

THE OPEX COACHING BLUEPRINT

Free Guide
Reveals:

How To Gain New Clients, Deliver Results, and
Build a Thriving Fitness Coaching Business
Without Falling Into the Most Common Traps

Welcome to The OPEX Coaching Blueprint!

Over the next few days, I'm going to help you follow the proven steps to gain new clients, deliver results, and build a \$100k+/year coaching business.

Hey there!

Thanks for subscribing to *The OPEX Coaching Blueprint: Gain New Clients, Deliver Results, and Build a Thriving \$100k+/Year Fitness Business with Proven Coaching Principles (Without Falling Into the Most Common Traps)*.

Over the next 5 days, we're going to break down the 5 essential steps you need to master to build a thriving fitness coaching business—and how you can implement them effectively.

Here's what we'll be covering:

- **Step 1: How to Change Client Habits and Guarantee They Hit Their Fitness Goals in 6 Months (Without Needing to Be a Psychology Expert)**

Unlock the power of behavioral change and relationship-building to ensure long-term client success.

- **Step 2: How to Use a Systematized Assessment Protocol to Build Personalized Programs and Save You 5+ Hours a Week on Program Design (Without Spending Hours on Guesswork)**

Implement a repeatable assessment protocol to streamline program design and enhance results.

- **Step 3: Create a Personalized Fitness Plan for Any Client Using OPEX Gain, Pain & Sustain Proven Principles (Even If Your Clients Have Different Fitness Levels)Step**

Learn how to tailor strength training and pain management techniques to all fitness levels.

- **Step 4: Write Effective Programs That Guarantee Client Retention for 12+ Months (And Keep Them Coming Back for More)**

Design long-term, results-driven programs that ensure clients stay engaged and achieve their goals.

- **Step 5: Build a \$100k+/Year Coaching Business by Mastering Marketing and Boosting Your Coaching Productivity (Without Working 12-Hour Days or Burning Out)**

Leverage marketing, relationship-building, and productivity strategies to scale your business efficiently.

By the end of this 5-Day Educational Email Course, you'll have a clear roadmap to follow and the tools you need to grow your coaching business, deliver life-changing results for your clients, and avoid burnout.

Step 1 - Change Client Habits and Guarantee They Hit Their Fitness Goals in 6 Months

(Without Needing to Be a Psychology Expert)

Welcome to **Day 1 of The OPEX Coaching Blueprint**.

Today, we're kicking things off with **Step 1: How to Change Client Habits and Guarantee They Hit Their Fitness Goals in 6 Months**.

Specifically, we're going to dive into:

- Why coaches *have to* focus on habit change if they want to see real results.
- Why ignoring behavior change totally messes with client progress.
- And how you can coach your clients through habit-building, OPEX-style, for long-lasting success.

Let's get into it.

The Step: How to Change Client Habits and Guarantee They Hit Their Fitness Goals

Here's the thing—without consistent habit changes, those fitness goals your clients have? They're just dreams.

At OPEX, we've seen firsthand, over 25 years of coaching, that real progress comes from building habits rooted in personal priorities. It's not just about motivation. It's about empowering clients to make lasting, conscious decisions that align with their goals.

James FitzGerald has always emphasized, "Move because you can, not because you should"—a reminder that movement should be a natural part of their lifestyle, not an obligation.

We call this set of essential daily actions the OPEX BLGs ([Basic Lifestyle Guidelines](#)).

These are habits that every coach must help every client master to lead a larger life. This is what sustainable fitness looks like. Your role as a coach? It's to tap into what matters most to your clients and help them align their

everyday actions with their fitness goals and the daily behaviors that lead to living a larger life .

That's where you, as their coach, can really shine.

The “Why It Matters”:

It's simple: without behavior change, fitness plans don't lead to long-term success.

In our decades of experience at OPEX, we've seen it over and over—**client behavior is a reflection of their true priorities**. If their daily habits aren't syncing with their fitness goals, it's going to be *really* hard to maintain progress. A lot of clients think of workouts as a short-term thing, but the real magic happens when they make it part of their everyday lives. And guess what?

And we know from years of experience that the magic happens outside the gym—in the habits they build in their day-to-day routines.

And as James often says, “Life coaching, simplified: “you say you want this, then why are you doing that?”—and this applies as much to behavior as it does to physical abilities.

If your clients don't build positive habits outside of the gym, the progress just won't stick.

Here's why you, as a coach, really can't afford to skip it:

- **Clients Lose Motivation:** Without supportive habits, clients lose focus fast and stop seeing results.
- **Short-Term Results Fade:** When the initial motivation fades, so do the fitness gains—unless you've helped them build those long-term habits and BLGs.

- **Coaching Gets Frustrating:** If clients don't have the habits to back up their goals, keeping them engaged becomes a real struggle.

We've always believed in the "reward the pacer" mindset—coaching with time-tested fundamentals that lead to sustainable fitness, happier and healthier clients, and high-functioning lives. (And we've been preaching it even before it became trendy, by the way ;))

By skipping this step, you're setting your clients up for short-lived wins, not long-term success.

Great, but how can I *actually* help my clients implement lasting behavior change?

Good question! It all starts with simple, manageable habits that fit into their day-to-day routines and helping them connect to their “why”.

Here's where OPEX's **NEPA framework** comes in. NEPA stands for **Noticing, Explaining, Prescribing, and Actioning**, and it's a super-effective way to guide clients through behavior change. It makes sure you and your client are always on the same page.

