



02

Offer & Avatar

Lock the niche, the promise, and the program before you DM anyone.

OFFER & AVATAR: ONE-PAGE WORKSHEET

Most coaches lose 6 months of revenue because they can't finish this single page. Don't skip it. Don't "come back to it." Lock all four sections before you send your first DM.

Pick **one** niche. **One** main promise. **One** program. You're free to expand later. You are not free to stay vague.

Note: "ideal client" and "avatar" are used interchangeably throughout. They mean the same thing.

1. POSITIONING STATEMENT

● The formula

I help [who: be specific] go from [current painful state] to [desired outcome with a number or proof point] in [timeframe] without [the big objection or thing they hate].

● Why this matters

You shouldn't NEED this to communicate that you're speaking to an audience. Your content should position itself naturally as you speak about the pain points, culture, and themes that your target audience would drift to.

The only reason we have clients map out their offer statement is because **THEY** should know who they're speaking to. The offer statement does not mean anything if the marketing does not reflect it.

● Examples (don't copy these or you WILL NOT get results)

For sanity check only.

- I help **busy male professionals 30–45** go from **soft and skinny-fat** to **visibly leaner with a structured 4-day lift** in **12 weeks** without **giving up alcohol, restaurants, or 3am gym sessions**.
- I help **postpartum women** go from **feeling weak and disconnected from their body** to **stronger than pre-baby with a 30-min/day routine** in **16 weeks** without **needing childcare or doing brutal HIIT**.
- I help **natural lifters under 5'9"** go from **stuck at the same weight for 18 months** to a **clean 8–12 lb lean gain** in **20 weeks** without **dirty bulks or bro-split nonsense**.

● Your turn

- Who: _____
- From (current): _____
- To (desired with proof point): _____

- In (timeframe): _____
- Without (objection): _____

● Map out their story

Run through these before you write a single piece of content for this avatar. The deeper your answers, the sharper your marketing.

- What is the belief your ideal client is stuck with?
 - What experiences have shaped that belief?
 - Why is your solution valuable to this demographic?
 - What's prevented them from achieving their goals on their own?
 - How can you earn this person's trust that you can deliver a result?
 - When your ideal client falls off a diet, what do they say to themselves? *"See, this proves that I ___."*
 - What does your ideal client FEAR about trying to make this change?
 - If this actually worked, where would your ideal client be in 90 days?
 - What does YOUR ideal client's picture of success look like? *(For some it's a house with 3 kids and a white picket fence. For others it's financial abundance. You must know what motivates your audience.)*
 - Has your ideal client tried other programs? What did they hate most? What is their fear about investing again?
 - What are your ideal client's hobbies? *(The fat guy ain't just scrolling social media looking for fat loss advice.)*
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2. THE CORE OFFER

One program. Not three.

● The basics

FIELD	YOUR ANSWER
Program name	_____
Duration	_____
Price (USD)	\$ _____
Payment plan (if any)	_____

● Built on the Three Pillars

A real offer is **Done For You + Systems + Support**. If a pillar is missing, the offer is a coaching service, not a product.

Done For You: the actual deliverables

- Training program: _____
- Nutrition plan: _____
- Supplements / recovery / extras: _____

Systems: anything that reduces client questions

- _____
- _____
- _____

Support: how they reach you

- Communication channel & response time: _____
- Check-in cadence: _____
- Form video / coaching call frequency: _____

3. PROOF

What you'll point to in DMs and on calls.

List 3 results you can speak to today. Real numbers, real names, real timeframes. If you don't have client wins yet, list your own transformation as proof #1 and a friend or family case as #2 and #3.

1. Name + outcome + timeframe: _____

2. Name + outcome + timeframe: _____

3. Name + outcome + timeframe: _____

4. SANITY CHECK

Answer yes or no for each. If anything is no, fix it before sending DMs.

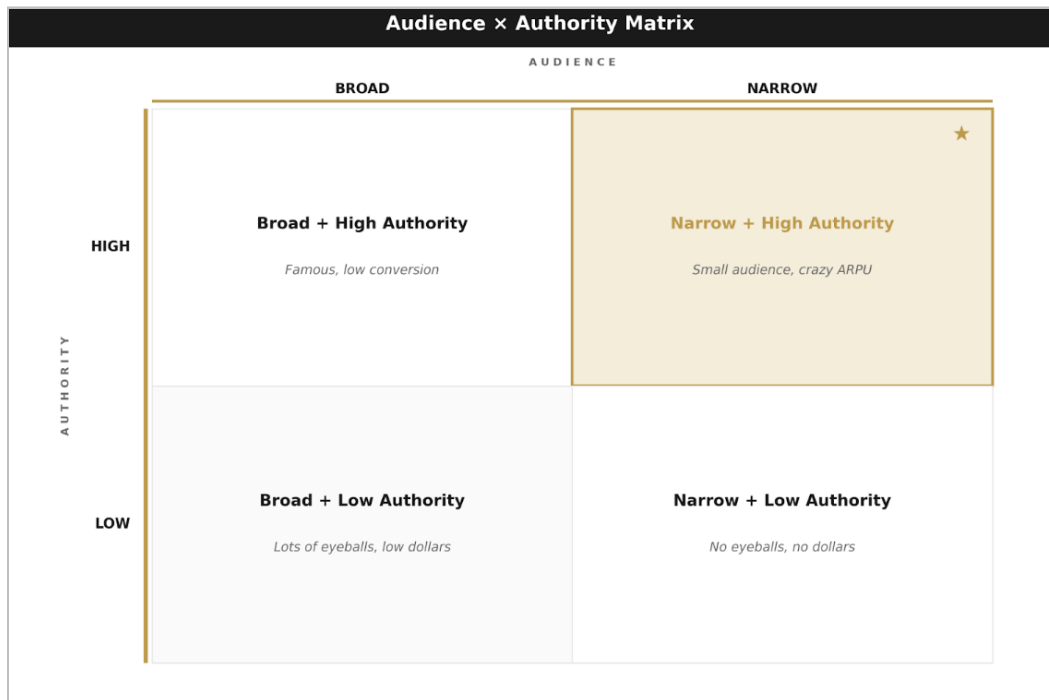
- A 12-year-old could repeat your positioning statement after hearing it twice.
- You have one program with one price. Not three tiers, not “custom packages.”
- Done For You + Systems + Support are all clearly listed.
- You can name three results.
- You would buy this offer at this price if you were the avatar. Be honest with yourself here, or this will not work.

On downsells (when needed): You can downsell on a call easily by reducing access to you. Example: a \$3k / 6-month program becomes a \$2k / 6-month version by saying “no texts during the week, weekly check-in Looms only.” Frames your time as valuable without breaking the core offer.

QUICK NOTES

- **“I help everyone get fit” is not a niche**

A niche is a temporary marketing constraint we apply to develop authority and visibility in the right space. Niches aren't fixed, they evolve with time. But you **MUST** have some clear authority in the niche you choose. Without it, you're left with less visibility and less authority.



- **People buy YOU**

Most coaching offers are pretty much the same shit packaged differently. You're selling a transformation to an audience. How good a coach you are will shape the results your clients get and the likelihood they're successful. The real differentiator boils down to your marketing and positioning on the internet.

Fitness coaching is fitness coaching. Don't be boring. Getting people to know, like, and trust you is the most important piece.