



30-Day Client Engagement & Conversion Challenge



Attract, Engage, Convert, and Retain
More Clients in Just 30 Days

Transform your coaching business one day at a time — let's build momentum, deepen client connections, and grow your impact with proven strategies and TrueCoach power!



INTRODUCTION

Welcome to the 30-Day Challenge!

Congratulations on committing to this journey of growth, engagement, and success. Each day, you'll complete a simple but impactful action designed to build your client base, strengthen client relationships, and boost conversions — all while maximizing TrueCoach's powerful tools.



HOW TO USE THIS WORKBOOK:

- EACH DAY'S PAGE INCLUDES A CLEAR TASK, A SHORT EXPLANATION OF WHY IT WORKS, AND SPACE FOR YOUR NOTES.
- USE THE PROVIDED SCRIPTS AND TEMPLATES TO SIMPLIFY OUTREACH AND ENGAGEMENT.
- TRACK YOUR PROGRESS DAILY AND CELEBRATE WINS WEEKLY TO STAY MOTIVATED.
- LEVERAGE TRUECOACH FEATURES LIKE WORKOUT BUILDER, MESSAGING, AND HABIT TRACKING TO AUTOMATE, PERSONALIZE, AND ENHANCE YOUR COACHING EXPERIENCE.
- SHARE YOUR JOURNEY WITH A COMMUNITY OR ACCOUNTABILITY PARTNER FOR EXTRA SUPPORT.

REMEMBER: SMALL CONSISTENT ACTIONS LEAD TO BIG RESULTS. LET'S GET STARTED!



WEEKLY OVERVIEWS

WEEK 1: ATTRACT NEW CLIENTS

OBJECTIVE: Build your reach and generate fresh leads through authentic marketing and outreach.

This week, you'll focus on defining your ideal client, creating captivating messaging, and using TrueCoach to showcase your coaching value.

Checklist:

- Define your target audience
- Craft your client attraction message
- Share your offer via social media and email
- Use TrueCoach capabilities to prepare engaging workout previews
- Start building a lead capture system

WEEK 2: ENGAGE CURRENT CLIENTS

OBJECTIVE: Deepen your relationships and improve client retention through consistent communication and progress tracking.

This week focuses on habit tracking, motivational messaging, and enhancing the client experience using TrueCoach tools.

Checklist:

- Set up habit tracking for clients
- Send personalized progress updates
- Use TrueCoach messaging for regular check-ins
- Encourage client feedback and testimonials
- Introduce weekly challenges or rewards

WEEK 3: CONVERT LEADS TO PAYING CLIENTS

OBJECTIVE: Turn prospects into paying clients by applying effective sales psychology and seamless onboarding workflows. This week's tasks guide you in offering trial programs, following up effectively, and closing sales using TrueCoach's automated workflows.

Checklist:

