



monetization for *Section 3: Build Your Coaching System* gym creators 101

What We're Covering in Section 3

MONETIZATION FOR GYM CREATORS 101

This is everything we're gonna do in this section. The goal is to have a refined, frictionless system where our clients can book calls and contact us easily. It should be professional and well thought-out.

1

Choose Your Coaching Model

1-on-1, group, or hybrid. Pick the one that fits where you're at.

2

Define Your Offer & Pricing

Get specific on what you're selling and charge what it's actually worth.

3

Build Your Onboarding System

Set up the intake, contracts, payments, and welcome experience.

4

Deliver a Great Client Experience

Check-ins, communication, and retention over acquisition.

5

Get Your First Clients & Scale

How to land your first 5, then grow past 10 without burning out.

Why is an Automated System Even Important?

MONETIZATION FOR GYM CREATORS 101

Here's the truth, most gym creators who do coaching burn out fast. They're doing everything by hand, answering the same questions over and over, sending workout plans through Instagram DMs, and chasing clients for check-ins. That's not really a business, that's a second job with a worse schedule.

A solid coaching system changes the whole game. When your intake, delivery, communication, and payments are either automated or actually organized, you get your time back. You can take on more clients without working more hours. Your clients get a way better experience. And you look a lot more legit, which means you can charge more.

Think about the creators you admire who seem to somehow run a coaching business and still post content like it's no big deal. They don't work any harder than you, they just built the backend first. Which is exactly what we're doing here.



Without a System

Chaos in DMs, inconsistent income,
burned out in 60 days



With a System

Predictable revenue, happy clients,
time to keep creating content



The Goal

A business that runs whether you
posted today or not

Step 1: Choose Your Coaching Model

Before you set anything up, you need to figure out what kind of coaching you're actually selling. There are three main models for gym creators, and each one has its own pros, cons, and ideal audience. Don't try to do all three at once when you're starting out, pick one, get good at it, then expand.



1-on-1 Coaching

Highest touch, highest price. You work directly with individual clients on custom plans. Best for creators with under 10K followers who want to make the most money per client. Think \$299 to \$1,200/month per person.



Group Coaching

You coach a cohort of clients together, same programming, community check-ins, group calls. Lower price per person \$87 to \$137/month, but you can handle 20-50 clients at once. Scales fast when your audience is actually engaged.



Self-Paced Programs

Pre-built workout and nutrition programs clients buy once and follow on their own. Low maintenance after you make it. You'll add this in Section 4, but it works really well with coaching offers as an upsell or an easy entry point.



👉 My recommendation for most gym creators starting out: Launch 1-on-1 first. It gives you real client feedback, stronger testimonials, and the fastest cash in your pocket. Then build group later.

Step 2: Define Your Offer

Your offer is not just "online coaching." That's way too vague and it's really hard to sell. It needs to be specific, focused on a result, and super clear about what the client actually gets. The more specific you get, the easier it is to sell, and the more you can charge. Here's the formula that actually works.



Who It's For

What They Get

The Result

For example, instead of "I offer online fitness coaching," try "I help busy moms over 35 lose their first 15 lbs in 90 days with 3x/week home workouts and weekly accountability check-ins." That second version basically sells itself. The person reading it either sees themselves in it, or they do not, and that is exactly what you want.

✗ Weak Offer Language

- Online fitness coaching
- Custom workout plans
- I'll help you get in shape
- DM me for pricing

✓ Strong Offer Language

- 90-day body recomp for men 25-40
- Weekly check-ins + custom macro tracking
- Lose 10-15 lbs or your money back
- \$497/month, 5 spots open

Step 3: Set Your Pricing (plz don't undercharge)

Undercharging is the #1 mistake new coaching creators make. You see someone with 50K followers charging \$99/month and think, "Cool, that must be the going rate." Nope. That person just hasn't figured out their value yet. Pricing sends a message. Higher prices usually bring in more serious clients, cut down refund drama, and make you look like a premium brand.

Here's a simple pricing framework to start with. These are just starting points, so once you have 5+ testimonials and a waitlist, bump your prices by 20 to 30% and keep it moving.

\$299

Starter 1-on-1

Basic monthly coaching, 1 check-in/week, custom plan,
WhatsApp or email support

\$599

Premium 1-on-1

Full-service monthly coaching, 2 check-ins/week, macro
coaching, video form reviews

\$1,200

VIP / Transformation

90-day intensive, daily messaging access, personalized
programming, weekly video calls

\$87-137

Group Coaching

Monthly access to group programming, community, and weekly
group check-in calls

 **Pro tip:** Offer a 3-month package at a slight discount. It brings in cash upfront, gets clients more committed, and cuts churn way down.

