

HOW TO

CAPITALISE ON PRE-SUMMER MOTIVATION

Your step-by-step guide to expanding your capabilities with FITR to meet increased client demand.

Follow these easy steps using the FITR platform:

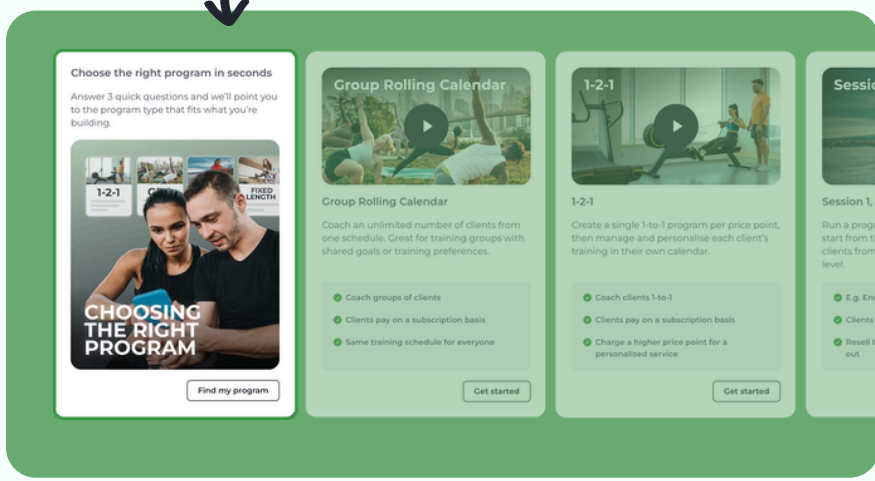
1

Master the Program-First Model

Build one program and let clients come to it. However many sign up, you manage one schedule, not dozens.

PRO TIP If you're not sure what type of program to start with, try out our handy quiz.

1. **Login > Programs > Create a Program >** select an easily scalable group program type such as **Rolling Calendar** or **Session 1 Day 1**
 - Use a clients personal records to personalise their experience automatically.
2. **Write your schedule** before inviting clients



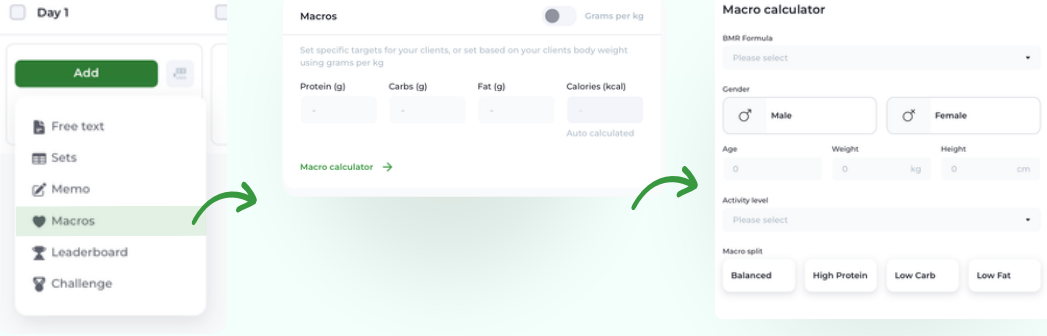
+ New

Track

3. **Add Tracks** for different ability levels within one program

"Busy" Track - 3 gym days
"Committed" Track - 5 gym days

4. **Try adding Nutrition to your program:** Hover over any day and click **Add > click Macros > Set targets** using the built-in Macro Calculator



Automate Your Business

Stripe handles your payments. FITR automates your business. Together, your business runs without the admin, however many new clients come through the door.

2

Stripe

- Login > Account Settings > Stripe > **Connect with Stripe**
- FITR will manage all billing, reminders and program access in the background.

