



BRAVELY DIFFERENTIATE IN 2021 **TO CATAPULT YOUR ONLINE** **TRAINING BUSINESS**



PRESENTED BY:
BILLY POLSON + THE BUSINESS MOVEMENT™

BRAVELY DIFFERENTIATE IN 2021 TO CATAPULT YOUR ONLINE TRAINING BUSINESS



MASTERING DIFFERENTIATION AS A VIRTUAL TRAINER

RESEARCHER: DR. JESSICA WILSON • THE BUSINESS MOVEMENT™

Being the best is hard. Being the **Best** is harder. **DIFFERENTIATE** will help you become the best in your industry. It will help you stand out from the crowd and attract the right clients. It will help you create a unique brand and build a loyal following. It will help you create a business that is profitable and sustainable. It will help you create a business that is scalable and grows. It will help you create a business that is resilient and can withstand any economic downturn. It will help you create a business that is profitable and sustainable. It will help you create a business that is scalable and grows. It will help you create a business that is resilient and can withstand any economic downturn.

DEFINE **DF**

1. Identify your unique value proposition (UVP).
2. Research your competitors and their UVPs.
3. Create a UVP that is unique, valuable, and difficult to copy.
4. Communicate your UVP to your target audience.

RESEARCH **RS**

1. Research your competitors and their UVPs.
2. Identify your target audience and their needs.
3. Create a UVP that is unique, valuable, and difficult to copy.
4. Communicate your UVP to your target audience.

DIFFERENTIATE **DF**

1. Identify your unique value proposition (UVP).
2. Research your competitors and their UVPs.
3. Create a UVP that is unique, valuable, and difficult to copy.
4. Communicate your UVP to your target audience.

CALIBRATE **CL**

1. Test your UVP with a small group of your target audience.
2. Gather feedback and make adjustments.
3. Repeat the process until your UVP is clear and compelling.

[CLICK HERE FOR POST SESSION RESOURCES](#)

#YOUGETTHIS

DO WORKBOOK™

MASTERING DIFFERENTIATION AS A VIRTUAL TRAINER

RESEARCHER: DR. JESSICA WILSON • THE BUSINESS MOVEMENT™

DEF **RES** **DF** **CAL**

DEFINING YOUR BUSINESS **1 = LOW | 5 = HIGH**

CURRENT VALUE	CHALLENGE	DIFF	RES	DF	CAL	SCORE
						0
						0
						0

DEFINING YOUR CURRENT NICHE **1 = LOW | 5 = HIGH**

CURRENT VALUE	CHALLENGE	DIFF	RES	DF	CAL	SCORE
						0
						0
						0

IDENTIFY COMPETITORS

COMPETITOR	WEBSITE	EMAIL	PHONE

COMPETITOR RESEARCH SHEET

COMPETITOR	ATTRIBUTE	RANK	YOU	RANKING	
				1-5	1-5
VIRTUAL	CONTENT QUALITY				
	PRICING				
	USER EXPERIENCE				
	MARKETING STRATEGY				
	REPUTATION				
ON-DEMAND	CONTENT QUALITY				
	PRICING				
	USER EXPERIENCE				
	MARKETING STRATEGY				
	REPUTATION				
TOTALS					

KEYWORD RESEARCH **1 = LOWEST | 5 = HIGHEST**

KEYWORD	SEARCH VOLUME	DIFFICULTY

WWW.THEBUSINESSMOVEMENT.COM/EXPRO

SHOPPING EXERCISE





ELITE ONLINE PERSONAL TRAINERS. WORLD-CLASS RESULTS.

Get 1-on-1 fitness coaching from a CALIBER online personal trainer who will help you build muscle, lose fat, and get in the absolute best shape of your life.

What is your primary fitness goal?



