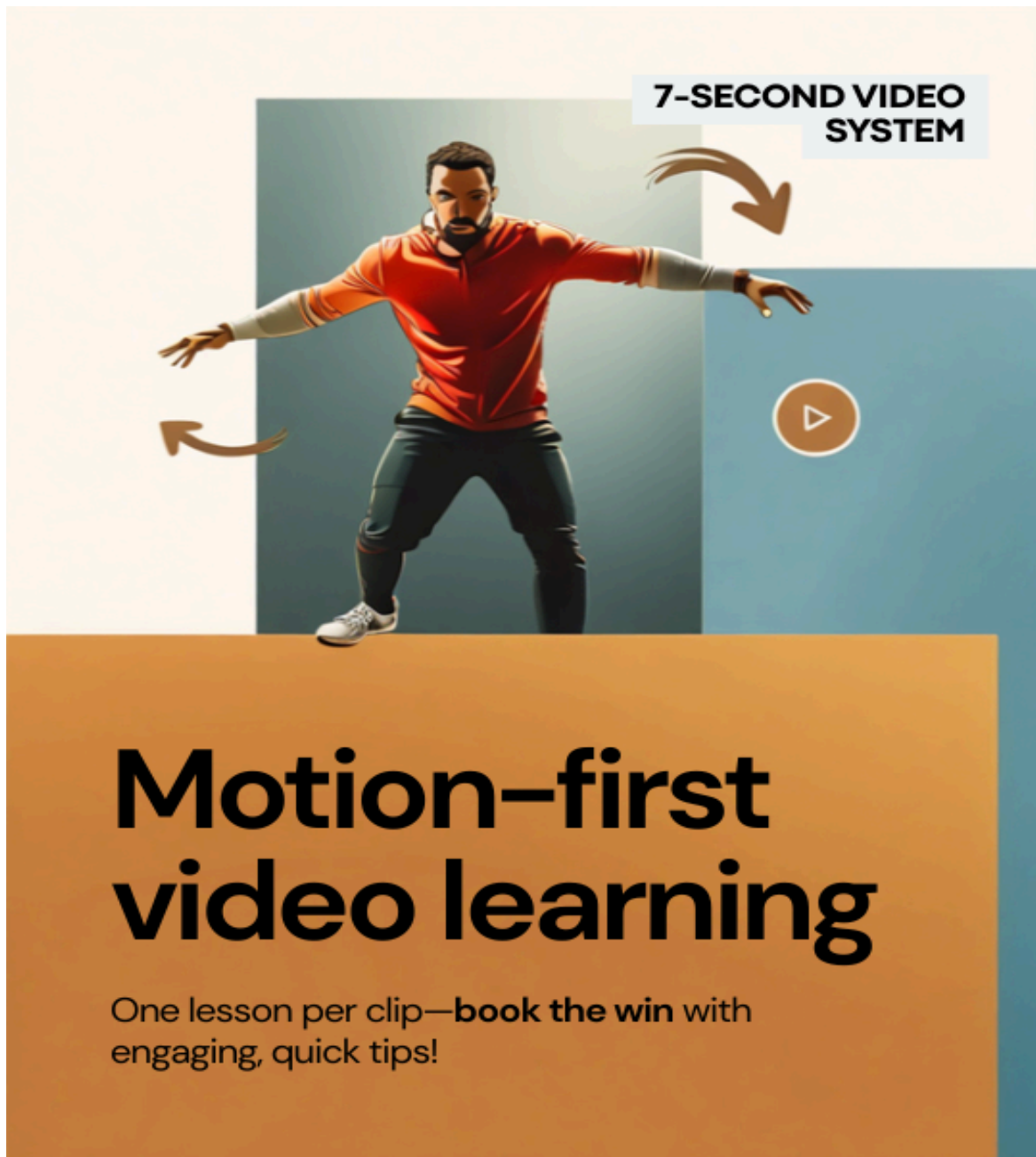


# The 10-Page Growth Sprint for Health, Fitness & Wellness Entrepreneurs



***Quick, punchy, and relentlessly practical—because your next client doesn't care how busy you are, only how helpful you are.***

## **1) The 7-Second Video System (Reels/Shorts/TikTok)**

**Hook fast, teach one thing, call to action.**

**The pain it solves:** Your short-form views yo-yo, saves are sporadic, and bookings don't budge. You're posting, not programming.