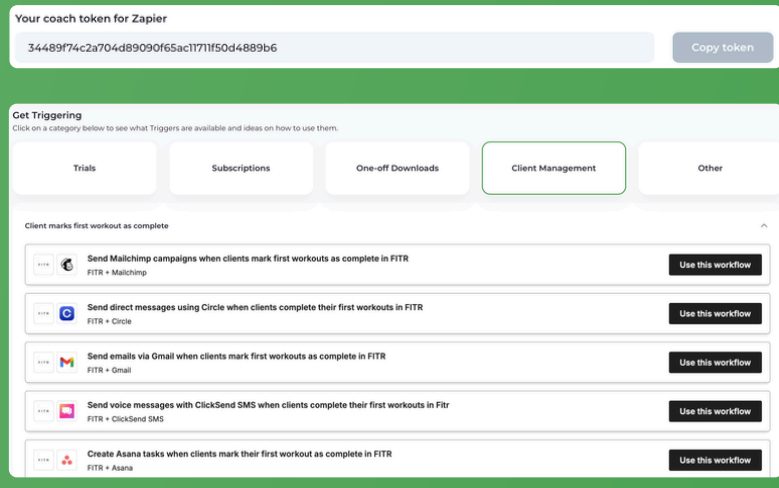


Billing & access, automated

Failed payments recovered

Programs delivered instantly

Insights in real time



Zapier

Login > Marketing (left side bar) > **Zapier**
FITR has built a number of triggers into the platform that you can connect with external applications to manage client experience automatically.

- Copy your coach token**
- Look through the trigger categories and click **"Choose this workflow"** to open Zapier
- Create your Zapier account** and paste in your coach token to connect FITR
- Follow Zapier's steps to connect your chosen app (Mailchimp, Gmail, WhatsApp and 5,000+ others)

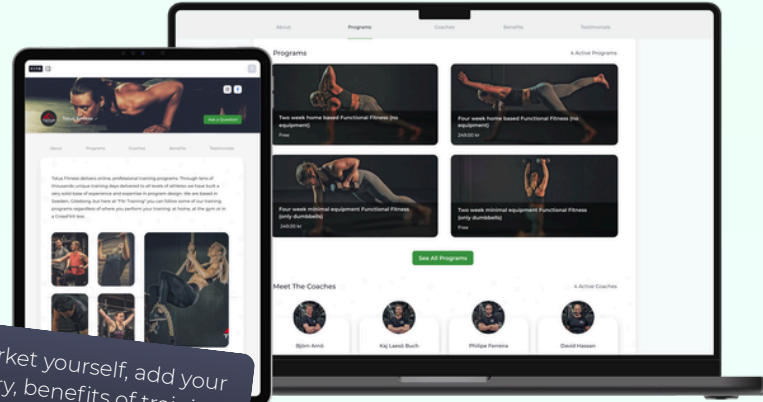
3

Build a Brand That Converts

When motivation is high, decisions are fast. Your brand and how you show up can be the main reason why a client chooses you, so make it count.

The Storefront

- Login > Marketing > **Storefront** > add your cover image or video
- Toggle programs to visible so they appear on your Storefront automatically
- Copy your Storefront URL** > share across your socials and bio link



PRO TIP Market yourself, add your coaching story, benefits of training with you and client testimonials to keep your impact front and centre.



A Custom App

Take your brand further with your own named app on the App Store and Google Play, your logo, your colours, your coaching identity.

Package Your Programs Coming June

Sell more without building more.

Packages lets you bundle multiple programs into one cohesive offer, a summer shred paired with an outdoor conditioning plan, for example, so clients get more and you earn more, without any extra work on your end.

Coming to FITR in June.



Your capabilities shouldn't be capped by your tools.

FITR is built to grow with you however many clients come through the door this spring, your business infrastructure should never be the thing holding you back.

Start your **14-day free trial** or **login to your account** now and take your coaching further with FITR.

All features in this guide are available on FITR PRO. If you're currently using FITR's FREE version, now is the time to upgrade.

Get Started

Upgrade to PRO

If you'd like support with actioning these strategies, FITR is here to help. Book a optimisation call with one our Growth Specialists today.

Book a Call