

The Fitness Business Blueprint - Cheat Sheet

Step ONE: ATTRACT

Use the power of SOCIAL MEDIA to attract your ideal audience - from around the world.

Know where your audience hangs out and post there.

Pick 2 or 3 social networks ... show up & really work on them. Some ideas:

Facebook ... Instagram ... LinkedIn ...Pinterest ... YouTube ... SnapChat ... TikTok ... and others!

Where will you post? Pick 2-3 social networks to build on ...

Consistently post - Best practice is 2-4 times a day .

A sample schedule is 7am ... 11am ... 3pm ... 7pm

When will you post? Create a schedule ...

Plan ahead - Don't just post on the fly. Brainstorm your categories - then map out your content month. Some great fitness business category ideas are:

- Motivation & Fitspiration
- Trainer Tips
- Testimonials / client story / client shoutout
- Exercise Explainers
- Workouts
- Healthy eating
- Self-care
- Wellness tips
- Personal / family / connection posts

Every few posts, add in a soft sales pitch

My top Social Media posting tips:

- **REPURPOSE & reuse content.** You don't need to always be creating new content.
- **Connect & BE REAL!** Share YOU. Your voice. Your life.

Here's a sample weekly posting schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7am	Motivation Mon	TrainerTip Tues	Workout Wed	Tasty thurs	Fitspiration Fri	Soft sales pitch	Sunday Stretch
11am	Exercise explainer	Soft sales pitch	Motivation quote	Personal post	Trainer tip	family	Self care
3pm	Client shoutout	Funny quote	testimonial	Soft sales pitch	Exercise explainer	workout	Soft sales pitch
7pm	family	What's for dinner	Wellness tip	workout	testimonial	Healthy snack	Motivation quote

Your turn ... brainstorm your post ideas ...

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

TIP - just start brainstorming what YOU will post about this week. Even if it's not 4 times a day - start with 1 - start building the habit. But Just START.

Remember that content CAN be repurposed & reused. You do not need to always be creating new content.

Step TWO: ENGAGE

I have found the best way to engage with your audience is to use fitness challenges. They build trust, authority, community & connection - and they really skyrocket engagement!

Offer the challenges for FREE! Your participation rates will be much higher. The purpose is to build trust and engagement - then lead into full program sales.

That said - not everyone who starts the challenge will finish it. Expect attrition rates. But - those that do finish & stick it out until the end ... THOSE are your people!

Ideal challenge length = 5, 7 or 21 days

How to create a challenge:

1. Decide WHERE you are going to host the challenge. It should be in a private area - like a membership area, on an app , or my personal fave is simply a private Facebook group.
2. Pick a theme for the challenge - some ideas are:
 - Plank challenge
 - Lunge Challenge
 - Core Challenge
 - Burpee Challenge
 - HIIT Challenge
 - Mobility Challenge
 - Squat Challenge
 - Motivation Challenge
 - Running or step challenge
 - And so many more!

What are some other challenge ideas? Get brainstorming ...

3. Create a calendar of workouts that go with your theme. Short, simple workouts work best for these challenges. Nothing complex or too long. I typically stick to up to 1-3 exercises each day.
4. Write out your daily posts to share the workout of the day & inspire participation. I ALWAYS pre-plan the posts before the challenge starts. You want to make sure to NEVER miss a day's post - and life can sometimes get in the way. So always be prepared with your posts & post images / videos ready to go.

5. VERY IMPORTANT!! End EACH post with a call to action. They need to comment something on each day's post. Like post a sweaty selfie after the workout ... or post an emoji how they feel ... or how much they loved the burpees that day ... or which was their favorite exercise .. etc. Remember the purpose of this challenge is to build engagement - so make sure you ask for it when you plan out the posts.
6. When you get closer to the end of the challenge, start sharing details on your upcoming FULL PROGRAM LAUNCH. Let them know this challenge was a 'teaser'. If they want more - and they don't want the party to end - they should come join you in the full program. Sprinkle in details of the program through the last few days of the challenge, with lots of invites!
7. Create a marketing plan of about 5 posts to share to your general audience in the week or 2 leading up to the challenge start date. Create a buzz and pack the challenge with interested participants.
8. On your chosen start date - just start your posting. SHOW UP each day and engage!! That's the purpose! You need to show the challengers that you are there for them - supporting them and cheering them on, everyday! Seeing this commitment to THEM will have them want to commit to YOU when you ask for a sale.

My most important tips with challenges - be supportive. Be engaging. Make your challenge a FUN environment where people want to come hang out. Show up, support & cheer on your challengers.

So now open up a new document and just start brainstorming ideas for your challenge - write your calendar, and create your posts. You've got this!! Just START. Get into ACTION.

When will you start your challenge:

What is your chosen theme:

Step THREE: Create your programs & use them to CONVERT your audience to paying customers

This is where the party kicks into full swing! Everything was background work up until now.

