

Would You Rather Sound Smart Or Make an Impact?

This Will Help You Cut Through the Noise

01 Know Whom Exactly You're Talking to

Think about your ideal customer and come up with a story about this customer that includes not only their **age** and **gender**, but **lifestyle**, **fitness history**, and **aspirations**:

Example:



Samantha

Sam is a 26-year-old African American woman who is 30 pounds overweight. She's never used a trainer and is finally looking for some direction after numerous failed attempts at the gym. She's a nurse, so shift work makes regular sleep and food habits hard to come by.

02 Tell a Story, Not Facts

Talk about what makes you relatable, and your mistakes, failures, and successes.

Use this three-step process to make stories more relatable:

STEP 1
Paint a Picture of what life was like before.



STEP 2
Describe What You Did to change things.



STEP 3
Help the Reader Envision what your life is like and how they can benefit, too.



Dave lost 100 pounds without counting calories or excessive exercise, used techniques to upgrade his brain and lift his IQ by 20 points, and lowered his biological age while learning to sleep more efficiently in less time. Learning to do these seemingly impossible things transformed him into a better entrepreneur, a better husband, and a better father.

Dave Asprey, Founder and CEO of Bulletproof

Dave Asprey, founder of Bulletproof and author of New York Times bestseller *The Bulletproof Diet*, is a Silicon Valley investor and technology entrepreneur who spent two decades and over \$1 Million to hack his own biology.

Dave lost 100 pounds without counting calories or excessive exercise, used techniques to



03 Establish Your Credibility

Tell what you've done and why YOU are the best choice for your reader. Look through your current client list and list out the top three things that you helped your client achieve in the last three or six months to a year.

Jonathan Goodman

World leader in business education for Online Trainers and author of the world's only textbook on online training

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"Jon Goodman is an **expert in building online training**" – ADAM BORNSTEIN, (Born Fitness, NYT bestselling author)

"With Jon's marketing help **we tripled the number of clients we signed up** during our enrollment period from the previous. He's the man!" – MOLLY GALBRAITH (Girls Gone Strong)

"Jonathan Goodman is a **fitness professional**, and I know anybody else I know." – Dr. JOHN BERARDI (Precision Nutrition)

04 Use Social Proof to Add Legitimacy

Social proof (e.g. testimonials) is a way to add more value to your message and services. Write down the names of five people that best match your ideal customer and are likely to give you testimonials. Contact them today using the template to the right:

And remember...

Make things so simple and easy to understand so the reader doesn't have to think.

You don't need **GROUNDBREAKING**

Go for **SIMPLE** and **EASILY ACTIONABLE**



What's one thing that you'd like me to start doing?

What's one thing that you'd like me to stop doing?

What's one thing that you'd like me to keep doing?

In 3 sentences or less, can you describe any reservations that you had before we started working together?

In 3 sentences or less, can you explain how I was able to help you with your reservations?

Can you describe your 1-2 top goals when you started?

In point form, can you list your achievements with training thus far?

Is there anything else at all that you'd like to add?