Here's how you can use NEPA to help your clients make those lasting changes:

- **Noticing:** Start by observing your client's habits. What's working? What's getting in their way? For example, if they're missing workouts, is it because they're too busy? Distracted?
- **Explaining:** Once you've noticed those key behaviors, talk to your client about them. Ask questions like, “I noticed you tend to skip workouts when your schedule's tight. What's going on there?” This builds trust and gets to the root of the problem.
- **Prescribing:** Now that you understand the issue, it's time to offer a clear solution. Maybe it's something as simple as shortening their

workout on those busy days. Keep it practical and aligned with their goals.

- **Actioning:** Finally, help them follow through. Create a plan, schedule check-ins, and maybe even use a habit-tracking app to keep them accountable.

NEPA makes the process transparent and collaborative, so both you and your client are invested in making these new habits stick.

Ready to get started? Here's how:

- **Notice Patterns:** Pay close attention to your clients' behaviors during your consultations or sessions.
- **Ask the Right Questions:** Get them thinking about why they're doing what they're doing.
- **Prescribe Practical Solutions:** Give them realistic, actionable steps they can take right away.
- **Help Them Take Action:** Make sure they've got a plan, and keep them on track.

Step 2 - How to Use an Assessment Protocol to Build Personalized Programs And Save You 5+ Hours a Week on Program Design

(Without Spending Hours on Guesswork)

Hey there!

Welcome to **Day 2 of The OPEX Coaching Blueprint.**

Today, we're diving into **Step 2: How to Use a Systematized Assessment Protocol to Build Personalized Programs and Save You 5+ Hours a Week on Program Design.**

We'll go over:

- Why having a solid, repeatable assessment process is key to building personalized programs.
- What happens when you skip this step (hint: it's not good).
- And how using a structured assessment process actually saves you time while making sure your clients get the best results.

Let's jump in!

The Step: Use a Systematized Assessment Protocol to Build Personalized Programs

Without a proper assessment protocol, you're basically flying blind when it comes to program design.

At OPEX, we've seen over and over that when you have a **structured, repeatable assessment process**, you can tailor each client's program to fit them perfectly. And you know what? This also means no more wasting time second-guessing if you're doing the right thing.

With a good assessment in place, you get context, clarity, and—most importantly—confidence that your plan is on point.

As James FitzGerald likes to say, “Assessment directs, potential dictates progress”

Once you master this, you've got a roadmap that helps lead your clients exactly where they need to go. And you do it efficiently. By using the OPEX **BMW (Body, Move, and Work) Assessment**, you'll streamline how you create programs.

You'll save hours because you're not constantly having to redesign things, and your clients get programs that are 100% customized to their needs.

But Why Does Assessment Really Matter?

Well, because assessments are the foundation for everything that follows.

When you use an **assessment, it creates context**. And that context is critical for understanding where your client is starting from and what they need to move forward. Without this step, honestly, you're just guessing.

And let's face it, nobody wants to guess when it comes to coaching...

Here's why it matters:

- **It Builds Trust:** When clients see you making decisions based on real data, they know you've got a plan. They feel confident in your coaching.
- **It Saves Time:** Having a system in place cuts down the time you'd waste reworking programs. That means more time focusing on what really matters—helping your clients succeed.
- **It Leads to Personalization:** Every client is different, right? So their programs should be too. Assessments let you build something that's truly personalized.

And if you skip this step? Well, here's what you're looking at:

- **Missed Progress:** If you don't know where your clients are starting, how can you track real improvements?
- **Wasted Time:** You'll end up constantly tweaking programs because you don't have enough data upfront. That's frustrating for everyone.
- **Frustrated Clients:** Without a clear, tailored plan, clients get confused and start to lose faith in the process.

James is always reminding us, "**Assess, don't guess.**"

How To Implement the Step

Now let's talk about how YOU can actually put this into practice.

First things first—**schedule a full assessment at the start of every client relationship**. The proven OPEX **BMW Framework** is perfect for this. It's a three-part assessment (Body, Move, and Work) that gives you a really clear picture of where your client is at right now.

And get this—it's a **proven framework that's been refined over 25 years of coaching experience at OPEX**. We're basically giving away our secrets here, so buckle up!

Here's how you can apply it:

- **Body:** Use calipers or an InBody machine to get data on body composition—lean mass, fat mass, metabolic rate—so you've got a baseline.
- **Move:** Check for any mobility issues, past injuries, or movement patterns that might need work. This ensures you're addressing their specific limitations. At OPEX, we have developed a series of movement screenings just for that! Inside OPEX CCP you learn how to execute the BMW assessment and get 1:1 input from a seasoned coach helping you master the process.
- **Work:** Do work capacity tests to assess their fitness level and see how they perform under physical stress. (Yes, it involves an Assault Bike and a painful 10 minutes for your clients, but don't worry—they'll still want to work with you afterward! :))

This way, you're setting yourself—and your client—up for success with a program that's built just for them.

Here is how you can do it with each new client you onboard:

- **Set Up Your Assessment Process:** Make it a priority to run a thorough assessment for each new client.

- **Use the BMW Framework:** Get a full view of their Body, Move, and Work capacities.
 - **Create a Personalized Plan:** Use the results from the assessments to build a program that truly fits their needs.
 - **Schedule Regular Reassessments:** Make sure to check in periodically to track progress and adjust as needed.
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But... “I’m Already a Very Experienced Coach, I Can See What My Clients Need—Do I Really Need to Assess?”