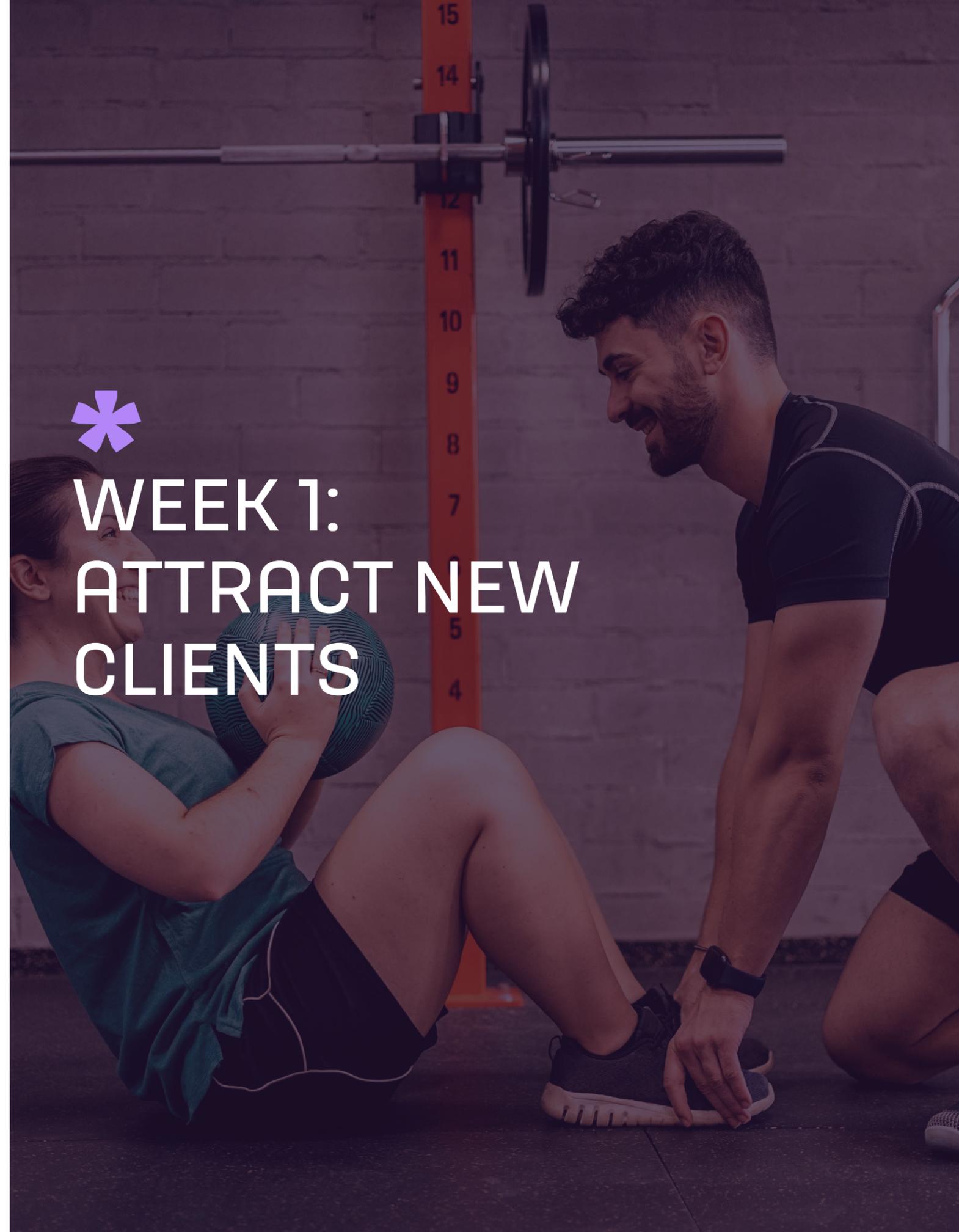
- Offer free or discounted trial sessions
- Use scripts to follow up with leads
- Highlight TrueCoach features like custom programming
- Automate reminders for lead nurturing
- Finalize onboarding & payment setup

WEEK 4: SCALE YOUR COACHING & RETAIN CLIENTS

OBJECTIVE: Build sustainable business growth by promoting upsells, long-term programs, and continuous client success. This week empowers you to use advanced TrueCoach features for scaling coaching, client retention, and increased lifetime value.

Checklist:

- Create upsell offers (nutrition plans, 1:1 coaching, group sessions)
- Set milestone celebrations in TrueCoach
- Use wearable integrations for personalized insights
- Plan ongoing client engagement campaigns
- Collect and showcase client success stories



WEEK 1: ATTRACT NEW CLIENTS

DAY 1: DEFINE YOUR IDEAL CLIENT

Week 1: Attract New Clients

TASK: Write out your ideal client's age, goals, pain points, and lifestyle.

WHY: Targeted messaging attracts the right clients and increases conversion.

ACTION STEP: Describe your ideal client profile.

SCRIPT: "Are you struggling to find time for fitness? My coaching is designed for busy professionals..."

BONUS:
Poll your followers about their biggest fitness challenges.

Name	Due	Compliance rate
<input type="checkbox"/> Alex Smit	Thu, Mar 28th	89% 93% 93%
<input type="checkbox"/> CM Carolina Montano	Sun, Mar 17th	90% 80% 100%
<input type="checkbox"/> Roberto Joe	Mon, Apr 8th	60% 70% 85%

TRUOCOACH TIP:
Save client profiles in client notes for personalization.

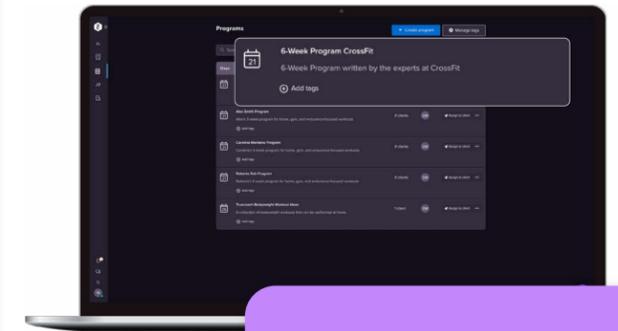
DAY 2: CRAFT A COMPELLING OFFER

Week 1: Attract New Clients

TASK: Write a clear offer showcasing your coaching benefits.

