

Product Development Overview

Fitness Business Accelerator

Online Products/Services Overview

Only 3 Types:

- 1:1 coaching:
 - Most \$, most customization, least setup ahead of time
- Group coaching (2-100 people)
 - More affordable, less customization, some setup
- DIY digital products
 - Lowest ticket, no customization/access to coaching, created before sale or while rolling it out

Overview: 1:1 Coaching

- **Benefits/Draw-backs**
 - Easiest shift from in-person training
 - Beneficial because only need a small audience of people who trust you (friends/family)
 - Biggest time suck, but also most money earned (get \$ in your pocket fast)
- **Materials needed:**
 - Ongoing sales strategy (watch tutorial)
 - Application (optional)
 - Questionnaire/intake form and waiver
 - Recurring payment apparatus (3 month minimum), Paypal or Stripe
- **Deliverables:** what they get
 - How much access to you? Check-in protocol, where/when, what channels, how often
 - Any get-started materials (checklists, guides, food lists, ground rules, etc.)
 - Ongoing 1:1 troubleshooting/coaching and programming (for specific goal set, etc.)

Overview: Group Coaching

- **Benefits/Draw-backs**
 - More affordable for participant, less time for you
 - Need to have *some* trust built (wouldn't reco launching this until list is at least 200+)
 - Less customization, so can create evergreen materials that can be made into DIY later
- **Materials needed:**
 - Launch strategy (next month)
 - Wait list (related freebie) + sales page
 - Closed FB group or forum or other way of organizing group
 - Educational backbone (i.e. modules or pillars or system or curriculum)
- **Deliverables:** what they get
 - What are your boundaries for checking in in the group? How does coaching work?
 - How is education/materials delivered? FB group, email, YouTube, etc.
 - Programming same for all (troubleshoot individual differences in group)
 - What is goal of the program? More niched than 1:1

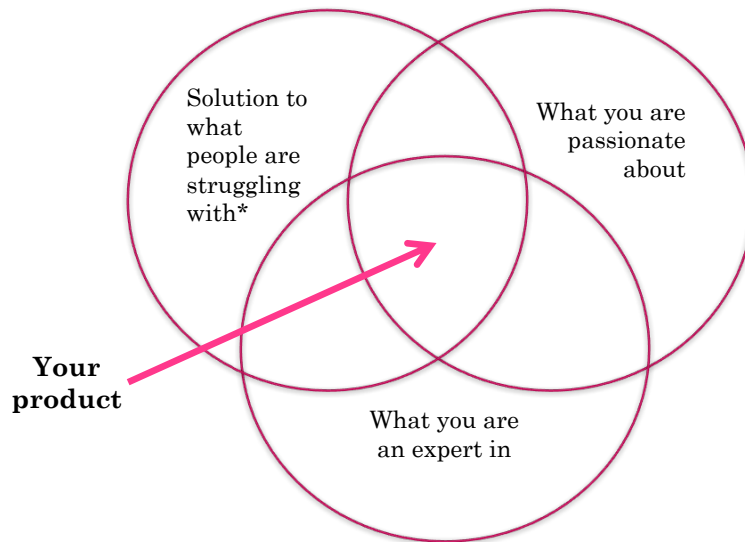
Group Coaching: Continuity Memberships

- **Benefits/Draw-backs**
 - Recurring monthly revenue via membership is closest we get to certainty!
 - Need a solid platform of trust – an open-ended financial commitment is a tougher sell
 - It's a long game! Becomes your main business model
- **Materials needed:**
 - Monthly programming to keep people engaged/retained
 - Open/closed cart sales strategy or ongoing funnel
 - Closed FB group or forum or other way of organizing group
 - Way to deliver info: FB group or membership site (Kajabi, Teachable, Thinkific, WishList)
- **Deliverables:** what they get
 - Workouts monthly (how delivered?) – programming same for all
 - Monthly "focus" or theme – How to track? Challenges? Education provided?
 - Is there a get-started curriculum or educational primer to onboard people?
 - How does coaching work? FB lives? Webinars? Other miscellaneous?

Overview: DIY Products

- **Benefits/Draw-backs**
 - Most affordable for customers, once created/sold no more work for you
 - Need a larger platform, because volume of units is key
 - No customization, so once you sell, no coaching/time for you
- **Materials needed:**
 - Launch strategy (next month)
 - Wait list (related freebie) + sales page
 - Materials: PDFs, videos, membership portal, photos, etc.
 - A hook or system! What makes this program unique/different/stand out?
 - What problem is this solving?
 - What's YOUR unique take on this problem? Unique solution?
- **Deliverables:**
 - Educational materials designed to achieve a certain outcome for the customer

DIY Product Development



DIY Product Development

Ways to deliver:

- PDF downloads (delivered via email after purchase)
- Videos housed on YouTube or Vimeo (either in email follow-up, or in PDF)
- Membership sites: Teachable, Kajabi, WishList (WP), Udemy, Thinkific, etc.
- Email follow-up sequence (DIY course)

DIY Product Development

TWO important distinctions:

1. What makes this edgy or different or memorable?

- E.g. Are all the workouts 20 minutes or less?
- Do they only need dumbbells?
- Can they do them at home? ONLY for the gym?
- What specific type of workouts are they? Metcons, BB, Powerlifting, circuits, etc.
- Are these nutrition tools fast? Easy? Delicious? Kid-friendly?
- Is it a certain # of weeks?
- What's special about the programming? Progression?
- What's "the hook?" – THIS WILL BE YOUR TAGLINE
- What EXACTLY is it a solution for?
- WHO exactly is it a solution for?
- Who is it NOT for?

DIY Product Development

2. How can you create a unique (read: marketable) solution?

- Reengineer what YOU did to make your successful transition!
 - Make those behaviors into "steps" and "tools"
 - E.g. One Fry Rule, 3 Polite Bites, Intermittent Sampling, DNCs
 - Requires you look back and ask, what *did* I do?
 - Then put a proprietary name to it and figure out how to teach it
 - Acronyms, proprietary systems, names/phrases, hashtags, rhyming, tweetables
- This puts you into Level 2.0 expert – the *creator* of the systems, not just the regurgitater of the systems!

Questions to Prepare Your Marketing

- Contrast Marketing: how is this different than what's out there?
- How can I be counterintuitive or draw lines in the sand?
- Who exactly needs this?
- What exact problem is it solving?
- How will be people be different/better/more effective as a result of doing this program?
- Who is this not for?
- What equipment/materials/prep does someone need to do it?
- How can you create urgency and scarcity for the sale?
- How can you juxtapose the cost investment?

Industry Standards: Pricing

Variables:

- Customization – how much do they get/need?
- Access to you – what channels and how often?
- Clout/demand – how large is your platform? How valuable is your time?

General Guidelines:

- 1:1 coaching - \$97-297/mth – usually a 3-month minimum
- Group coaching - \$47-147/mth
- DIY - \$27-97