It happens more than you’d think.

A lot of the time, coaches feel like they don’t have the time or they’re rushing to deliver results quickly. I get it, clients are often eager for fast results. But trust me—**focusing on quick fixes without the right foundation means those results won’t last.**

But here’s something else to consider:

2 reasons why the assessment process itself strengthens the coach-client relationship.

1. **It shows your clients that you’re serious about understanding their needs and gives them confidence in your expertise.**

Your clients see you investing time to really understand where they’re at.

And it builds trust and creates buy-in to the entire process. They’re much more likely to stick with the program and trust in your guidance. The result? It makes everything smoother down the line: less doubts, more trust!

That alone is a huge reason never to skip it!

2. It helps you develop your “coach’s eye.”

Here, we’re talking about your ability to observe, analyze, and correct movement patterns effectively.

The **Move assessment** refines this skill over time. The more you do it, the sharper your observations become—you’ll start spotting movement issues quickly and provide the right corrections. Not only does this improve your coaching, but it also helps you give better feedback to your clients.

That feedback builds more trust and engagement, helping your clients understand exactly what’s going on and why it matters.

3 reasons why it is very tempting to “forget” the assessment:

- **Rushed Process:** You feel like you need to jump into programming right away, so you skip the assessments to “save time”... but then end up wasting more time later on.
- **Template Reliance:** It’s easy to fall back on generic programs, but let’s be real, those just don’t cut it when it comes to personalizing for each client.
- **Lack of Awareness:** Some coaches simply don’t realize how crucial assessments are for long-term success.

Don’t Forget To Check Your Inbox Tomorrow!

That was a lot to take in, right? But I hope it gives you a clearer picture of how a systematized assessment can transform your coaching.

And guess what? We have more surprises for you.

We haven't even touched on the initial consultation yet. It sets the stage for everything. It's where you really dive deep, gather crucial insights, and set up the entire **BMW assessment**.

This consultation is the foundation that informs not only your program design but also how you tailor every step to your client's needs.

OPEX CCP gives you the complete blueprint—the entire OPEX system of coaching.

The goal? Equip you so that you can confidently coach **any client** toward **any goal**. Plus, it helps you build relationships that last, ensuring your clients stay with you for the long haul. No more worrying about constantly finding new clients.

You'll have a sustainable business where clients keep coming back for more because they trust your process!

Step 3 - Create a Personalized Fitness Plan for Any Client Using OPEX Gain, Pain & Sustain Proven Principles

(Even If Your Clients Have Different Fitness Levels)

Hey there!

Welcome to Day 3 of the **OPEX Coaching Blueprint**.

Today's topic is a powerful one—**Step 3: How to Create a Personalized Fitness Plan for Any Client Using OPEX Gain, Pain & Sustain Proven Principles**.

Here's what we're going to dive into:

- How OPEX Gain, Pain, and Sustain help you create *truly* personalized fitness programs.
- Why mastering energy systems is essential for delivering results at every fitness level.
- How to integrate strength training and energy systems into your coaching, the right way.

Let's get started!

The Step: Create a Personalized Fitness Plan for Any Client Using OPEX Gain, Pain & Sustain

Creating a personalized program for *any* client? That's no small feat.

But don't worry—you've got a solid framework to lean on with OPEX Gain, Pain, and Sustain principles. These aren't just theories. They're proven methods we've refined over 25 years. Seriously, this is like giving away our coaching secrets!

Buckle up, because this will change the way you approach program design.

OPEX Gain, Pain, and Sustain are three core energy systems.

They allow you to customize your coaching to meet clients exactly where they are—whether they're a total beginner or an advanced athlete. Each system works to create specific adaptations. But together? They cover the spectrum of human performance needs.

With these three systems working in harmony, you'll have the tools to coach any client toward their goals, no matter their starting point or fitness level.

Why You Should Incorporate OPEX Gain, Pain & Sustain Proven Principles to Deliver Personalized Programs and Drive Long-Term Client Success

Each principle targets different aspect of skills and performance, and here's how they break down:

Gain focuses on *strength* and the ability to perform short bursts of intense effort.

Think max lifts or short sprints, it's about building power and muscle.

But let's not forget something crucial: before absolute strength, we prioritize motor control and muscle endurance. Not every client will chase a 1RM, and some may never express absolute strength in that way. Instead, their strength is developed through motor control and endurance.

This ensures they progress safely and effectively.

Pain is where *lactic tolerance* comes into play—working at higher intensities for longer durations.

This system teaches clients to push through discomfort and maintain performance under stress.

Sustain is all about *endurance*.

It builds aerobic capacity and ensures your clients can perform low-to-moderate intensity work over extended periods, which is foundational for any fitness goal.

But why do these matter?

Simply put, these systems cover the full range of human movement and energy use. Understanding when and how to train each system means you can **adapt your programming to any client**, regardless of their fitness

level. You won't have to rely on guesswork or cookie-cutter programs ever again.

And the best part? With a solid plan, your clients can actually see the results that they want!

Not every client is training to hit a 1RM or perform at peak athletic levels.

Many clients—especially the general population —are looking to improve their overall fitness. They want to feel stronger in daily life, and **live a larger life**. Your job is to meet them where they are.

And OPEX Gain, Pain and Sustain, allows you to progress their strength and conditioning in a way that aligns with their goals and lifestyle.

