

The #FreshFormula

Training #1: Intro to The Trust Business and How to Offer Solutions People Need Now

Jill Coleman, MS

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What's Happening

- **The 3 S's:**
 - **Training #1: SOLUTIONS + Attraction Marketing** – Defining what you're going to be known for in the space, establishing authority + attracting the people who need you
 - **Training #2: STORIES + Ideal Client**– Understanding your ideal client inside and out, and creating relatable content that connects + shows them how to be successful
 - **Training #3: SERVICES + Selling** – Identifying what services you will offer to monetize, how it will be delivered and putting yourself on the hook to make it happen ASAP
- **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)
- **THURSDAY NOVEMBER 5TH:** Invitation to join me in 2021 for a 6-month business-building coaching program called Fitness Business Accelerator (FBA) – more details to come!
 - **Starts January 4th***

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What We Won't Be Tackling in #FreshFormula

- Big projects like building your website, establishing your LLC, automating things, hiring people
- Taking more than 30 minutes to #PressPublish on something (seriously, a timer is needed)
- Stressing about who thinks what/managing other people's perception or expectations
 - Give yourself 2 weeks to give zero fucks and see what happens!
- Skipping homework because we "don't have time" - you're #GSD, remember?
 - Put that shit on your calendar 30 minutes per day 5x/week
 - DO IT RIGHT NOW

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Hi, I'm Jill!

- **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
- **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 and FB business page
- **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 \$200,000 into mentorship, coaching, and business education

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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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So, You're New. Welcome!

- **What you don't need to stress about right now:**

- A website
- An email list (yet)
- A huge audience/"strangers" to sell to
- SEO/blogs/a podcast/a YouTube channel
- Professional polish/services – you can add more glam once you make money
- A team or to outsource stuff (yet)
- Courses and DIY products
- Perfection – QUANTITY BEGETS QUALITY

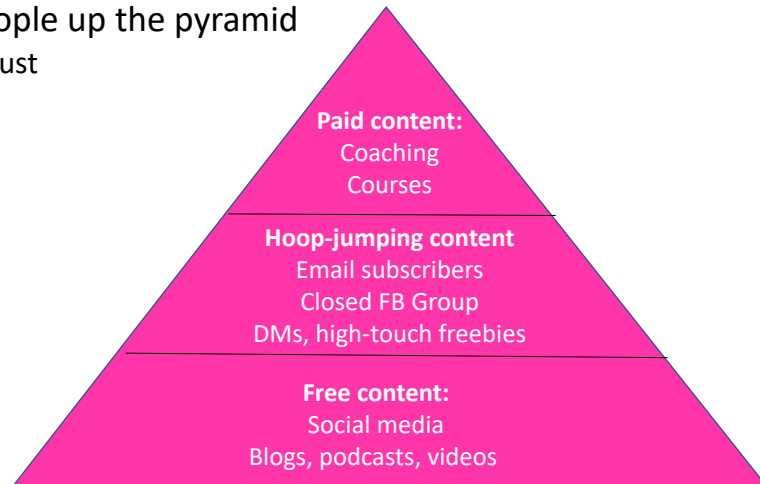
- **What you DO need right now:**

- Free social media accounts – at least IG and Facebook
- A way for people to connect with you (DMs, Messenger, Text #, email)
- At least a 1:1 coaching offer
- CONSISTENCY AF

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Overview of Internet Business – How It Works

- We move people up the pyramid
 - Based on trust



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Welcome to The Trust Business