Step 4: Build Your Client Onboarding Process

The intake process is the first real experience your client gets with your coaching business. If it's clunky, confusing, or unprofessional, they'll probably start wondering if they made a mistake paying you. If it's smooth and polished, they feel like they made the right call before coaching even starts. Here's the exact flow you need to set up.

Application Form

1

Use Google Forms, Typeform, or Jotform to collect the basics, fitness goals, experience level, schedule, budget. This filters out the serious people from the window shoppers and saves you a ton of time on discovery calls.

2

Discovery / Sales Call

A 20 to 30 min video or phone call where you learn about the client's situation, talk through your offer, and close the sale. You don't need to be a "salesperson", just ask good questions and listen. The tools: Calendly for scheduling, Zoom for the call.

Contract + Payment

3

Never start coaching without a signed agreement and payment. Use Dubsado, HoneyBook, or even a simple HelloSign + Stripe combo. Your contract covers scope, refund policy, and communication expectations. This protects you and sets clean boundaries.

4

Onboarding Questionnaire

A detailed form collecting training history, injuries, equipment access, food preferences, and photos. This is what you use to actually build their plan. The more detail you get here, the more personalized and impressive your initial delivery will be.

Welcome Package Delivery

5

Send a welcome email or Notion page with everything they need, how to contact you, check-in schedule, what to expect week 1, and their first program. First impressions here set the tone for the whole relationship.

The Tools That Matter

You don't need fancy software to start. You need the right tools for each job, and most of them have free tiers that'll carry you through your first 10 clients. Here's the no-BS breakdown of what to use and why.



Scheduling

Calendly, lets clients book discovery calls without the back-and-forth. Connect it to your Google Calendar and drop the link in your Instagram bio or stories.



Payments

Stripe or PayPal, simple, trusted, and works globally. Set up recurring subscriptions for monthly clients so you're not chasing payments manually every 30 days.



Contracts

HelloSign or Dubsado, send, sign, and store contracts digitally. No paperwork, no excuses for skipping this step. It takes 5 minutes to set up a template.



Program Delivery

Whop, Skool, or Google Sheets, deliver workout plans professionally. Google Sheets is just for program delivery if you want to use it. You can use Whop and Skool to send your clients stuff directly.



Communication

WhatsApp, Telegram, or Slack, pick one and stick to it. Don't coach through Instagram DMs. It's unprofessional and you'll lose track of everything. Set clear office hours in your welcome package.



Client Management

Notion or Dubsado, track client progress, notes, and check-ins in one place. A simple Notion database with each client's info is all you need to start. Build the complexity later.

Step 5: Delivering a Banger Client Experience

Once you've got your first clients, you absolutely have to focus on your retention, not getting new clients. Getting a new client is hard. Keeping a client happy so they renew month after month, or refer their friends, is where the *real money* is. The best coaching businesses aren't constantly chasing new leads because their current clients do the selling for them.

Your client experience has to be proactive, not reactive. Don't wait for your client to tell you they're struggling. Check in before they ghost. Celebrate every win, no matter how small. The goal is to make your clients feel so supported that leaving feels like a downgrade.

Weekly Check-Ins

A short structured form where clients report weight, energy, adherence, and any blockers. Review and respond within 24 hours, every time. Consistency here builds trust faster than anything else.

Progress Reviews

Every 4 weeks, do a mini review call or video message breaking down their progress. Share screenshots, compare photos, celebrate numbers. Even if progress has been slow, frame it constructively. This is the stuff that keeps clients enrolled for another month.

