



One platform, one offer, one call to action

Most new coaches post training content with no invitation. People see your lifts, not your coaching. Fix it by making three things the same everywhere: where you post, what you sell and how people ask.

Apply it.

1. Pick the one platform where the people you want to coach already spend time. For many coaches that is Instagram. Write it down and pause the others for 12 weeks.
2. Choose one word people send you to ask about coaching, a word nobody else uses on your account.
3. Write your bio in this shape:

SAY IT

"I help who go from where they are now to where they want to be in time. Message me your word for details."

4. Post three to five times a week as a starting split, not a rule: about half teaching (how you think, how you program), about a quarter proof and your own training, about a quarter a plain invitation.

SAY IT

"I coach people like you. Message me your word."

5. Use stories every day: one to three slides of what you or your clients are doing, then one slide with the invitation.

Illustrative example, not a client. A coach writes: "I help adults who train on and off go from skipping sessions to three a week in 12 weeks. Message me STRONG for details." One platform, one promise, one word.

In the workbook: Exercise 1, Your lane.

How the app helps. The promo page builder and the storefront give your bio link a page with your offer on it.

NEXT IN THIS PACK

Part 2. Sell a fixed-term result