

STRENGTH ACADEMY

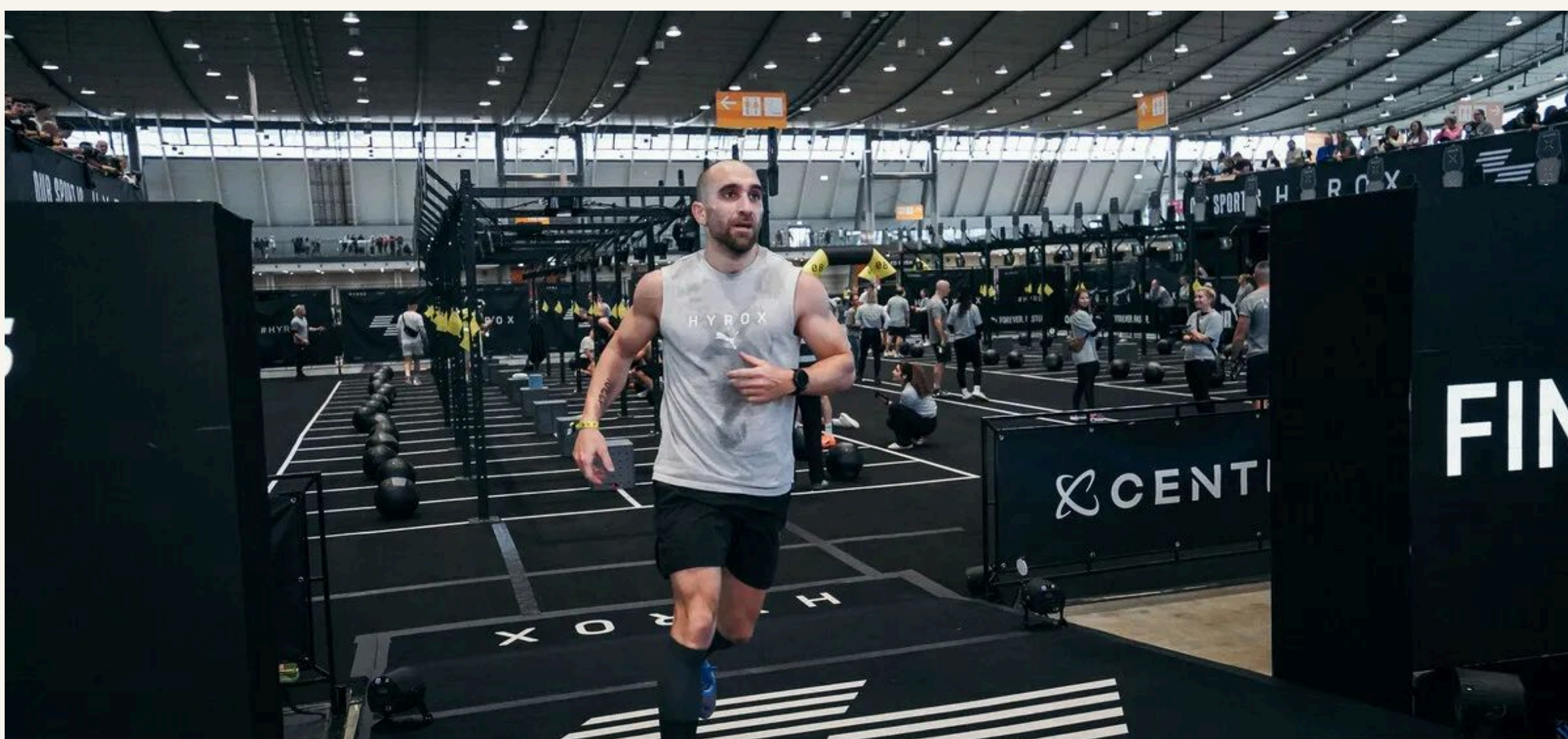
CASE STUDY • FOR COACHES WHO WANT THEIR FIRST ONLINE CLIENTS

4 online coaching packs sold in his first 3 weeks

William had never coached anyone online. Three weeks after he put his coach page in his Instagram bio, four people had bought his 12-week online pack at €400 each.

**William Boirat**

Personal trainer, former commercial gym manager



IN NUMBERS

4

12-week packs sold

AS REPORTED BY WILLIAM

3 weeks

from the first link to the fourth sale

AS REPORTED BY WILLIAM

€400

per 12-week pack

AS REPORTED BY WILLIAM

60%

less time spent programming

AS REPORTED BY WILLIAM

BEFORE

William managed a commercial gym, then left to work as a personal trainer. Every client he had, he trained in person.

His programs lived in Excel. Selling coaching online was something he had never tried.

GOING ONLINE

He built his coach page with the Strength Academy website builder and put the link in his Instagram bio. The page shows his 12-week pack, the price and how to start.



RESULTS

- 4 packs sold in 3 weeks, at €400 each.
- 2 buyers found him online and had never met him.
- 2 were people he knew who already trained. They saw the page on his Instagram, asked him about it and signed up through it.

WHAT WILLIAM USES MOST

01 **Macrocycles and week duplication**

He plans the 12 weeks of the pack once. Each new client gets a copy he adjusts, so the writing does not start again from zero.

02 **Video review**

Clients film their sets and William answers on the video. On a remote pack, this is the part that feels like coaching.

03 **Coach web page**

It is the one link in his Instagram bio, and all four buyers came in through it.



4 online coaching packs sold in his first 3 weeks

William Boirat, Personal trainer, former commercial gym manager

AT A GLANCE

Background	Commercial gym manager, then in-person personal trainer
Online coaching before	None
Programs before	Excel
Offer	Fixed 12-week online coaching pack, €400
Where buyers came from	His coach web page, linked from Instagram

Set up your coaching like William

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