

The Online Fit Pros Ownership Manual

14 SECRETS THAT SUPER-SUCCESSFUL ONLINE FITNESS PROFESSIONALS KNOW



Hey Coach

My name is James Pitt. When I launched my online fitness program back in 2018, I took some HEAVY kicks to the nuts!

Lost in a world of overwhelm, confused on the basics like niche/offer, constantly distracted by irrelevant things, and suffering with severe imposter syndrome.

All I wanted to do was help people get in shape and improve their lives, oh, and get paid for it, of course, let's be real. I didn't sign up for any of that!

The problem was, I HAD signed up for it. So the options were:

- A) Quit and go back to selling time for money
- B) Figure this other stuff out!

As I write this 4 years later, I can't say that I regret opting for option B. But I can say that it was a bumpy road with a lot of sacrifices, a tonne of money invested, TOO MUCH time wasted, and a lot of painful lessons.

14 to be exact. Within this book I will break down each of these 14 lessons so that you can avoid a lot of heartache while building your Online Health/Fitness coaching business. It's the eBook I WISH someone had handed me a few years ago.

Building a successful online coaching business is one of the most rewarding things you will ever do. **It will be HARD, but it can be SIMPLE.**

It will not only be the vessel for huge personal growth, but it will also impact lives in a profound way. In turn, you will get compensated accordingly. I.e you will make a stack of money (Ethically), because you deserve to.



14 Lessons For Success

01 Control Your Stories
Mindset

02 Action Alleviates Anxiety
Mindset

03 Why 95% Fail
Strategy

04 Put Yourself In The 5% That Win
Strategy

05 Build The Right Business
Low Ticket Vs High-Ticket

06 Shift Your Money Mindset
Low Ticket Vs High-Ticket

07 The Low Hanging Fruit Trap
Organic Vs Paid

08 How To beat The Celebrities
Organic Vs Paid

09 Why You Don't Need More Clients
Program Delivery

10 4 Pillars Of A High Ticket Program
Program Delivery

11 Watch For The 800lb Gorilla
Lead Flow/Sales

12 Distraction = Death
Lead Flow/Sales

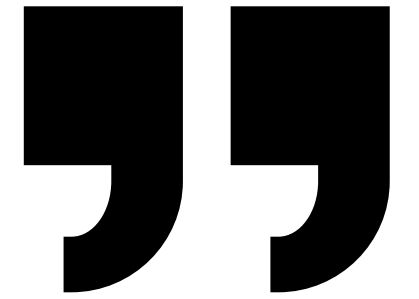
13 Stop Targeting Uncommitted Clients
Lead Flow/Sales

14 Luck Favours Hard Workers
Mindset





ARE WE THE REAL DEAL?

What Our Clients Say





 Christine Lexy Ong  recommends James Pitt - Simple Online Clients.
23 March at 07:16 · 🌐

Absolutely amazing coach and mentor. He's always been there for me 100% and has my best interests at heart. James challenges me to take steps outside of my comfort zone and supports me every step of the way. I've been working with James for almost 9 months now and can say it's one of the best things I've ever done. 😊

 Tom Frearson  recommends James Pitt - Simple Online Clients.
23 March at 08:07 · 🌐

James and the team are simply awesome. I've had a couple of business coaches at different times and James is hands down the best. Simple, no BS and TONNES of support. The response time for any questions was epic and the content wasn't only well structured and professional but it really worked. Changed my online business completely. I've been working with James for over a year now and just having him in my corner allows me to be better at what I do. I can't imagine not having James as an important part of my business in the future. If you're looking to go online with your health coaching or you're online but just not where you want to be, I couldn't recommend James and SOC enough.

 Luke Tremblay  recommends James Pitt - Simple Online Clients.
23 March at 13:20 · 🌐

Simple online clients has been the best online course I've taken for health and fitness professionals looking to build, grow and thrive online.

I would recommend this program to anyone looking to do one of three above! James and the team are great!

"One of the BEST things I've ever done"

"Simple, no BS and TONNES of support"

"I would recommend to ANYONE"



Christine Lexy Ong
Storm Fit Coaching



Tom Frearson
Be Fearsome



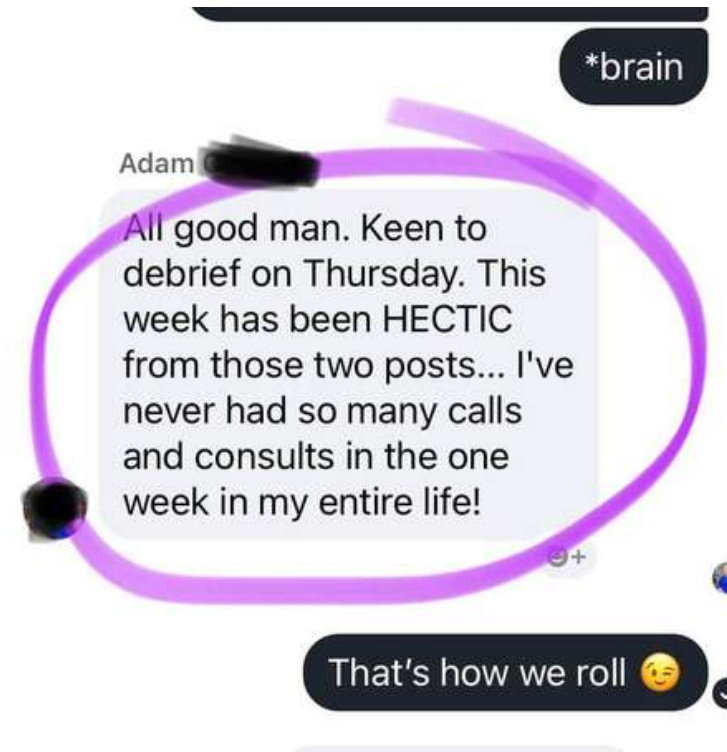
Luke Tremblay
Stronger



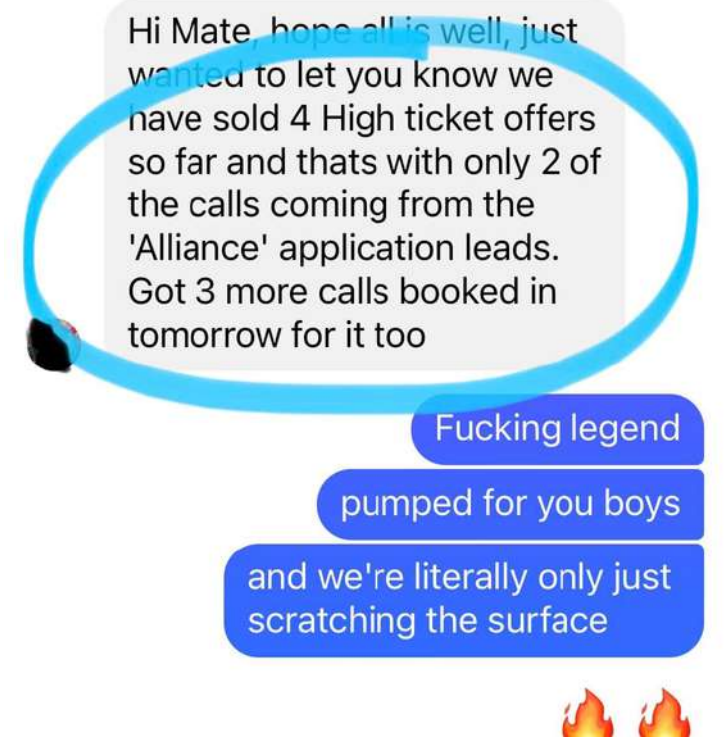
Scott Closing £2k Deals PIF (\$2.5k USD/3.5k AUD)



Candice \$5500 In 10 Days



Adam "I've Never Had So Many Calls In One Week"