**The play (keep it snackable):**

- Lead with a *pattern break*. First 1–3 seconds decide if people scroll. TikTok and YouTube both push you to hook immediately—think “Stop doing \_\_\_\_,” “Try this one tweak for \_\_\_\_,” or “If you sit all day, do this.” (See platform guidance on fast hooks from TikTok Business and YouTube Creators.) TikTok creative best practices and YouTube Shorts guide. [TikTok For Business](#)[blog.youtube](#)
- Teach *one* thing per clip. Demo the movement or meal swap. On-screen text helps retention and sound-off viewing. [Meta text overlay tips](#) and “keep copy short.” [Meta ad copy guidance](#). [Facebook+1](#)
- Add keyworded captions (“hip flexor stretch for desk workers”).
- End with a single CTA: “**Book a free 10-min fit check.**”

**Do this week:** Record 4 clips (Mon–Thu), schedule inside IG, repost to Shorts & TikTok.

**Track:** 3-second view rate, avg. watch time, saves, profile visits → bookings.

**Watch-outs:** Text placement—don't hide it under UI. IG captioning & text zones. [Instagram Help Center](#)

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## **2) WhatsApp Channel + SMS “Concierge”**

**Broadcast tips, then offer 1:1 slots via SMS.**

**The pain it solves:** DMs are a mess; prospects disappear between “I'm interested” and actually booking.

### The play:

- Launch a **WhatsApp Channel** for daily 1-liner tips; it's built for one-to-many updates without crowding chats. About WhatsApp Channels and recent discovery features. WhatsApp announcement on Channels discovery. [WhatsApp Help Center](#)[About Facebook](#)
- Pin a weekly offer (e.g., “**2 intro sessions for \$49**”).
- Use **SMS** for confirmations, reschedules, and upsells. SMS is a high-engagement channel—industry bodies commonly cite ~98% open rates. CTIA on messaging. [ctia.org](#)

**Do this week:** Launch Channel, announce on IG bio + Stories; set an SMS template for “New client welcome.”

**Track:** Channel follows, click-through to booking, SMS reply rate, show rate.

**Compliance nudge:** Follow regional SMS/TCPA best practices. Twilio compliance primer. [Twilio](#)

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## 3) Google Business Profile (GBP) Sprint

### 30-minute local visibility lift.

**The pain it solves:** You rank below competitors and “near me” searches skip you.

### The play:

- **Add Services** with clear descriptions and **Products** for intro offers. Add services and Products. [Google Help+1](#)
- Post **one weekly Update** (mini tip or before/after). Google says completeness and freshness help visibility. Improve local ranking. [Google Help](#)
- Upload **9 fresh photos** (follow Google's photo guidelines). Photo specs. [Google Help](#)
- Seed and answer **Q&A** (yes, owners can ask + answer FAQs). GBP Q&A usage. [BrightLocal](#)

**Do this week:** Claim/verify GBP, add booking link, collect 3 new reviews with a QR code. How to claim/verify. [Google Help](#)

**Track:** Searches → profile views → calls/website clicks → bookings. Reviews (count & recency) influence visibility; avoid incentives. Review tips & policies and no incentives policy. [Google Help+1](#)

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## 4) The \$29 Micro-Offer Funnel

