



monetization for *Section 2: Build Your Website* gym creators 101

What We're Covering in Section 2

MONETIZATION FOR GYM CREATORS 101

This is everything (kind of, go check out the extra slideshow) you need to build a banger website. Having a professional site linked to all of your platforms makes it feel like a real business.

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Why You Need a Real Website

Own your platform, stop renting attention from Instagram

2

Choosing Your Platform

Pick the right tool for where you are right now

3

The 5 Pages Every Website Needs

The pages that actually matter

4

Copy, Email Capture & Payments

The words, the list, and the checkout

5

Launch Checklist & Common Mistakes

Go live without the rookie errors

Why You Need to Have a Good Website (not just a LinkTree)

MONETIZATION FOR GYM CREATORS 101

Let's be real, a Linktree or a basic link in bio page isn't a website. It's just kinda lazy and it doesn't differentiate you at all. People pass through, maybe tap something, and leave. A real website is your central hub online. It's where you control your whole vibe, the messaging, the offers, the checkout flow, the follow-up emails, all of it. Instagram can wake up tomorrow, do some algorithm nonsense, and tank your reach by 60%. Your website? That's yours forever.

Business-wise, having a website instantly makes you look legit, like you mean it. It builds trust before someone even communicates with you. Coaches and creators with clean websites usually charge more, close more sales, and attract better clients, because the website is doing some of the selling before you ever hop on a call.

Then there's the SEO. When people search stuff like "online fitness coach" or "custom workout plans" on Google, a website gives you a shot at showing up. Instagram does not. Your website is a long-term asset that keeps getting more valuable the longer it's alive. Think of it like a rental property, except with fewer leaking pipes and less panic at 2 a.m. You do the work once, and it keeps paying you back again and again.

What a Website Does That Instagram Can't

- **Collect emails** , you own your audience list instead of renting it from Instagram
- **Process payments** , sell programs 24/7 without you babysitting the whole thing
- **Rank on Google** , get found by people who are not already following you
- **Tell your full story** , no character limits, no weird cropping, no "wait what does this coach even do?" confusion
- **Build credibility** , look like a real business and charge real money without feeling like a fraud

Choosing Your Platform

The biggest mistake gym creators make is either way overcomplicating this, like hiring a developer and building some custom monster before they have even one client, or going too cheap and using a Shopify site that looks the exact same as everyone else. Here's the no-BS breakdown of the best options right now, based on where you actually are in your business.



Squarespace

This is the go-to option. The templates look good, the e-commerce is built in, email tools plug in easily, and you can get a domain all in one place. The drag-and-drop builder is actually pretty friendly, and the final site looks polished without you needing design skills.





Wix

Wix is very similar to Squarespace when it comes to drag-and-drop ease and built-in features, but the interface feels a little different. If you like the way Wix works better, it is just as solid of a choice. At the end of the day, it really comes down to personal preference more than anything else.



WordPress + WooCommerce

Maximum flexibility, strong SEO, and total control, but it also comes with more setup and more room to accidentally break something. This is the move if you want to build a media brand, rank on Google, and really own your whole setup. Not the best starting point, though.

  **Quick Decision Rule:** Just use Wix or Squarespace. They're both really good and have a ton of options for customization. Personally, I use Wix, but really they're the exact same thing. Just choose one and get started.

The 5 Pages Every Website Needs

You don't need 20 pages. You don't need a blog yet. You don't need a "philosophy" page or a museum of every gym photo you've ever taken. You need five focused pages, each doing one actual job. Here is exactly what they are, and what goes on each one.

Page 1: Your Homepage

Your homepage has one job, getting people to take the next step. That next step is usually joining your email list, booking a call, or buying something. Everything on this page should nudge them toward that one thing. A lot of creators turn their homepage into a mini autobiography that no one cares about. Keep it tight.

Right at the top of the page you need three things, a headline that speaks directly to what your ideal client wants, a subheading that quickly explains what you do and who it's for, and one call-to-action button. That's it. No five-paragraph life story. No random paragraph about your fitness origin story. Hook 'em fast.

