

Fitness Closer Script

Micro-Rapport

1. Greet by name & energy check

“Hey NAME, how’s it going

2. 1-sentence personal hook (mirrors their vibe)

I’m over in Philly still trying to convince the sun to show up— so jealous of your West-coast weather! (Make this personal to you! Something that lets their guard down)

3. Agenda & Permission

“I booked 45 minutes. We’ll dig into your goals, obstacles, and see if COACH’s coaching is the right cheat-code for you, Sound good?”

Discovery

GOAL- find out what they want to achieve

4. So what are you looking to achieve in your fitness right now?
5. Why is that important now, though?
6. When it comes to (whatever they just said, adding muscle, losing fat)) what specifically do you feel like you could use the most help on to get there?
7. What makes you feel like you need help on that specifically?

THIS IS WHERE YOU FIND THE PROBLEM/PAIN

Once you find a pain point (plateau, inconsistent, wanting to level up, lack of motivation etc.) we dig in.

How do you mean?

How long have you noticed that?

What’s that been doing to you overall with that being the case for x time?

4. Current situatuion

Find out what theyre currently doing in the gym and for nutrition

So what does your current split look like? And what are you doing nutrition wise?

Create doubt here- if theyre not tracking or following a certain structure this is GOLD

Find our current height and weight (if they havent told you already) - and sorry forgot to ask you what are you currently sitting at? And your height?

PAST AWARENESS

What have they done in the past?

Have they worked with a coach before?

If yes:

How long ago?

What was it like?

What's prevetned them from getting one again

If no

Whats prevented them?

Shift their perspective here, this is where you **PRE HANDLE**

Money, time, DIY, Scam etc...

BUYING VALUES

So when it comes to working with coach, whats on your checklist of things you want?

Here we can find out what they're looking for in a program and weave it into our pitch

DESIRED STATE

So lets say we could get you XYZ (more muscle, leaner etc) what difference do you see that making for you?

(More confidence, more energy, etc)

And when you say XYZ what do you mean by that exactly?

And this XYZ being able to do that, what would that represent to you?

(Sense of accomplishment, success, pride, etc)

And that XYZ, how would that feel to get there?

So how important is it for you to feel XYZ?

Why now though?

CONSEQUENCE

And its great we know where we want to go, because we can see the finish line, but we have to look at the other side right? Because the most successful people know what the consequence of not getting XYZ is and how that would impact them, and thats what drives the faster to their goals, so for you what would the impact be if you didnt get XYZ and feel XYZ?

Are you willing to settle for that as a reality?

PITCH

1. Mirror & Label

“Based on what you told me—huge muscle gain, but fat breathes over your mid-section, and that’s making you second-guess stepping on stage...”

2. Permission to Present

“...Would it be helpful if I walked you through how we’d solve that so you can step on stage at 5 % body-fat—without cannibalising muscle?”

5. Three-Pillar Solution Pitch

Tailored to your core offer (training, nutrition, accountability)

6. Commitment Pulse Check

“On a scale of 1-10—1 means ‘throw me off the call’, 10 means ‘where do I sign’—where are you right now?”

If < 8:

“Walk me through what’s missing for you.”

Find out WHY they feel like it can work for them

7. Investment Reveal & Close

1. **Set context (value > price)**
to get you where you are now feeling xyz to feeling xyz
2. **State fee, then silence**
“Your six-month transformation is \$x USD Credit-card points lovers often pay in full.
Other clients prefer the split pay.
How would you like to handle it?”

Quick-Reference Call Flow (One-Page Cheat-Sheet)

1. **Warm Rapport & Agenda**
2. **Discovery → Problem/Pain → Current → Past → Buying Value → Desired → Consequence**
3. **Validate & Permission**
4. **3-Pillar Solution Pitch**
5. **Scale 1-10 Pulse check**
6. **Investment**