Joe 4 High-Ticket Sales £5988 for the week



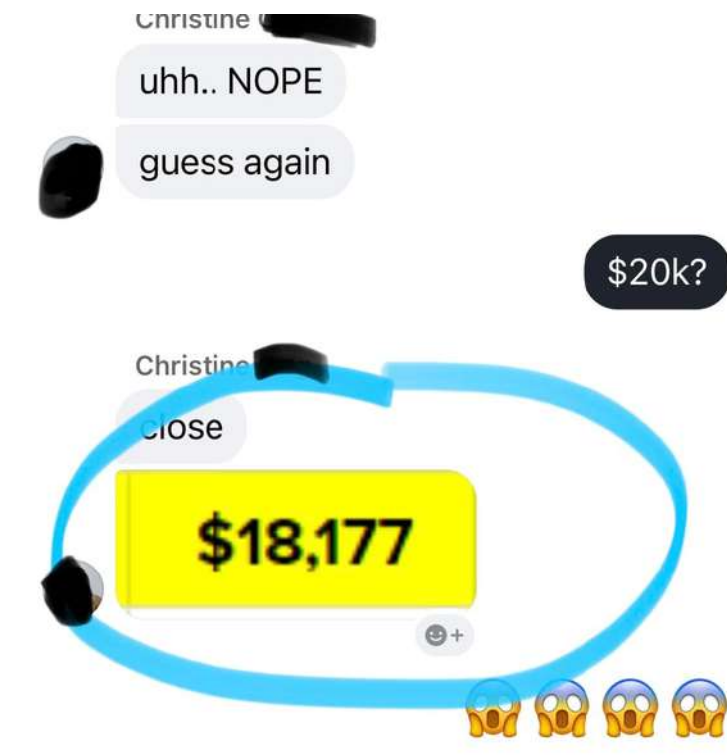
Chris \$11,870 In 3 Weeks



Claire Hitting 1000% ROI



Luke Hits 4 Sales In 5 Days \$6000 In Sales

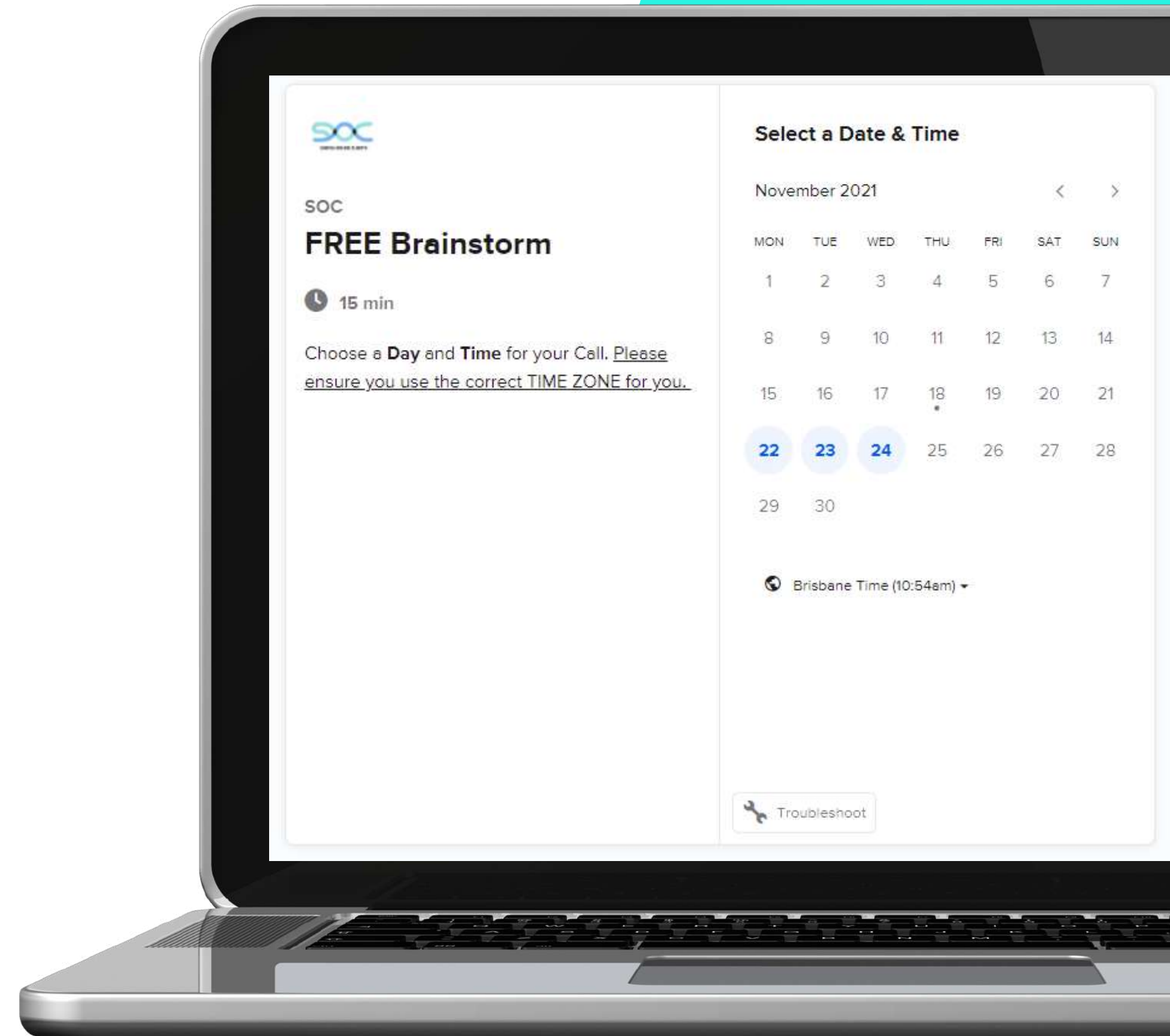


Christine Hits An \$18k Month

Claim Your Complimentary 15-Min *Brainstorm Session*

For a no pitch, no obligation chat to help you create a plan to grow your online business

BOOK A 15-MIN CHAT



"If Online Fitness Coaching is so good, why did you stop?"



A fair question that I get asked from time to time. I guess when you put yourself out there online for 3 years doing ONE thing (Push Program) and then pivot to another that's a very natural curiosity for people.

The reason I began Business Coaching is that my interests developed over the 3 years as a full-time online fitness coach. Over that time I had 2 kids, got married, got older (nooooo!), and had 4 different mentors - investing over \$90k (and counting) into myself.

The truth is, I evolved through that journey into a vastly different person than the one that launched PUSH back in 2018. I became ridiculously passionate about online business building, after building PUSH into a multi 6-figure online fitness business.

What's been the most surprising is the impact I've still been able to have on people's health & wellness, by mentoring and developing amazing online coaches, each of whom impacts the lives of hundreds, perhaps thousands in turn.

I could not be more proud of what we built with PUSH and the impact it's had. But with SOC I'm helping some amazing online coaches to create freedom for themselves WHILE exponentially increasing the impact they too can have in the world.

But you don't care about me, you care about your business, yourself, and your loved ones. Right now you're focused on GETTING online clients predictably - I get it. **Getting online clients really isn't complicated. It's fairly simple, and you're likely much closer than you realise.**

I'm here to help you close that gap. First things first, let's address something important - your bullshit stories.



Control your stories

It's really common for the Fit Pros we work with to come in with a whole heap of 'stories' they repeatedly tell themselves which keep them stuck. Truth is, we all have them. We call them stories because that's exactly what they are, but that doesn't mean they aren't true, sometimes they are. Mostly though, our stories are completely false:

"My clients need me to be there in person to get results"

"I don't have a social media following so it's impossible"

"There would be too much-complicated tech involved"

"I can't compete with big influencers"

"I hate sales so I won't be able to sell"

"You need to be an advertising expert to make it online"

But here's the thing, WE choose which stories we tell ourselves. And all stories have alternate versions, with VERY different endings! There are versions that can SERVE YOU, instead of holding you back.