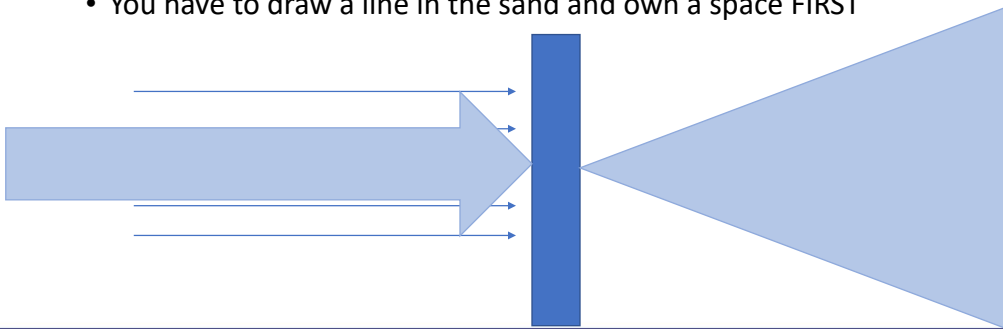
- **People buy from those they know, like + trust**
 - YOU have people RIGHT NOW in your inner circle who know, like and trust YOU – friends, family, acquaintances, etc. = you CAN make money without a huge audience
- **But to increase trust (and therefore more sales), you need:**
 - The Pratfall Effect: Authority + Relatedness
 - The 3 S's of Content Creation
 - Solutions*
 - Stories
 - Services
 - Consistency – 1%-er action
 - You are an actual real expert
 - Transparency marketing

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Solutions: Your Expertise + Content Creation

You have to be break through the TRUST BARRIER with one thing FIRST

- Being multi-passionate is fine, being multi-creative is not (at least not at first)
- What are you going to be known for in the space?
- What transformation are you the ABSOLUTE BEST at facilitating?
- You have to draw a line in the sand and own a space FIRST



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Solutions: Your Expertise + Content Creation

- What are you the absolute BEST at?
- **The Niche + Pitch Exercise (HW):**

Ideal Client Avatar (ICA) Who you help Get specific	Who you don't help Get specific
What exactly you help with What are you the absolute BEST at? What transformation are you the BEST at facilitating?	What are you NOT the best at? What will you refer out for? What do you NOT do?

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Solutions: Your Expertise + Content Creation

What are you the absolute BEST at?

- Think back to any clients you've worked with in the past ... what outcomes have you facilitated?
- What FAQs do you get asked?
- What are the common concerns of the person you want to reach?
- Write down a list of at least 20-30 common questions/concerns people have about health, fitness, nutrition or your area of expertise (HW)

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Solutions: Your Expertise + Content Creation

How should you deliver "Solutions" posts?

- Attraction Marketing – the people who would ask or be curious about these topics will read/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
 - The faster you cull the herd, the better connections you can create with potential customers
 - Share at least 2 posts this week answering one of your FAQs in Q&A format:
 - E.g. "WHAT SHOULD YOU EAT AFTER YOUR WORKOUT?" And then answer it, as if that person was right in front of you – be the expert!

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Posting “Mindset” Mantras

- You’re new, no one knows what you’re about yet, so they’re going to be gun-shy about commenting or reaching out
 - That’s normal and okay. Don’t expect to get hundreds of Likes and comments.
 - It’s not personal. It’s just part of the process. Stay clinical.
- The name of the game is consistency: *“Post and move.”*
 - You are starting to build a body of work, every post or story goes into the collective, with people deciding, “Do I trust Jill? Can she understand me?”
- Quantity begets quality – the more reps you get, the closer you get to connecting with your ideal client
- Getting overly focused on a single post will make you miserable
- Give yourself max 30 minutes and if it’s taking longer than that, walk away and come back later with fresh eyes

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Homework:

1. Complete the Niche + Pitch Exercise to the best of your ability
2. Write a list of 20-30 FAQs or common concerns of people you’re trying to help or reach
3. Ask at least 3 A/B polls in your Instagram stories to start doing some market research, e.g.:
 - “I’m asking a few quick questions for my business course today, and your honest feedback/responses would really help me out. Thank you!”
 - Which do you struggle with more: exercise or nutrition?
 - Which do you prefer: weight-training or cardio?
 - How much time can you dedicate to training each week: 1-2 hours or 3-5 hours+
 - Which do you experience more: cravings for sweet or cravings for salty?
 - **This “trains the click” and you can also screenshot those polls to see who your early adopters might be!**
4. Post at least TWO “Solutions” posts this week!

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Questions?

- Post your homework in our closed FB group
- Tag me in your social media posts and use the hashtag #FreshFormula
- Be sure to be on live this Wednesday at 8:30pm EST/5:30pm PST