Under that, you can add a quick "who this is for" section, some social proof, a peek at your offers, and one more call-to-action. Think of your homepage like a movie trailer, it should make people want more, not dump the whole plot on them.

Homepage Structure Cheat Sheet

Hero Section

Big headline, subheading, and CTA button up top

Who It's For

2 to 3 sentences about your exact dream client

Social Proof Strip

Follower count, client wins, media features, or testimonials

Offers Preview

3 cards that point to your main products or services

Final CTA

Repeat your main call-to-action with a little urgency or a bonus reason to click

Page 2: Your About Page

About pages are weird. They're not actually about you. They're about helping the visitor feel seen and understood. The best About pages for fitness creators usually follow the same flow: your story, the change you went through, and why that makes you the right person to help someone else do the same thing.



Lead With Empathy Instead of Credentials

Start with where your client is right now, the frustration, the goal, the general "why is this not working" spiral. Something like, "I know what it's like to spend forever in the gym and still not see much happen." That tells them you get it. Credentials can show up later, after you've made the human connection.



Share Your Turning Point

What actually changed for you? What did you figure out, learn, or finally stop doing that got results? That part is the heart of the story. Keep it specific and normal-ish. Nobody really connects with "I got fit." They connect with "I was training six days a week and still couldn't lose the last 15 pounds until I finally learned how to eat in a calorie deficit."



Bridge to Your Mission

Then connect your story to why you help people now. "That's why I created [your program/brand], so you don't have to spend years fumbling around and learning the hard way." Wrap it up with your credentials, your results, and a CTA to work with you or grab the freebie because yes, we still need the CTA, and it works.

Page 3: Your Services/Offer Page

This is the page that actually pays the bills. Every offer you have should be right here, easy to find, with a quick description, the result it helps people get, who it's for, and a price or at least a "learn more" button. Don't make people hunt for your pricing if you can avoid it, because asking someone to email you just to find out the cost almost always turns them away.

High-Ticket Offer

1-on-1 Coaching

Your premium, most hands-on offer. Think custom training, nutrition, weekly check-ins, direct messaging, the whole deal. Usually priced around \$299 to \$1,200+ per month. This is your highest-margin product, so it deserves its own dedicated section with an application form instead of a basic "buy now" button.

Mid-Ticket Offer

Group Programs / Courses

A solid 6 to 12 week program with training plans, nutrition guides, and community support. Usually priced at \$97 to \$497. This is your volume offer, which is a fancy way of saying more people can buy it without you doing more work.

Low-Ticket Entry Point

Digital Downloads

Workout PDFs, meal plan templates, macro calculators, stuff like that. Usually priced from \$5 to \$47. These are here to get people into your world without asking for a huge commitment right away. Once they see your stuff is actually good, they're way more likely to move up to something bigger.

Organize your offers page from highest to lowest commitment, not necessarily highest to lowest price. Start with the premium offer, then the mid-tier, then the entry point. That's the "descending offer stack". It makes your lower-priced offers look even more appealing by comparison.

Page 4: Your Lead Magnet / Freebie Landing Page

This page has one job, and literally just one job, collect an email address in exchange for your free thing. No navigation bar, no links to wander off and get distracted, no nonsense. Just a headline, a quick blurb about what they get, and an email opt-in form. That's the whole squeeze page. It'll help you convert like crazy and increase your average LTV (lifetime value).

What Makes a High-Converting Freebie Page?

- **Specific headline**, "Get My Free 4-Week Fat Loss Training Plan" beats "Free Fitness Guide" every single time
- **Bullet-point benefits**, spell out 3-5 specific things they'll get or learn, not vague marketing fluff that sounds like it was written by a robot
- **A visual mockup**, show a 3D cover of your PDF, a phone screenshot, or a laptop display. Visuals help a ton
- **Social proof snippet**, one short testimonial or a "Join 2,000+ people who've downloaded this" line builds trust fast
- **Simple form**, first name and email only. Every extra field you add drops conversions

What to Offer as Your Freebie

- A 4-week training plan (PDF)
- A 7-day meal plan or grocery list
- A macro calculation guide or cheat sheet
- A "Gym Beginner's Roadmap" checklist
- A free video training (5-15 min masterclass)
- A fitness quiz with personalized results
- A sample week from your paid program



Pro tip: Your freebie should be so good that people feel a little bad they didn't pay for it. That powerful feeling is what makes them want your paid stuff next.