WHY:
Strong offers motivate prospects to say yes.

ACTION STEP: Detail your offer (duration, features, price).



TRUOCOACH TIP:
Use program templates for quick offer creation.

SCRIPT: "Join my 4-week personalized coaching program with habit coaching..."

BONUS:
Post your offer on social media and tag relevant groups.

DAY 3: COLLECT SOCIAL PROOF

Week 1: Attract New Clients

TASK: Gather client testimonials or success stories.

WHY:
Social proof creates trust and credibility.

ACTION STEP: Contact 2-3 clients for permission and quotes.

TRUECOACH TIP:
Store testimonials in client profiles.

BONUS: Design a testimonial post with client photos (with permission).

DAY 4: PLAN LEAD CAPTURE

Week 1: Attract New Clients

TASK: Choose your lead capture method (email, forms, messages).

WHY: Leads are essential pipeline for future sales.

ACTION STEP: Set up your preferred lead capture tool.

- _____
- _____
- _____
- _____

TRUECOACH TIP: Integrate TrueCoach messaging for quicker lead response.

BONUS: Create a free downloadable guide as a lead magnet.



DAY 5: SCHEDULE OUTREACH CONTENT

Week 1: Attract New Clients

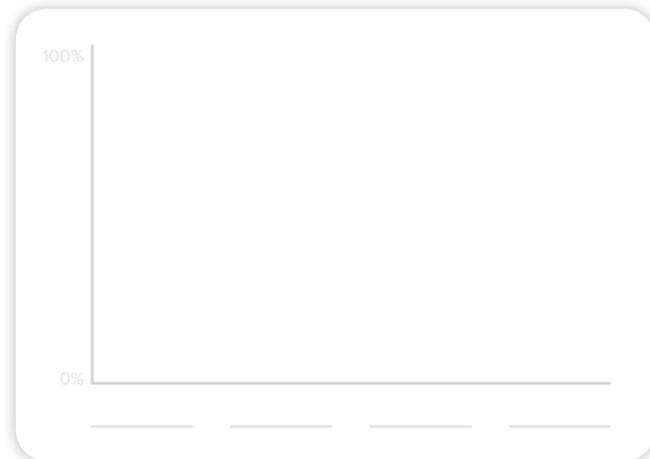
TASK: Schedule 3 social media posts aimed at your target audience.

ACTION STEP: Draft engaging posts and schedule them.

WHY:
Posting consistently builds trust and visibility.

TRUECOACH TIP: Share workout clips created with TrueCoach for engagement.

BONUS: Include a poll or a question in one post to boost interaction.



DAY 6: FOLLOW UP ON LEADS

Week 1: Attract New Clients

TASK: Send personalized messages to at least 5 leads.

WHY:
Follow-up increases conversion probability.

ACTION STEP: Reach out with a friendly check-in message.

TRUECOACH TIP:
Use saved message templates in TrueCoach for quick outreach.

SCRIPT: "Hi [Name], just checking in to see if you had any questions about my coaching program..."

BONUS:
Offer a limited-time free trial session.

DAY 8: SET UP CLIENT HABIT TRACKING

Week 2: Engage Current Clients

TASK: Activate habit trackers for at least 2 clients.

○ _____

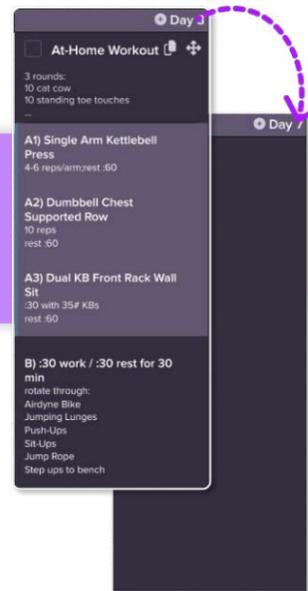
○ _____

WHY:
Habit tracking boosts client accountability and retention.

ACTION STEP: Enable habit tracking in TrueCoach client profiles.



TRUECOACH TIP:
Use copy-and-paste habit templates or customize your own.