There are 3 parts to this step:

1. Develop the Workout Programs
2. Record, edit & host the workouts
3. Deliver to your clients

Develop your workout programs:

Who is your target audience? Are you going to generalize your program to all - OR - do you have a specific target that you attract?

I am targeting my workout programs to: *(note - this can change from program to program .. but pick 1 to start) ..*

1 - Choose the general theme of the program. Once you know who you are targeting, what type of program would service them best?? Start off by choosing a general theme for your program. Some suggestions to build programs around are:

- specific body part - like a booty or core program
- piece of equipment - like a BANDS program - a kettlebell program - or a bodyweight program
- protocol - like a tabata or circuit program
- fit focus - like a mobility or coordination program
- result - like a shred or strengthening program

Brainstorm some ideas for a general program theme:

2 - Next ... **Start building the program calendar.** This is not specific workouts, yet - just still a general calendar. Open up a spreadsheet and get planning.

- How long will your program be? Ideal length is 4, 6 or 8 weeks.
- How will you break up the days - Body split? Fit focus? Get creative with names
- How many days a week? Be sure to work in rest & recovery days!
- Keep in mind progressive overload - work in phases & build up intensity

An example of a calendar is (this is taken from my XpressFIT Program) ...

Week:	MON	TUE	WED	THU	FRI	SAT	SUN
Phase One: Xpress							
1	Xceed	Legs Xpress	Hiit Xpress	Abs Xpress	Total Xpress	Xhale	Rest
2	Arms Xpress	Abs Xpress	Xceed	Hiit Xpress	Booty Xpress	Xhale	Rest
3	Total Xpress	Legs Xpress	Arms Xpress	Booty Xpress	Xceed	Xhale	Rest
Phase Two: Xtreme							
4	No Xcuses	Legs Xtreme	Abs Xtreme	Arms Xtreme	Total Xtreme	Booty Xtreme	Xhale
5	Hiit Xtreme	Abs Xtreme	No Xcuses	Legs Xtreme	Arms Xtreme	Total Xtreme	Xhale
6	Arms Xtreme	Total Xtreme	Abs Xtreme	Booty Xtreme	Hiit Xtreme	No Xcuses	Xhale
Phase Three: Xtend (adding in OPTIONAL double workouts)							
7	Xceed *Arms Xtreme	Legs Xtreme *Hiit Xpress	Arms Xpress *Abs Xtreme	Hiit Xtreme *Booty Xpress	Legs Xpress *Total Xtreme	Booty Xtreme *Xceed	Xhale
8	Arms Xpress *No Xcuses	Total Xtreme *Booty Xpress	Abs Xpress *Arms Xtreme	Legs Xtreme *Hiit Xpress	Total Xpress *Abs Xtreme	No Xcuses *Arms Xtreme	Xhale

Open up a spreadsheet and start brainstorming how you will divide up your days - and how long you want your phases & program to be ...

NOTE! You'll notice that I REPEAT workouts throughout the program. I think this is very important as I want my clients doing the same workouts again. I want them tracking their performance in each workout and seeing a difference in how strong & fit they are as they go through the program. So don't be afraid to repeat workouts. I highly recommend you do

3 - Next step ... now start planning the individual workouts.

Take each of those workout names you just listed out - and put each in its own spreadsheet. Then start choosing exercises and building out the workouts.

Decide what timing, rep count, protocols, etc. you will use for each workout.

My top tips for workout creation:

- Best length is 20-30 minutes - so be sure your reps and protocols will fit within that.
- Be sure for the workouts that you are moving in all planes of motion, and they are balanced targeting different muscle groups on different days - allowing for rest & recovery.

Continue building out your spreadsheet and start listing each individual workout.

Ok ... now we have our theme chosen, our general calendar built, and our individual workouts planned. Now time to record!

Record the workouts:

My top TIPS are:

- Keep your background & space neutral coloured, with minimal distractions
- Lighting & sound are KEY!! Make sure you have good lighting & a good microphone
- MUSIC! I found it better to NOT have music in the background. But if you are doing more of a choreographed workout, music might be needed.
- Have a timer to stay on track!
- BE REAL!! People connect with REAL.
- Talk to the camera - and imagine you're having conversations with the participants. Make them feel included in your conversations
- Be VERY energized & motivating!! People feel you! They NEED your energy and enthusiasm!!
- Practice practice practice. If you're not yet comfortable in front of the camera, just keep practicing. It gets easier.

What technology will you be using to record - for camera, lights & sound?

What technology do you need to invest in?

Where will you be recording your workouts?

EDIT the workouts:

- With editing - you can go super fancy with it - with timers, and listing the exercises ... or keep it simple. Totally up to you and what you want to create.
- I do my full program editing in iMovie - and any shorter clips I use Canva. Choose whatever software you prefer and works for you
- I like to create a FULL workout video - keeping editing to a minimum - then I also create a SUMMARY video with just snippets and I use this in my marketing plan as teasers. So my FULL workouts I do not add much editing too- but the shorter teaser videos I do spend more time working on the editing.

