



# 3 Steps to Maximum Online Income and Impact

Jump-start your online revenue in 7 days, even if you have no product or online audience



# Intro

- CoVID was the kick in the pants AND the opportunity.
- ‘A rising tide raises all boats’
  - We are individuals lifting each other
  - Peloton and Beach Body are NOT your competitor - here’s why...
- Why revenue generation has to come before marketing, branding, and even business setup.



# Step #1 - Define Your Product

## Decide

- What is the promise?
  - Cleanse/Renew/Transform/Goal
  - List the current pain points
- Understand where you add the highest value
  - Role : Transformational coach vs. augmentation
  - Offer : Workout vs. Program
  - Modality/Format : Jack of all trades?
  - Delivery : Method & Frequency

NOTE : follow your instincts and get started; refine the product later





# Step #2 - Audience Assets

Don't Propose on  
the First Date

- Growing your audience BEFORE serving your clients doesn't work
- It's about connection not perfection

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# Step #2 - Audience Assets

Define the Customer



# Step #3 - Offer and Invite

## Curiosity not Convincing

- Get to know the people in your hot circle
  - Ask questions
  - Getting to know one member of your audience IS getting to know all of them
  - Find out more about their goals and commitment to achieving them
- Create products that serve them (full circle back to step #1)







# And now...

Register for the  
Sell Out your Online Workout bootcamp

<https://fitprosconnect.com/bootcamp>

