

## Coach Instructions + Asset Links

Welcome, Coach! So excited for you to experience how White Label Workouts can help YOU in your business.

You're holding the most powerful fitness business tool ... The WLW Demo Kit ... THE KEY to making your life easier and your business more profitable! This is your all-in-one funnel to:

- Grow your audience with scroll-stopping engagement
- Turn followers into clients with a challenge funnel
- Deliver real results with a mini-program
- Practice sales in a low-stakes way (with the option to sell the program!)
- And finally → bridge into a full monthly membership (your core offer).

Over the next few pages, you'll find everything you need to successfully launch this funnel. It's all done-for-you, ready for your branding: posts, scripts, workouts, success guides, sales page templates, and step-by-step instructions.

**Quick Note:** *All your assets are linked right inside these steps (so you can grab what you need, when you need it). At the very end, you'll also find a clean Assets Hub with everything listed in one place.*

You don't need to figure this out alone ... you've got me in your corner. Think of me as your Online Fitness Specialist, behind the scenes making sure your business runs smoother, faster, and more profitably. Together, we've got this. ❤️

Alrighty ... let's get this party started! And feel free to email me with any questions or if you need any extra help at all. I'm here for you every step of the way ...

[Hello@WhiteLabelWorkouts.com](mailto:Hello@WhiteLabelWorkouts.com)

## Step 1: Set Up Your Community Space

You'll need one private group (Facebook, Circle, Mighty Networks, an app with a group function, etc ... it's your choice). This is where the REP UP Challenge, Momentum Week, and all ongoing support will happen.

How to do it:

1. Create a new private group.
2. Give it a clear + fun name like: "[Your Brand] Online Fitness Community."
3. As people sign up, invite them into the group.

💡 Pro Tip: Use the same group for REP UP and Momentum Week. It keeps your community in one place, and new leads naturally roll into your paid offers.

## Step 2: Add Your Sales Pages

This funnel has two simple pages you'll need to set up on your website:

1. **REP UP Lead Capture Page** (for your free challenge)
  - Purpose: collect email addresses before people join the group.
  - Why: your email list is gold — it's how you'll follow up, invite to Momentum Week, and sell future offers.
  - **ASSET:** [Click here for the REP UP Lead Capture Page template >>](#)
2. **Momentum Week Sales Page** (for your \$7–\$27 upgrade)
  - Purpose: give people the details, collect payment, and grant access.
  - Why: charging even a small fee builds buy-in and gives you sales practice.
  - **ASSET:** [Click here for the Momentum Week Sales Page template >>](#)

How to do it:

- Swap in your brand name, logo, lead capture and checkout link (Stripe, PayPal, etc.).
- Don't overthink design. Simple, clear, and branded works best.

💡 Pro Tip: Test your pages! Sign up yourself once so you can see exactly what your clients will experience.

## Step 3: Brand + Prep Your Assets BEFORE you start

Before you run your challenge, make everything yours. We have found it much easier to run these challenges when everything is prepped and ready BEFORE the challenge starts. That way there's no stress throughout. It's all ready to go.

**Asset:** Here is your [CONTENT POSTING GUIDE >>](#)

This document link contains the full 14 day process - with all your posts, DMs and emails PRE-written for you, as well as all the images and videos to go along with them. You will see the links right in each day's post to edit & download the accompanying image/video.

**For the written posts** - You're welcome to use as is - OR - edit and make your own. Use your own voice if you prefer.

**For the images & videos** - you have full freedom here. Always replace the logo placeholder with your logo ... and then you're welcome to adjust any fonts, colors, or styling to match your brand .. or keep as is.

Notes on IMAGE & VIDEO Uploading:

- **REP UP post images + demo clips** → These can be uploaded directly into your private group each day, along with the post.
- **Momentum Week FULL workout videos** → must be uploaded to a PRIVATE video hosting site - NOT IN THE GROUP - and NOT anywhere PUBLIC!!

**⚠ Very Important: Momentum Week full workouts must never be public.** WHY?? This is PAID for content - that many coaches are selling. If someone can find it free publicly, it ruins the whole system for everyone. Please play by the rules and keep things fair for all. ALL our white label FULL LENGTH workouts must always be NOT public.

- Upload them as Unlisted on YouTube or Vimeo, OR inside a password-protected member area/app.
- Do not upload them as Public on YouTube, Vimeo, or Facebook.
- Do not share direct download files without protection.

Think of it this way: REP UP clips are your free samples, Momentum Week workouts are your paid product. Protect them like you protect your income.

**💡 Pro Tip:** Do this branding + uploading once, and you can run this funnel again and again without touching the assets.

