

the wealthy **FIT PRO'S** GUIDE TO **ONLINE TRAINING**

TAKE ACTION CHECKLIST

Everything you need to know and have in place before starting your online training business...

- I have at least one to three years' experience training people in person. (pg. 3)
- I have the proper motivation. (pg. 5)
- I've identified my niche and understand the problems they want to solve. (pg. 51)
- I understand the three main business models of online training. (pg. 14)
- I've calculated my Freedom Number. (pg. 37)
- I won't be afraid to charge what I'm worth for my services. I will look inward, not at what others are doing, to determine the right price for me. (pg. 67)
- My client onboarding process will be more than just signing someone up. It will establish expectations, showcase my personality, and include a world-class welcome package. (pg. 85)
- I will make business choices — like how to deliver my services — on one criteria: What will serve the client best? (pg. 103)
- I will create loyalty by celebrating clients with positive attention, strategic gifting, and overdelivering on expectations. (pg. 109)
- I understand that marketing doesn't have to be complex and expensive. I can achieve serious gains from setting myself apart from other trainers, talking to people, and following up. (pg. 125)
- I know I don't have to "sell" all the time. True selling is about developing relationships, trust, and my reputation. Good word of mouth will do more for my sales than any advertising tactic. (pg. 143)
- Above all, I'm ready to grow my business, deliver unbeatable customer service, and enjoy the extra money and freedom that online training can provide. I'm ready to take the next step. (pg. i)