Surprise Touchpoints

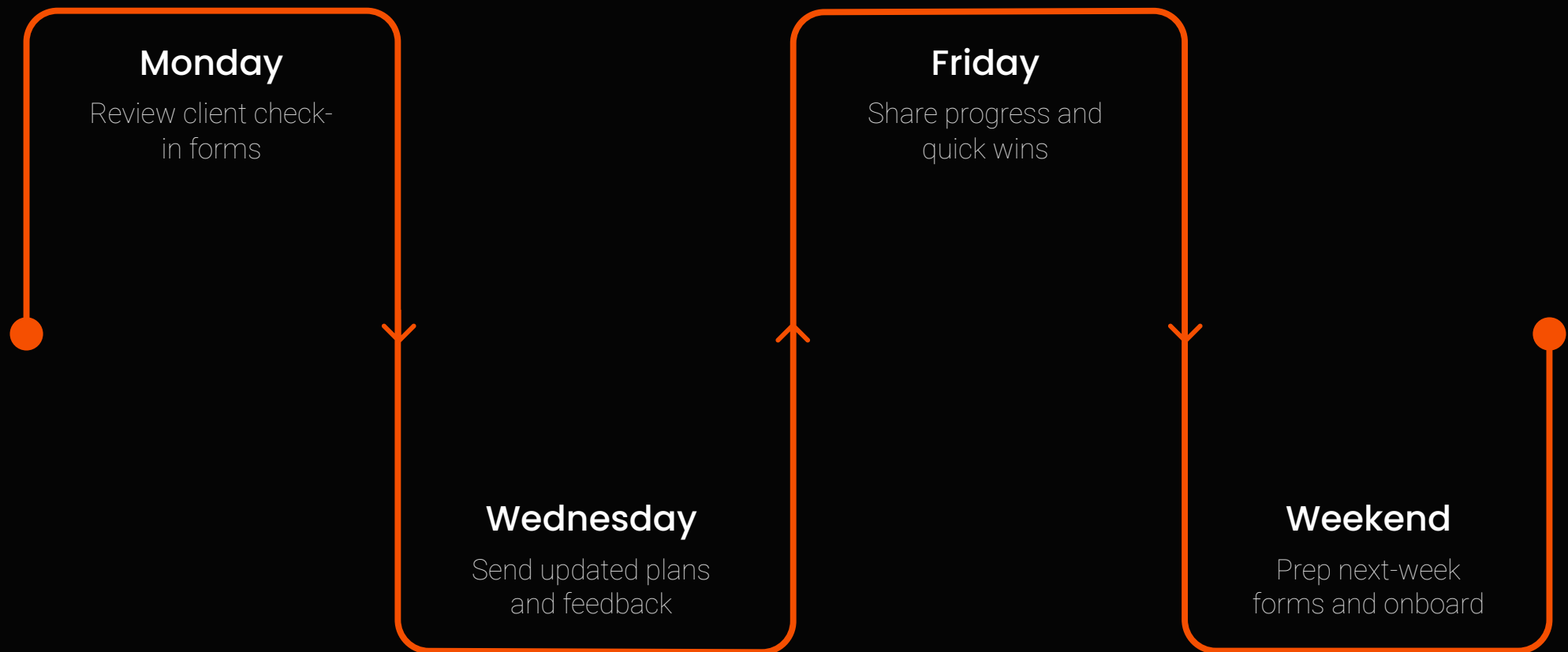
Send an unexpected voice note when you see they crushed a workout. Drop a motivational message mid-week for no reason. Mail a handwritten card to your VIP clients. These tiny moments create massive loyalty and generate referrals organically.

Renewal Conversations


Don't wait until day 28 of a 30-day cycle to talk about continuing. Have the renewal conversation at the 3-week mark when momentum is high and results are visible. Make it feel like a natural next step instead of a slimy sales pitch.

Step 6: Check-In System

Your weekly coaching workflow needs to be so dialed in that you could run it half asleep on a Sunday morning. The more systematized your check-in process, the more clients you can handle. Here's a real-world weekly coaching workflow for 10 to 20 clients.



The trick is batching. Don't answer check-ins as they roll in all week, because then you're just getting yanked around nonstop and never actually get into deep content creation mode. Set aside a specific 60 to 90 minute block each day for coaching tasks. Outside that window, you're off the clock. Put that in your welcome package so clients know when to expect responses.

 **Time estimate:** At 10 active 1-on-1 clients, expect 8 to 12 hours/week on coaching tasks. At \$500/month per client, that's \$5,000/month for roughly part-time hours. That's what we're after.

Getting Your First 5 Clients

We'll get to the heavier marketing stuff in section 5, but here's a basic run through of what you should start with right now. We'll expand on this later, but for your first 5 clients, we don't need to get too fancy. Right now, you just need to focus on finding a rhythm with coaching.

1 Post an Announcement Story Sequence

3 to 5 stories explaining that you're opening a limited number of coaching spots, what the results look like, who it's for, and how to apply. End with a swipe-up or DM prompt. Be specific, "I'm taking 5 clients in January for my 90-day body recomp program." Scarcity and specificity get people moving.

