



**12-MONTH**

**BETTER**

**COACH**

**BLUEPRINT™**



**BETTER HUMAN**  
— BUSINESS —

**BETTER** Coach Challenge

**5-DAYS**



**BETTER HUMAN**  
— BUSINESS —

**DAY 1**



**MINDSET & FIRST-RUNG**

**DAY 2**



**BASE NUMBER & BUSINESS MODELS**

**DAY 3**



**SCALE: DOES YOUR IDEA WORK?**

**DAY 4**



**BUILDING THE FOUNDATION**

**DAY 5**



**PUTTING IT ALL TOGETHER: YOUR PLAN**

**RESULT**

What to share in the group

WHAT IS YOUR FIRST RUNG?

WHAT IS YOUR FIRST-RUNG NUMBER (\$)?



**BETTER** Coach Challenge

**5-DAYS**



**BETTER HUMAN**  
— BUSINESS —

END OF THREE FITNESS  
5-DAY BETTER COACH CHALLENGE

# DAY ONE

MINDSET & THE "FIRST RUNG"

# FIRST RUNG



**BETTER HUMAN**  
— BUSINESS —

## STEP 1



WATCH THE TRAINING VIDEO: THE NEW Online Coaching Business Model

## STEP 2



COMMIT: This challenge is ONLY 5 DAYS but will save you time, money, and frustration! Commit to putting in the work for 5 DAYS!

## STEP 3



Follow the instructions in the training to determine your micro-goals:

- **MICRO-GOAL:** The THING you want your **ONLINE CASHFLOW** to Cover; e.g. mortgage, debt, car payment, etc.
- **MICRO-GOAL #:** How MUCH money do you need to cover your micro-goal; e.g. \$100/mo, \$495/mo, etc.

## STEP 4



Write down both of your results in the box below as we will be referring to these numbers again in the challenge.

## RESULT



WHAT IS YOUR FIRST RUNG?

WHAT IS YOUR FIRST-RUNG NUMBER (\$)?



**BETTER** Coach Challenge

**5-DAYS**



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# DAY TWO

BASE NUMBER AND BUSINESS MODELS

# MODELS



**BETTER HUMAN**  
— BUSINESS —

Most Coaches Should Start Here.

	<b>INDIVIDUAL</b>	<b>GROUP</b>	<b>COMMUNITY</b>
<b>PRICE</b>			
<b>RETENTION</b>			
<b>TIME</b>			
<b>BASE NEEDED</b>			

