



S T R O N G

Train smart. See Results.



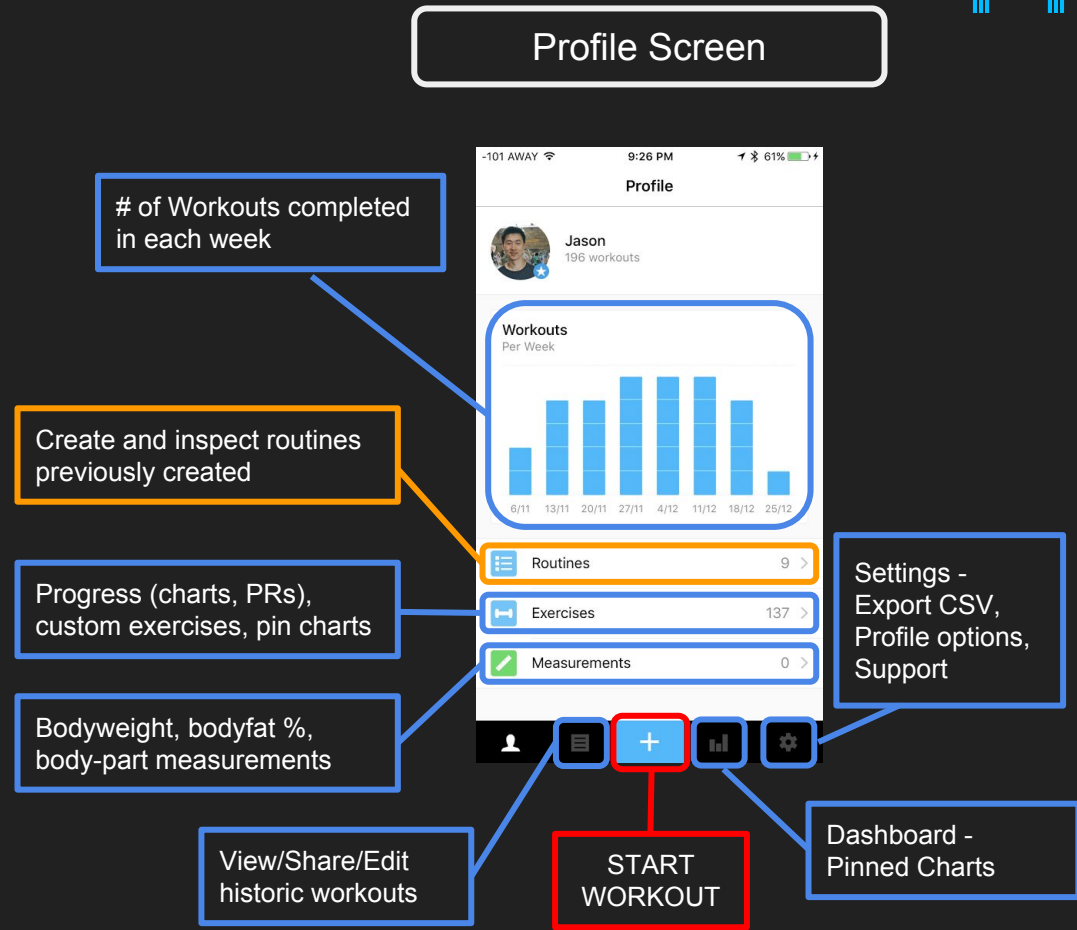
Table of Contents

1. [Getting Started](#) - Fairly intuitive within the app, there's a tutorial video that explains most functions (in the app and [here](#))
2. [Common Features](#) - How to use them
3. [Personal Trainers](#) - Use Case and Best Practices
4. [Influencers](#) - How to Engage Your Following

Getting Started

Login

1. Download from the App Store
 - a. Search "Strong" or
 - b. Featured page > scroll to bottom > redeem > enter code provided
2. Login with Facebook or Sign Up (we recommend not skipping this step)
3. Create a Routine (See Right)
4. Start a workout (See Right)