The reason re-writing your stories is so important is because our stories massively influence two key things: Beliefs and identity.

Your current belief may be that it's going to be an impossible task to build a successful online business as a coach. A belief based on past experiences and what you see in the world around you (your influences and inputs).

Your current identity may be congruent with the current state of your business, and you find yourself at a common precipice where you can begin to design a new identity and start working towards it, or you can slip further and further away from the person you're capable of becoming and the online business you COULD have.

One with freedom, flexibility, and impact. It's ALWAYS your choice. It's ALWAYS in your hands. YOU decide.

But how? Simple, through action. **Action alleviates anxiety.**



ACTION

ALLEVIATES ANXIETY

One of the things we see coaches struggling with the most is the idea that, almost all of the time, **the action will need to be IMPERFECT**. There is absolutely no place for perfectionism while trying to build a business. Failing to accept this is the beginning of the end for many a business owner.

Taking relentless action and accepting (right now!) that you will make mistakes, learn and FAIL FORWARD is the key to making your dream a reality.



Why 95% Of Online Fitness Coaches Fail

Here's why 95% of online fitness coaches fail at the first hurdle

They do not dial in their NICHE, OFFER and MODEL.

The VERY FIRST thing I do with coaches coming into SOC is sit down 1-to-1 with them to thrash out these 3 very things. Then put a strategy in place, together, that guarantees their success (Providing they put in the time and the effort)

Here's why these 3 pillars make or break coaches:

Niche: Being crystal clear on WHO you work with online means you can actually:

- FIND them, because you know who they are and as such, can target them with ads and speak to them with content.
- GET them, because you position yourself as the authority in the space and the obvious choice to solve their most pressing problem.
- COACH them in a time-effective manner, because you only work with ONE person to help them get ONE main result. So your whole roadmap and systems are optimized for this.

Offer: The majority of the offers I see SUCK.

A compelling and desirable offer needs to tell your ideal prospect exactly what you will do for them, in what timeframe, and what impact that will have in their life. WHY is it important for them? Most offers suck because they are designed without understanding the niche (or even having one at all) and as such reach nobody. They use weak language and are not bold with the promise. If your offer doesn't keep you up at night, it's not strong enough.

Model: This is twofold, business model and coaching model.

Both need establishing from Day 1 to build a profitable or scalable online coaching business. Half of the coaches we consult aren't charging anywhere near enough, but need a much better program to raise their prices. The other half are in the 'I charge high ticket' camp that some guru forced them to adopt, but don't have a high ticket niche, offer OR coaching model! Almost NONE have a desirable back-end program, which is actually where real income and impact are.

So, how do you put yourself in the 5% that make it?...





SOC CLIENT EXAMPLE

5 New High-Ticket Clients In 8 Days With Refined Niche & Offer

...went on to sign 10 new clients in 2 weeks!



Suzanne Haynes
Suzanne Haynes Fitness



Put Yourself In The 5%

Here's the step-by-step plan to ensure you are one of the few that make it. 6 Steps to a multi 6-Figure Online Coaching Business

Step 1 - Decide on a Single Target Market. This target market must tick 4 boxes:

- You can genuinely help them get a great result
- You like working with them
- They have funds to invest in your help
- It's a growing market

Step 2 - Unpack all of that market primary problems, list them out, and rank them from least emotional and painful to most.

Then, decide on the core problem you will solve for them

Step 3 - Craft a sharp marketing message, that specifically offers to solve that ONE problem, for that ONE client.

You have now separated yourself as a specialist, not a generalist. Specialists solve big problems and get paid well for doing so, generalists compete with the herd and have to price compete.

Step 4 - Package up a coaching programs. Your front end program should methodically solves the main problem for your client, it should be roughly 40-90 days in length. Decide how you want to deliver it based on your level of online coaching experience.

For example, if you are really confident in your skills and client results - you can deliver via a group - if you are beginning your journey then likely one to one is best. A mixture of the two can also work incredibly well.

Step 5 - Build a SIMPLE marketing funnel that drives leads into one of the following places, a survey, conversation, group, or appointment funnel. Ideally, this should be automated so you can focus on closing deals and serving your clients.

Step 6 - Convert this interest into clients via a predictable sales machine that saves you from getting on the phone with unqualified prospects.

For higher ticket price points you will want to make sure you are closing these deals via zoom and following a structured and systemised sales presentation.

Unclear on how to implement the above, claim a free, no-obligation **15-min Brainstorm** [HERE](#).