**BUILD
MUSCLE**



**GET
LEANER**



**GAIN
STRENGTH**

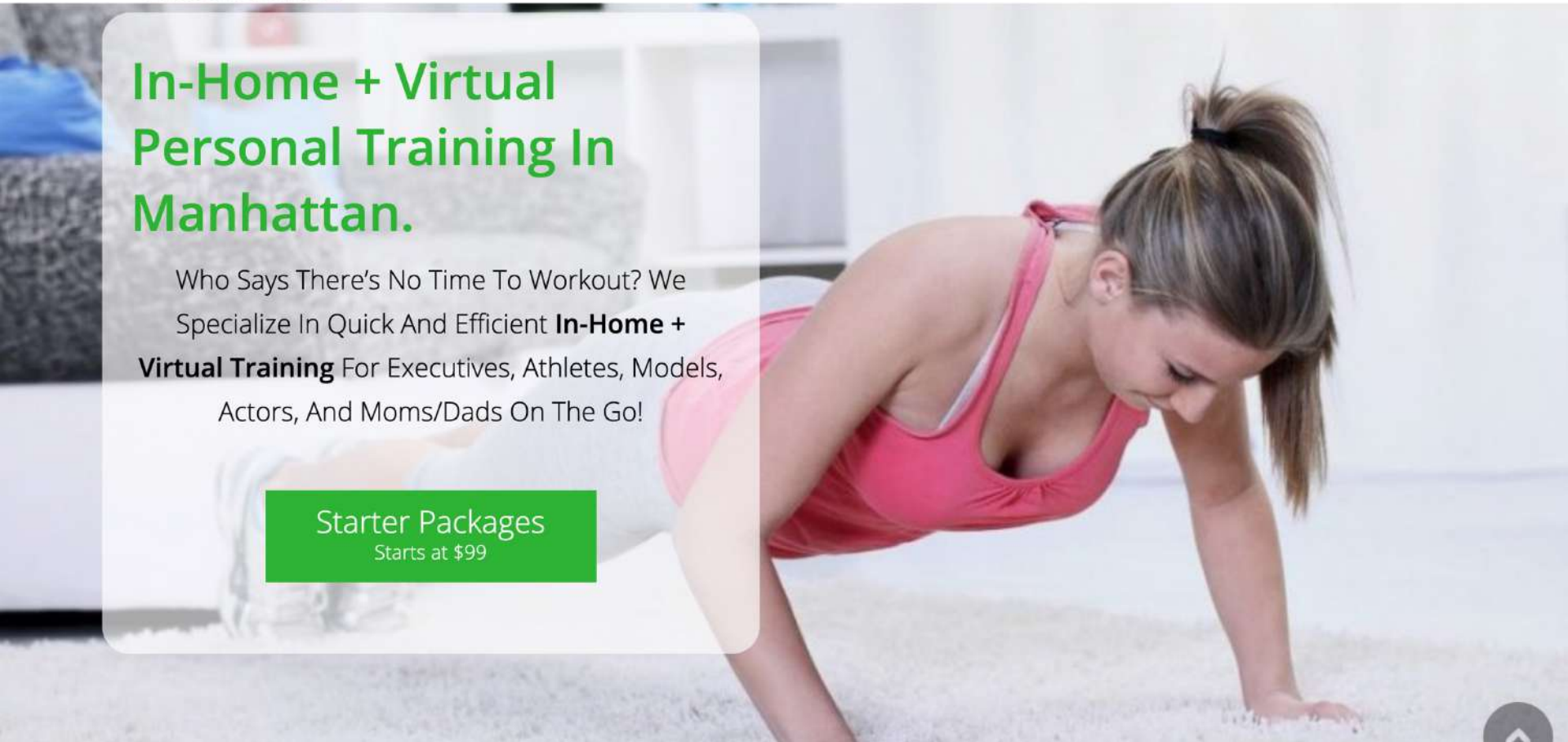
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Specialize In Quick And Efficient **In-Home +
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Starter Packages
Starts at \$99



A

B

C

CALIBER HOME SUCCESS STORIES FAQ WHO WE ARE BLOG CONTACT US LOC US

ELITE ONLINE PERSONAL TRAINERS. WORLD-CLASS RESULTS.

Get 1-on-1 fitness coaching from a CALIBER online personal trainer who will help you build muscle, lose fat, and get in the absolute best shape of your life.

What is your primary fitness goal?

- BUILD MUSCLE
- GET LEANER
- GAIN STRENGTH

FORGE PROGRAMS 30 DAY HABIT NUTRITION CORPORATES ABOUT FAQ BLOG

ONLINE FITNESS AND NUTRITION COACHING

TYPE TRAINING About Personal Training Specialty Programs Rates Questions? Contact Us

In-Home + Virtual Personal Training In Manhattan.

Who Says There's No Time To Workout? We Specialize In Quick And Efficient **In-Home + Virtual Training** For Executives, Athletes, Models, Actors, And Moms/Dads On The Go!

Starter Packages starts at \$99

YOUR CHOICE?

A SELF-ASSESSMENT

1. FIRST THOUGHTS + IMPRESSIONS
 2. DESCRIBE THE TARGET CLIENT
-







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CBS *Esquire* *Women'sHealth*