Alright, let's break down how you can implement it.

How to Implement OPEX Gain, Pain and Sustain?

Here's how the **OPEX Gain, Pain & Sustain** principles work:

1. OPEX Gain

This is all about building *absolute strength* and power.

You're training them to tap into their body's ability to perform short, intense efforts. For many clients, especially those in the general population, their absolute strength will develop through **motor control** and **strength endurance**. This approach ensures you can progress their strength safely.

By focusing on building a solid foundation, you can then progress into advanced levels.

An example would be an **8-minute EMOM** (Every Minute on the Minute), where your client performs **2 front squats at 70-75% of their max**.

2. OPEX Pain

OPEX Pain is all about pushing your client into *unsustainable* levels of work.

We're talking about the **anaerobic energy system**. It's ****where the body kicks into gear without relying mainly on oxygen. This type of training leads to a huge metabolic response.

But here's the catch—it only works if your client has enough strength and power to handle it.

OPEX Pain is a great way to challenge them by pushing their limits and training their ability to adapt to stress.

It's not something you want to overdo, though: it's intense and short bursts of unsustainable effort. But used at the right time, it can really boost their power output and help improve both their short-term energy (creatine-phosphate system) and long-term endurance (aerobic system).

This could be a **16-minute EMOM**, alternating between **20-30 double unders** in the first minute and a **slow spin on the Air Bike** in the second.

3. OPEX Sustain

And don't forget the aerobic system. Sustain is what builds long-term endurance and capacity. Whether your client wants to run a marathon or just stay healthy, this is where it happens.

A great example would be a **30-minute EMOM** on the Air Bike, where the client maintains **8 calories per minute at a sustained RPM**.

And guess what? Gain, Pain, and Sustain work together

These systems aren't separate—they complement each other. Here's the magic:

- **Gain** creates the power and strength foundation.
- **Pain** teaches clients to handle stress and fatigue.
- **Sustain** ensures they can go the distance, no matter what.

When you train all three energy systems, you're covering every base. The best part? You can adjust the mix depending on where your client is in their fitness journey.

But I'm Already Experienced... Do I Really Need This System?

Maybe you've been coaching for a while and you feel like you've got a good handle on what your clients need.

And hey, that's awesome! But if you're skipping this framework, you're missing a massive opportunity to **elevate your coaching and create even better results**.

Here's why:

- It's not just about *seeing* what your client needs; it's about systematically addressing every aspect of their energy systems.
- **Personalization** is the key to long-term success—and Gain, Pain, and Sustain principles give you the exact blueprint to build truly individualized programs that meet your clients exactly where they are.

Step 4 - How to Write Effective Programs That Guarantee Client Retention for 12+ Months

Hey there!

Welcome to **Day 4 of The OPEX Coaching Blueprint**.

Today, we're talking about **Step 4: How to Write Effective Programs That Guarantee Client Retention for 12+ Months**. Specifically, we'll cover:

- Why long-term program design is key to keeping clients engaged.
- What happens when you don't plan for progression.
- How to structure programs that ensure progression and results, keeping your clients coming back.

Let's get started!

Step 4: Write Effective Programs That Guarantee Client Retention for 12+ Months

We all know that writing a solid program is crucial for helping clients reach their goals.

But here's the thing: It's not just about getting them results in the short term. It's about **creating a roadmap that keeps them progressing, motivated, and committed for the long haul**. You want them sticking around, right?

That's where the Three P's come in: Prioritization, Planning, and Periodization.

Now, these aren't just fancy terms. They're the foundation of long-term programming. They've been developed and refined over the last 25 years at OPEX.

When done right, they'll keep your clients engaged for 12+ months (and beyond).

Sounds good, doesn't it?

The Three P's are basically your secret weapon for keeping clients happy and making sure their progress doesn't stall (and for keeping them coming back for the long run)

Here's the deal:

- **Prioritization:** This is all about figuring out what your client needs most, based on their assessment. Whether it's strength, endurance, or working on motor control, you're setting the stage for their progress by focusing on the most important stuff first.
 - **Planning:** Now that you know their priorities, you can create a plan that fits their schedule, lifestyle, and goals. Planning gives you the chance to map out what they'll be working on and when. It's like a fitness GPS that keeps them on track.
 - **Periodization:** This is where you break their training into phases. You'll start with building volume and skills, then ramp things up with intensity as they progress. This keeps the program progressive, results driven, and fun.
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Why the Three P's Are Key to Long-Term Client Retention and Progress

Without progression, clients tend to lose steam.

And when they stop seeing progress, they stop showing up. If you don't evolve their program to match their changing needs, you're going to run into trouble. The **Three P's** ensure your programs grow with your clients.

That way, they always feel like they're moving forward.

Here's why it matters:

- **Long-Term Success:** The right priorities, a solid plan, and smart periodization keep clients improving consistently over time.
- **Sustained Engagement:** When clients feel like they're always working toward a goal, they're more likely to stay engaged with the process.
- **Prevention of Burnout:** By periodizing properly, you're avoiding overtraining or hitting plateaus too early in the program.

And if you skip this step? Well, here's what happens:

- **Clients Get Frustrated:** Without a clear plan, clients feel stuck, and that's when they start thinking about finding a new coach.
 - **Progress Slows:** If there's no built-in progression, results stop, and motivation takes a dive.
 - **You Lose Clients:** Without steady progress, clients lose interest and leave, which means you're constantly hustling for new ones.
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How to Implement the 3Ps

So, how do you make this happen? It's simple—start with **Prioritization**, then move to **Planning**, and finish with **Periodization**.