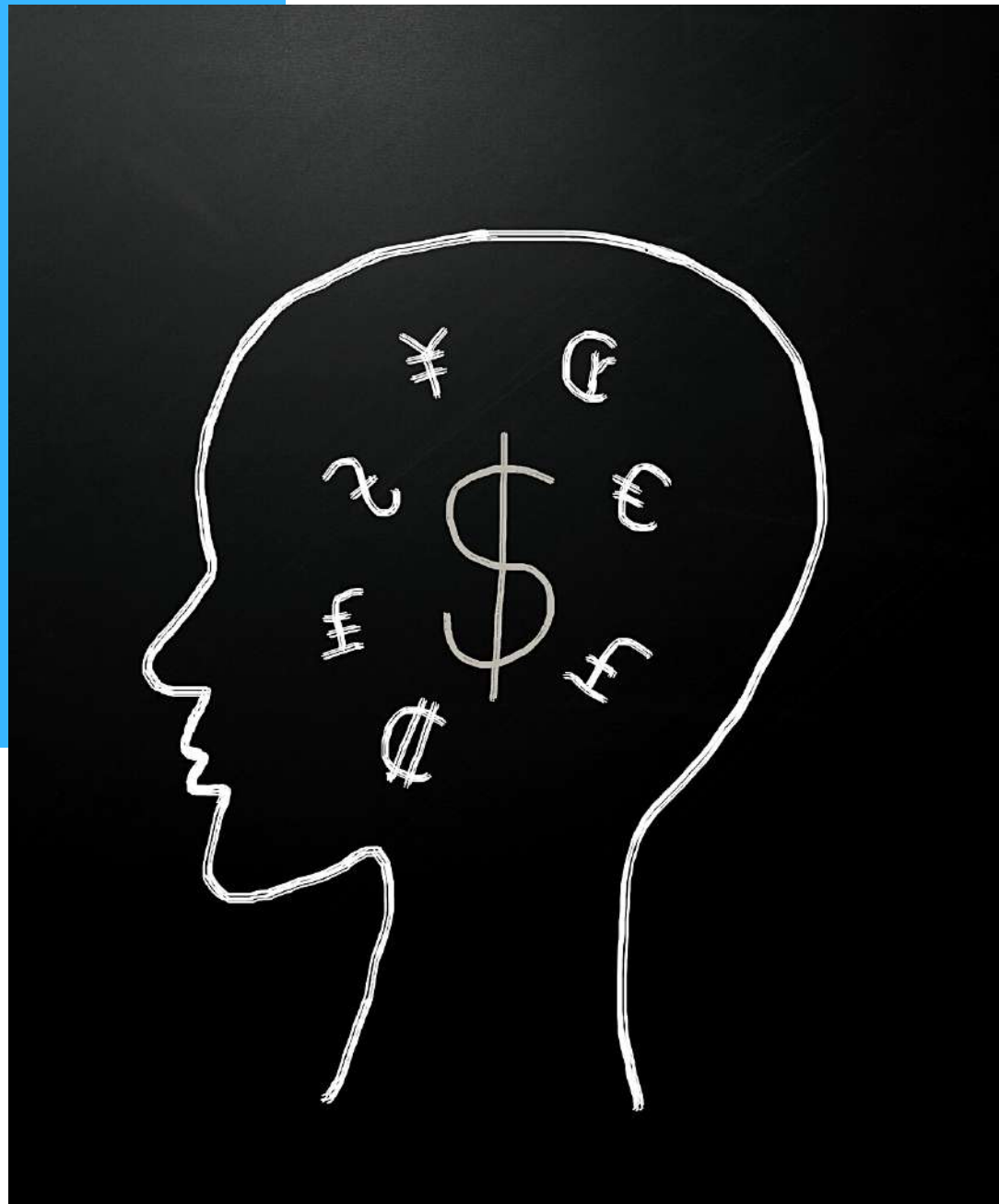
Build The Right Business

10 Reasons Why Low-Ticket Sucks



1. You're positioning yourself in an area of monumental **COMPETITION** and will be price compared accordingly.
2. To break through consistent \$10k months you'll need a massive social media **FOLLOWING** and presence to stand a chance of competing against the fitness influencers and celebrities with 1m+ followers (who ALL sell low ticket). 1000 - 10,000 followers won't come close to cutting it.
3. You'll need a big **TEAM** even just to scale to \$20k months, never mind bigger numbers. More team members = more risk, more work, more stress, and less profit in your business.
4. You'll need to maintain a huge amount of **LEAD FLOW** in order to book the sales appointments required to be profitable.
5. You'll likely spend all day on **SALES** calls until you can find a trained closer, which is the hardest hire to successfully make. Good sales people want big commissions; they won't want to sell your low ticket service; they will be selling high ticket package for the coaches I work with. While crap sales people are...well, crap.
6. You'll work with way more **UNCOMMITTED CLIENTS**. Those who pay, pay attention (and get incredible results)
7. Your business will **CHURN** at an incredibly high rate. High churn = high stress.
8. You will be working with much bigger **VOLUMES** of everything. Delivery, admin, sales, marketing, advertising, customer relationships etc. All requiring time, energy and usually money.
9. You'll be working with an initial **ROAS** (return on ad spend) of 100%-200% if you're lucky. So you will need a high-ticket up sell to make it a profitable model profit anyway. While high-ticket coaches will generate 700%-1200%+ ROAS immediately.
10. Carrying the **BURDEN** of needing 50+ sales per week will take a heavy toll. While in the high-ticket space, 1-2 sales per week is all you need to easily hit \$15-\$20k+ months.

This list is by no means exhaustive. Think seriously about what business you WANT to build before heading off on this journey.



Shift Your Money Mindset

I struggled with a bad money mindset my whole life until I realised that money is a tool, not GOOD, or BAD, but inherently neutral. If YOU are good, you will be able to amplify that goodness with \$\$\$. If YOU are bad, you will be able to amplify that badness with \$\$\$. It's that simple.

In reality, money is just the ability to get energy secured across time and space. When you do something hard, you need a way to store the value of that time and energy.

The harder the 'thing'...
The longer it takes...
The more demanding it is...
The more energy it uses...

The more money is required to store that energy. When you think about it like this, it becomes much easier as a Health/Fitness Professional to begin charging what you're actually worth. To see the real value of what you provide for people.

- How many hours have you put into your craft over the years?
- How much energy (and money) have you invested into qualifications and development?
 - How many HARD things have you had to do?
 - How many new skills have you had to develop?

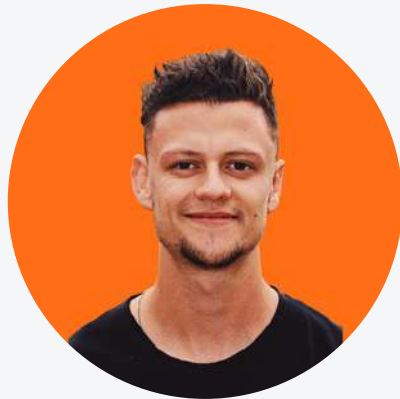
This isn't about taking advantage of people or 'only caring about money'. It's about getting compensated fairly for what you do. The same goes the other way, If you don't give people an incredible service that leads to life-changing results, don't expect to get paid well - you don't deserve to be.



SOC CLIENT EXAMPLE

6 New Online Clients In 9 Days With New High-Ticket Program

...went on to hit his target of £10k in 30 days!



Scott Bancroft

The No Fuss Fitness Plan

”

S

Scott [REDACTED]
As of working with James over the last what, 9/10 days?! I managed to create a brand new Onboarding System, REVAMP my program and get really clear on the process i'm taking my clients through to get awesome results. And signed up 6 brand new clients within that time - working towards my first 10k month online which is SUPER PUMPED about! Its great to be in here with you guys and hearing your wins 🙌

4 m Like Reply

1 👍



The Low Hanging Fruit Trap

I've seen too many fitness coaches grab some "low hanging fruit" online clients and think they've made it...

Only to realise that low hanging fruit is limited. The juicy stuff needs some real work to get.

Hell, I decided to fall into this trap TWICE with my own online fitness program back in 2018 AND 2019!

Both times I had to return to in-person PT to put food on the table.

Listen up coach, you NEED to create predictable lead flow to build a sustainable online business, and that's GOING to require some paid advertising.

Organic sales are EPIC, we love them, we teach plenty of organic strategies, but organic sales don't build a scalable, profitable business that's actually FUN to have.

So if building this business is important to you, make sure you stack the odds in your favour by getting the expertise you need.

Unsure on how to run profitable adverts? claim a free, no-obligation 15-min **Brainstorm** [HERE](#).



How To Beat The Celebrities

Are you a celebrity? If yes, read no further. If no, read on.

For 'normal' folk, building a sustainable and predictable online coaching program is IMPOSSIBLE using organic means only. Why?

In order to make sales you need NEW conversations. In order to get new conversations, you need NEW attention.

There are 2 assets you can use to get new attention. MONEY AND/OR TIME.

Want to just use time? You'll spend so much of it trying to find qualified leads that you'd be better off just going back to in-person training. Why go from selling time for money in person, to selling time for money online and having to stare at devices all day? No thanks.

The remaining option: use money to get attention. Pay either robots (like FB ads) or humans to go out and find it for you, either way you are advertising. Most online coaches crash and burn in the chasm that exists between:

