



03

Content That Books Calls

Philosophy, formats, hooks, and how to make Instagram stories. Built to make you the breath of fresh air.

CONTENT PACK

Read this first: **this is not a script library.** Templates are the reason most coaching content sounds like AI slop. If I hand you 14 fill-in-the-blanks posts, you'll publish 14 posts that look exactly like every other coach's. That's not the goal here.

The goal is to make content that sounds like *you*, speaks to the *person you actually want to coach*, and challenges some industry norm in a way that makes you the breath of fresh air in their feed.

This doc gives you the philosophy, the pre-video framework, and a library of formats to draw from. The execution is yours. I can't sit next to you and map out every reel, the way I can with my Partnership clients. So treat what follows as guidelines, not rules.

WHY MOST COACHING CONTENT FAILS

Every fitness coach posts the same shit:

- Generic "5 reasons you're not losing fat" carousels
- Time-comparison videos ("I trained for 1 hour vs 4 hours")
- Vague motivation posts that could be from any of 50,000 accounts

It all blends together. The audience scrolls past because there's nothing in any of it that says "*this person gets me.*"

What actually breaks through is two things, and only two things:

1. You challenge an industry norm. You stake a position that the rest of the industry won't. Everyone else says X, you say not-X, and you can defend it. For me, that's organic content. Most of my "competitors" tell coaches that organic is dead and the only way is paid ads. They're making you feel like you're missing out on the unique method only they have. I've built this whole business organically and I'll tell you exactly how. That's a position. (obviously paid ads are worth exploring, but most people jump the gun).

What do you believe about training, nutrition, fat loss, or the coaching industry that the dominant voices won't say? Lead with that.

2. You speak directly to the person you actually want to coach. Coaches complain to me all the time about getting "broke leads" or "people who waste their time." Then I look at their content and it's clearly speaking to broke 19-year-olds with no income. Of course you're getting broke leads. You wrote a post for them.

Your content is a filter. The pain points you describe, the language you use, the references you make. They all signal who this is for. If you want to coach 35-year-old male professionals, your content shouldn't sound like a college lifter's locker room. It should sound like *their* world: the work calendar, the kid in daycare, the bourbon at 9pm, the deadlift PR they're proud of and a little embarrassed about. Don't try to target a person you can't understand, it won't work out for you and you'll look just like everyone else.

Speak to the exact person you want to coach. The audience filters itself. Look directly at the camera, not your face, and DETACH completely from the outcome: views, likes, clicks, hits, etc.

CONTENT IS HOW YOU HANDLE OBJECTIONS BEFORE THEY GET TO THE CALL

This is the perspective shift most coaches miss. Content isn't just "build awareness" or "get views." Every post is doing pre-call objection-handling work, whether you intend it to or not.

A few examples of what this looks like in practice:

- **A vulnerable story you tell** = trust. Less likely they object on the call with "I don't know if I can trust you with this." They watched you be human in a reel last week.
- **A video about how you invested in yourself, what it cost, what it gave you** = handles the "investing in coaching is scary" objection without you ever mentioning your offer.
- **A breakdown of how you got over your own version of their problem** = handles the "I should be able to do this on my own" objection.
- **A piece of content where you call out the exact dumb advice they've been chasing for two years** = handles the "I've tried programs before and they didn't work" objection.

Plan content the way you'd plan a sales conversation. The DM, the call, and the content all run the same script. The content just runs it slowly, in public.

THE PRE-VIDEO 3-STEP FRAMEWORK

Before you film anything, answer these three questions in order.

Step 1. Who am I talking to and what's the message? The avatar from your worksheet. The one specific person. Not "fitness coaches." Not "people who want to lose weight." Specific. And then: what is the *one* thing I want them to walk away thinking? People have enough info out there, people need reasons to act. That's why great content gives people one thing to do, and ten reasons to do it. (not actually 10, but the message is simple: give more reasons than things).