Let's break it down:

1. Prioritize Based on the Assessment

Prioritization is all about looking at your initial consultation and intake notes, plus the **OPEX Body, Move, and Work** assessment and figuring out what your client really needs to focus on first.

This is where you take the guesswork out and let the data guide the way. And keep in mind, not every priority moves at the same pace. Some things,

like **training consistency**, might be the biggest hurdle and have nothing to do with the gym itself.

You want to prioritize the most important habits, tasks, and training elements first and help your client find some quick wins to build positive momentum.

For example, working on motor control might be crucial for long-term progress, even if their goal is to run a 5K. The key here is to talk to your client about why these priorities matter and how they will build the foundation to success with their long-term goals

2. Plan Around Their Goals and Schedule

Planning is all about creating a clear roadmap to reach the client's goals.

In this phase, you and the client will decide exactly what it will take for them to succeed. This goes beyond just workouts. It includes everything from the number of training days to nutrition and lifestyle components.

Here's what you'll need to consider when planning:

- **Client's goals:** What is your client aiming for? Is it building strength, improving endurance, or getting ready for a competition?
- **The assessment:** The results from the OPEX Body, Move, and Work assessment will guide the design.
- **Training schedule:** How many days a week can the client realistically train? You'll need to map out the frequency that fits into their lifestyle.
- **Priorities:** Based on the assessment, figure out what's most important to work on right now.
- **Your coaching ability:** Consider how your expertise fits into the design. Can you adapt the plan to suit your client's needs and abilities?

3. Periodize for Long-Term Progress

Periodization is where you divide their program into training blocks, each focusing on a specific outcome. These blocks allow you to manage volume, intensity, and recovery in a way that supports the client's long-term development.

The key phases are:

Accumulation:

This phase is all about building volume, improving skills, and developing technical ability. For example, you might spend a few months working on strength endurance and movement quality. This lays the groundwork for future progress.

Also important to note that more senior clients with less training experience may stay in this phase for a very long time.... for instance, longevity and vitality clients who aren't necessarily chasing the progress, but more so chasing the "maintenance" as they age.

And on the flip side, although young ambitious athletes may require more periodization OPEX coaches must always champion longevity and help clients see the “cool” factor in the long game.

Intensification:

Once the foundation is set, it's time to increase intensity while decreasing volume. In this phase, the focus is on maximal strength or power, preparing the client for higher-demand activities.

Pre-Competition:

For athletes or clients working toward a specific event, this phase simulates the structure of a competition. It's all about preparing the body for the demands they'll face on event day.

Competition:

This phase is for clients who are actively competing or performing. The training focuses on maintaining peak performance while minimizing fatigue.

Deload:

After periods of intense work, it's essential to include a deload phase to allow the body to recover and reset. This is where you scale back the intensity and volume, ensuring your client is refreshed for the next training block.

Your client's **goals, training age, and assessment results** will dictate how much time they spend in each phase, or all of their time--(and that's ok!).

An advanced athlete might require a more balanced approach with shorter accumulation and more focus on intensification or competition phases. And most clients in the general population may never need a pre comp and comp phase.

So it's your role to understand what phases your clients need, according to their goals and training age.

But... I don't have time for long-term planning

Focus on Immediate Results:

Everyone loves quick wins.

But jumping straight to the desired outcome without putting in the necessary work to build a strong foundation is a mistake. Without that solid base, the results won't last. As a coach, your role is to help clients see the bigger picture, take the smartest path, and commit to the long game.

It's about guiding them through the foundational work so they can achieve—and sustain—those long-term results.

No Clear Roadmap: Without a solid plan, it's easy to lose sight of what your client's bigger goals are.

Overemphasis on Workouts: Sometimes, coaches get too caught up in the workouts themselves, instead of thinking about how the program evolves over time.

But when you focus on the **Three P's**, you're setting your clients (and yourself) up for long-term success. As James FitzGerald likes to say, "Reward the pacer"—those who stay consistent and follow a well-structured plan will see results that last, not just quick fixes that fade.

Step 5 - Building a \$100k+/Year Coaching Business by Mastering Marketing and Boosting Your Coaching Productivity

(Without Working 12-Hour Days or Burning Out)

Hey there!

Here we are—**Day 5 of The OPEX Coaching Blueprint**. Today, we're going to dive into **Step 5: Building a \$100k+/Year Coaching Business by Mastering Marketing and Boosting Your Coaching Productivity (Without Working 12-Hour Days or Burning Out)**.

We'll talk about:

- Why you really need to get good at marketing and coaching efficiently if you want to level up.
- How you can streamline your workflow to save serious time.
- And, of course, how to attract and convert clients without losing your mind!

Let's jump in!

The Step: Building a \$100k+/Year Coaching Business by Mastering Marketing and Boosting Your Coaching Productivity

Here's the thing—if you're trying to hit that \$100k mark, it's not about working harder.

It's about coaching *smarter*, with the right tools and systems.

We've all been there, right? You're putting in crazy hours, trying to keep up with everything from client programs to admin stuff, but it just feels like you're running in place. That's because, without a solid marketing strategy and efficient systems, it's really tough to grow.

But, here's the good news: **once you get your coaching workflow dialed in and start thinking strategically about your marketing**, you'll not only save time, but you'll also see your business start to *really* take off.