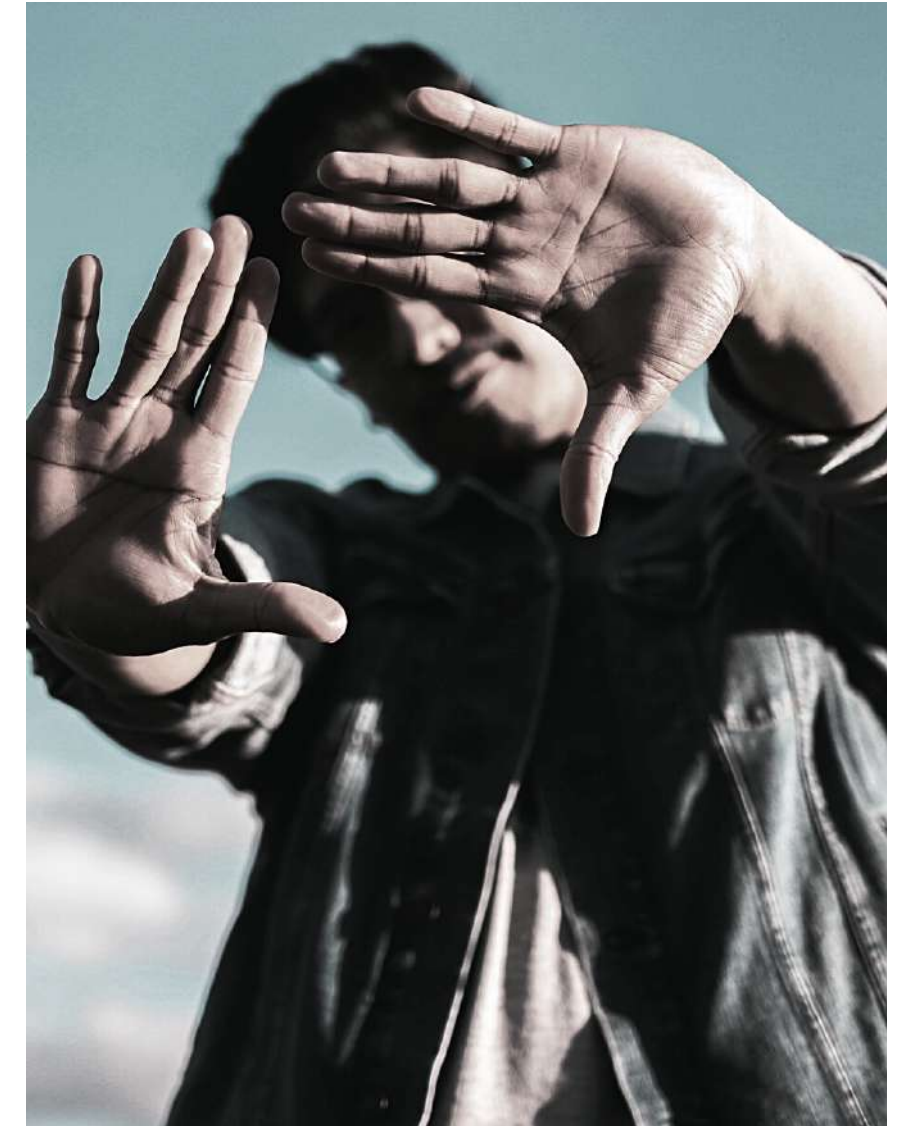
Getting the first few 'low hanging fruit' organic clients

<<<<<<< CHASM >>>>>>>

Creating sustainable lead flow long term through paid advertising

I fell in that chasm myself, let me tell you it's both miserable and crowded down there.

Don't fall for this bullshit narrative that you can build a real online fitness biz by annoying admins in free Facebook groups and sliding into random strangers DM's.





Why You Don't Need More Clients

More Sales = More Clients. Pretty basic equation there...

But the majority of online fitness coaches we consult shouldn't be concerned with getting more clients! UNTIL they know with complete clarity what the client journey looks like. Not JUST in the front end program, but after that too, what's the long term vision for your client? Start to finish:

- What does on-boarding look like and is it systemised?
- How does the detailed Roadmap flow?
- Are there 3-5 simple phases they move through (and get celebrated as they do)
- Does each phase have 1-3 simple objectives/outcomes
- Is there a "rhythm for success" within the community?
- What are the expectations in your coaching group?
- What are the touch points?
- What are the non-negotiables?
- Are you creating desire to upgrade to your back end program? (once they have had an incredible result in the front end)
- What will the typically WANT as they move from FE to BE?

When you on-board clients you should be EXCITED about what they are about to experience, safe in the knowledge that it's nothing like anything they have done before. Want some help building your program? claim a free, no-obligation 15-min Brainstorm [HERE](#).





SOC CLIENT EXAMPLE

**6 New Online Clients
In 7 Days. £9K In
Sales. 1525% ROAS**



Dennis Roebuck
The Fit Golfer Club

D Dennis Roebuck
Hey up team 🙌

3
£257 Ad & Text Spend
119 Leads
£1.18 Per Lead
17 Apps
11 Calls (65% Show up)
6 Sales (55% Conv)
£4175 Collected
Pulled it out of the fire Friday 😁

4
Working together all week to produce a clear client and prospect pathway. This time next week our business WILL be sweeet 🍬

James Pitt great call last week 💎

Like Reply 2 d

James Pitt 👤
Dennis Roebuck been waiting for this one, knew you had it locked 🙌

Like Reply 2 d

4 Pillars Of A High Ticket Program

It's funny that the things we all obsess over when building our online coaching programs are almost insignificant.

Trainerize Vs True Coach? Do I need my own app? Should I use a Facebook group? Modules built in Kajabi or on a web page? Coaching calls on the phone or zoom?

The truth is that any of these options are fine! it's not about the tech, tech just makes things a little easier to deliver and adds a bit of perceived value to you overall program. But your clients don't give a shit, so neither should you.

There are 4 Pillars that a high ticket (\$2k-\$3k) Online Coaching Program (40-90 Days) MUST have to deliver incredible results for your clients in a time-effective way.

1. Education FOR Knowledge: To empower your client with the knowledge they need to get the results they want.

2. Systems FOR Application: Knowledge does NOT equal power, knowledge + consistent implementation does

3. Coaching FOR Accountability: To keep your clients on track and personalised mentorship based on their unique circumstances.

4. Community FOR Connection: Belief, to be a part of something bigger than themselves and moving in a tribe = less lonely!

These PILLARS should not be confused with the tech or tools we use to deliver them, which are of zero importance.

As someone who's been in 4 different mentorships/programs, I feel I'm uniquely positioned to talk on what makes a GREAT program. From my experiences:

- While education is absolutely key, most have TOO MUCH information. Leading to overwhelm for many members.

- While support is promised, real 1-to-1 GUIDANCE is rarely delivered. Leaving many members feeling lost.

- While environment is fundamental to growth, communities are all too often built on EGO. This is demotivating for many members.

I'm NOT here to badmouth other peoples businesses, these are just my honest experiences.

The truth is, I would never built two multi 6-figure online businesses without ALL of my coaching experiences, good and bad.

But, Simple Online Clients was built from the ground up, from day 1, to make sure we did things DIFFERENTLY across the pillars where I had felt let down through my own journey.



Watch For The 800lb Gorilla

Watch your back...there's an 800 lb gorilla lurking.

It's called TikTok - OR IS IT? TikTok is taking an incredible amount of market share and a blistering pace, and we've been seeing some pretty impressive ROI within our SOC community, but there will be another behind it.

The real 800lb Gorilla is innovation itself! Innovation in the online world moves fast. Meaning? You need to move faster, to be AHEAD of the Gorilla.

What worked just 1 year ago in marketing doesn't work well now, and much of what worked 3 years ago is extinct. The tsunami of online coaches that have joined the space in the past 3 years...

Business coaches like me (yep, all the ones in your DM's lol). Health/fitness coaches like you. Means innovation needs to happen wayyyyyyyyy faster than it did 3 years ago.

Back in 2019 I could launch an advert and a half-arsed webinar funnel for our online fitness program, and bobs your uncle, it would be gold for 3-6 months!

In 2022 I have to keep my dancing shoes on and constantly invest in advertising, marketing and sales experts to not only ensure I grow SOC, but to ensure our private clients in SOC have the latest, most up to date strategies and tactics to grow their online programs quickly.

Don't be the online business owner using outdated tactics, or the one thinking that organic alone will build scalable and sustainable business.

Or the one depending on ONE source of leads, ESPECIALLY if it's one that is not even owned by you/your business. Your FB profile, groups and pages can be taken away in the blink of an eye. So can your Instagram profile and following.

Trust me I know; it's ALL happened to me personally. Platforms can die (yes, even the "unstoppable" Facebook). You can be removed, or "cancelled" as they say these days.

That's the risk when you stand for something. And speak against the BS out there. So make sure you're protecting yourself. Here's 4 tips that could quite possibly save your business

1. Build asset lists that you own - email being the easiest with an incredible ROI

2. Build diverse funnels that CAN be taken cross platform when shit hits the fan. (I.e. TikTok in 2022)

3. Run paid adverts and make all your mistakes while the cost is still tolerable. You're going to want to know what you're doing by 2023.