2 Make a Feed Post About Your Offer

Write a caption that tells the story of why you started coaching, who you help, and what transformation you offer. Add a clear CTA in the last line and the first comment. This becomes an evergreen post you can reshare or run as an ad later in Section 5.

3 DM Your Most Engaged Followers

Pull up your last 3 to 5 posts and look at who's been commenting consistently. Send them a personal, non-pushy message, "Hey, I noticed you're always engaging with my fitness content, I just opened up a few coaching spots and thought of you specifically. Want to hear more?" That personal touch usually converts way better than blasting everyone at once.

4 Use a Story Poll to Qualify Leads

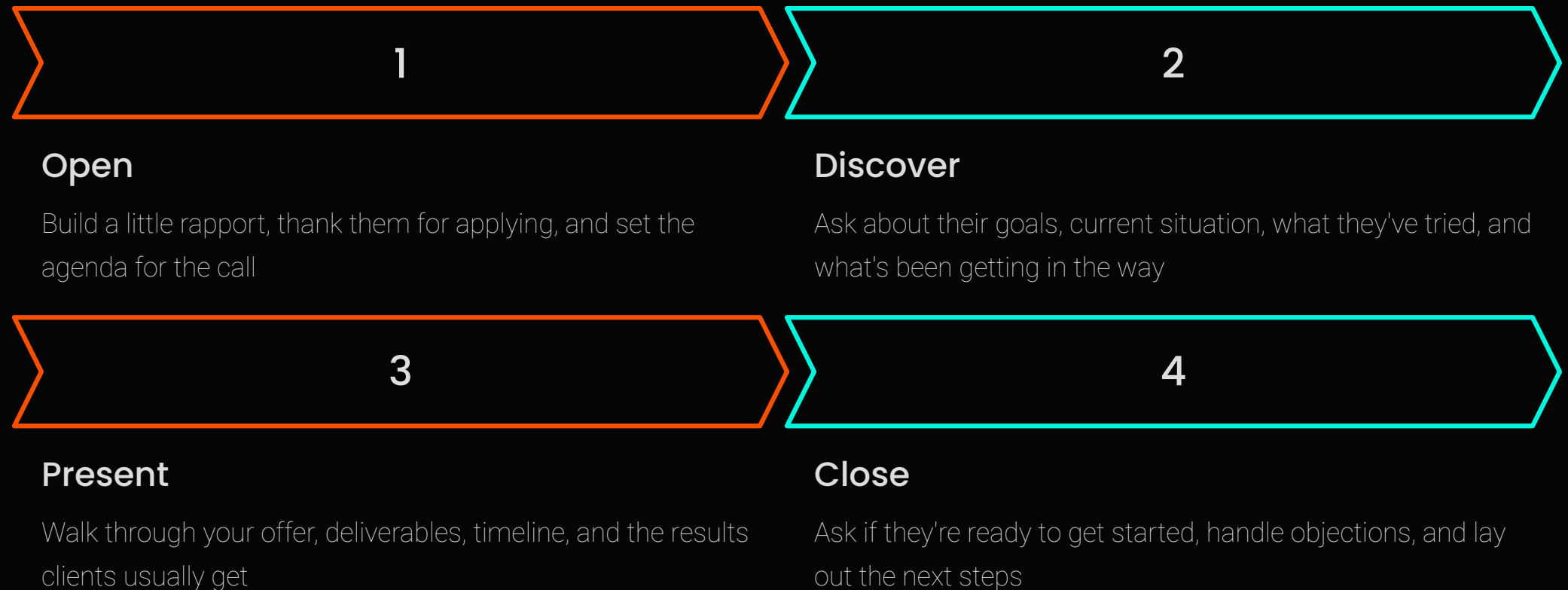
"Would you be interested in working with me 1-on-1?" Yes / Tell me more. Everyone who taps "Tell me more" gets a DM from you the same day. This is probably the easiest lead gen tactic on Instagram, and most coaches barely use it.

5 Offer a Founding Member Discount

Your first 5 clients are your beta testers. Offer them a 20 to 30% discount in exchange for a detailed testimonial and before and after photos at the end. Those testimonials become your main marketing asset for every coaching sale after this. 100% worth giving discounts for that right now.

Handling Discovery Calls

A lot of gym creators dodge discovery calls because they feel "sales-y." Here's the better way to look at it: a discovery call is just a conversation to see if you can actually help someone. If you can, it's your job to say that clearly. If you can't, you say so and point them somewhere better. It's not manipulative when you do it like this.



