



02

Offer & Avatar

Find the outcome you sell. Lock the niche, the promise, and the program before you DM anyone.

OFFER & AVATAR WORKSHEET

Most coaches lose 6 months of revenue because they can't finish this worksheet. Don't skip it. Don't "come back to it." Lock every section before you send your first DM.

The biggest thing this worksheet does is give you certainty about **who** you're going to work with. Most coaches never get that certainty, so their content, their DMs, and their calls all stay vague. Answer these honestly and you'll know who you serve, what outcome you get them, and how you get them there.

Pick **one** niche. **One** outcome. **One** program. You're free to expand later. You are not free to stay vague.

***Note:** "ideal client" and "avatar" are used interchangeably throughout. They mean the same thing.*

START WITH YOU

● Find your outcome

Before you figure out who you serve, figure out what outcome you can actually get someone. The answer is usually sitting in your own story, or in the problems people already bring to you.

What's something that you used to struggle with, or are currently getting out of? (Health, fitness, or mindset.)

What do your friends and family usually come to you for help with in terms of their health, fitness, and mindset?

Are you confident that you can replicate these results for somebody else?

☐ Yes

☐ No

How do you know? _____

If you can, that tells you what outcome you're going to get for people. Look for the overlap between your first two answers. If it's a no, pick a result you can reliably get, or go get the reps first.

The outcome I help people get: _____

● Your mechanism

Your mechanism is how you get people the outcome. Your thought process when it comes to fitness, training, and nutrition. It's what makes the way you coach yours.

What's your thought process when it comes to fitness, training, and nutrition?

What do you get your clients to uncover? *(The thing they didn't see about themselves, their habits, or their approach until they worked with you.)*

What style of training do you use, and why?

● The dinner table test

Picture this. You're sitting at a dinner table, and you overhear your family talking about your brand. They don't know you're listening.

What would you love to hear them say about your brand?

What three things do you want to be known for, to help people get results?

1. _____
2. _____
3. _____

These three things go at the top of your offer. They're what you lead with in your content, your DMs, and on your calls.

1. WHO YOU SERVE

Your answers above usually point straight at your person. The version of you from before you figured it out, or the people who already come to you for help. Start there.

● The formula

I help [who: be specific] go from [current painful state] to [desired outcome with a number or proof point] in [timeframe] without [the big objection or thing they hate].

● Why this matters

You shouldn't NEED this to communicate that you're speaking to an audience. Your content should position itself naturally as you speak about the pain points, culture, and themes that your target audience would drift to.

The only reason we have clients map out their offer statement is because **THEY** should know who they're speaking to. The offer statement does not mean anything if the marketing does not reflect it.

● Examples (don't copy these or you WILL NOT get results)

For sanity check only.

- I help **busy male professionals 30–45** go from **soft and skinny-fat** to **visibly leaner** with a **structured 4-day lift** in **12 weeks** without **giving up alcohol, restaurants, or 3am gym sessions**.
- I help **postpartum women** go from **feeling weak and disconnected from their body** to **stronger than pre-baby** with a **30-min/day routine** in **16 weeks** without **needing childcare or doing brutal HIIT**.
- I help **natural lifters under 5'9"** go from **stuck at the same weight for 18 months** to a **clean 8–12 lb lean gain** in **20 weeks** without **dirty bulks or bro-split nonsense**.

● Your turn

- Who: _____
- From (current): _____
- To (desired with proof point): _____
- In (timeframe): _____
- Without (objection): _____

● Why this person?

Why is this the person that you have chosen to serve with your gifts? *(Must be deeper than money.)*

● Map out their story

Run through these before you write a single piece of content for this avatar. The deeper your answers, the sharper your marketing.

- What is the belief your ideal client is stuck with?
- What experiences have shaped that belief?
- Why is your solution valuable to this demographic?
- What's prevented them from achieving their goals on their own?
- How can you earn this person's trust that you can deliver a result?
- When your ideal client falls off a diet, what do they say to themselves? *"See, this proves that I ___."*
- What does your ideal client FEAR about trying to make this change?
- If this actually worked, where would your ideal client be in 90 days?
- What does YOUR ideal client's picture of success look like? *(For some it's a house with 3 kids and a white picket fence. For others it's financial abundance. You must know what motivates your audience.)*
- Has your ideal client tried other programs? What did they hate most? What is their fear about investing again?
- What are your ideal client's hobbies? *(The fat guy ain't just scrolling social media looking for fat loss advice.)*

2. THE CORE OFFER

One program. Not three.

Pay the most attention to the **outcome**. The outcome is what makes the sale. Nobody buys "weekly check-ins." They buy the result those check-ins get them, in a timeframe they believe.

● The offer

FIELD	YOUR ANSWER
Offer name	_____
Duration	_____
Outcome	_____
Price point	\$ _____

● What you actually provide

This is what you're actually doing for people to get them the outcome. Your deliverables.

Build every deliverable off three questions:

- What is the result?
- What is the outcome?
- What is going to help them get the outcome faster, easier, and with less resistance?