DIAKADI FITNESS

MEN'S JOURNAL

**THE
WALL STREET
JOURNAL**

SHAPE



100+ INDEPENDENT TRAINERS

THE BUSINESS MOVEMENT

COACHING



WORKSHOPS



COURSEWORK



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THE BUSINESS MOVEMENT

THRIVE
GLOBAL

FORTUNE

SAN FRANCISCO
BUSINESS TIMES



DOG RESCUE: GERMAN SHEPHERDS + SENIORS

DEF

OFFERINGS

DEF



RES



DIF



CAL

VIRTUAL TRAINING

MEET OUR TRAINERS

COMPLETE OUR NEW CLIENT APPLICATION

Side plank hip thrust

15-20X EACH



DEFINE YOUR CURRENT OFFERING

VIRTUAL TRAINING

MEET OUR TRAINERS

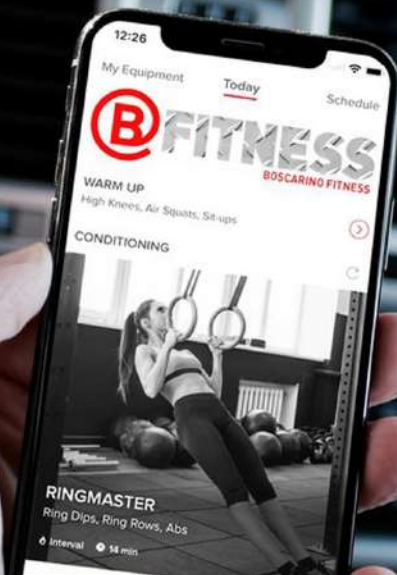
COMPLETE OUR NEW CLIENT APPLICATION

Side plank hip thrust

15-20X EACH

SERVICES

DEFINE YOUR CURRENT OFFERING



VIRTUAL TRAINING

MEET OUR TRAINERS

COMPLETE OUR NEW CLIENT APPLICATION

SERVICES



PRODUCTS



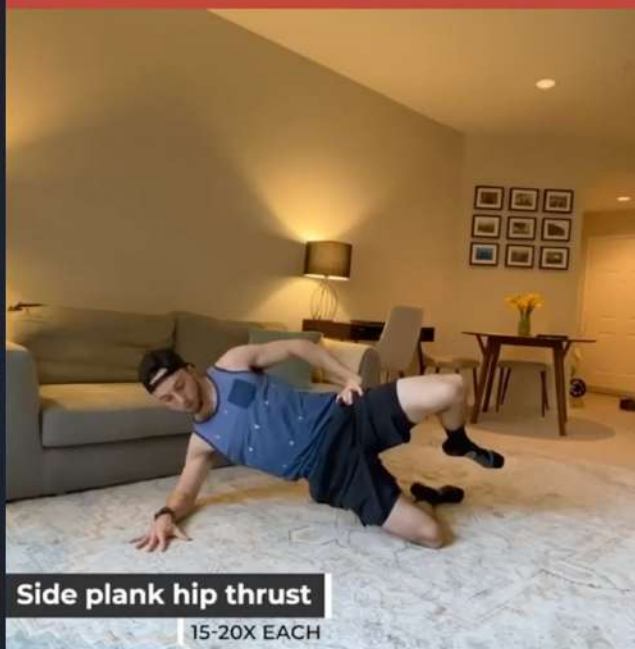
DEFINE YOUR CURRENT OFFERING

VIRTUAL TRAINING

MEET OUR TRAINERS

COMPLETE OUR NEW CLIENT APPLICATION

SERVICES



PRODUCTS



TOOLS

DEFINE YOUR CURRENT OFFERING

EX.

PRIVATE VIRTUAL PERSONAL TRAINING



GET STARTED WITH
A VIRTUAL TRAINER

14 YEARS "THE BEST"

FEATURED
IN

MEN'S JOURNAL

THE
WALL STREET
JOURNAL

Women'sHealth



EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

DIAKADI
SF's LEADING FITNESS SPECIALISTS

GET STARTED WITH
A VIRTUAL TRAINER

14 YEARS "THE BEST"

FEATURED
IN

MEN'S JOURNAL THE WALL STREET JOURNAL Women'sHealth



EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

COACH : CLIENT RATIO



DIAKADI
SF's LEADING FITNESS SPECIALISTS

GET STARTED WITH
A VIRTUAL TRAINER

14 YEARS "THE BEST"

FEATURED
IN

MEN'S JOURNAL THE WALL STREET JOURNAL Women'sHealth

The advertisement features a woman in a light green tank top and blue leggings performing a bicep curl. In the background, a television displays a smiling male personal trainer. The overall scene is set in a modern, brightly lit home environment.

EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

COACH : CLIENT RATIO

SPECIFIC EQUIPMENT + TECHNOLOGY



DIAKADI
SF's LEADING FITNESS SPECIALISTS



GET STARTED WITH
A VIRTUAL TRAINER

14 YEARS "THE BEST"

FEATURED
IN

MEN'S JOURNAL

THE
WALL STREET
JOURNAL

Women'sHealth

EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

COACH : CLIENT RATIO

SPECIFIC EQUIPMENT + TECHNOLOGY

SPECIFIC EDUCATION, EXPERIENCE



EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

COACH : CLIENT RATIO

SPECIFIC EQUIPMENT + TECHNOLOGY

SPECIFIC EDUCATION, EXPERIENCE

COACHING STYLE



FEATURED
IN
MEN'S JOURNAL

THE
WALL STREET
JOURNAL

Women'sHealth

EX.