**Lower friction, higher volume.**

**The pain it solves:** High-ticket jump is too steep for cold prospects; your DMs say “I’ll think about it” forever.

**The play:**

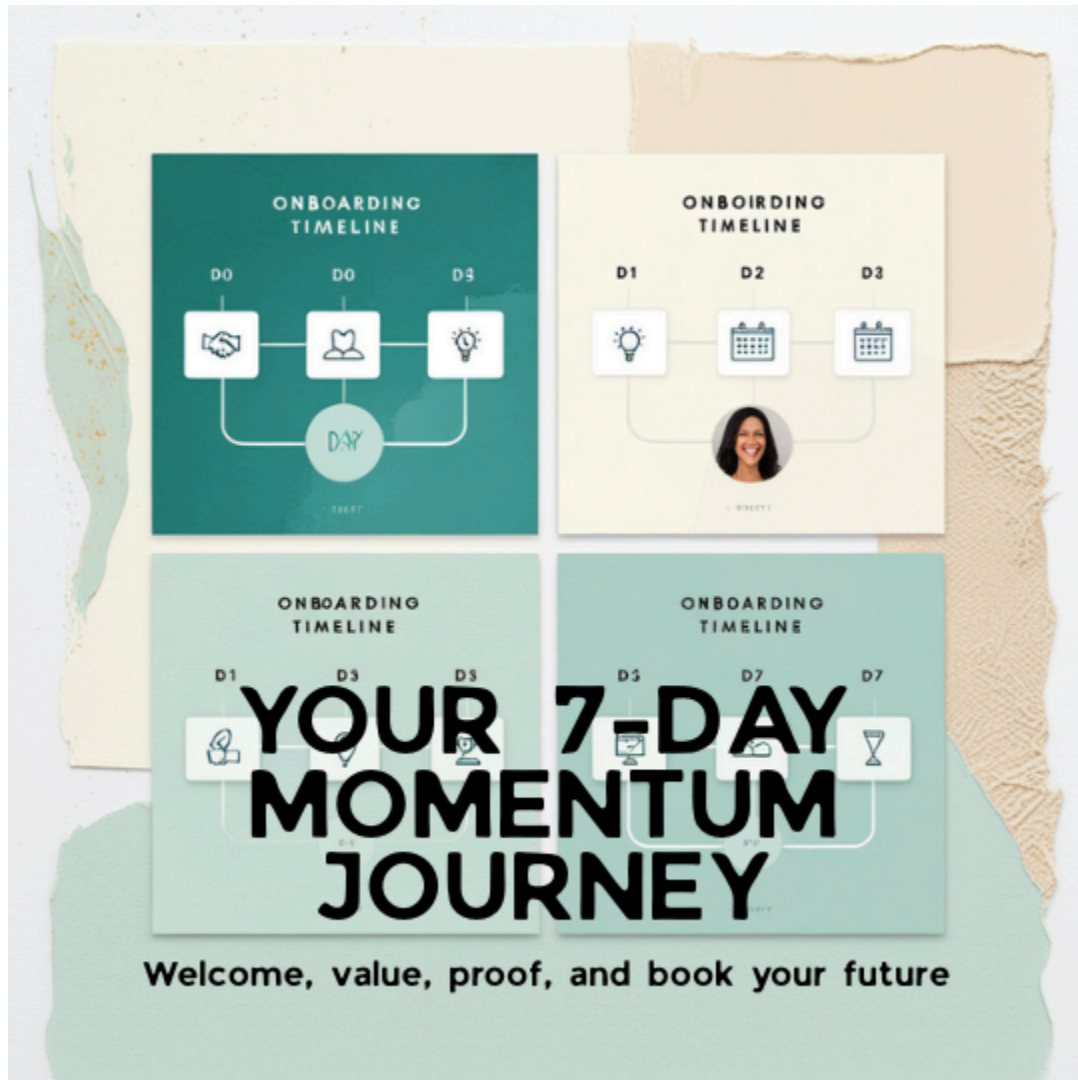
- Front-end offer: **20-minute assessment** or **mini-meal map** for **\$29**. This aligns with proven “tripwire/low-ticket” concepts (\$5–\$50 common). DigitalMarketer’s tripwire definition. [DigitalMarketer](#)
- Follow-up within 48 hours via DM or email to book a **paid consult**.
- Upsell into **4-week starter plan** (accountability + check-ins).
- Reality check: Low-ticket works when it *bridges* to core offers, not as a standalone empire. (Context & case learnings: Allie Bjerk’s low-ticket playbook.) Podcast recap. [socialmedianewslive.com](#)

**Do this week:** Build a 2-step checkout (micro-offer → calendar), write 3 follow-up messages.

**Track:** Cost per purchaser, % who book consult, % who buy starter plan.

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## 5) Email Onboarding 4-Pack



**Welcome → value → proof → book.**

**The pain it solves:** New leads ghost after the freebie; inbox momentum dies on day one.

**The play (plain-text > pretty when in doubt):**

- **D0:** "Welcome + what changes in week one."
- **D1:** Tip + 30-sec video (you speaking).
- **D3:** Two short case blurbs (social proof).

