based on numbers/leads</p>
	<p><b>Training #13 - Intro to Paid Traffic + How/When to Use It</b></p> <p>This week's training was hosted by Andy Franco, ads genius and Jill's personal paid traffic team leader, general overview of FB and IG ads and when and how to start ramping them up</p>

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## FITNESS BUSINESS ACCELERATOR (FBA)

### FBA is about 2 things: ACTION + RESULTS

- No extraneous or overwhelming education, just #GSD
- I'll be asking a lot of you, I hold my students (+ myself) to a high standard!
- But you WILL take more action in 6 months than you have in your entire life! Guaranteed.
- 90% of students start generating revenue online within 30 days
- And you WILL be signing clients, creating courses and getting better and better at all these business skills (remember, you're not supposed to know how to do this stuff!)
- And I'll be with you every step of the way - now is the time!

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## AND FINALLY, REMEMBER ...

### Social media is NOT a business

- A business is a business = sales, marketing, copywriting, lead gen, email marketing, revenue, course creation, scaling, team building, legal, growth and more!
- If you got a lot out of the #FreshFormula (free stuff), think about what it would be like to be steeped in this kind of **education, value, strategy and SUPPORT** for months (you'll have lifetime access) while you build all the other parts of your business ...

I GOTCHU. FBA is the solution.

Questions?