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Read Me First

How to use the kit. Order of operations. Non-negotiables.

THE FREE CLIENT ACQUISITION KIT

A 30-day system for online fitness coaches to sign 3–5 new clients using organic Instagram and the people who already know you.

This is a very similar machine to the one we run with our Ascend Partnership clients, but we compressed it quite a bit into a kit you can run yourself.

WHO THIS IS FOR

This is for fitness coaches who already know how to train clients and get them in excellent shape, and now need to fill their pipeline. If you have working knowledge of programming and nutrition, AND EXPERIENCE, but your client acquisition process is inconsistent, you are in the right place.

If you are looking for quick fixes, or a magic hook that does it for you... sorry to disappoint, that's not what we do here.

WHAT'S INSIDE

SECTION	WHAT IT DOES
00 — Read Me First	This page. Order of operations.
01 — The Sprint Plan	The 30-day plan. Weekly targets and the daily checklist.
02 — Offer & Avatar Worksheet	Find your outcome, your mechanism, and who you serve. Then lock the offer.
03 — Content Pack	The philosophy, the format library, and the hooks.
04 — DM Setting Playbook	The full DM setting playbook. Warm only: launch, warm, and reactivation. The volume math.
05 — Sales Call Script	The one-call close (45–60 min) and the objection matrix.
Sprint Tracking Sheet (<i>companion Google Sheet</i>)	The scoreboard for the Sprint. Daily inputs, weekly rollup, tier targets.

ORDER OF OPERATIONS

Run these in order. Skipping one is how the Sprint fails.

- 1. Day 0: Lock the offer.** Fill in the **Offer & Avatar Worksheet**. Start with the questions about you. If you can't finish it, you don't have an offer yet, and DMs won't fix that.
- 2. Day 0: Build your warm list.** Friends, family, old college mates, past coworkers, people from your gym, past leads, past clients. Write the names down. This is your pipeline for the month. (How to build it is in the **DM Setting Playbook**.)
- 3. Day 0: Build the sheet.** Open the **Tracking Sheet** and confirm your tier targets. 30 minutes.
- 4. Day 1: Open the Sprint Plan.** Read the **Sprint Plan** and schedule Week 1 in your calendar before you do anything else.
- 5. Day 1: Print the daily checklist.** Run it the same way every weekday. The checklist is in the Sprint Plan.
- 6. Every day: Run the four motions:** Content → Outreach → Follow-up → Calls. In that order.
- 7. Friday of every week: Review.** Look at the Weekly Rollup. Find the one input that's off. Fix it in the next week.

NON-NEGOTIABLES

- Lock the offer first. Don't DM with a fuzzy offer.
- Warm only. Every DM goes to someone who knows you, engages with you, or has talked to you before.
- Run the DM volume table as written. The math is the math.
- One call. 45–60 minutes. Diagnose before you pitch. Always.
- Update the tracking sheet daily. The sheet is the scoreboard.
- If you fall behind, fix the input. Don't blame the audience.

WHAT TO DO AFTER 30 DAYS

By the time you're reading this section, you've got two choices:

- Treat this kit like “good information” and go back to scrolling, like most people do.
- Or run the 30-day Sprint, track your numbers, and build a real acquisition engine.

Do the second one.

Now, after you've actually run it for 30 days, you're going to land in one of three buckets:

1. You hit (or beat) your tier's target and you're thinking, "How do I make this my new normal and scale it?"
2. You booked calls and signed some clients, but you know your offer, scripts, or systems are still sloppy.
3. You didn't hit the volume or the calls you wanted because life, emotions, or chaos got in the way.

If you're in 1 or 2, you're probably the kind of coach we build with in our Partnership program.

This kit is free. Working with us is not.

So if you're thinking about getting help beyond this 30-day Sprint, here's who we actually do well with.

● **You might be a good fit if:**

- **You can already help people.** You're not "thinking about getting certified," you're coaching already.
- **You've made some money from coaching.** Could be \$1–2k months, could be \$20k+. We have different programs for different levels. I don't care about the exact number as much as I care that strangers have paid you and been happy. We can't scale something if we don't have proof of concept.
- **You'll track your numbers.** If you won't open a sheet and log posts, DMs, calls, and sales so that my team and I can provide S-tier feedback, we can't help you.
- **You're done with shiny-object syndrome.** No more bouncing between 72 different strategies. You're ready for real hands-on direction.

● **How to apply**

If you read that and feel like a fit, and you want help installing this acquisition machine in your business, click below and fill out the application.

APPLY FOR ASCEND PARTNERSHIP →