The biggest skill on a discovery call isn't talking, it's listening. The more you let the potential client explain their problem in their own words, the easier it is to reflect those exact words back when you present your offer. That's not manipulation, it's just empathy. You're showing them that you're genuinely listening.

⚠ Common objection: "Let me think about it." This almost always means they're not totally clear on the value yet. Ask: "Totally fair, what would you want to know more about before deciding?" Then answer that exact thing. Don't just say "okay" and end the call.

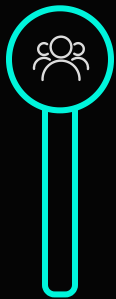
Scaling Past 10 Clients

Once you've got 10 clients running smoothly through your 1-on-1 system, you've proved the thing works. So now it's time to think about scaling, because if you just keep stacking 1-on-1 clients forever, you're gonna hit your time ceiling pretty fast. Scaling your coaching business means making more money without having to work a lot more hours. Here are the three levers.



Lever 1: Raise Prices

This is the easiest move. Once you've got 10 clients and some solid testimonials, bump your rates by 15 to 20%. Send all of your current clients a genuine, transparent letter notifying them of the price bump. If they wanna leave, that's perfectly fine. Most people should stay anyway and you've already managed to get 10 clients, you can get more.



Lever 2: Launch a Group Program

Take the most popular parts of your 1-on-1 program and package them into a group. 20 people at \$99/month = \$1,980/month for basically the same stuff you're already teaching. Add group calls on top for community and accountability, and boom, you've got a better ceiling.