Page 5: Your Contact / Application Page

This page is way simpler than people make it out to be, but it is really important for filtering the right clients and kicking off the sales convo on the right foot. For most gym creators, this page ends up doing two jobs depending on what you are sending people to, a quick contact form for general stuff, and an application form for the higher-ticket coaching spots.

General Contact Form

Name, email, message field. Link this from your footer and navigation. Use it for press stuff, brand collabs, and random questions. Keep it simple, you do not need their whole life story just to say hi.

Coaching Application Form

This one should go a little deeper, on purpose. Ask things like:

- "What is your current goal?"
- "What have you tried before?"
- "What is holding you back?"
- "What is your budget?"

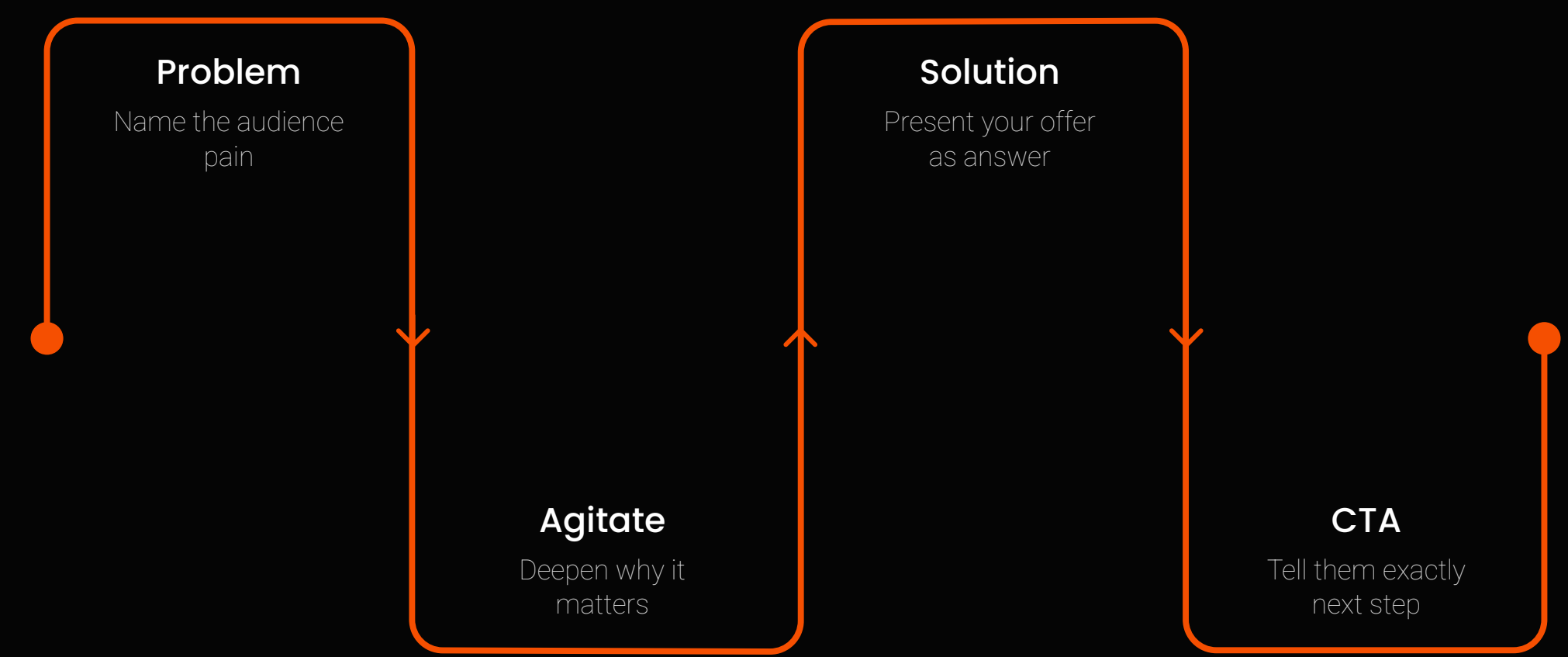
Applications pre-qualify your leads, which means only the serious, motivated people bother filling them out. That means less time on calls that were never going to go anywhere.

