

The #FreshFormula

Training #3: Identify what services you'll offer, how it'll be delivered + putting yourself on the hook to make it happen

Jill Coleman, MS

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)
- **THIS 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***

Insights from FBA gals who have been building their businesses for 1+ year now

Kathryn Hill 🦋 Hire a coach. Post consistent, relevant content every single day. Show up in stories!

Love · Reply · 5d



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

Love · Reply · 5d



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.

Love · Reply · 5d



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](#)

Love · Reply · 5d



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!



Kristen Mann Wallace 🦋 Just fucking do it. Don't wait until it's perfect or you feel "ready". Do.the.thing.

Love · Reply · 5d



Caitlin Caserta 🦋 100% agree with what Kristen said. Just jump in and learn as you go

Love · Reply · 5d



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

Love · Reply · 5d · Edited



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.



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!



Insights from gals who are 3+ years into building their online businesses

Ashley Fillmore Show up all the time and be clear with your message, who you're helping, and how you do it!

Love · Reply · 5d



Emily Stonecipher There's no right way to do it. Do what feels right and natural to you and your people will find you.

Love · Reply · 5d



Eva Guzman Act like you have 25 clients even when you just have 1 that you are talking about lol

Love · Reply · 5d



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 ✨

Love · Reply · 5d



Jaclyn Ricchio Stover Post without any expectation to make money right away.

Love · Reply · 5d



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.

Love · Reply · 4d



Ali Damron LAc Be consistent. It will feel like you're 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 you're talking to no one. It all pays off!

Love · Reply · 5d



Tina Rizzitano Haupt It's all about connection. You do you. Let your freak flag fly. Show what makes you special and unique.

Love · Reply · 5d



Ali Damron LAc Love that Tina!

Like · Reply · 5d



Tina Rizzitano Haupt Also, give, give, give!

Love · Reply · 5d



Erika Tabur Just fucking start and keep going. You learn as you go. Action is the best teacher.

Love · Reply · 5d



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.



Tyna Moore It's the long game and consistency wins

Love · Reply · 4d



Kelley Vargo Consistency and patience on finding your niche

Love · Reply · 4d



Keri Mantie You don't need a ton of followers, likes, comments or email subscribers to create income and impact.



Ongoing Social Media Strategy

- **The 3-2-1 Method for posting weekly:**
 - 3 Solutions posts
 - 2 Stories posts
 - 1 Services post
- Your Services post shares what you do + how your ideal clients can work w/ you
 - This is about AWARENESS + all these prompts go into the collective
- Types of Services posts
 - Social proof: case study or testimonial – what's the difference?
 - Story about something you're 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)
 - Fishing post – relies on exclusivity
 - Promotional post/announcement about the program (timely, able to be archived later)

Services 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 does not 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?

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

What If Someone Wants to Work with You? What Are You Selling?

3 Types of online offerings:

- 1:1 higher-ticket customized coaching
 - Attraction Marketing: your story + your solutions + CTA--> sales convo
 - \$150-500/mth
- Group coaching/continuity memberships
 - Launch: needs to have a specific outcome, what exactly are you helping with?
 - \$50*-200/mth
- DIY products and self-paced programs/courses
 - Courses, downloads, calendars, videos, membership sites, etc.
 - \$29-499 one time

Your Offer: Nuts + Bolts

Outlining your offer:

- What do they get?
- How is it delivered?
- What outcomes can they expect after consuming it or working with you?
- Naming – hashtaggable name + a descriptive tagline, e.g.
 - #treadLIFT: The Treadmill + Dumbbell-Based Exercise Solution to Burn Fat, Build Muscle and Boost Your Cardiovascular Capacity
 - Fitness Business Accelerator (FBA): 6-Month Beginner Online Business-Building Coaching Program for Trainers + Coaches Who Want to Make an Big Impact and Income in 2021
- Pricing*

How Do You Talk About It in a Compelling Way?

Create context/framing:

- WHY should people care? Value isn't obvious.
- WHAT exactly is the problem? And how is THIS the solution?
- **Ambassador of the problem first, so you can create space to introduce the solution:**
 - E.g. "I talk to women every week who tell me they're constantly falling off the wagon on the weekends with their eating..." (social proof + stating the problem: inconsistency)
 - **Then, contrast with the common solution:** "So many coaches think giving clients a meal plan is all it takes. But you and I know that you can have the all the meal plans in the world, but we won't be able to necessarily stick to them. Because it's not about info—we already know what to eat!—it's about being able to implement."
 - **Then provide the actual solution:** "That's why I felt obligated to create #CleanConsistency, a 6-week nutrition coaching program for people who need not only the how-to but the accountability and troubleshooting of a coach. #CleanConsistency is about results, not about overloading you with more and more information."
 - This is called a **Signature Description** – I'll be teaching all this and MUCH more marketing in FBA

Introduction to Sales

- What do you want people to DO?
 - You have to be direct – what is the next step?
 - DM you? Jump on the phone? Go to this link?
 - Tell them confidently that you want them to buy AND share with them what will happen if they don't take action
- Urgency + scarcity – when is the deal going away? Are spots limited? Will you ever be running this again? Etc.
- Exclusivity – who is this for? NOT for?
- “Act like you don't need the sale.” – because you don't
- Abundance mindset + pivot mindset – manage your expectations and do your best!

Homework

- Come up with a general outline of what your 1:1 coaching might look like:
 - 3 month commitment?
 - How do they access you? How often?
 - Is it customized?
 - What exactly will you deliver?
- Share a SERVICES post!
 - 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)

Introducing ... Fitness Business Accelerator (FBA)

Enrollment opens THIS Thursday Nov 5th - invitation via email

- 6 month business-building coaching program – with **bi-weekly coaching calls with me** directly
- **Customized feedback**, homework assignments + built-in accountability
- **Closed FB community** for connection, resources and brainstorming/sharing
- **New educational workshops every 2 weeks** so you never have to wonder what you should be doing – literally just follow the curriculum
- **Guest presenters** on timely topics
- **Ticket to the JillFit Business Retreat 2021** TBA in Los Angeles*
- For people in year 0-2 of online business

Fitness Business Accelerator (FBA) 2021

What we will be covering:

- Month #1: branding, messaging, content strategy, social media + time management (!!)
- Month #2: Ideal client, attraction marketing, story telling and market research
- Month #3: How to: high-ticket coaching sales, building your 1:1 distance client base
- Month #4: More sales, email marketing, automation sequence and FB advertising
- Month #5: Online course development, perfecting your marketing and sales language
- Month #6: Product launch (!!)

Fitness Business Accelerator (FBA) 2021

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.
- I'll be with you every step of the way
 - Now is the time!
- **QUESTIONS?**