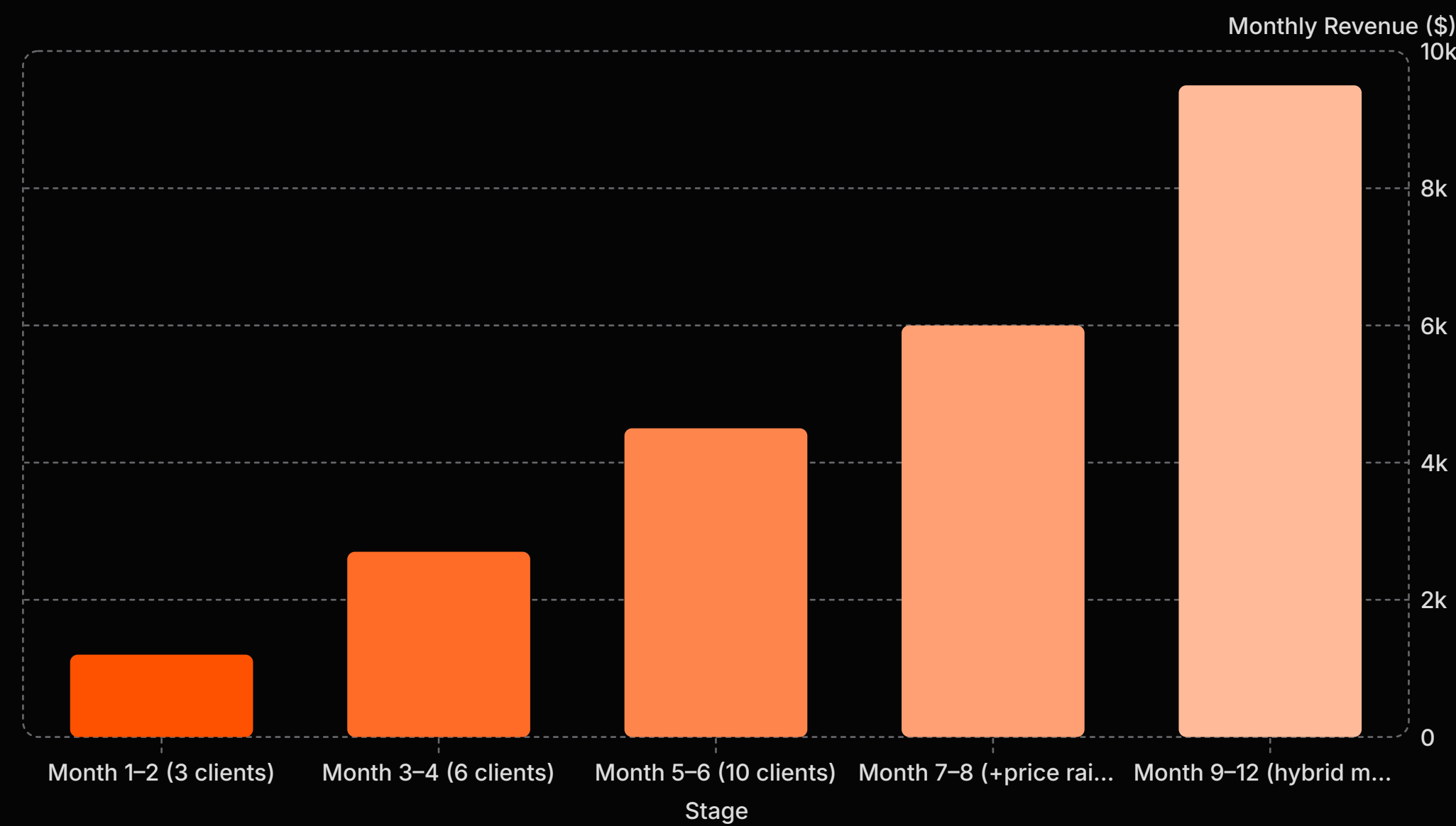
Lever 3: Systemize Delivery

Bring in a support coach to handle check-in reviews so you can stay focused on the higher-touch client moments and making content. A part-time coaching assistant at \$20 to 25/hr can knock out 5 to 10 hours of admin a week, which means you can handle WAY more clients without doing any extra work.

The point isn't to keep cranking the same thing forever. It's to build something solid enough to run without you babysitting every little piece, so you can move on to the next growth channel, like digital products or paid advertising. Coaching is your base, so make it robust and solid.

Revenue Projections: What's Actually Possible?

Now, let's talk realistic numbers. Here's what your coaching income could actually look like at different stages, starting from zero clients and building into a full hybrid coaching business. We're not exaggerating numbers here. Creators with a decent Instagram audience regularly hit these numbers within 6 to 12 months of building a real, high-quality system.



The jump from Month 7 onward is essentially a mix of higher 1-on-1 prices plus adding a group coaching tier. The best part is, revenue doesn't just double when you double the clients. It jumps even harder because you're also raising prices and bringing in recurring group income. That's the whole game: newer, better offers instead of just grinding for more clients at the same rate.

👉 **Milestone to celebrate:** Your first \$3,000 month from coaching alone. That's the moment the model is officially doing its job. Everything after that is mostly tweaking and scaling, which is a much nicer problem to have.

Common Mistakes

These aren't light, made-up problems, they are the exact mistakes gym creators make when they try to launch coaching without a real system. Learn from the people who burned out so you don't have to run the same little disaster tour.

1

Coaching Through DMs

It feels quick and easy, but honestly, it's messy and not scalable. When you coach through DMs, you have no record, no structure, and the line between "follower" and "client" gets blurry real fast. Move everything off Instagram after the sale.

2

No Contract, No Problem, Until It Is

Skipping contracts feels harmless right up until a client asks for a refund after week 8, fights a charge, or disappears mid-month. A simple one-page agreement protects both of you and makes expectations clear from day one.

3

Underpricing Then Resenting Clients

When you charge too little, you end up taking on clients you aren't even excited about, over-delivering just to justify the low price, and eventually growing to resent the whole arrangement. Price confidently from the start. The right clients will say yes.

4

No Defined Check-In Schedule

If clients can message you at any hour expecting a response, they absolutely will. Set communication expectations in your welcome package. Office hours, response time, and check-in days should be crystal clear before day one.

5

Waiting Until Everything Is "Perfect"

Your intake form doesn't need to be fancy. Your welcome package doesn't need to be a 20-page PDF. Get your first client with what you have, then tighten the system once you have real experience. Perfectionism is just glorified procrastination.

Section 3 Wrap-Up

Before you move on, make sure you've actually done all the work here. Here are the 5 things you need to have completed.

- 1 — Choose your coaching model and write your specific offer statement**
Don't go into this without a solid plan. It'll ensure that everything is focused and you're getting to the end goal smoothly.
- 2 — Set your pricing and create your application or intake form**
Just don't undercharge and don't make the application process confusing.
- 3 — Set up your payment system (Stripe), contract, and Calendly for discovery calls**
Make sure the logistics work well. Booking calls should be seamless and sending payments should be easy.
- 4 — Build your onboarding welcome package and client check-in workflow**
Ensure that your new clients feel like they're in good hands.
- 5 — Land your first 3–5 clients — see Section 5 to do this**
Finally, we can start making some actual money.

🚀 **Up Next, Section 4: Digital Products.** Now you're coaching and you're making money. Let's expand on that by building scaleable, flexible products that can be sold over and over. We're gonna completely destroy the profit ceiling on coaching.