- **D7:** “Pick one” CTA—book, reply with a goal, or join the micro-offer.  
Plain-text and simple designs often outperform image-heavy HTML for opens and clicks; test your list. Litmus A/B data and HubSpot testing. [LitmusHubSpot Blog](#)  
Welcome series benefits and structure: Mailchimp on welcome emails. [Mailchimp](#)

**Do this week:** Draft all four; plain-text style; add first-name personalization (A/B test it—results can vary). Name personalization research summary. [Science Says](#)

**Track:** Open → click → reply/book rates; time to first booking.

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## 6) Review Engine (NPS → Public Reviews)

**Turn happy clients into growth.**

**The pain it solves:** You have love in DMs, but silence on Google—weak social proof and lower local ranking.

**The play:**

- Send a 1-question **NPS**: “0–10: would you recommend me?” (Promoters = 9–10, Detractors = 0–6.) Bain’s NPS definition. [netpromotersystem.com](#)
- **9–10**: route to Google review link. **0–8**: route to private feedback form.
- Showcase your **best 3** on site & IG Highlights.
- Follow Google’s **no-incentives** rule for reviews. Google policy. [Google Help](#)

**Do this week:** Create one survey + two automation paths; add a review badge to your site footer.

**Track:** NPS, review count/recency, profile clicks → bookings. (Google confirms completeness & user actions impact local visibility.) Local ranking tips. [Google Help](#)

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## 7) Partner Plays That Print

**Borrow audiences, share wins.**

**The pain it solves:** Paid reach is pricey; organic reach is inconsistent.

**The play:**

- Pairings that *make sense*: **PT × RD** “Fuel + Form,” **Yoga × Chiro** “Move without pain,” **Pilates × Massage** “Core + Recover.”
- Swap **email shout-outs**, bundle a **2-for-1 intro**, co-host a **30-min live** monthly.
- Why it works: Co-marketing taps two lists and builds credibility fast. Partner marketing overview and Mailchimp on cross-promotion via email. [Product Marketing AllianceMailchimp](#)
- Fitness-specific examples & ideas: Gym partnership guide. [Exercise.com](#)

**Do this week:** DM 3 local partners with a simple one-sheet and 2 bundled offers.

**Track:** Co-branded opt-ins, live attendance, partner-sourced bookings.





## 8) Pricing & Packaging Refresh

**Sell clarity, not complexity.**

**The pain it solves:** Prospects ask “what’s the difference again?”—confused minds don’t buy.

**The play (Good/Better/Best):**

- **Starter (4 weeks):** 1×/wk + async check-ins.
- **Build (8 weeks):** 2×/wk + habit coaching + mini-plan.
- **Prime (12 weeks):** 3×/wk + nutrition + priority slots.  
Three-tier “Good-Better-Best” pricing helps customers self-select and increases revenue when structured well. [HBR on G-B-B](#) and the **decoy effect** that nudges toward the target plan. Simon-Kucher on decoy pricing / Decision Lab explainer. [Harvard Business Review](#)[Simon-Kucher](#)[The Decision Lab](#)

**Do this week:** Publish a simple comparison table; add a “**Founder’s Rate**” expiring in 7 days.

**Track:** Plan mix, ARPU, trial-to-plan conversion.

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## 9) The Repurposing Loop (1 → 10)

**One long piece becomes a week of content.**

**The pain it solves:** “I don’t have time to create content” while your camera roll is bursting.

**The play:**

- Record a **5-minute explainer**, transcribe, and slice into: **4 Reels hooks, 2 carousels, 1 email, 3 Story frames.**
- Proven model: Turn one “pillar” into many “micro” assets. GaryVee content model and deck. PDF deck. [Gary Vaynerchuk](#)[Amazon Web Services, Inc.](#)
- Transcription options: YouTube auto-captions or tools like Otter. YouTube auto captions and Otter transcription. [Google Help](#)[Otter](#)



**Do this week:** Pick one topic; create the 10-asset set on Sunday.

**Track:** Output per hour, saves/shares, site clicks per asset.

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## 10) Numbers That Matter (Simple Tracking)

**If it doesn't get measured, it won't improve.**

**The pain it solves:** You're making decisions by vibes, not visibility.

**The play:**

- Track weekly: **Leads, Bookings, Show rate, Sales, Retention.**
  - **Show rate** =  $\text{Attended appointments} \div \text{Scheduled appointments}$ . (Healthcare ops literature uses this formula; the same math applies to fitness consults.)  
Peer-reviewed definition. [PMC](#)
- Add **UTM tags** to links (email, IG bio, Stories) so you know which channel books. GA4 campaign URL guide and Campaign URL Builder. [Google Helpga-dev-tools.google](#)
- Review on Fridays; double down on the best performer.

**Do this week:** Make a one-tab sheet; paste your UTM-tagged booking link into email/IG.

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## Bonus: Sign up for Foxdale's Premium Pro

- Ready to ship marketing assets + deep playbooks for trainers, coaches, dietitians, and studio owners

[Foxdale Digital Premium](#)