

VIRTUAL COACHING *Checklist*

SET UP

- Establish virtual meeting software (ie zoom pro account)
- Establish booking software for free intro, initial & follow-up appointments (ie acuity)
- Create business email account (ie gmail)
- Establish system for managing clients (ie HSN App, google sheets/docs)
- Create pricing sheets for packages -- tier pricing based on accountability/support
- Recommend 12-week initial commitment for nutrition coaching
- Create marketing strategy -- watch FB live recording for help [>>HERE](#)
- Create intake forms and client resources to ensure a consistent experience
- Create consistent email content regarding nutrition (ie HSN love letters)
- Create consistent social media content regarding nutrition (ie HSN monthly content)
- Ensure your website accurately reflects the services that you offer-- virtual & nutrition
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THE FREE INTRO

- Create templates for reminders of appointments -- how will you talk to them (ie zoom)
- Establish how will clients submit biometrics to you -- HSN app or goggle sheets
- Set short and long-term goals -- most importantly, get to the WHY behind the goals
- Find out what worked well in the past and what did not work well
- Explain how you can help them reach their goals and achieve their WHY
- Ensure that you handle objections before presenting the price
- Present the offerings -- guide clients to what option would be right for them
- Make it easy for the client to sign up
- Book initial consult once the client has paid
- Stay in contact with client if they did not sign up
- If they didn't sign up, send follow-up email with link to join
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VIRTUAL COACHING

- Set clear expectation regarding turn-around with communication (ie 24 hours)
- Create client resources (ie HSN client resources)
- Ensure clients are tracking action & changes -- habit tracking (ie HSN App or sheets)
- Keep it simple with clients -- **focus on only one thing at a time**
- Set up a check-in day that you will send client messages (ie Fridays)
- Set expectations with how to communication (ie HSN App or email)
- Provide clients consistent feedback based on their actions
- Track biometrics -- get creative (ie Progress photos, weight, measurements)
- Ensure you book follow-up visits on the current call
- Give clients the autonomy of deciding what they want to focus on
- Be a bright spot engineer -- success leads to motivation
- Always relate actions their WHY and progress towards long-term goal
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YOUR ACTION STEPS

FREE HELP: INDIVIDUAL MEETING TEMPLATES [\(ACCESS HERE\)](#)

3 STEPS TO GET STARTED WITH HSN MENTORING:

1

BOOK A FREE CALL

2

COMPLETE TRAINING PROCESS IN AS LITTLE AS TWO WEEKS

3

LAUNCH YOUR PROGRAM & HELP YOUR CLIENTS TAKE CONTROL OF THEIR HEALTH

[BOOK A FREE CALL](#)

OUR HAPPY CLIENTS....

Thank you guys so much for all the ways you are supporting everyone. We have transitioned our gym to online with no loss of membership & even had two people sign up for memberships or our challenge. We could not have been as confident in leading without our mentors!! Thank you for all the hard work and dedication to us as your HSN crew!

- Megan Davis, Fitness Business Owner

I just want to say thank you to you and your team. Out of all the resources I've been reading, what you've been doing is the most creative and helpful. While many of us will be cutting our overhead, I know HSN Mentoring will be the last thing to go. Thank you from the bottom of my heart.

- Holly Myles, Fitness Business Owner

[BOOK A FREE CALL](#)