With the Attract, Convert, Close, Delight principle at the core of CCP, you can:

- **First, be efficient with your coaching processes.**
- **THEN, you can start focusing on attracting more clients.**

You'll learn how to:

- **Attract** the right clients by using proven marketing strategies from the **Business of Coaching** module.
- **Convert** leads into paying clients by mastering the art of consultations and showing potential clients your unique value, just like we teach in the **Consultation** pillar.
- **Close** deals more effectively by building strong, personal connections, leveraging the trust you've developed through assessments and program design.

- And finally, **Delight** your clients with personalized programs and ongoing support, ensuring they stay engaged and loyal long-term—a focus of the **Nourishment** pillar.

Without mastering these key phases, you risk missing out on high-quality clients and leaving potential income on the table. But with the CCP framework, you'll have the tools to attract, convert, and retain clients for life, all while streamlining your coaching processes.

Why leave your business growth to chance when you could *own* this system?

What Happens If You Don't Focus On Marketing and Coaching Efficiently...

Well, without efficiency and marketing in place, it's like trying to paddle upstream with one oar: you can work as hard as you want, but you're not going to get very far.

You've probably felt this before—long days spent writing programs, answering client emails, and wondering where your next lead is coming from. Sound familiar? It's exhausting, and it's not a sustainable way to build your business.

Here's why this step is so important:

- **Burnout is real:** If you're doing everything manually, it's only a matter of time before you feel totally drained.
- **Client flow dries up:** Without a good marketing strategy, you'll always be scrambling to find new clients.
- **Missed opportunities:** When you don't have efficient systems, you end up wasting time (and money) that could be better spent coaching your clients or getting new ones.

Why Do So Many Coaches Struggle to Build a \$100k+ Business (and How to Fix It!)

It's pretty common—most coaches are so focused on creating great workouts and working with clients that they forget about the business side of things.

Here's why this tends to happen:

1. **You're coaches first, not MBAs:** A lot of coaches started in fitness because you love it—not because we wanted to be running a business. So the business systems part tends to get left behind.
2. **Manual everything:** Writing programs, responding to clients one-by-one, and doing everything manually—it eats up so much time that there's barely any left to grow your business.
3. **Marketing? What's that?:** Let's face it—many coaches didn't exactly go into this with a full marketing playbook. So, we end up relying on word-of-mouth or the occasional Instagram post. That's great and all, but it's not enough to build a steady stream of clients.

How Do You Actually Build a \$100k+ Coaching Business Without Running Yourself Ragged?

Here are 3 simple steps that you can start today:

Step 1: Automate Program Design and Improve Client Communication with CoachRx

First off, let's talk efficiency. If you haven't tried **CoachRx** yet, this is the game changer you need.

CoachRx is an all-in-one coaching platform designed to help fitness coaches streamline program design, client communication, and business management.

The best part?

RxBot, your AI assistant inside CoachRx can generate personalized, data-driven programs in minutes. You can still add your personal touch, of course, but think about how much time you'll save when you're not writing every program from scratch.

You can [start a free trial](#) with **CoachRx** and see how **RxBot** can make your life easier.

And now that you have more efficient coaching processes, you can think about getting more clients....

Step 2: Capture Leads with Smart Marketing And Turn Followers Into Subscribers

Now, on to marketing. **The key here isn't just about getting more followers—it's about turning those followers into paying clients.** And that starts with capturing emails and turning them into subscribers first.

The easiest way to do that? Offer something valuable, like a free guide or a workout plan, in exchange for their email.

Once you've got their email, you can start building trust through email marketing, which brings us to...

Step 3: Convert Subscribers into Clients

You're not just building an audience—you're building trust and relationships.

Instead of simply posting content and hoping for the best, focus on **nurturing** the relationship you have with your subscribers by consistently providing educational content that addresses their specific challenges.

Here's how it works: **pick *one* problem your ideal client is struggling with and offer *one* unique solution to solve it.** The more targeted and relevant your advice, the more likely they'll see you as the go-to expert in their fitness journey.

For example, let's say your target clients are busy professionals who struggle to fit workouts into their hectic schedules. Instead of sending them generic fitness advice, create an email series focused on **“How to Fit Effective 20-Minute Workouts Into a Busy Workday”**.

Each email can break down a different part of the solution:

1. **Day 1:** Explain why most workout routines fail for busy people and how short, high-intensity sessions can be just as effective.
2. **Day 2:** Share a simple 20-minute workout plan they can follow, no matter how packed their day is.
3. **Day 3:** Offer time management tips to help them carve out time for their fitness routine.

By the time they've gone through your emails, they'll feel like you've solved their specific problem in a unique, actionable way. This builds trust and keeps them engaged, so when they're ready to commit, they'll turn to you.

Action Steps

Alright, ready to take some action? Here's how to start:

1. **[Get CoachRx](#):** If you're not using it yet, jump on **CoachRx** and start automating your program design. Trust me, it'll save you hours every week. (And you can try it FOR FREE!)
2. **Create a Lead Magnet To Turn Followers Into Subscribers:** Offer something like a free fitness guide on your website or social media. This will help you capture email addresses and start building relationships.

3. **Deliver Educational Content That Solves Their Specific Problems:** Make sure you speak directly to the *specific* problems your potential clients are facing and how your unique solution can help

How Coach Michael Bann Went From 0 to 125 Clients: The 3 Key Lessons Behind His Six-Figure Success

(And How You Can Do It Too)

Hey there!