After They Submit

Always send them to a "Thank You" page that tells them exactly what happens next, when you will reply, what to expect, and maybe a video from you to warm them up a bit before the call. Tiny move, big payoff. It can seriously boost show rates for sales calls. It's gonna give them context for everything you talk about on the sales call. Introducing yourself and what you do for 20 minutes is a huge waste of time on a call, so get them up to speed ahead of time.

Writing Copy That Doesn't Suck

Your website can look awesome and still totally flop if the words are weak. Copy, aka the actual text on your pages, does 80% of the heavy lifting for conversions. Good news, you don't need to be a professional. You just need a few frameworks that actually work for fitness creators.



The PAS framework (Problem, Agitate, Solution) is the easiest way to write copy that isn't terribly boring. Start each big section of your site by calling out a real problem your audience has, dig into why it matters to them, then position your offer as the obvious fix. Finish with a clear CTA. Start with your headlines first, because if those are mushy, the rest gets weak really fast.

Weak Copy vs. Strong Copy

<div>✗ Weak</div>	<div>✓ Strong</div>
I'm a fitness coach	I help busy guys build 15 lbs of muscle in 90 days without living in the gym
Check out my programs	Get my exact 4-week training plan, free
I have lots of experience	I've helped 200+ clients lose their first 20 lbs
Contact me for info	Apply for 1-on-1 coaching, only 3 spots open
My approach is different	No crash diets. No 2-a-days. Just the science that actually works.

Copy Rules to Live By

- Write like you talk** , read every sentence out loud. If it sounds stiff, rewrite it.
- Be specific** , "lose weight" is flimsy. "Drop 20 lbs in 12 weeks" actually lands.
- Use "you" constantly** , every sentence should feel like it is about the reader, not a mini autobiography about you.
- Lead with the outcome** , people buy the destination, not the vehicle. Weird, but true.

Setting Up Your Email Capture System

Your email list is probably the most valuable thing your online fitness business will have, even if it's boring. Not your Instagram followers. Not your TikTok fans. Your email list. Why? Because you actually own it. If Instagram nukes your account tomorrow, your email list is still there. If the algorithm decides to be weird and hide your posts, you can still email 10,000 people for free. Email subscribers are also 3-5x more likely to buy from you than some random cold follower, because they already raised their hand and said, "Yep, I want this."

1

Page Design

Get the design of the squeeze page locked in

2

Opt-in Form

Build the opt-in form for the email list. Keep it simple.

3

Ready for Lead Magnet

Make sure you're ready to drop the lead magnet in when you finish it.

Setting Up Payments

A gorgeous website that can't take money is just a very expensive online flyer. Cool to look at, not exactly helping you pay rent. Getting your payment setup right from day one saves you from weird DMs back-and-forth, random PayPal invoices, and the deeply unfun hobby of chasing people for money. Let's make this stupid simple.

- 📄 Just go setup Stripe. It's gonna be easier and more legit than anything else. Logistics depends on what platform you're using for your website but Stripe should be able to connect with just about anything.

Pricing Your Offers for Maximum Revenue

One of the biggest mental blocks gym creators face is undercharging. If you've built an audience of even 5,000 engaged Instagram followers, you already have real social proof and authority. Price like it. Here's a quick benchmark:

- **1-on-1 coaching (3-month package):** \$299-\$1,200
- **Group coaching program (6-8 weeks):** \$87-\$137
- **Self-paced digital course:** \$97-\$497
- **Workout PDF / template pack:** \$5-\$47
- **Monthly membership / app access:** \$15-\$67/month

Start on the lower end while you collect testimonials and case studies, then bump your prices every 5-10 clients. The market usually tells on you pretty fast. If you're selling out instantly every time, you're probably leaving money on the table. Very normal, don't worry. Just play around with the price until you find the sweet spot.