4. If you're not sure exactly how to tackle numbers 1-3, invest in the help you need.



Distraction = Death

There's stuff that wastes time, this stuff is usually quite nice to do

Then there's stuff that makes money, this stuff is usually uncomfortable to do

Here are a few things we've all done as online fitness coaches that do VERY LITTLE to drive our revenue.

- Building websites
- Spending hours (days?!) in Canva
- Over-thinking video content
- Over-analysing written content
- Building automations for our clients (when we're only starting out and have 3-5)
- Create low-quality, high-volume content
- Scrolling other peoples content!

GUILTY AS CHARGED ON ALL COUNTS. **While here are a few money maker activities:**

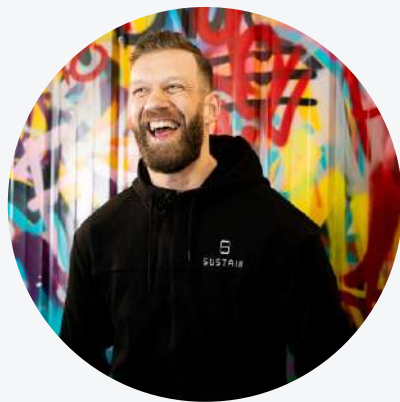
- Having quality conversations with prospects
- Launching new Facebook adverts
- Innovating new OFFERS to put to market (Offers, NOT new programs, you only need ONE high-ticket program to multi 6 figures online)
- Providing your audience with real value
- Getting on discovery and sales calls
- Team building: putting the right people in the right seats on the right bus.
- Deep diving into business data to determine where to apply pressure next

All tasks are not created equal in your business and as an entrepreneur, you need to hold YOU accountable for taking the daily right actions to grow your online business.



SOC CLIENT EXAMPLE

£10.5K In Three Weeks Selling His £1497 High-Ticket Offer Easily



James Walker

Sustain Nutrition

”

mate 7 is incredible! would be good to get 10 within your your time here in OCC 😊

that's got a nice ring to it

im surprised you had time to scratch your ass with full time dad duty

that must be over £10k so far in 3 weeks at your price point of £1497?

James Walker

Yes mate.

What would you advise to

Stop Targeting Uncommitted Clients

I'm willing to bet you're an amazing coach, someone who deeply cares about helping people. You've likely spent thousands of your dollars to become certified in your field.

Yet, I'm willing to bet you wish you had more COMMITTED online fitness clients. So why is it that most of the best coaches who come to us don't have 'enough' committed online clients? Two reasons...

- 1) None of those certifications teach you how to actually get clients or build a business**
- 2) To become a sought after coach and attract COMMITTED clients, you've got to start saying NO to time wasters.**

We've all had them. Uncommitted clients are the ones who pay the least and demand the most; they will inbox you at rude hours, complain in your groups, nothing ever 'works' for them.

And the worst part, when you treat them with extra special attention and go well beyond your original scope to help them, it usually ends up with them throwing it all in your face and blaming you for everything in their life, which isn't going well...

Here's the thing, COMMITTED clients behave in the exact opposite fashion. They invest the most, they show up, they execute, they follow the process, they refer you business, they are always lovely people, they inspire you to keep growing, they are grateful, they provide you with glowing testimonials, and they never blame anyone but themselves

You see, they operate from a totally different headspace. This is why you shouldn't market to them the same way that you would UNCOMMITTED clients.



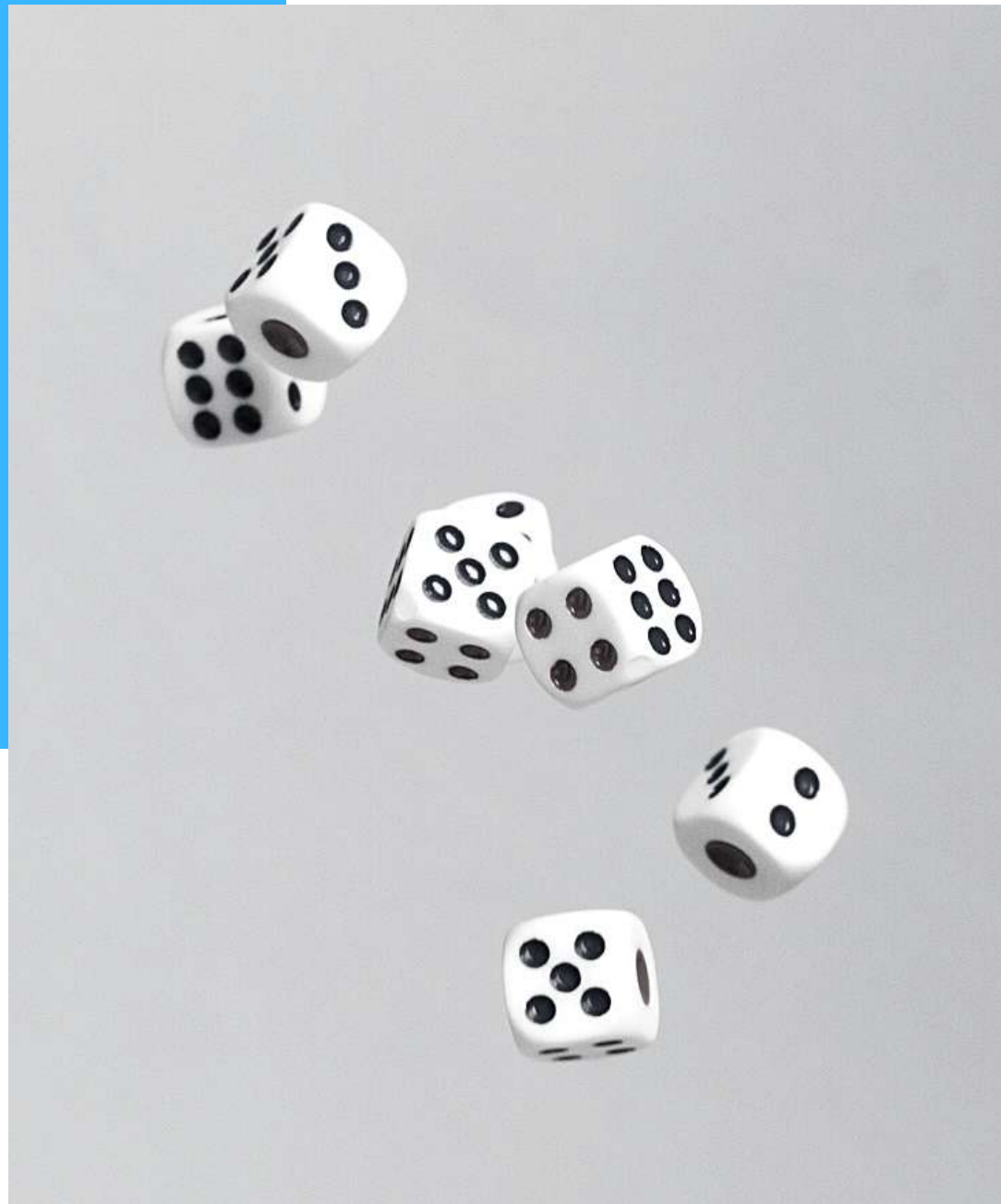
IT STARTS WITH YOU

By this point, I think I've made it pretty clear that YOU are responsible for your success. But that does not mean you have to go it alone. Within SOC we are in our clients corner. We'll hand them all the tools and resources they need, then support them to implement effectively.

We're relentless about our SOC clients getting results and we're 100% committed to supporting them to scale to 10k months and well beyond.

Interested to hear how me might be able to help you grow your online business? Claim a free, no-obligation 15-min Brainstorm with one of the SOC team below.

[BOOK A 15-MIN CHAT](#)



Luck Favours Hard Workers

This is something I've seen countless times in both myself, and the coaches I've mentored.

I doubt you'll find an online coach that 'made it' without an element of luck falling in their favour at some point. BUT, each element of 'luck' can be traced back to a DECISION

Then, ACTIONS, which led to the opportunity for luck to work its magic.