BONUS: Send clients a motivational message about habit consistency.

DAY 9: SEND PROGRESS UPDATE MESSAGES

Week 2: Engage Current Clients

TASK: Personalize and send progress updates to at least 3 clients.

SCRIPT: "Hi [Name], great progress this week! Keep up the amazing work..."

WHY:
Regular feedback motivates clients and improves trust.

ACTION STEP:
Highlight wins and encourage next steps.

TRUECOACH TIP: Use saved message templates for efficiency.

BONUS: Include a quick tip for improving their workouts.

DAY 10: SCHEDULE WEEKLY CHECK-INS

Week 2: Engage Current Clients

TASK: Schedule personalized check-ins for your clients.

MON	TUE	WED	THU	FRI	SAT	SUN
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						
<input type="checkbox"/>						

WHY: Consistent touchpoints improve client engagement and retention.

ACTION STEP: Set calendar reminders or message schedules.

<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
-------------------------	-------------------------	-------------------------

TRUECOACH TIP: Automate check-in reminders using a recurring schedule or to-do list.

BONUS: Attach a motivational quote or tip in the message.

DAY 11: SOLICIT CLIENT FEEDBACK

Week 2: Engage Current Clients

TASK: Ask clients for feedback about their coaching experience.

ACTION STEP: Send a feedback message or questionnaire.

WHY: Feedback helps improve your service and client satisfaction.

TRUECOACH TIP: Store feedback in client notes for ongoing adjustments.

SCRIPT: "Hi [Name], your feedback is important to me. What's working well and how can I help you better?"

BONUS: Offer a small reward for completing feedback.

DAY 12: INTRODUCE A WEEKLY CHALLENGE

Week 2: Engage Current Clients

TASK: Create and announce a fun weekly fitness challenge.

WHY: Challenges increase client motivation and adherence.

ACTION STEP: Describe the challenge and rewards.

TRUECOACH TIP: Use TrueCoach's copy-and-paste feature to assign challenge workouts or tasks.

BONUS: Share challenge progress in your community channel.

DAY 13: SHARE A CLIENT TESTIMONIAL

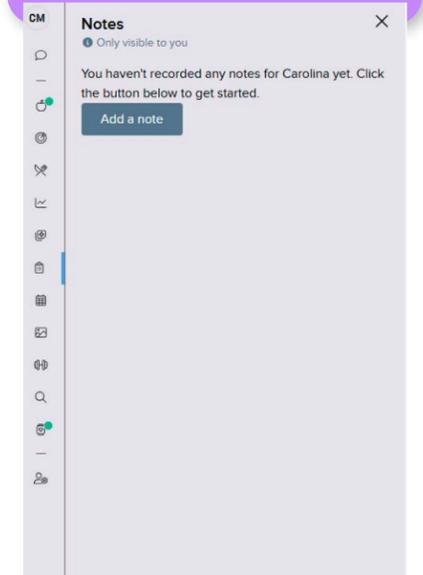
Week 2: Engage Current Clients

TASK: Share a positive client testimonial in your marketing channels.

WHY: Social proof strengthens client trust and attracts leads.

ACTION STEP: Create a testimonial post, story, or email.

TRUECOACH TIP: Use the testimonial templates stored in TrueCoach files.



BONUS: Tag the client (with permission) for authenticity.