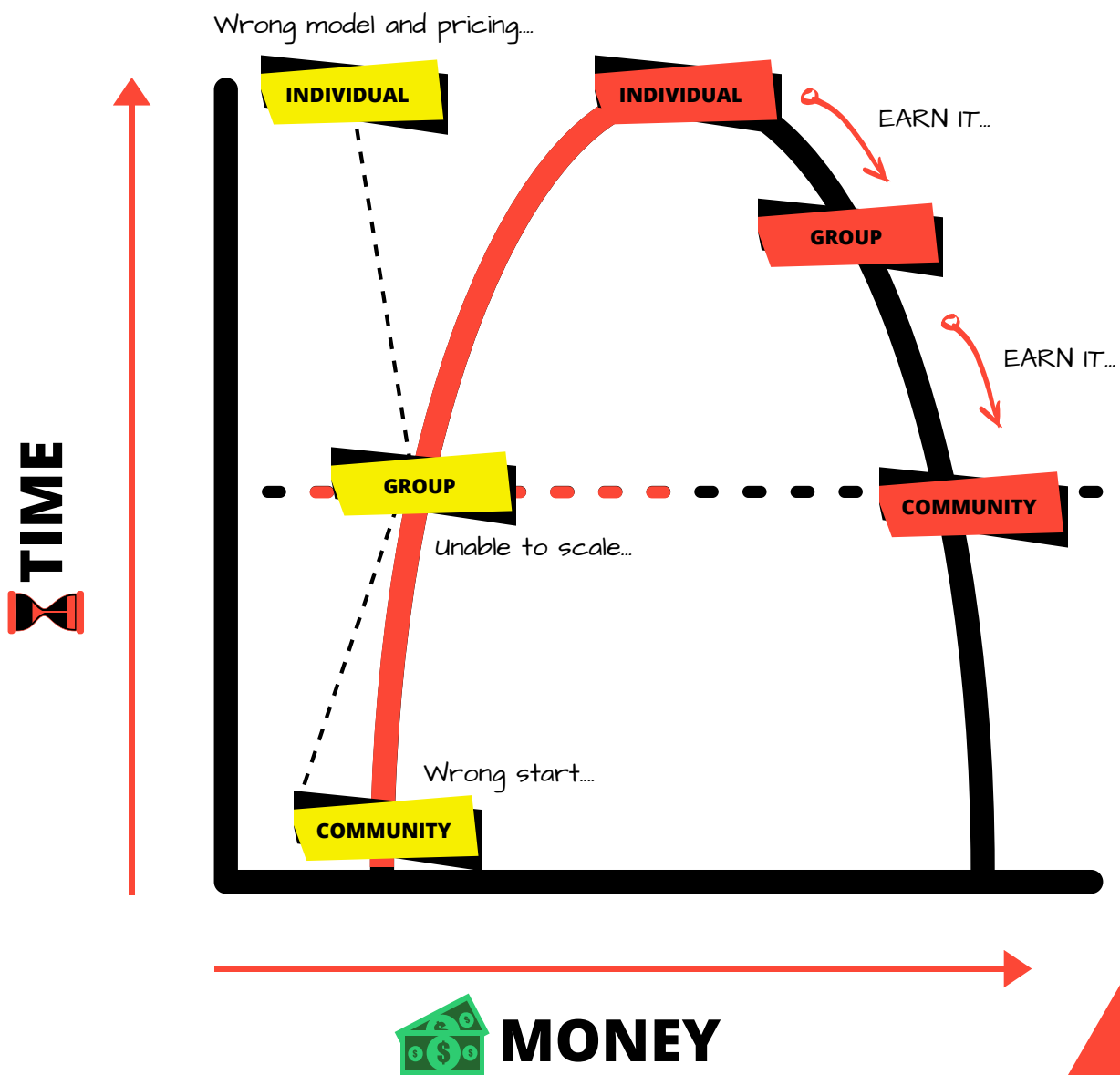
# MODELS



BETTER HUMAN  
— BUSINESS —

**HARD WAY**

**EASY WAY**



# MODELS



**BETTER HUMAN**  
— BUSINESS —

**DAY 2**



**DECISION POINTS!! Let's make a plan!**

What to share in the group

**RESULT**



WHAT IS YOUR BASE NUMBER?

WHAT IS YOUR BUSINESS MODEL?

WHAT WILL YOU CHARGE?

\$



**BETTER** Coach Challenge

**5-DAYS**



**BETTER HUMAN**  
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END OF THREE FITNESS  
5-DAY BETTER COACH CHALLENGE

# DAY THREE

SKILLS & SCALING

**BETTER** Coach Challenge **DAY 3**

# SKILLS



**BETTER HUMAN**  
— BUSINESS —

**DAY 3**



## TEST TIME!

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Strength/ Pre-hab					
METCON					
GENFIT					
Z-Lift					
Daily					

# SKILLS



**BETTER HUMAN**  
— BUSINESS —

**DAY 3**



## From DREAM to REALITY!

What to share in the group

**RESULT**



Minutes

Seconds

TEST TIME

Hours

TOTAL Hours for Micro-Goal

Hours

TOTAL Hours Full-Time

**BETTER** Coach Challenge

**BASE**



**BETTER HUMAN**  
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END OF THREE FITNESS  
5-DAY BETTER COACH CHALLENGE

**DAY**  
**FOUR**

**BASE BUILDING**

# CONTENT



**BETTER HUMAN**  
— BUSINESS —

**What is your NO-FAIL publishing calendar?**

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**What is your niche?**

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**What makes you unique?**

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# DELIVERY



BETTER HUMAN  
— BUSINESS —

**What is your frequency of delivery?**

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**What is your NO-FAIL method of delivery?**

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**Where do you feel comfortable (email, social, youtube, etc.)?**

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# MARKETING



BETTER HUMAN  
— BUSINESS —

**What is your marketing calendar?**

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**What is the scarcity element of your offers?**

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**What are your 6 offers?**

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**BETTER** Coach Challenge

# PLAN



**BETTER HUMAN**  
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END OF THREE FITNESS  
5-DAY BETTER COACH CHALLENGE

# DAY FIVE

YOUR PLAN



# ONE-PAGE BUSINESS PLAN

My first goal is to make \_\_\_\_\_ per month.

I will earn that amount by helping \_\_\_\_\_ (your niche) with \_\_\_\_\_.

I need a base size of \_\_\_\_\_ for my micro goal and a base size of \_\_\_\_\_ for my full-time goal.

I will build the base I need by creating content for my niche. Without fail, I will publish content every \_\_\_\_\_ on the \_\_\_\_\_ channel of delivery. What makes my content unique is \_\_\_\_\_.

AT FIRST, not many will see/hear/read my content, but I will not stop. My main goal in the beginning is to constantly be promoting my FREE and VALUABLE content to as many people as I possibly can!

I am collecting contact information through \_\_\_\_\_ so I will be able to provide my base with more FREE and valuable content and also be able to market to them in the future.

After I have built a sufficient base, I will follow the marketing calendar of \_\_\_\_\_ promotion(s) every \_\_\_\_\_. The offer I have involved HONEST scarcity by \_\_\_\_\_.

My business model is \_\_\_\_\_ (individual/group/community) and I charge \_\_\_\_\_ per month for my service. I provide an amazing service and my clients are well taken care of.

I estimate it takes me \_\_\_\_\_ min to program for one athlete per week. Which equates to \_\_\_\_\_ TOTAL hours per week for my micro-goal and \_\_\_\_\_ TOTAL hours per week for my full-time goal. I am making this more effective and efficient through deliberate practice and education.

I will COMMIT to what I have planned on this page for \_\_\_\_\_ until I move on to something new or have seen success.

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_