Profile Screen

of Workouts completed in each week

Create and inspect routines previously created

Progress (charts, PRs), custom exercises, pin charts

Bodyweight, bodyfat %, body-part measurements

View/Share/Edit historic workouts

START WORKOUT

Settings - Export CSV, Profile options, Support

Dashboard - Pinned Charts

Getting Started

Completing Workout #1

1. Enter into the workout by tapping the blue + (see prev slide for where that is)
2. Record your exercises (weights, reps)
3. Make sure the green checkmark is tapped to indicate a set is complete (Orange)
4. Scroll to bottom and tap Complete Workout to track

Workout Log Screen

The screenshot shows a mobile app interface for logging a workout. At the top, a red box labeled 'Timer Options' points to a 'Rest - 1:51' timer. Below it, a blue box labeled 'Last Lifted - Tap to reperform' points to a row of data: '45 lb x 10 (W)'. To the right, a blue box labeled 'Warmup Calc Write Notes Info on Exercise' points to a set of icons (flame, pencil, info). An orange box labeled 'Tap - Complete Set' points to a green checkmark icon. A blue box labeled 'Weight x Reps' points to the '45' and '10' values in the 'LBS' and 'REPS' columns. At the bottom, a red box labeled 'Timer' points to a clock icon, and a blue box labeled 'Flag Set' points to a flag icon. To the right, a blue box labeled 'Plate Calculator' points to a calculator icon, and another blue box labeled 'Weight/Rep +/-' points to minus and plus icons. A large white arrow points from the bottom of the screen to a blue box labeled 'Complete Workout Bottom of Screen'.

#	PREVIOUS	LBS	REPS	✓
	45 lb x 10 (W)	45	10	✓
W	115 lb x 5	115		
W	135 lb x 5	135	5	
W	165 lb x 3	165	3	
1	185 lb x 2	185	3	
2	185 lb x 2	185	3	

Complete Workout Bottom of Screen



Common Features

Timer + Finish Workout Screen

Add Exercises

Used during a workout

Create New Exercise

Tap to Select

Add sequentially or in a Superset

Finish Workout

After tapping "Finish Workout"

Tap to Save

Sharing - See Next Page

Summary of Workout

Exercise	1RM
SQUAT	1RM
W 45 lb x 10	60.02
W 115 lb x 5	129.39
W 135 lb x 5	151.89
W 165 lb x 3	174.71
1 185 lb x 3	195.89
2 185 lb x 3	195.89
3 185 lb x 3	195.89
4 165 lb x 5	185.64
SQUAT (MACHINE)	1RM
1 90 lb x 11	124.65
2 90 lb x 10	120.03
3 90 lb x 10	120.03
INVERSE LEG CURL	1RM
1 115 lb x 10	153.37
2 115 lb x 10	153.37
3 115 lb x 10	153.37
LEG EXTENSION (CUSTOM)	1RM
1 100 lb x 10	133.37
2 100 lb x 10	133.37

Progress Screen

Profile > Exercises > Charts

Edit (for custom only)

Pin to Dashboard

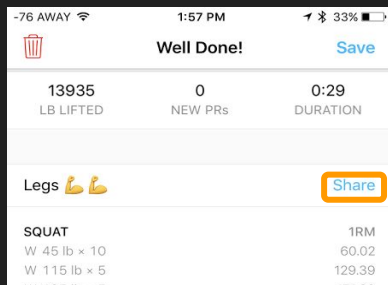


Common Features

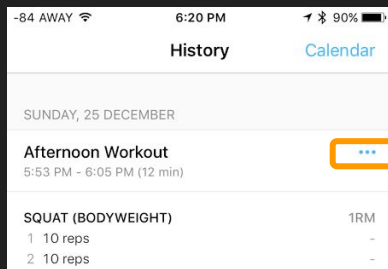
Sharing Workouts - Multiple Options

Share Workouts

Screen after completing workout

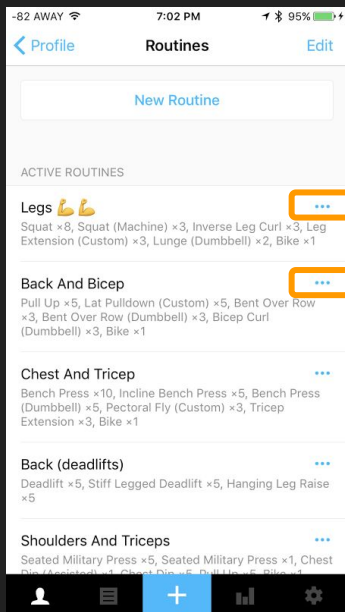


Workout History (2nd Tab)



