

A woman with dark hair tied back, wearing a white tank top, is lifting a black kettlebell with both hands. She has a focused expression. In the background, a man is blurred. The image is part of a social media post from @scwfit, with the URL scwfit.com/MANIA at the bottom.

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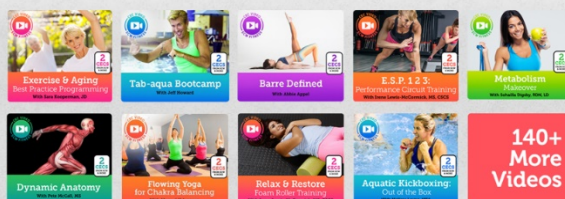
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An object at rest stays at rest. An object in motion stays in motion.

-Sir Isaac Newton

Step 1: Identify who you want to serve

- Create your Ideal Client Avatar
- What are their biggest problems?
- Why are you their solution?

Step 2: Create your system

- Developing a unique Training Map
- Where are they now?
- How long to create to change and success
- What is their "wow" transformation?

Step 3: Set up your sales strategy

- Service based vs. Program based
- One time payment vs. Package payment vs. Recurring payment
- Reverse engineer income goals to determine pricing
- Pricing is subjective to each fit pro and their audience

Step 4: Success Systems

- Marketing: Social Media, Landing Pages, Linktree
- Payment Processing: Stripe/Paypal
- Online Platforms: Zoom, Vimeo account
- Tech: Proper lighting, microphone, regular camera phone
- Scheduling: Calendly

Step 5: Work your MAGIC!

- Coach. Educate. Motivate.
- Presentation Projection
- Visual and verbal cuing