Intentional DECISIONS + ACTIONS happen before LUCK

Decisions often require a coach to overcome fear, doubt, and uncertainty. Actions that were risky, imperfect, and out of their comfort zone.

But therein lies the BEAUTY of entrepreneurship! We can't expect the benefits that come with blazing our own trail (Freedom, flexibility, wealth, impact, etc)

Without assuming the downside risk. We cannot have one without the other!

The massive rewards are BECAUSE of the risk! and vice versa.

Stop playing it safe. That's for those who want a safe life, which there is ABSOLUTELY NOTHING wrong with. But that's not you, or you wouldn't be here.

It's the reality that the entrepreneurial journey is unpredictable by nature. So now that you have chosen this path, IT'S TIME TO BURN THE FKN BOATS and take the island.



Back yourself

Give yourself 6 months of hard, focused work to see if you can get the traction you need. Enough traction to tell you that online coaching is going to be your thing.

Because what's the alternative? To never know if you could have created the life you wanted? To wrestle with that unanswered question for the rest of your days?

I know how scary it is and it won't happen without the hard work part. It won't happen without focus (hard work on the wrong things ends most entrepreneurs). It won't happen without some risk. The definition of backing yourself is to dismiss the niggling self-doubts and to move forward with faith.

If someone would have told me back in 2018 that I'd build two multi 6-figure online businesses in under 4 years, I'd have laughed in their face. Most who knew me would have doubled over in hysterics at the thought of me going on to help countless others do the same.

I'm not a natural-born entrepreneur, I have no background in business, sales, or marketing whatsoever. When I started this journey I was working 50+ hours per week as a Personal Trainer and barely covering the bills.

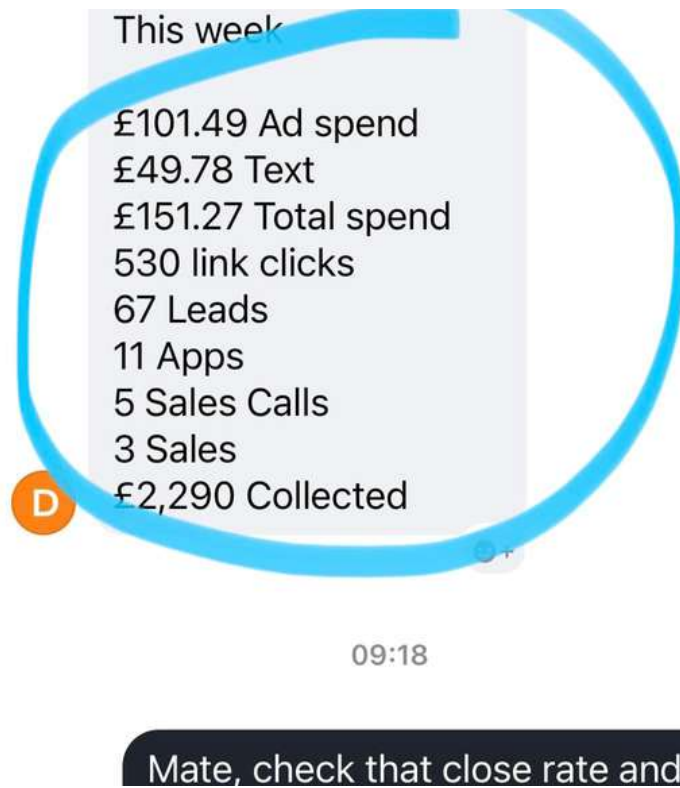
It was clear to NOBODY, including myself, that I would end up here, but when I really think about it, all I had to do was make the decision to back myself. Then take hard, focused action every single day.

I'm not going to pretend that everybody can do it, because they can't.

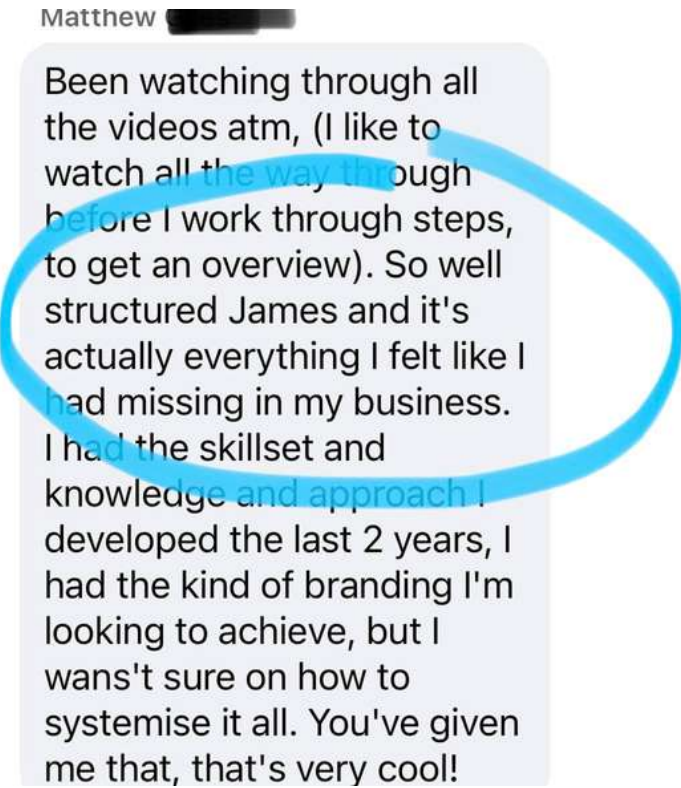
But NOT because of a lack of knowledge, not because of circumstance or a lack of finances or time.

It's a lack of WILL and DEDICATION. They are the only two things you need.

