

Where Are You Now?

Momentum Offer Diagnostic for Health & Fitness Coaches

Let's identify your current stage and determine your next steps for creating, validating, and launching your momentum offer



Identify Your Starting
Point



Get Clear Action
Steps



Launch With
Confidence

Scenario 1: Starting Fresh

For coaches with no offer and no plan

You're Here If:

- ✓ You have coaching expertise but haven't packaged it into a specific momentum offer
- ✓ You're not sure what momentum focus to choose (weight loss, energy, confidence, etc.)
- ✓ You don't have a clear pricing structure or delivery method
- ✓ You haven't tested your ideas with potential clients

Common Challenges:

- ⚠ Feeling overwhelmed by too many possible directions
- ⚠ Not sure which of your skills will sell best
- ⚠ Worried about pricing too high or too low
- ⚠ Perfectionism preventing you from starting

Your Next Steps:

1

Complete the Offer Builder Template to identify your specific momentum offer

2

Create your Badass Google Doc with a clear promise and process

3

Send 5-10 validation DMs to test market interest

Scenario 2: Offer Without Plan

For coaches who have an offer but no validation or launch plan

You're Here If:

- ✓ You've created a specific momentum offer (e.g., 21-Day Reset)
- ✓ You have your pricing and delivery method sorted
- ✓ You haven't validated it with potential clients yet
- ✓ You're not sure how to launch or promote it effectively

Common Challenges:

- ⚠ Uncertainty about whether people will actually buy
- ⚠ Not sure how to talk about your offer in a compelling way
- ⚠ Hesitant to put yourself out there without proof it works
- ⚠ Unsure which marketing channels will be most effective

Your Next Steps:

1

Create your Badass Google Doc to clearly communicate your offer

2

Use the DM Scripts to test with 5-10 warm leads

3

Develop a simple delivery plan for your first 2-3 clients

Scenario 3: Ready to Launch

For coaches with an offer and plan idea who need refinement and execution

You're Here If:

- ✓ You have a clear momentum offer with pricing
- ✓ You've tested it with a few people and received positive feedback
- ✓ You have a rough idea of how to launch but need structure
- ✓ You're ready to scale beyond 1:1 clients

Common Challenges:

- ⚠ Inconsistent results with your marketing efforts
- ⚠ Struggling to create urgency around your offer
- ⚠ Not sure how to leverage client results for social proof
- ⚠ Need a systematic approach to launching consistently

Your Next Steps:

1

Refine your delivery process based on initial client feedback

2

Collect and organise client testimonials and momentum proof

3

Implement the 7-day Case Study Campaign to launch at scale

Your Next Steps

Choose your path based on where you are now

1 Starting Fresh

No offer, no plan yet

- [Offer Builder Template](#)
- [Badass Google Doc](#)
- [DM Scripts](#)
- Develop a simple delivery plan

2 Offer Without Plan

Have an offer but no validation

- [Badass Google Doc](#)
- [DM Scripts](#)
- Post Instagram story polls
- [CTA Builder for proof system](#)

3 Ready to Launch

Have offer and plan idea

- Refine your delivery process
- Collect beta tester results
- [Case Study Campaign](#)
- Run 5-7 day launch sequence

No matter where you're starting, you'll leave today with:

A **momentum offer** you feel excited to sell, a **badass Google Doc** ready to share, and a **clear plan** to get clients