## Step 4: Run the 14-Day Flow

This Starter Pack is designed to run over two weeks ... and here's the flow:

### Week 1 → REP UP Challenge (Free)

- Daily posts with short demo workout clips to start to build engagement, community & trust in YOU
- Friday = celebration + teaser for Momentum Week

### Bridge Weekend

- Saturday = Momentum Week invite post
- Sunday = urgency post (“we start tomorrow”)
- DM scripts provided for follow-ups

### Week 2 → Momentum Week

**(We encourage you to charge a small fee for this - recommended to charge \$7-27)**

- Continue to make the daily posts as provided in your group - HOWEVER!! **DO NOT include the full workout video here as some people in your group may not be paying participants** (unless EVERYONE upgraded - which is awesome!!).
- The full workout video links will be in the EMAIL you send to paying participants
- The group posts just keep the conversation going - and instill FOMO in those that didn't upgrade.
- Participants press play on full workouts via their private link in their email
- Friday = finale celebration + teaser for “what's next”

### Post-Week → Upsell

- Saturday = celebration post
- Sunday = reflection/feedback post
- Monday = “What's Next” post → membership invite

All posts + DM scripts are in your [Content Posting Guide](#). Just copy, paste, and personalize.

## Step 5: Deliver Momentum Week to Paying Participants

When someone registers for Momentum Week, they need:

- **Asset:** [The Success Guide PDF](#) → Edit in Canva - brand to you and share
- **Asset:** [The 5 Full Workouts](#) → Download from my Vimeo (password **WLWdemo123!**) and upload to your site / youtube / vimeo / app ,etc. Do NOT just give my link. IMPORTANT!!!! ENSURE these videos are behind a login and NOT publicly accessible!
- **Asset:** [Custom THUMBNAILS for the videos](#) - You do not need to do any branding of the actual videos, unless you choose to. However - we DO recommend that you add a CUSTOM THUMBNAIL that has your logo on it.

How to send this info to your paying participants:

- Use the **Participant Welcome Email** ... simply change the links to yours → **PAGE 15** of the [content posting guide](#)
- **Send it immediately after they sign up** (don't wait ... excitement is highest at purchase).

## Step 6: Be the Coach!

This is where YOU shine. The content is done-for-you, but your energy is what makes people stay.

- **Cheer loudly** → reply to comments, tag participants, drop GIFs.
- **DM personally** → even a quick “Great job today!” makes a difference.
- **Celebrate wins** → screenshot progress posts and use them later as testimonials.
- **Don't stress perfection** → your real, supportive presence is what people want.

💡 Pro Tip: Think of yourself as their loudest cheerleader. Coach Ro delivers the workouts, but YOU are the reason they'll keep showing up. YOU are the ones there supporting them and guiding them each and every day. YOU are their coach. Ro is your team mate.

## Step 7: Assets Hub (Quick Recap)

Here are all of your assets in one place:

- [REP UP Lead Capture Page Template](#) →
- [Momentum Week Sales Page Template](#) →
- [14 Day Posting Guide \(with posts and all images & video template links throughout\)](#)
- [Momentum Week Workout Videos \(Vimeo\)](#) → password **WLWdemo123!**
- [Momentum Week Success Guide \(Canva\)](#) →
- [Quickstart CHECKLIST](#) →

## Step 8: Your Next Step as a Coach 🚀

Momentum Week isn't just for your clients ... it's for YOU, too. You've just sold them on the power of structure, accountability, and fresh workouts.

But here's the thing → they'll want to keep going. And that's where the WLW Playbook Membership comes in.

When you upgrade to the Playbook, you'll get:

- A brand-new 7-day fitness challenge every month
- A fresh 4-week workout program (full-length workout, success guide, trackers, and more)
- An ebook or guide to attract new leads
- A full social media content calendar
- Sales/marketing copy + posts to keep your funnel flowing

In other words → everything you need to turn Momentum Week into a recurring, profitable membership. Fresh new content - each and every month.

Your clients are already asking, "What's next?" ... and with the Playbook, you'll always have the answer. When you're ready, the Playbook turns this 14-day demo into a full monthly business system.

[Learn more & Upgrade to the Fitness Business Monthly Playbook here >>](#)

## Final Word

Follow the steps, use the assets, show up for your people, and you'll see how simple (and fun!) it can be to run a challenge, sell a program, and grow your fitness business. Let's go, Coach. You've got this ... and I've got you. Always ❤️

Ro ~ Your Online Fitness Specialist  
Founder & CEO, [WhiteLabelWorkouts.com](http://WhiteLabelWorkouts.com)  
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