DAY 14: WEEKLY REFLECTION & WINS

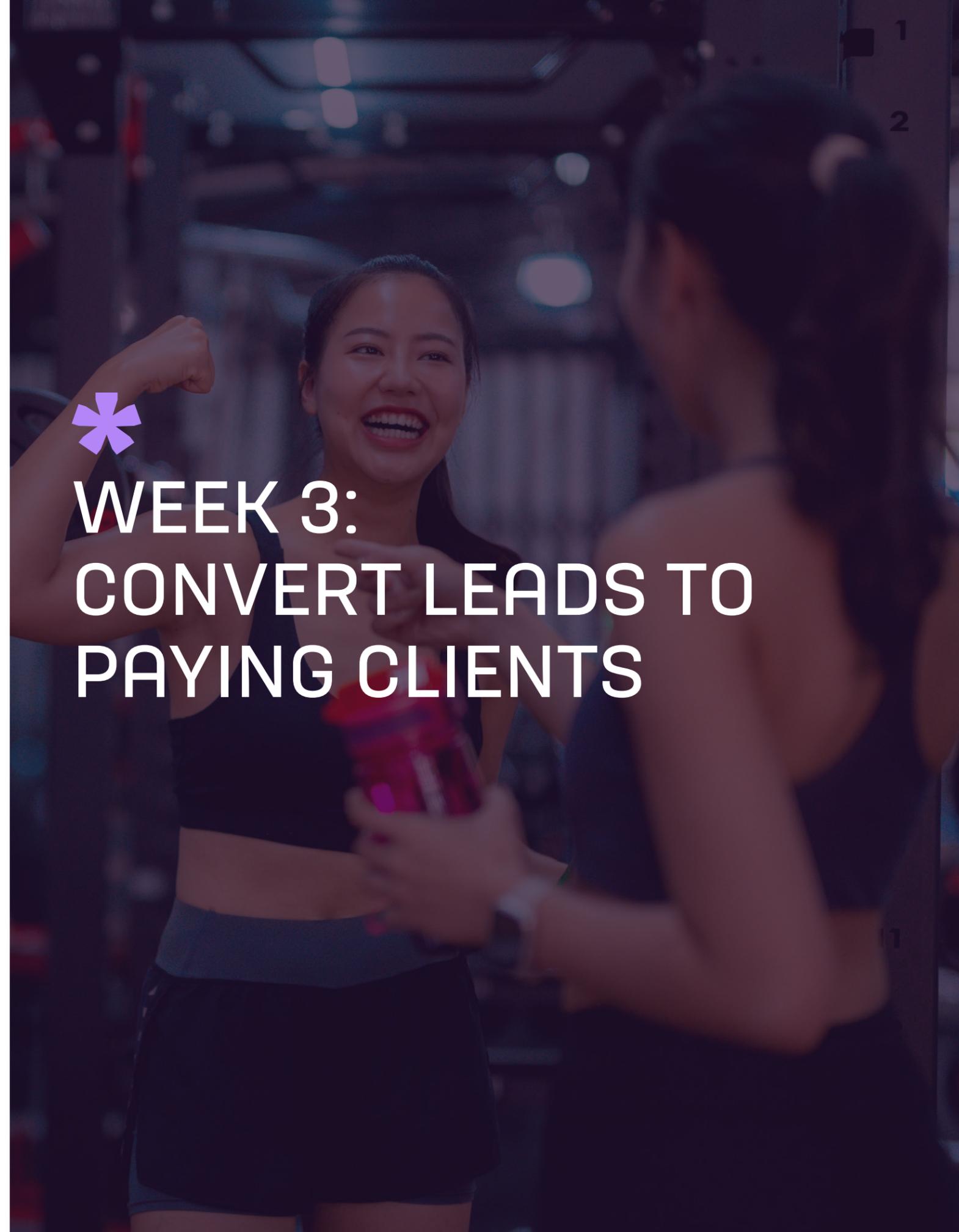
Week 2: Engage Current Clients

TASK: Write 3 engagement wins and identify 2 ways to improve for next week.

WHY:
Reflection encourages ongoing improvement.

ACTION STEP:
Complete reflection notes and prepare for conversion focus.

TRUECOACH TIP:
Use TrueCoach's compliance analytics to review client engagement trends.




**WEEK 3:
CONVERT LEADS TO
PAYING CLIENTS**

DAY 15: OFFER FREE TRIAL SESSIONS

Week 3:
Convert Leads to Paying Clients

TASK: Promote and schedule free or discounted trial sessions.

WHY:

Trial sessions reduce barriers to purchase.

ACTION STEP: Send an offer to warm leads or social followers.

SCRIPT: "Try a free coaching session designed to kickstart your fitness journey..."

TRUECOACH TIP:

Use scheduling tools integrated with TrueCoach and Zapier for easy booking.

BONUS: Create a limited-time urgency message.

DAY 16: FOLLOW UP WITH TRIAL PARTICIPANTS

Week 3:
Convert Leads to Paying Clients

TASK: Message trial clients post-session to encourage sign-up.

ACTION STEP: Send personalized next-step invitations.

WHY:

Timely follow-up boosts conversion likelihood.

TRUECOACH TIP:

Automate follow-ups for trial sign-ups with workflow sequences, powered by Zapier.

SCRIPT: "Try a free coaching session designed to kickstart your fitness journey..."

BONUS: Offer a discount or bonus program add-on.

