



Your Gym 2.0 Worksheet—Part 2

“Don’t find customers for your service. Find services for your customers.” —Seth Godin

Your coaching business is like a building with four cornerstones: nutrition coaching, group exercise coaching, personal exercise coaching and online coaching.

Exercise 1: Seed Clients

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Exercise 2: Client Goals

Client Name

Client Goal

Client “Why”



Exercise 3: N, G, P, O

Look at each of the Seed Clients on your list in turn and ask yourself a question: "Does this client need nutrition coaching to reach this goal?" If yes, write a big N beside the name.

Then ask yourself, "Does this client need group coaching to reach this goal?" If yes, write a big G beside the name.

Then, "Does this client need personal coaching to reach this goal?" If yes, write a big P beside the name.

Exercise 4: Rocks, Pebbles, Sand and Water

Exercise 5: NGPO for All

Total N's: _____

Total G's: _____

Total P's: _____

Total O's: _____

Exercise 6: Get Qualified

Qualified for N?

Qualified for G?

Qualified for P?

Qualified for O?



Exercise 7: Pricing

List your new prices. A sample can be found on the following page.



[Gym name]
Online Coaching Program

Level	Silver \$165/month	Gold \$225/month	Platinum \$290/month
Individually Tailored Workouts Sent Weekly	✓	✓	✓
1 Mobility Routine/Week	✓	✓	✓
Weekly Video Instructions With Movement Demos	✓	✓	✓
Access to Digital App for Tracking Progress	✓	✓	✓
Email Communication With Your Coach	✓	✓	✓
Weekly Check-Ins With Your Coach Via Preferred Contact Method	✓	✓	✓
1 60-Min. Virtual Personal Training Session/at [Gym Name]	✓		✓
Individualized Nutrition Plan		✓	✓

Additional Add-Ons:

1. 30-min. (\$45 each) or 60-min. (\$65 each) personal training sessions. Choose virtual or in gym.
2. Group classes in the gym (CrossFit classes might require prior on-ramp sessions):
 - 4x per month—\$49
 - 8x per month—\$89
 - 12x per month—\$119