BUILD YOUR MODEL

THE PROGRESSIVE OVERLOAD GUIDE

Five steps to grow your coaching business, one Program Type at a time.

EQUIPMENT

The 4 Program Types

Your coaching model is built from one or a mix of these four Program Types. Each one does a different job as you grow.

Fitr is built around programs, not individual clients, so adding a client doesn't have to mean adding admin.



1-2-1

Your base and what most people think of when they hear "coach". Highest potential value per client, fully personalised.

Best for: Fully personal coaching for individuals.

RECURRING REVENUE

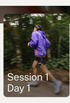


Group Rolling Calendar

One program for a group. New clients join wherever it's up to.

Best for: Groups with shared goals.

RECURRING REVENUE

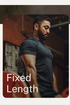


Session 1 Day 1

One program, and every client starts at day one, whenever they join.

Best for: Programs that build step by step.

RECURRING REVENUE



Fixed Length

Build once, sell many times. One-off income that doesn't add to your weekly client load.

Best for: Training with a defined timeframe.

ONE OFF REVENUE

YOUR PROGRAM

ADD LOAD ONE STEP AT A TIME

Helping coaches scale is what we do. No two coaches grow in exactly the same way, but most follow a similar pattern.

STEP 1	BASE
STEP 2	VOLUME
STEP 3	NEW OFFERING
STEP 4	PACKAGE
STEP 5	TEST AND ADJUST

STEP 1 · BASE

01 Build your base with 1-2-1

Refine your method with a handful of clients and save the structures you keep coming back to as Templates.

- 1-2-1 programs
- Templates

MOVE ON WHEN

1-2-1s filling your week and quality is at risk.

STEP 2 · VOLUME

02 Add volume with Group Rolling Calendar or Session 1, Day 1

Both let you add clients without building a new program from scratch each time.
You can personalise the programming with Personal Records, so every client's session goals are set from their own numbers.



Group Rolling Calendar

Program for a group of clients who train together. New clients join the group wherever it's up to.



Session 1 Day 1

Every client starts at day one, whenever they join. Better for programs that build step by step, like beginner strength or a skill progression.

MOVE ON WHEN

The same goal or question keeps coming up from clients.

STEP 3 · NEW OFFERING

03 Add a new offering with Fixed Length

Program for a specific outcome, like race prep, a skill or an endurance build, and sell it as a one-off product. It brings in income without adding to your weekly client load.

- Fixed Length
- Storefront

MOVE ON WHEN

You have built a collection of programs that could provide more value together.

STEP 4 · PACKAGE

04 Package it up

Group your programs into Packages by outcome, skill or level of support, so each one offers more value and you earn more from what you've already built.
Connect Stripe and Fitr's Business Automation will handle payment, billing and access for every program and package you sell.

- Packages
- Business Automation

MOVE ON WHEN

You're ready to see what's working and fix what isn't.

STEP 5 · RETEST

05 Test and adjust

Progressive overload only works if you retest. Every few months take a look, build on the programs that carry most of your clients and income. Rework or retire the rest.

Ready to add load?

Fitr runs every Program Type and package in one place, so each step in this guide is ready when you are. Start a 14-day free trial, or log in to your account, and get your coaching business Fitr.

START 14-DAY FREE TRIAL



Fitr is best on desktop

We recommend you program from a laptop or computer where you'll get the best experience. Once everything's live, you can manage your day-to-day on the mobile coach app.

Where your business works out