DAY 19: AUTOMATE LEAD NURTURING

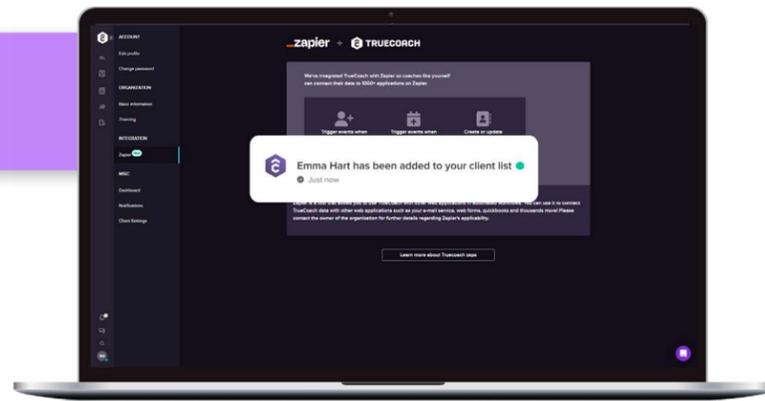
Week 3:
Convert Leads to Paying Clients

TASK: Set up an automated email or message sequence to nurture leads.

WHY: Automation ensures consistent contact and conversion opportunities.

ACTION STEP: Build sequences using key messages and offers.

TRUecoach TIP: Use TrueCoach's Zapier integration to power marketing campaigns for your business.



BONUS: Include exclusive tips or mini coaching lessons in sequences.

DAY 20: CONFIRM ONBOARDING PROCESS

Week 3:
Convert Leads to Paying Clients

TASK: Ensure your onboarding, payment, and welcome processes are smooth.

<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____

WHY: A seamless onboarding experience retains new clients.

ACTION STEP: Map out onboarding steps and communications.

TRUecoach TIP: Use TrueCoach's program setup templates for quick delivery at scale.

BONUS: Personalize onboarding with a welcome video or message.

DAY 22: DEVELOP UPSELL OFFERS

Week 4:
Scale Coaching &
Retain Clients

TASK: Create additional offers like nutrition planning or 1:1 coaching.

WHY:
Upsells increase client lifetime value..

ACTION STEP: Write offer details and pricing.

ACTION STEP: "Add personalized nutrition coaching to your fitness plan for faster results."

TRUECOACH TIP:
Use TrueCoach's Zapier integration to power marketing campaigns for your business.

BONUS:
Include exclusive tips or mini coaching lessons in sequences.

DAY 23: CELEBRATE CLIENT MILESTONES

Week 4:
Scale Coaching &
Retain Clients

TASK: Plan milestone celebrations for clients (e.g., 4 weeks completed).

_____ _____ _____

_____ _____ _____

_____ _____ _____

WHY: Recognition boosts motivation and retention.

ACTION STEP: Create messages or rewards for milestones.

TRUECOACH TIP: Set reminders for milestones in TrueCoach by creating a workout or habit on a sample client profile (or your own!).

BONUS: Share milestone celebrations publicly with client permission.

TAKE A MOMENT TO REFLECT

- WHAT WERE YOUR BIGGEST WINS DURING THIS JOURNEY?
- * WHAT NEW HABITS OR STRATEGIES WILL YOU CONTINUE TO USE?
- + HOW HAS YOUR MINDSET SHIFTED AROUND CLIENT ENGAGEMENT AND CONVERSION?

Write down your reflections and celebrate the progress you've made!

Keep the Momentum Going with TrueCoach

TrueCoach is here to support your continued growth with powerful features designed to streamline your coaching and maximize client results:

- Automated Messaging & Follow-Up: Stay connected effortlessly.
- * Custom Workout & Program Builder: Deliver personalized coaching at scale.
- + Habit & Nutrition Tracking: Help clients build sustainable lifestyle changes.
- Progress Reporting & Analytics: Monitor success and optimize your programs.

Resources to Explore Next

- Visit the TrueCoach Learning Center for advanced tips, tutorials, and success stories.
- * Join the TrueCoach community forums to connect with fellow coaches.
- + Explore new TrueCoach features and integrations to scale your business further.
- Consider starting your free trial or a consultation with our Support Team to tailor TrueCoach solutions to your unique coaching style.

THANK YOU FOR DEDICATING YOURSELF TO GROWTH AND EXCELLENCE IN COACHING. HERE'S TO YOUR ONGOING SUCCESS AND IMPACT!