PRIVATE VIRTUAL PERSONAL TRAINING

LIVE OR RECORDED

COACH : CLIENT RATIO

SPECIFIC EQUIPMENT + TECHNOLOGY

SPECIFIC EDUCATION, EXPERIENCE

COACHING STYLE

CUSTOMER EXPERIENCE



DIAKADI
SF'S LEADING FITNESS SPECIALISTS



GET STARTED WITH
A VIRTUAL TRAINER

14 YEARS "THE BEST"

FEATURED IN
MENS JOURNAL THE WALL STREET JOURNAL Women'sHealth



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL
MUSIC DRIVEN GROUP WORKOUTS - ALL LEVELS - 60 MIN COMBINES BODYWEIGHT, TRX, DBS - SUPPORTIVE + FUN			
HEART RATE TECHNOLOGY TRACKS, CREATES COMPETITION, + EDUCATES			
MEDITATION + BREATHWORK			

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

EXPERTISE + EXPERIENCE

IMPORTANCE TO CLIENT

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL
MUSIC DRIVEN GROUP WORKOUTS - ALL LEVELS - 60 MIN COMBINES BODYWEIGHT, TRX, DBS - SUPPORTIVE + FUN			
HEART RATE TECHNOLOGY TRACKS, CREATES COMPETITION, + EDUCATES			
MEDITATION + BREATHWORK			

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

EXPERTISE + EXPERIENCE

IMPORTANCE
TO CLIENT

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL
MUSIC DRIVEN GROUP WORKOUTS - ALL LEVELS - 60 MIN COMBINES BODYWEIGHT, TRX, DBS - SUPPORTIVE + FUN	3.5	4	
HEART RATE TECHNOLOGY TRACKS, CREATES COMPETITION, + EDUCATES	4	2	
MEDITATION + BREATHWORK	4	3	

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

EXPERTISE + EXPERIENCE

IMPORTANCE
TO CLIENT

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL
MUSIC DRIVEN GROUP WORKOUTS - ALL LEVELS - 60 MIN COMBINES BODYWEIGHT, TRX, DBS - SUPPORTIVE + FUN	3.5	4	7.5
HEART RATE TECHNOLOGY TRACKS, CREATES COMPETITION, + EDUCATES	4	2	6
MEDITATION + BREATHWORK	4	3	7

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS

DEF **NICHE**
OFFERINGS

DEF



RES



DIF



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online personal trainer



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online certified kettlebell female personal trainer



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www.trainiacfit.com > blog > best-online-personal-train...

The 10 Best Online Personal Trainers You Can Hire Today ...

May 2, 2019 - **Online personal training** is the latest, most flexible way to get your ... **certified** trainers that you can hire for 1-on-1 fitness coaching is made up of ... Specializations: Mental Health | **Fat Loss** | Muscle Building | Strength Training | Nutrition ... Specializations: Weight Loss | Functional Fitness | **Kettlebell** | Mobility.

People also ask

How much do online personal trainers make?



Who is the best online personal trainer?



Is Online Personal Training Profitable?



HOW TO DEFINE YOUR NICHE MARKET

- CLIENTS THAT ACHIEVE MOST SUCCESS



HOW TO DEFINE YOUR NICHE MARKET

- CLIENTS THAT ACHIEVE MOST SUCCESS
- LOOK FORWARD TO THEIR PROGRAMS
+ THEIR SESSIONS



HOW TO DEFINE YOUR NICHE MARKET

- CLIENTS THAT ACHIEVE MOST SUCCESS
- LOOK FORWARD TO THEIR PROGRAMS
+ THEIR SESSIONS
- RELATE TO THEIR NEEDS, GOALS + LIVES





DEFINING YOUR CURRENT NICHE

» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS



DEFINING YOUR CURRENT NICHE

»» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL
REDUCE STRESS + FEEL HEALTHIER				
IMPROVE POSTURE, REDUCE BACK PAIN				
LEARN HOW TO WORKOUT SAFELY WITHOUT INJURING MYSELF				

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS



DEFINING YOUR CURRENT NICHE

»» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

EXPERIENCE

CURRENT RESULTS

IMPORTANCE TO CLIENT

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL
REDUCE STRESS + FEEL HEALTHIER				
IMPROVE POSTURE, REDUCE BACK PAIN				
LEARN HOW TO WORKOUT SAFELY WITHOUT INJURING MYSELF				