Step 2. What's the intent with this reel? Pick one. Not all three:

- **Virality:** wide reach, top of funnel, hook a stranger
- **Trust:** depth, story, vulnerability, signal you're a real person
- **Conversion:** pre-call objection-handling, push toward the DM or the call

A reel built for virality is structured differently than a reel built for trust. Map this out.

Step 3. What format gets that intent across? Now, you can pick a format. A format is just the medium through which a message is communicated. There are SO MANY formats on the internet. You want to choose formats that hit home for you and that you enjoy.

THE FORMAT LIBRARY (PICK 3, REPEAT THEM)

Don't try to use all of these. Pick **three formats** you can execute well and repeat. Repetition is what builds an audience. A coach who posts the same three formats for 6 months will out-perform a coach who tries 12 formats in 6 months.

Here's the menu. Most of these are video / reel formats. Carousels and statics work too but reels are where attention lives right now. Carousels are good too, but most people suck at making them. I believe that if you learn how to speak, you'll then be able to make a decent carousel.

Mythbust Green-Screen. React to a contrarian take (a screenshot, a headline, a peer's reel) and give your viewpoint. Best for trust and virality. Easy to film, hard to fake conviction.

Relatable Meme Calling Out the ICP. On-screen text + trending audio + a pan to your face. The text does the work. Example I posted recently: "mfs will start coaching for 'freedom' but really have 30 clients and 60 calls a week." That post hit because it named a thing the audience felt but didn't say out loud. Goal: make your ideal client laugh and screenshot. Best for virality and warm-pool building.

Multi-Character POV / Internal Debate. You play 2–3 characters arguing through a decision or an objection. One character is the doubtful version of your ICP, the other is the version that already gets it. I literally did this shit to blow up my account. It works, it's repeatable, it's funny, and you can teach a lesson with it. Best for trust + conversion (you're literally voicing their objections back to them).

Tier List. Rank things S/A/B/C/D on a board. Common targets: training programs, nutrition styles, supplements, coaches' takes, fitness "rules." Strong because it's opinionated by design. Best for virality and authority. Just rank things that the ideal client would actually give a shit about.

Green Screen Reaction. React to a screenshot, headline, comment, or another creator's post. Pure mythbust energy but lower production. Best for trust + authority.

Talking Head + B-Roll Overlay. You talking to camera with cut-aways to footage that supports the point. The reliable workhorse format. Best for trust and conversion. Tone matters a lot here, you can't sound flat. I'd suggest watching videos on communication techniques.

Comparison / "This vs. That". Side-by-side: what most coaches tell you to do vs. what actually works. Best for authority and conversion.

Before/After Transformation Reveal. Client result with the unsexy truth of how it happened. Resist the temptation to make it look magical. Specificity is what sells. Best for conversion.

Q&A / "You Asked, I Answered". Pull a real DM or comment, answer it on camera. Builds the loop where people DM you knowing they might get featured. Best for trust + warm-pool building.

Listicle ("3 Things..."). Tight, structured, scannable. Three bullets. No fluff. Best for trust.

Myth Bust / "Stop Doing X". Direct callout of common bad advice in your niche. Best for virality and authority. Match it with your positioning from above.

Hot Take / Unpopular Opinion (15–30 sec, no context). Drop the take. Don't explain it. The lack of context is the engagement driver. People in comments will fight each other for you, leading to more engagement. But there is a fine line here... remember: what you post on social media will be there forever. Don't just be controversial for the sake of being controversial. It should only be posted if it is a genuine belief of yours and you'd stand firm on it.

POV Format. "POV: you just hired a coach who actually answers his texts." POV: every conversation I have as a personal trainer. Puts the viewer in the scenario. Best for relatability and conversion.

Walking Talkie (Walk + Talk). Filmed walking, casual, monologue. Lower production, higher signal. Reads as honest because it is. Best for trust.

Whiteboard / Diagram Explainer. You draw a concept on a board, an iPad, or Figma. Shows you can teach. Best for authority and trust.

Storytelling Arc (Struggle → Twist → Lesson). A real story from your life or a client's, structured as a 3-beat arc. The most underrated format. Best for trust.

