

Define Your Client-Centric Mission

One-Page Worksheet

“I’m delivering *[insert your “who”]* to their dream of *[dream result]*.

They feel frustrated with *[core frustration]*.

My *[highly valuable solution/program]* solves their *[core problem]*.”

Who - Your avatar, your dream client. Their profile and demographics.

Result - what does the healthy lifestyle and habits of this person look like

Core frustration - the thing that keeps happening when they make the effort and is holding them back

High Valuable Solution - Your core offering of how you take people into your gym

Core problem - main health issue (weight, health issue, inability to get their body to do what they want.)

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