💰 Even with just 5 coaching clients at \$500/month, that's \$2,500 MRR. Totally doable with an audience of 2,000+ engaged followers, which feels really small when you first hear it, but it adds up fast. Making money isn't that hard if you just have an audience (regardless of follower count).

Technical Setup Checklist

Let's not make this too complicated. Here's your full tech to-do list for getting from zero to a live website that can collect emails and take payments. Give yourself a weekend, follow this list in order, and you should be good before Monday rolls around.

Day 1: Foundation

- ☐ Buy your domain name
- ☐ Sign up for your chosen platform
- ☐ Connect your domain to your website platform
- ☐ Pick a template that actually matches your brand vibe
- ☐ Upload your logo and set your brand colors and fonts
- ☐ Set up your Homepage with a headline, hero image, and CTA button
- ☐ Write and publish your About page
- ☐ Create your Services/Offers page with at least one offer listed

Day 2: Systems

- ☐ Sign up for ConvertKit
- ☐ Build your freebie landing page with an email opt-in form
- ☐ Create a Stripe account and connect it to your website
- ☐ Add at least one product or offer to your checkout system
- ☐ Test your entire checkout flow end-to-end with a \$1 test purchase
- ☐ Add your website URL to your Instagram bio and all your social profiles
- ☐ Go live and post about it on your Instagram stories 🎉

📱 **Mobile matters most.** Over 70% of your visitors will probably show up on their phones, because that's just how people live now. After you finish your site, spend 30 minutes clicking through every page on your own phone and fix anything that looks off before you go live.

Common Mistakes

These are the mistakes that keep really good fitness creators from actually making money online. Read this part carefully, because odds are you're already doing at least two of these, and fixing them could seriously bump your conversion rate overnight.



✗ Too Many CTAs

If you tell people to follow you on Instagram, buy your course, join your email list, and book a call all on one page, they'll probably do none of it. **Each page needs one main CTA.** Everything else is just noise. Be a little ruthless and cut anything that doesn't help the main goal for that page.



✗ Writing for Yourself, Not Your Client

A lot of creator websites read like a diary, which is easy to do, but it isn't productive. "I've always loved fitness," "My passion is helping people," "I believe in a balanced lifestyle." Your visitor doesn't care about your origin story yet. They care about their problem and whether you can help. **Flip the script so it's about them.**



✗ No Social Proof Above the Fold

Testimonials, client results, follower counts, press features, all of that is what drives conversions. And yet, a lot of creators hide it at the bottom of the page like it's some kind of secret. Put your strongest social proof **as high as you can** on your homepage and services page. Even a tiny line like "Trusted by 10,000+ fitness enthusiasts" near your CTA button can help a lot.



✗ Hiding the Price

Making people email you or book a call just to figure out the price is a huge friction move. It kills conversions. If you're worried people will freak out a little at the number, give it some context, like payment plans, what's included, and what kind of transformation they're paying for. **Being transparent builds trust.**



✗ Waiting Until It's "Perfect"

A website that's a little messy but live right now beats the perfect one you keep promising yourself you'll launch in three months. Your site will never feel 100% finished, and honestly, that's normal. Launch with what you've got, get real people to look at it, and improve it from actual feedback. Done beats perfect every single time.

Section 2 Wrap-Up

Don't move on until you've done these. NO SKIPPING.

1 — Pick your platform and buy your domain

Make the decision, stop researching, just go.

2 — Build your 5 core pages

Homepage, About, Services, Lead Magnet, Contact. Done is better than perfect.

3 — Write outcome-focused copy

Every page should answer "what's in it for me?" for the reader.

4 — Set up lead magnet/email capture page

You're ready to drop in a freebie and start collecting emails

5 — Connect payments and hit publish

Stripe is live, site is on the internet.

🎯 **Up Next, Section 3: Coaching System.** Now that you've got a seriously professional website, we're ready to start making money. In the next section, we'll set up an automated booking and scheduling system for 1-1 coaching.