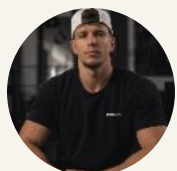


STRENGTH ACADEMY

CASE STUDY • FOR COACHES WHO TRAIN PEOPLE IN PERSON AND WANT ONLINE INCOME TOO

5 online clients on top of a full in-person schedule

Patrick coaches 15 clients in person. In March he took on his first online clients, to earn more from the hours he already works. He now coaches 5 of them.



Patrick Cornes

Personal trainer and CrossFit coach



IN NUMBERS

15

clients in person

AS REPORTED BY PATRICK

5

online clients since March

AS REPORTED BY PATRICK

38

PRs logged by his online clients in 6 months

FROM THE APP, 26 OCTOBER 2026

60%

less time spent programming

AS REPORTED BY PATRICK

BEFORE

Patrick coached CrossFit and worked the front desk of a commercial gym. He moved into personal training, almost all of it in person.

He had never coached anyone online and had no system for it.

GOING ONLINE

He wanted more income without more hours on the gym floor. He set up his coach page, wrote his blocks once in Strength Academy and gave each new online client their own copy.



RESULTS

- 5 online clients since March, next to his 15 in-person clients.
- His online clients logged 38 PRs in the last 6 months.
- He plans to move his in-person clients onto Strength Academy as well, because he finds it easier than the tool his gym uses today.

WHAT PATRICK USES MOST

01 **Macrocycles and week duplication**

He writes a block once and copies it, so a new online client starts on a ready block instead of costing him an evening of writing.

02 **Video review**

Online clients send their lifts and get feedback on the video. It is the closest thing to standing next to them.

03 **Coach web page**

The page people find him through when they want to train with him online.



5 online clients on top of a full in-person schedule

Patrick Cornes, Personal trainer and CrossFit coach

AT A GLANCE

Background	CrossFit coach and gym front desk, now personal trainer
Clients today	15 in person, 5 online
Online coaching before	None
Why online	More income
Online since	March 2026

Set up your coaching like Patrick

Start your 14-day trial: strengthacademy.app/coach-onboarding
Book a free setup call: strengthacademy.app/book