Brainstorm some ideas you have for editing. What would you like to add into your videos? What software will you use to do it? What skills do you need to learn to make it happen?

Upload & HOST the workouts:

- Host the workouts PRIVATELY! Ensure that you do not post workouts that you will be charging for on any public settings!! Those need to be behind a paywall - otherwise why would people pay you for the videos when they could just youtube them?
- Sites that work best for hosting are Vimeo or youtube - just make sure they are set to private or unlisted.

Where will you be hosting your videos? Do you have your accounts all set up? What are they?

DELIVER the program to your clients ...

Once the videos are uploaded to vimeo or YouTube, simply grab the link and embed it where you want it to live. Some options are:

- Embed the videos into a website or app in a passworded member area
- You can simply send out daily emails with the program
- You can upload to a private social media group - remember don't post these publicly!

If you do not yet have a website or system to share the program - I've got you covered. We are now offering a full PRE-BUILT website & sales funnel system, with a private member area and all automation already built in for you. Visit the OnlineWorkoutClub.com to learn more ...

What do you plan on using to deliver your workouts? Do you currently have a website or app? What do you need to set up to make this happen?
Brainstorm your thoughts here ...

Phew!! Step 3 was a BIG one!! There was TONS to cover there!! I hope you're still with me ...

If at any point this seems like too much work or you find it overwhelming - there's always the [EASY BUTTON](#).

Remember - if you're interested in shortcutting your success - I've got all this already done for you. You're welcome to smash that [EASY BUTTON](#) at any time ...and I'll load you up with all the content already DONE FOR YOU! All you'll need to do is drop in your own logo - adjust any branding as you see fit - and share away. It's super easy to do.

But let's keep going with our cheat sheet ... There's 2 more steps to go

Step FOUR: Support

If you're looking to create a membership program and you want your clients to stick around, month after month, program after program - supporting them is key!

Options for providing customer support are:

- 1 on 1 through email, phone, in-person, zoom, etc
 - Note that this method is the most time consuming on your part, but does offer the highest level of support.
- In a membership group
 - I LOVE group support methods as then you get the whole group offering support to each other - and removes you from working individually with people.
 - Facebook groups work well here - or membership areas in apps and sites.
 - Building community and team is always a good thing!
- Self support - ie provide them support materials up front
 - I ALWAYS load up the support materials with my programs so people really get everything they need to answer 99% of their questions up front. The more they can answer their own questions, the better!

Support materials to provide:

- Ensure they have the calendar of workouts - with gold star stickers!
- Tracking sheets for every workout! These are SO POWERFUL!!
- Any other guides or info - like a fit test tracker, or nutrition guide.

The more support materials you provide, the more VALUE you add - and the more you tie your whole package & presentation together.

For support - I typically use the group method, and the self-support methods most.

What is your plan for supporting your crew?

Step FIVE: Repeat and SCALE!!

Once you have the first 4 steps rocking, you just repeat it. And it will build like a snowball rolling down the hill - faster & faster - bigger & bigger!

Offer more and more programs. Build out membership sites with all your programs - like the netflix of fitness. Offer so much awesome value that people keep coming back. And keep repeating & repeating.

This is when it really gets exciting! And with the power of online fitness, and this system, it's SO do-able!!

And there you have it - These are the 5 steps to attract your audience ... engage with them ... create your workout programs (your content that converts into customers!) ... how to support them and scale your business!

This process will help you build & create all the content needed for your business.

Does it take work? YES!! Lots of it!! Creating all this content does not happen overnight. It took me 3 years to create all that I have now in my business. But just stay focused - follow these steps and you'll be golden! These tips should help shortcut it for you.

If at any point you would like MORE help and you'd like to smash that **[EASY BUTTON](#)** - it's there for you. Every piece of content that we talk about creating here - It's already DONE. It's already created. And it's all white label, so you simply drop in your own logo and share away in your business as yours. And I'm happy to share it all with you.

Here's the link if you'd like to learn more about the [White Label Fitness Business Blueprint >](#)

There is one more step that fits into this process that we didn't go into detail with. And that's **building out the technical side of things - your website**. This process that we just covered is the CONTENT part. The technical part is another aspect.

If you're looking for help with the technical side of things ... I've got you covered. We have created DIY website templates AND a Total DFY Workout website Solution! [Learn more ...](#)

I want to send you a MASSIVE HIGH FIVE for getting here - to this point. If you're still here with me, you've got the drive & determination to ROCK THIS BUSINESS!! I know you CAN do this!

Whether you're going to rock it out with the DIY method, or you're taking the easy button and going with the white label pack - I'm SUPER excited for you and what you're about to build.

Please know that I am 100% committed to YOUR success. I THRIVE on helping others be successful. Reach out anytime with any questions or if you need any support at all. I am here for you - every step of the way.

To YOUR success,
Stay AWESOME!!!
Ro 😊

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