Congratulations on completing The OPEX Coaching Blueprint! You're already ahead of 99% of coaches. Today, I want to share a real success story from a CCP coach, and trust me, it's a good one.

We're talking about [Michael Bann](#), a long-time OPEX Remote Coaching head coach with 15 years in the game.

He's managed to build a business with 125 clients who each pay \$355 a month.

Yeah, you heard that right—\$355 per client, every month!

Now, I know what you're thinking: That sounds like a dream... It totally is, and it didn't happen overnight. Michael's journey is all about **playing the long game**. He's put in the time, stayed committed, and constantly worked on getting better.

Let's see how Michael made this happen—and how the [**OPEX Coaching Certificate Program](#) (CCP)** played a huge role in helping him get there:

Michael Bann's Path to 125 Clients

So, Michael didn't just wake up one day with 125 clients knocking on his door.

Like most coaches, he started out small, doing his best to give each client individual attention and top-notch coaching. But here's the thing—he knew passion alone wasn't enough to get him to that six-figure mark. He needed a system that actually worked.

And that's where **CCP** came in.

With [CCP](#), Michael learned how to create truly individualized programs for each of his clients.

He wasn't just offering cookie-cutter fitness plans. Instead, he was delivering personalized coaching that addressed each client's unique goals, challenges, and lifestyle. This kind of customization? It was a huge selling point. And because of that, Michael didn't need a massive client load to make a great living.

He focused on attracting the *right* clients—those who really valued quality coaching and were ready to invest in themselves.

The Long Game: Commitment and Consistency

Now, here's where Michael's story really resonates: he didn't get to 125 clients overnight.

It was all about **commitment**, staying consistent, and always looking for ways to improve. That's where the [OPEX CCP](#) really shines. It's not just another certification you take and forget about. It gave Michael a **solid framework** to rely on.

He could continuously grow, not just as a coach but as a business owner, too.

The structured learning, combined with the mentorship he got from CCP, helped him refine his skills and build better results for his clients.

And these results kept those clients coming back month after month. Slowly but surely, that consistency paid off. Michael grew his client base steadily, and guess what? He did it without sacrificing the quality of his coaching.

His personalized approach kept clients engaged and loyal, which meant more referrals and, over time, a full roster of clients.

How CCP Helped Michael Build His Dream Business

Michael will tell you straight up that without **OPEX CCP**, he wouldn't be where he is today.

CCP wasn't just about giving him more knowledge—it provided the systems and confidence to scale his business to 125 clients without burning out.

1. Individual Program Design:

CCP taught Michael how to create programs that were *truly* tailored to his clients.

This wasn't just about building good workouts. It was about understanding everything: their goals, lifestyle, even sleep habits.

And that level of personalization made all the difference.

2. Trust-Building Consultations:

CCP also showed Michael how to dig deep during client consultations.

These weren't just surface-level check-ins. They were about getting to the heart of his clients' motivations and building *real* trust. And you know what that means? Long-term clients who stick around.

And clients who stick around = \$\$\$\$.

3. Ongoing Mentorship and Learning:

One of the coolest things about [CCP](#) is that it doesn't stop when the certification ends.

Michael tapped into a community of coaches and mentors who helped him stay sharp. This ongoing support meant he could keep improving, even after 15 years in the game.

The professional coach is the one who exists in the individual design world and hangs out with all the group fitness people...Don't seek to be the smartest person in the room," he said.

“There should never be a point in time where you feel like you have everything figured out. There should always be a thirst and desire to get better.”

Michael's Key Takeaways From Building a Six-Figure Coaching Business With 125+ Clients.

If there's one thing to learn from Michael, it's that with the right mindset and education, you *can* build a successful coaching business that lasts.

Here are a few key takeaways from his journey:

1. **Play the Long Game:** Success doesn't happen overnight. It's about showing up, staying consistent, and always improving.
2. **Quality Over Quantity:** Michael didn't focus on how many clients he could get—he focused on serving the clients he had, *really* well. That quality service is why he can charge premium rates.
3. **Education is Everything:** [CCP](#) gave Michael the tools to not just be a better coach, but to grow his business in a sustainable way. Investing in your education is crucial if you want long-term success.



What Can You Take from Michael Bann's Story?

Michael's success isn't about luck.

It's about putting in the work, staying committed, and using the right tools to get there. With CCP, Michael found the framework that helped him build a business with 125 clients. And you can do this without burning out or losing the quality of his coaching.

So, if you're serious about taking your coaching to the next level, just like Michael did, it might be time to invest in your own growth.

[Start with CCP](#), and learn the exact systems that helped him build a six-figure business.

Your OPEX Coaching Blueprint Journey + More Free Resources for You!

Hey there!

Thank you again for signing up for *The OPEX Coaching Blueprint: Gain New Clients, Deliver Results, and Build a Thriving \$100k+/Year Fitness Business*.

As a recap, here's everything we covered over the last 5 days (can you believe it?!):

- **Day 1:** *How to Change Client Habits and Guarantee They Hit Their Fitness Goals in 6 Months (Without Needing to Be a Psychology Expert)*

Unlock behavioral change and relationship-building for long-term

client success.

- **Day 2: How to Use a Systematized Assessment Protocol to Build Personalized Programs and Save You 5+ Hours a Week on Program Design**

Implement a repeatable assessment process to streamline program creation.