Share Routines

Profile Screen > Routines



Share All Data

Settings Screen (4th Tab)

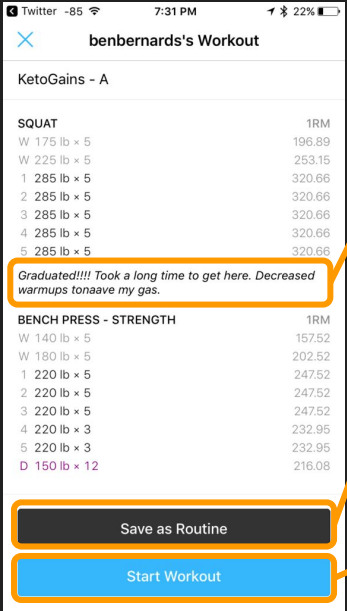




Personal Trainers Managing Your Clients

Plan Custom Routines

Create and [Share](#) routines to all your clients (useful for groups)



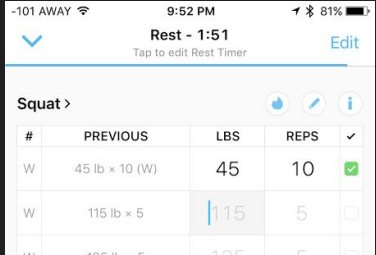
Comes with commentary, tips, notes from the influencer

Save the Routine

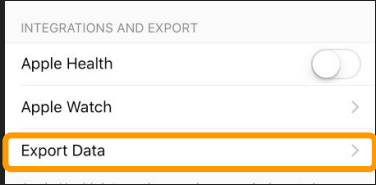
Immediately Start Workout

Client Uses App

Strong is easy to use and integrate into the client's gym routine



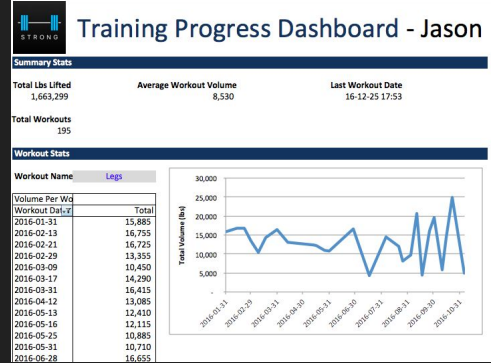
Track it - Client Tracks Workout on Strong



Share it - Periodically Shares Workouts with Trainer

Track Client Progress

Take the client's CSV file and easily see their progress



Email jason@strongapp.io for tracker spreadsheet



Influencers

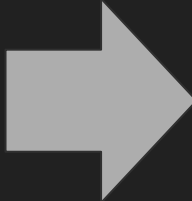
Using Strong to Engage Followers

Posting to Social Media

Give followers a long term call to action

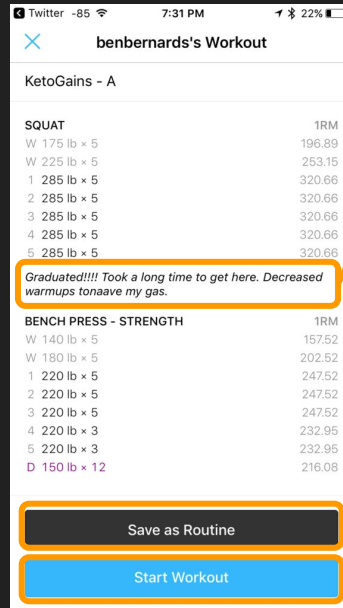


Embedded Strong Link



Followers

After tapping the link...



Comes with commentary, tips, notes from the influencer

Save the Routine

Immediately Start Workout

- Strong lets you share your routines/workouts ([see here for how](#)) with just a few taps on your phone
- Followers who workout with you are much more likely come back to watch your videos and engage in your community
 - Significantly improve your clickthrough rates to videos, likes, comment engagement
- Email jason@strongapp.io for partnership/advocate opportunities