List your deliverables:

- Training program: _____
- Nutrition plan: _____
- Check-ins / accountability: _____
- Calls: _____
- Community (if you have one, what are you doing in it to justify the price point?):

- Other: _____
- Other: _____

The test: for every deliverable on that list, ask "does this get them the outcome faster, easier, or with less resistance?" If it doesn't, cut it. More stuff doesn't make the offer better. A clearer path to the outcome does.

3. PROOF

What you'll point to in DMs and on calls.

List 3 results you can speak to today. Real numbers, real names, real timeframes. If you don't have client wins yet, list your own transformation as proof #1 and a friend or family case as #2 and #3.

1. Name + outcome + timeframe: _____

2. Name + outcome + timeframe: _____

3. Name + outcome + timeframe: _____

4. SANITY CHECK

Answer yes or no for each. If anything is no, fix it before sending DMs.

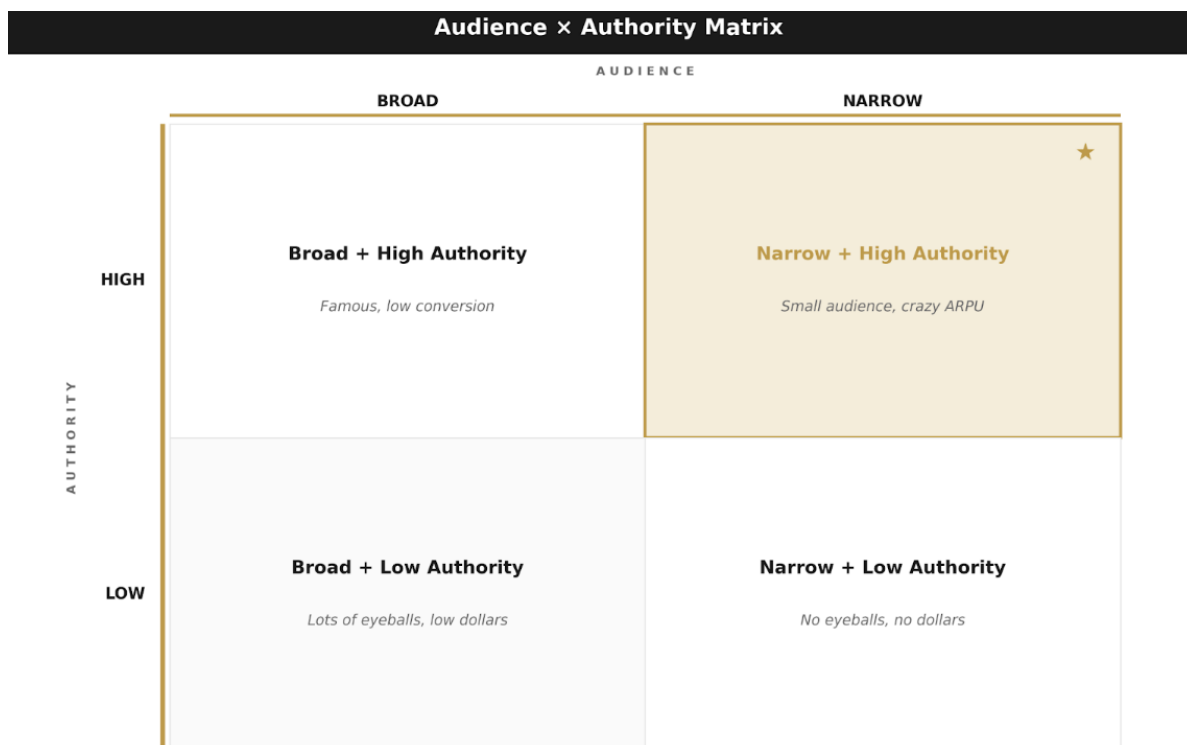
- ☐ You can reliably get this outcome for someone, and you've proven it at least once.
- ☐ You can explain your mechanism in two sentences.
- ☐ You know the three things you want to be known for.
- ☐ A 12-year-old could repeat your positioning statement after hearing it twice.
- ☐ Your outcome is specific and has a timeframe.
- ☐ You have one offer with one price. Not three tiers, not "custom packages."
- ☐ Every deliverable helps them get the outcome faster, easier, or with less resistance.
- ☐ You can name three results.
- ☐ You would buy this offer at this price if you were the avatar. Be honest with yourself here, or this will not work.

On downsells (when needed): You can downsell on a call easily by reducing access to you. Example: a \$3k / 6-month program becomes a \$2k / 6-month version by saying "no texts during the week, weekly check-in Looms only." Same outcome, fewer deliverables. Frames your time as valuable without breaking the core offer.

QUICK NOTES

● "I help everyone get fit" is not a niche

A niche is a temporary marketing constraint we apply to develop authority and visibility in the right space. Niches aren't fixed, they evolve with time. But you **MUST** have some clear authority in the niche you choose. Without it, you're left with less visibility and less authority.



● People buy YOU

Most coaching offers are pretty much the same shit packaged differently. You're selling a transformation to an audience. How good a coach you are will shape the results your clients get and the likelihood they're successful. The real differentiator boils down to your marketing and positioning on the internet.

Fitness coaching is fitness coaching. Don't be boring. Getting people to know, like, and trust you is the most important piece.