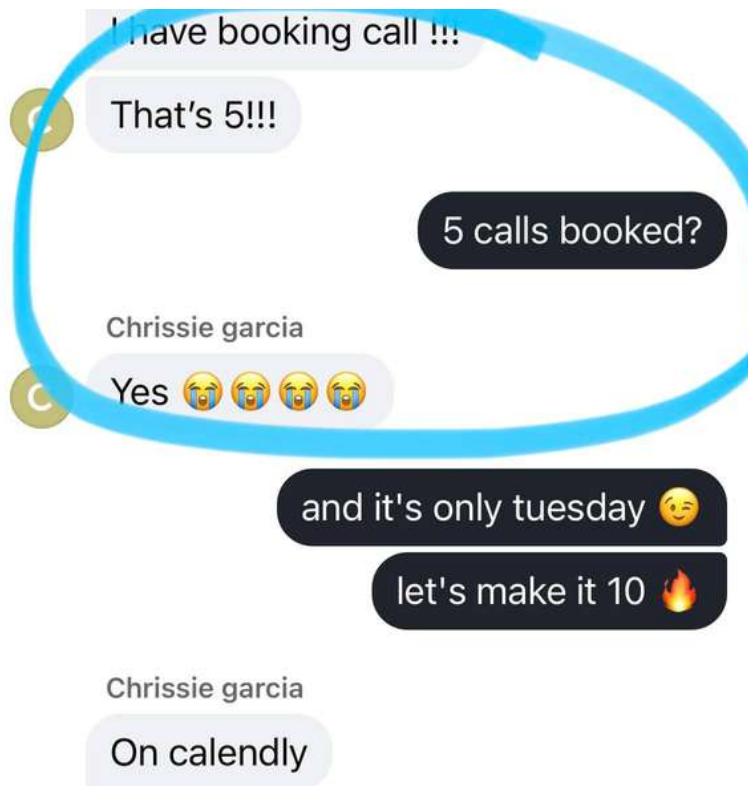




Derek 1433% ROAS £4500 for the week



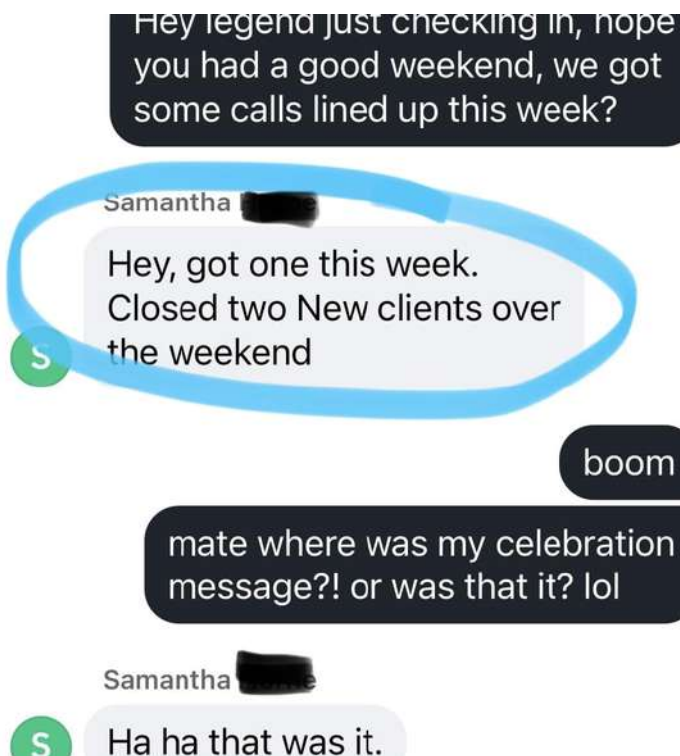
Matt "It's everything I felt was missing in my business"



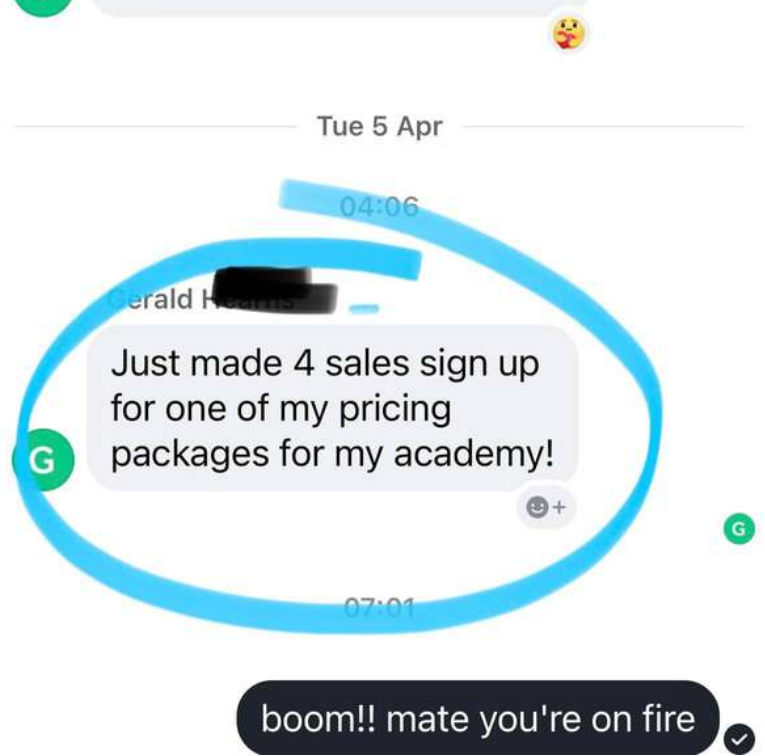
Chrissie 5 Calls Booked By Tuesday!



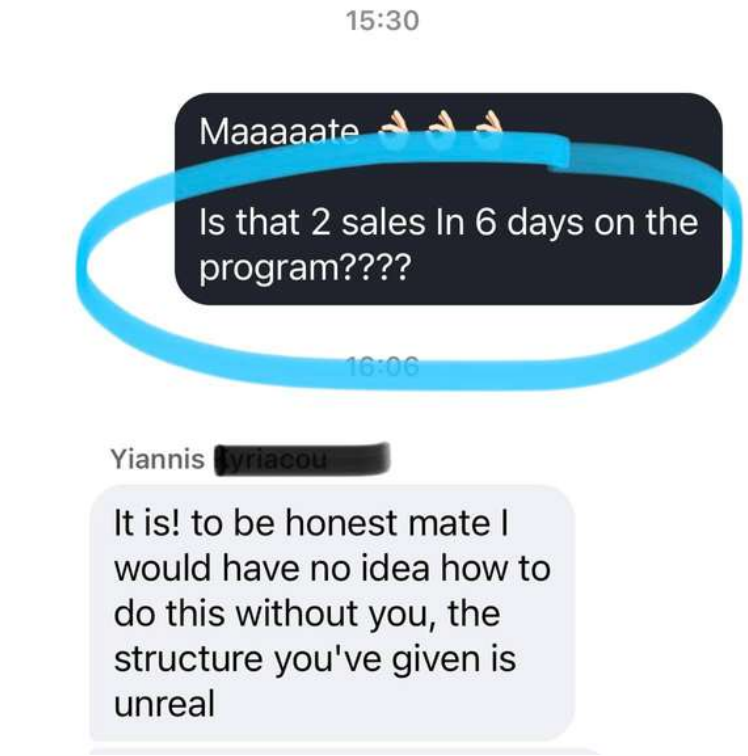
Sam Hits A \$10k Month



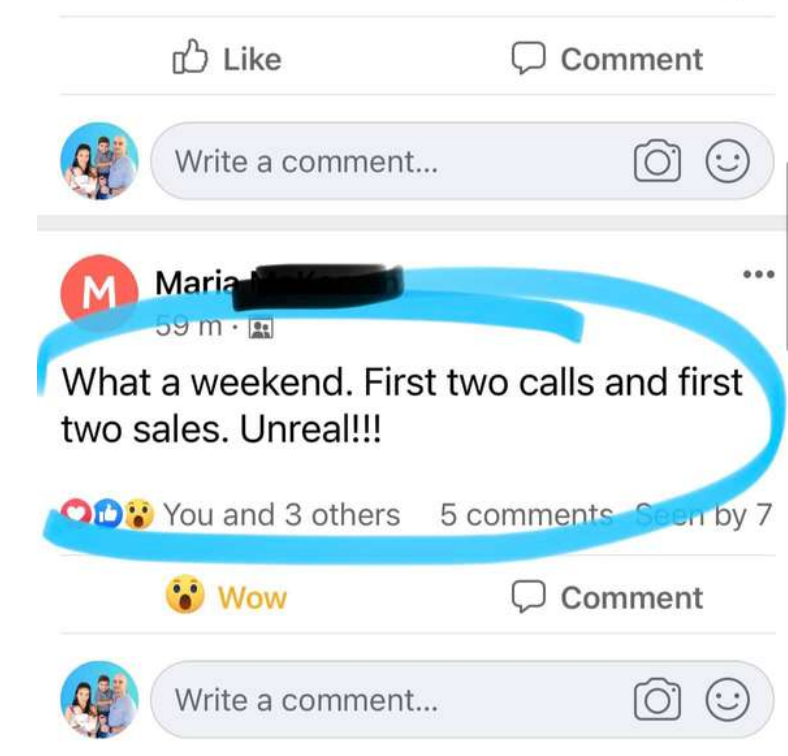
Samantha 2 High-Ticket Sales in a weekend



Gerald 4 High-Ticket Sales in 1 week. \$6000 Collected



Yiannis "I would have no idea how to do this without you"



Maria 2 High-Ticket Sales in very first 2 calls

Claim Your Complimentary 15-Min *Brainstorm Session*

For a no pitch, no obligation chat to help you create a plan to grow your online business

BOOK A 15-MIN CHAT