"If I Were Starting Over" / Restart Format. "If I were starting from zero today as a [their identifier], here's the first thing I'd do." Works because it pre-validates the path. Best for conversion.

Silent Text-on-Screen (No Voiceover). Trending audio + bold captions. Fast to make, high reach when the audio is on the way up. Best for virality.

10 HOOK FORMULAS (YOU'LL STILL NEED THESE)

Hooks are important, no shit. But everyone is always after the "magic word/phrase" to blow up their video. Stop looking for it. I also do not recommend people start a video with "alright what should the hook be," because often times you'll get stuck. Editing exists. Film the video first, then you can worry about the hook.

Multiple things make up the hook, people may call them by different things, but the principle remains the same:

Visual: the instant pattern interrupt.

- The object/scene in frame 1
- Your body language/facial expression
- Any movement in the first second

Verbal: what's actually being stated (and, more importantly, how it's said).

- Opening line and tone. It should feel like dropping into a conversation already happening in their head.
- Think: call out, build tension, build curiosity.

Text: what they READ on screen. This is your headline.

- 2–10 words, big, contrast from background.
- Calls out a person, a problem, or a moment.

A "good hook" gets the right person to stop scrolling and pay attention long enough to consume your content.

What makes a good hook:

The University of Omaha Nebraska did a study on what headlines in the news perform the best, Alex Hormozi simplified their findings in his book \$100M Leads...

- Recency (it happened recently)
- Relevancy (it's relevant to your prospects)
- Celebrity (it involves a big name or company)
- Proximity (geographically)
- Conflict (opposing ideas/people)
- Unusual (odd, unique, bizarre)
- Ongoing (evolving stories. Series)

Remember: the topic also matters... sometimes you're not getting views because the topic is shit.

FUCK YOUR "CONTENT CALENDAR" (ALIGNED TO THE SPRINT)

Sometimes your content sucks because you're so focused on "systematizing it" to every last minute detail.

Most beginners build color-coded calendars, pre-schedule everything, and then wonder why the vids don't perform. This is a prime example of planning instead of doing and protecting your ego from feedback. When you pre-schedule shit, you kill that pressure to make today's post killer.

You can NOT systematize something that is BROKEN!

So instead, do this:

Block out a few hours a week to ideate content and watch back old videos you've made + get inspired.

- Rewatch your own old videos and note what did best
- Save ideas from other creators, notice your feelings/reactions to them.
- Recall the events from this past week, past month? Check-ins with clients?

Essentially: ideation sessions are meant to tell us "what do I need to double down on?" and "what do I need to get rid of?"

Then film: document, create, be authentic.

Rules of the calendar:

- One DM trigger per day. At least one story per day must point people to the DM box.
- Avoid explaining the offer super in-depth in a reel. Use reels for authority and pain mirrors. Long-form (YouTube, VSL, lives) is where the offer can get explained in depth.
- Repeat the *structure* of formats that performed. Variation comes from the angle/take/perspective.

STORIES: WHAT TO POST AND HOW TO MAKE THEM

Reels get you seen. Stories are where your warm audience actually gets to know you, and where most of your DMs start. Every story-liker and story-replier is a warm lead.

The board on the next page breaks down the 4 types of stories, how to structure your story sequences, and the strategies that set you apart. Zoom in, it's all there.

The one rule: at least one story per day points people to the DM box. A poll, a question sticker, or a straight "DM me X."

A WORD ON THIS DOC

Don't take this as the bible. These are guidelines to help you get unstuck and start putting content out that doesn't sound like everyone else's. I can't be there for you the way I am for my coaching clients, mapping out individual videos, finding the angle, sharpening the hook with you in real time. So don't read this as a strict set of rules. Read it as a starting point.

Pick three formats. Run the 3-step framework on every reel before you film. Lead with what makes you unique and speak to the person you actually want to coach.

People are on social media to be entertained. If you can entertain *and* educate *and* inspire *and* be a little funny, you've struck gold. Most coaches are pulling off zero of those four. Pull off two and you'll already be ahead of 90% of your industry.