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS



DEFINING YOUR CURRENT NICHE

» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

EXPERIENCE

CURRENT RESULTS

IMPORTANCE TO CLIENT

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL
REDUCE STRESS + FEEL HEALTHIER	3.5	4	4	
IMPROVE POSTURE, REDUCE BACK PAIN	3	3.5	3	
LEARN HOW TO WORKOUT SAFELY WITHOUT INJURING MYSELF	4	4.5	5	

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS



DEFINING YOUR CURRENT NICHE

» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

EXPERIENCE

CURRENT RESULTS

IMPORTANCE TO CLIENT

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL
REDUCE STRESS + FEEL HEALTHIER	3.5	4	4	11.5
IMPROVE POSTURE, REDUCE BACK PAIN	3	3.5	3	9.5
LEARN HOW TO WORKOUT SAFELY WITHOUT INJURING MYSELF	4	4.5	5	13.5

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS

DEF **NICHE**
OFFERINGS

DEF



RES



DIF



CAL

COMPETITORS — **RES**

DEF



RES



DIF



CAL



GET UP IN YOUR COMPETITOR'S BUSINESS



STRENGTHS



WEAKNESSES

	ATTRIBUTE	CLIENT PRIORITY	YOU
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE		
	TECHNOLOGY, SOFTWARE		
	SOCIAL PROOF, TESTIMONIALS		
	ADVANCED EDUCATION OF COACHES		
	STAND OUT BRAND + PRESENCE		
IN-PERSON	ASSESSMENT, INDIVIDUALIZED PROGRAMS		
	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)		
	WELLNESS OFFERINGS (PT, MASSAGE, RD)		
	FACILITY, CUTTING EDGE EQUIPMENT		
	LOCATION (EASE OF USE COMMUTE, PARKING)		



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET



STRENGTHS



WEAKNESSES



OPPORTUNITIES

	ATTRIBUTE	CLIENT PRIORITY	YOU
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE		
	TECHNOLOGY, SOFTWARE		
	SOCIAL PROOF, TESTIMONIALS		
	ADVANCED EDUCATION OF COACHES		
	STAND OUT BRAND + PRESENCE		
IN-PERSON	ASSESSMENT, INDIVIDUALIZED PROGRAMS		
	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)		
	WELLNESS OFFERINGS (PT, MASSAGE, RD)		
	FACILITY, CUTTING EDGE EQUIPMENT		
	LOCATION (EASE OF USE COMMUTE, PARKING)		



KNOW YOUR COMPETITION



STRENGTHS



WEAKNESSES



OPPORTUNITIES



DIFFERENTIATORS

	ATTRIBUTE	CLIENT PRIORITY	YOU
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE		
	TECHNOLOGY, SOFTWARE		
	SOCIAL PROOF, TESTIMONIALS		
	ADVANCED EDUCATION OF COACHES		
	STAND OUT BRAND + PRESENCE		
IN-PERSON	ASSESSMENT, INDIVIDUALIZED PROGRAMS		
	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)		
	WELLNESS OFFERINGS (PT, MASSAGE, RD)		
	FACILITY, CUTTING EDGE EQUIPMENT		
	LOCATION (EASE OF USE COMMUTE, PARKING)		



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET

- **STRENGTHS**
- **WEAKNESSES**
- **OPPORTUNITIES**
- **DIFFERENTIATORS**
- **RATE COMPARISON**

	ATTRIBUTE	CLIENT PRIORITY	YOU
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE		
	TECHNOLOGY, SOFTWARE		
	SOCIAL PROOF, TESTIMONIALS		
	ADVANCED EDUCATION OF COACHES		
	STAND OUT BRAND + PRESENCE		
IN-PERSON	ASSESSMENT, INDIVIDUALIZED PROGRAMS		
	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)		
	WELLNESS OFFERINGS (PT, MASSAGE, RD)		
	FACILITY, CUTTING EDGE EQUIPMENT		
	LOCATION (EASE OF USE COMMUTE, PARKING)		



KNOW YOUR COMPETITION



IDENTIFY COMPETITORS

»» LIST TOP LOCAL COMPETITORS & WORLD WIDE
INDUSTRY LEADERS

COMPETITOR 1

COMPETITOR 2

IND. LEADER 1

IND. LEADER 2



COMPETITORS + INDUSTRY LEADERS



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

ATTRIBUTE		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE						
	TECHNOLOGY, SOFTWARE						
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES					POST	
	STAND OUT BRAND + PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS					HOMWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU					
TOTALS			0				
LIST COMPARATIVE RATE »					\$	\$	\$