- **Day 3: Create a Personalized Fitness Plan for Any Client Using OPEX Gain, Pain & Sustain Proven Principles**

Learn how to tailor strength training and pain management techniques to all fitness levels.

- **Day 4: Write Effective Programs That Guarantee Client Retention for 12+ Months**

Design customized, results-driven programs that ensure client retention and progression.

- **Day 5: Building a \$100k+/Year Coaching Business by Mastering Marketing and Boosting Your Coaching Productivity**

Use proven marketing and productivity strategies to scale your business efficiently.

At OPEX, **with over 25 years of experience in personalized coaching education**, we are extremely passionate about solving the challenges fitness coaches face in client retention, program design, and business growth. This 5-Day Educational Email Course is just one of many tools we've created to help you *deliver results, attract new clients, and build a thriving coaching business.*

If you're new to personalized coaching or looking to deepen your knowledge, here are 3 other resources we've created to help you on your journey to scaling your fitness coaching business:

1. [OPEX Coaching Success Stories](#) (to get inspired):

Real-life case studies from coaches who have successfully scaled their business using OPEX principles.

2. [CCP Journey and Curriculum](#):

A breakdown of EVERYTHING that you will learn inside CCP.

3. [Program Design Tips for Online Coaches](#):

Get the ball rolling by learning and applying the proven OPEX program design principles.

4. [CoachRx Software](#):

Your all-in-one tool to streamline your program design and client management with this powerful tool that integrates seamlessly with your coaching.

5. [The CoachRx AI Prompt Database](#):

50+ proven AI prompts to automate all those routine coaching tasks that eat up your time. You know, things like creating meal plans, adapting a training program for an injury, or creating a sleep improvement plan. Imagine cutting all that time in half—or even more.

Finally, if you'd like help overcoming the challenges of client retention, program design, and business growth (and scale your business to \$100k+/year), we can help!

We specialize in [one-on-one coaching mentorship](#) for fitness professionals and work with leaders in the industry to *solve these challenges, achieve better results, and grow thriving coaching businesses.*

If that sounds like what you're looking for, feel free to grab 30 minutes on our calendar once you [apply](#), and we can chat.

Are You Struggling to Build a \$100k+/year Coaching Business? Here's How to Fix That

Hey there!

Quick question:

Have you been struggling with building a \$100k+/year fitness business, and gaining new clients while maintaining a high quality coaching service?

At OPEX, with over 25 years of coaching experience, we know that feeling all too well—and we want to share a story with you:

One of our OPEX CCP coaches, [Sofia Rizzo](#), was once in the same position.

She was working long hours, trying to manage her coaching business, but found herself stuck and struggling with inconsistent income. Then, Sofia joined the *OPEX Coaching Certificate Program (CCP)*. Through personalized mentorship and proven business systems, she was able to grow her client base, master individualized program design, and increase her revenue by 75%.

Today, Sofia runs a thriving coaching business with confidence and balance.

Most people try to solve this problem in 3 ways:

- #1: They try **guessing their way through program design**, not knowing that **tested protocols** like the ones taught in OPEX CCP can deliver consistent results.
- #2: They try **doing everything manually**, unaware of **time-saving tools and strategies** that could streamline their coaching and free up hours in their week.
- #3: They try **working without a clear business strategy**, which leads to **overworking themselves and struggling to grow a sustainable business**.

And we don't blame them.

Because we've seen coaches make these same 3 mistakes!

Until they realized that the key was individualized program design, combined with the right business strategies.

That's when their problems disappeared: client retention improved, revenue grew, and burnout became a thing of the past.

So, if you've been feeling frustrated because:

- you've been trying to **figure it all out on your own**,
- **using one-size-fits-all programs**
- **or spending hours manually designing plans**

and not seeing the growth and success you wanted, we can help...

At OPEX, we specialize in *one-on-one coaching mentorship* through the *OPEX Coaching Certificate Program (CCP)*.

We work exclusively with **fitness coaches** to help them **grow their business, master personalized coaching, and build a sustainable \$100k+/year business**.

And we firmly believe we can help you as well.

No pressure, but spots for the *OPEX Coaching Certificate Program (CCP)* are limited.

We don't want you to miss out on this opportunity to transform your coaching business. With personalized mentorship and proven systems, you'll avoid the common mistakes that hold most coaches back and fast-track your success. This is your chance to learn the exact strategies that have helped coaches like Sofia increase their revenue by 75% and build thriving businesses.

Don't wait—if you're ready to take your coaching career to the next level and finally grow your business to **\$100k+/year using proven principles**, [apply for CCP now](#) before the spots fill up!

Or, feel free to reply directly to this email and let us know what you're struggling with—and we'll share some suggestions.

Coaches: Spots for OPEX CCP Are Almost Gone—Here's Why You Can't Afford to Wait

(If You Want To Build a \$100k+/year Fitness Business)

Hey, just wanted to send you a quick note:

Just a heads up, spots for the [OPEX Coaching Certificate Program \(CCP\)](#) are filling up a lot faster than I anticipated.

No pressure, but I wanted to let you know—if you've been on the fence about applying for CCP, now's the time to act. I expect all spots to be filled by next week, and once they're gone, you'll have to wait for the next round to join.

If you have any immediate questions, just reply directly to this email and, at a minimum, I can help point you in the right direction to build a \$100k+/year

fitness business, and gain new clients while maintaining a high quality coaching service.

[Apply for CCP now](#) before the spots fill up!