KNOW YOUR COMPETITION

RES **COMPETITOR RESEARCH SPREADSHEET**
 RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2	
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	4	2	3.5	4.5	4.5	
	TECHNOLOGY, SOFTWARE	3	2	3	4	4	4.5	
	SOCIAL PROOF, TESTIMONIALS	2	3.5	2.5	3	3.5	3.5	
	ADVANCED EDUCATION OF COACHES	4.5	3	3	2	4	3	
	STAND OUT BRAND + PRESENCE	3	3.5	3.5	2.5	5	5	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4	3.5	4	5	5	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)	3.5	2.5	3	4.5	4	4.5	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)	4	3.5	2	3.5	4.5	4	
	FACILITY, CUTTING EDGE EQUIPMENT	2	2	3	3.5	4.5	5	
	LOCATION (EASE OF USE COMMUTE, PARKING)	3	3.5	4	3.5	3	4	
	» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU					
TOTALS			31.5	29	34	42	43	
LIST COMPARATIVE RATE »				32/M	25	35	45	50



KNOW YOUR COMPETITION

RES **COMPETITOR RESEARCH SPREADSHEET**
 RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

	ATTRIBUTE	CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	4	2	3.5	4.5	4.5
	TECHNOLOGY, SOFTWARE	3	2	3	4	4	4.5
	SOCIAL PROOF, TESTIMONIALS	2	3.5	2.5	3	3.5	3.5
	ADVANCED EDUCATION OF COACHES	4.5	3	3	2	4	3
	STAND OUT BRAND + PRESENCE	3	3.5	3.5	2.5	5	5
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4	3.5	4	5	5
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)	3.5	2.5	3	4.5	4	4.5
	WELLNESS OFFERINGS (PT, MASSAGE, RD)	4	3.5	2	3.5	4.5	4
	FACILITY, CUTTING EDGE EQUIPMENT	2	2	3	3.5	4.5	5
	LOCATION (EASE OF USE COMMUTE, PARKING)	3	3.5	4	3.5	3	4
	» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	TOTALS		31.5	29	34	42	43
	LIST COMPARATIVE RATE »		32/M	25	35	45	50



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE						
	TECHNOLOGY, SOFTWARE						
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES					POST	
	STAND OUT BRAND + PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS					HOMEWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
»» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU					
	UNIQUE MUSIC						



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5					
	TECHNOLOGY, SOFTWARE	5					
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES	5			POST		
	STAND OUT BRAND + PRESENCE				SESSION		
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5			HOMEWORK		
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)				ASSIGNMENT		
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
	»» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	UNIQUE MUSIC	5					



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	3.5				
	TECHNOLOGY, SOFTWARE	5	3				
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES	5	4			POST	
	STAND OUT BRAND + PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4.5			HOMEWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
	»» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	UNIQUE MUSIC	5	4.5				



KNOW YOUR COMPETITION



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	3.5				
	TECHNOLOGY, SOFTWARE	5	3				
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES	5	4			POST	
	STAND-OUT ONLINE PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4.5			HOMEWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
	» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	UNIQUE MUSIC	5	4.5				



SELECT TWO HIGHEST SCORES + ATTRIBUTES



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	3.5				
	TECHNOLOGY, SOFTWARE	5	3				
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES	5	4			POST	
	STAND OUT BRAND + PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4.5			HOMEWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
	» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	UNIQUE MUSIC	5	4.5				



* NOTE THESE EDUCATIONAL, PARTNERSHIP OPPS

COMPETITORS — **RES**

DEF



RES



DIF



CAL

DIF

DEF



RES



DIF



CAL

DIFFERENTIATORS

UNIQUE FEATURES + BENEFITS
OF A **PRODUCT, SERVICE OR BRAND**



DIFFERENTIATORS

UNIQUE FEATURES + BENEFITS
OF A **PRODUCT, SERVICE OR BRAND**
THAT **SET IT APART** +



DIFFERENTIATORS

UNIQUE FEATURES + BENEFITS
OF A **PRODUCT, SERVICE OR BRAND**
THAT **SET IT APART** +
MAKE IT AN **IDEAL FIT** FOR YOUR
TARGET AUDIENCE





CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» RANK

»» RANK

»» RANK

»» RANK

»» RANK

»» RANK



CURRENT DIFFERENTIATORS



DEFINING YOUR BUSINESS

» LIST YOUR LEADING 3 OFFERINGS

EXPERTISE + EXPERIENCE

IMPORTANCE
TO CLIENT

1 = LOW | 5 = HIGH

CURRENT SERVICES, PRODUCTS, TOOLS YOU PROVIDE	EXP.	IMP.	TOTAL
MUSIC DRIVEN GROUP WORKOUTS - ALL LEVELS - 60 MIN COMBINES BODYWEIGHT, TRX, DBS - SUPPORTIVE + FUN	3.5	4	7.5
HEART RATE TECHNOLOGY TRACKS, CREATES COMPETITION, + EDUCATES	4	2	6
MEDITATION + BREATHWORK	4	3	7

2 TOTALS OF 'EXP + IMP' = DIFFERENTIATOR



DEFINE YOUR OFFERINGS



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS

»»

»»

»» MEDITATION, BREATHWORK

»»

»»



CURRENT DIFFERENTIATORS



DEFINING YOUR CURRENT NICHE

» LIST TOP GOALS REQUESTED BY NICHE CLIENTELE

EXPERIENCE

CURRENT RESULTS

IMPORTANCE TO CLIENT

1 = LOW | 5 = HIGH

CURRENT NICHE GOALS + CHALLENGES	EXP.	RES.	IMP.	TOTAL
REDUCE STRESS + FEEL HEALTHIER	3.5	4	4	11.5
IMPROVE POSTURE, REDUCE BACK PAIN	3	3.5	3	9.5
LEARN HOW TO WORKOUT SAFELY WITHOUT INJURING MYSELF	4	4.5	5	13.5

TOP 2 TOTALS OF 'EXP + RES + IMP' = DIFFERENTIATOR



DEFINE YOUR NICHE'S GOALS



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS

»» REDUCE STRESS

»»

»» MEDITATION, BREATHWORK

»» LEARN TO WORKOUT SAFELY

»»



CURRENT DIFFERENTIATORS



COMPETITOR RESEARCH SPREADSHEET

RATE YOUR CLIENT'S PRIORITIES + YOUR BIZ VS COMPETITORS

1 = LOW | 5 = HIGH

		CLIENT PRIORITY	YOU	COMPETITOR 1	COMPETITOR 2	IND. LEADER 1	IND. LEADER 2
VIRTUAL	CUSTOMER EXPERIENCE, GLOW, EASE OF USE	5	3.5				
	TECHNOLOGY, SOFTWARE	5	3				
	SOCIAL PROOF, TESTIMONIALS						
	ADVANCED EDUCATION OF COACHES	5	4			POST	
	STAND-OUT ONLINE PRESENCE					SESSION	
	ASSESSMENT, INDIVIDUALIZED PROGRAMS	5	4.5			HOMEWORK	
IN-PERSON	PRO SHOP OFFERINGS (FOOD, EQUIPMENT...)					ASSIGNMENT	
	WELLNESS OFFERINGS (PT, MASSAGE, RD)						
	FACILITY, CUTTING EDGE EQUIPMENT						
	LOCATION (EASE OF USE COMMUTE, PARKING)						
	» LIST UNIQUE ATTRIBUTES A SPECIFIC SPECIALTY OR SERVICE NOT LISTED	CLIENT PRIORITY	YOU				
	UNIQUE MUSIC	5	4.5				



SELECT TWO HIGHEST SCORES + ATTRIBUTES



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS

»» REDUCE STRESS

»» ASSESSMENT, INDIVIDUALIZED

»» MEDITATION, BREATHWORK

»» LEARN TO WORKOUT SAFELY

»» UNIQUE MUSIC



CURRENT DIFFERENTIATORS



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS **RANK 1**

»» REDUCE STRESS **RANK 4**

»» ASSESSMENT, INDIVIDUALIZED **RANK 2**

»» MEDITATION, BREATHWORK **RANK 5**

»» LEARN TO WORKOUT SAFELY **RANK 3**

»» UNIQUE MUSIC **RANK 1**



RANK BASED ON CLIENT PRIORITY



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS RANK 1

»» REDUCE STRESS RANK 4

»» ASSESSMENT, INDIVIDUALIZED RANK 2

»» MEDITATION, BREATHWORK RANK 5

»» LEARN TO WORKOUT SAFELY RANK 3

»» UNIQUE MUSIC RANK 1



RANK BASED ON CLIENT PRIORITY

A SELF-ASSESSMENT

1. FIRST THOUGHTS + IMPRESSIONS
 2. DESCRIBE THE TARGET CLIENT
-





CAL

DEF



RES



DIF



CAL



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH

»» MUSIC DRIVEN WORKOUTS RANK 1

»» REDUCE STRESS RANK 4

»» ASSESSMENT, INDIVIDUALIZED RANK 2

»» MEDITATION, BREATHWORK RANK 5

»» LEARN TO WORKOUT SAFELY RANK 3

»» UNIQUE MUSIC RANK 1



RANK BASED ON CLIENT PRIORITY



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH



LEADING DIFFERENTIATORS



»» IDENTIFY TOP 2 DIFFERENTIATORS AND EXPAND ON THEM | DIG DEEPER

TOP DIFFERENTIATOR #1 | EXPANDED

TOP DIFFERENTIATOR #2 | EXPANDED



'DIG DEEP' WITH THE TOP TWO



CURRENTLY RECOMMENDED *DIFFERENTIATORS*

»» TRANSFER CURRENT DIFFERENTIATORS FROM PAGE A + STRENGTHS FROM COMPETITOR RESEARCH



LEADING DIFFERENTIATORS



»» IDENTIFY TOP 2 DIFFERENTIATORS AND EXPAND ON THEM | DIG DEEPER

TOP DIFFERENTIATOR #1 | EXPANDED

UP TEMPO, INSPIRATIONAL WORKOUTS
SYNCHED W/ ORIGINAL ELECTRO POP MIXES

TOP DIFFERENTIATOR #2 | EXPANDED

TRULY INDIVIDUALIZED PROGRAMS BASED ON
MOBILITY + STRENGTH + CORE ASSESSMENTS



'DIG DEEP' WITH THE TOP TWO

MARKETING

CAL

DEF



RES



DIF



CAL

»» IDENTIFY TOP 2 DIFFERENTIATORS AND EXPAND ON THEM | DIG DEEPER

TOP DIFFERENTIATOR #1 | EXPANDED

UP TEMPO, INSPIRATIONAL WORKOUTS
SYNCHED W/ ORIGINAL ELECTRO POP MIXES

TOP DIFFERENTIATOR #2 | EXPANDED

TRULY INDIVIDUALIZED PROGRAMS BASED ON
MOBILITY + STRENGTH + CORE ASSESSMENTS

»» ADD TOP 2 EXPANDED DIFFERENTIATORS TO ALL CURRENT MARKETING

BRAND WEBSITE + BLOG YELP GOOGLE BIZ SOCIAL MEDIA PAID ADS _____



HW: UPDATE ALL CURRENT MARKETING

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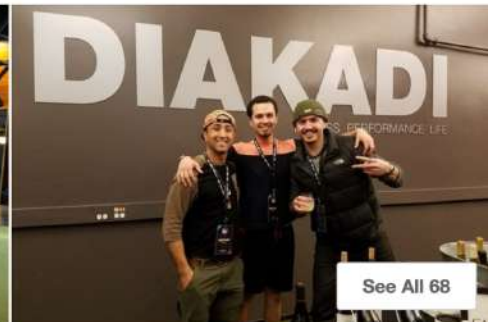
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BUILDING YOUR NEXT CATAPULTS

CATAPULT

MUSIC DRIVEN WORKOUTS:

MICRO TASK

ASSIGNEE

MICRO TASK

ASSIGNEE

MICRO TASK

ASSIGNEE



BUILDING YOUR NEXT CATAPULTS

CATAPULT

MUSIC DRIVEN WORKOUTS: LIVE DJ WORKOUTS

MICRO TASK

ASSIGNEE

MICRO TASK

ASSIGNEE

MICRO TASK

ASSIGNEE



BUILDING YOUR NEXT CATAPULTS

CATAPULT

**MUSIC DRIVEN WORKOUTS:
LIVE DJ WORKOUTS**

MICRO TASK

BUILD LIST OF DJ'S TO CONTACT

ASSIGNEE

MICRO TASK

CREATE TEMPLATE OFFER EMAIL

ASSIGNEE

MICRO TASK

DRAFT BUDGET + PRICING

ASSIGNEE



BUILDING YOUR NEXT CATAPULTS

CATAPULT

**MUSIC DRIVEN WORKOUTS:
LIVE DJ WORKOUTS**

MICRO TASK

BUILD LIST OF DJ'S TO CONTACT

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BUILDING YOUR NEXT CATAPULTS



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NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!



NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!

1. RESEARCH: MARKET + COMPETITORS + INDUSTRY LEADERS

NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!

1. RESEARCH: MARKET + COMPETITORS + INDUSTRY LEADERS
2. CALIBRATE: ADD DIFFERENTIATORS TO CURRENT MARKETING

NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!

1. RESEARCH: MARKET + COMPETITORS + INDUSTRY LEADERS
2. CALIBRATE: ADD DIFFERENTIATORS TO CURRENT MARKETING
3. GATHER USER FEEDBACK

NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!

1. RESEARCH: MARKET + COMPETITORS + INDUSTRY LEADERS
2. CALIBRATE: ADD DIFFERENTIATORS TO CURRENT MARKETING
3. GATHER USER FEEDBACK
4. A + B = C ABOVE + BEYOND = CATAPULTS

NEXT STEPS: HOW TO GUARANTEE THAT YOU KICK ASS!

1. RESEARCH: MARKET + COMPETITORS + INDUSTRY LEADERS
2. CALIBRATE: ADD DIFFERENTIATORS TO CURRENT MARKETING
3. GATHER USER FEEDBACK
4. A + B = C ABOVE + BEYOND = CATAPULTS
5. CALENDAR WEEKLY BUSINESS DEVELOPMENT WORK



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