CALIACADEMY

THE FITNESS COACH ROADMAP · ACT 1 · STAGE 5 OF 15

BE USEFUL. GET YOUR FIRST PAYING CLIENT.

You're qualified. Now comes the hardest jump on the whole roadmap: from certificate to your first pound. This playbook is the step-by-step way through it, built on Alex Hormozi's warm outreach method from $100M Leads, rewritten for fitness coaches.

Act 1 · The Dreamer
Stages 1 to 5: proof, decide, clarity, confront, be useful

You are here
Stage 5: your first five clients, then your first pound

Act 2 · The Coach
Stage 6 onwards: the offer, sales, flow

WHY THIS STAGE IS HARD

NOBODY KNOWS YOU'RE A COACH YET

Getting qualified feels like the finish line. It isn't. A certificate tells people you're allowed to coach. It doesn't tell anyone you exist. Most new coaches sit here for months, polishing an Instagram page and waiting for strangers to find them.

The fastest way out isn't ads or a website. It's the people who already know you. Hormozi calls it warm outreach, and he puts it first of the four ways anyone gets customers:

> *"Warm reach outs are when you make one-to-one contact with your warm audience... It's the cheapest and easiest way to find people interested in the stuff you sell."*
>
> Alex Hormozi, $100M Leads, chapter "#1 Warm Outreach"

His method has ten steps. Here they are, for coaches.

The goal of Stage 5

PART ONE

Coach your first five people, free.

Get the reps, the feedback and the reviews.

PART TWO

Take your first payment.

When your free clients start sending you people, you start charging. That's your graduation to Act 2.

1. **Get your list.** You have more people than you think: your phone contacts, every email account you've used, every social platform you're on.

   > *"You know other humans. Let me prove it to you."*
   >
   > $100M Leads, Warm Outreach, Step 1

   Add them all up and write the number down. For most people it runs into the hundreds, often over a thousand.

2. **Pick a platform.** Start with whichever one has the most contacts. You'll work through all of them eventually.

3. **Make it personal.** Open with something real you know about them: a new job, a new baby, a race they ran. You're not selling anything yet. You're checking in.

4. **Do the volume.**

   > *"Reach. Out. To. One. Hundred. People. Every. Day."*
   >
   > $100M Leads, Warm Outreach, Step 4

   Up to three times each, once a day for three days, or until they reply.

5. **When they reply, act like a human: A-C-A. Acknowledge** what they said, in your own words. **Compliment** them, ideally on a character trait. **Ask** another question that moves towards training. Hormozi's own fitness example of the question:

> *"...Do you have time to get workouts in?"*
> $100M Leads, Warm Outreach, Step 5

6. **After three or four exchanges, make the offer.** Not "do you want to buy?" Ask if they know anyone. It takes the pressure off, and most people who say yes mean themselves. Here's the structure, in a coach's words:

> "By the way, do you know anyone who's **[their struggle: stiff from sitting at a desk all day]** and wants to **[the result: do their first pull-up]** in the next **[eight weeks]**? I've just qualified as a coach and I'm taking on five people as case studies, free, because five is all I can give my full attention to. I just had **[a real person]** do **[their result]** even though they **[had the same struggle]**. I'd like a few more stories to show it works for different people. Anyone come to mind?"

If they say no: "Anyone you can't stand, then?" A joke like this breaks the awkwardness, and it works.

7. **Make yes easy: the first five are free.** In return, they agree to three things: they use it (they turn up), they give you honest feedback, and they leave a review if they think it deserves one. Hormozi's reasons for starting free, in short:
   - you get your reps in, and making offers stops feeling scary;
   - people forgive a new coach more when they haven't paid;
   - you learn fastest from the people you help first;
   - free clients who get a result leave reviews, give feedback, and send their friends.

When they say no

A no usually means the hidden cost is too high: the time, the effort, the thing they'd have to give up. So ask:

> *"What would I have to do to make it worth it for you to continue?"*
> $100M Leads, Warm Outreach, Step 7

> *"Yeses give me opportunity. Nos give me feedback. Either way, I win."*
> $100M Leads, Warm Outreach, Step 7

8. **When you've been through the list, start at the top of the next one.** Work through each platform in turn. A thousand contacts at a hundred a day is about ten days of work, and a month with the follow-ups.

9 **Start charging. This is your first pound.** The signal you're good enough isn't a feeling. It's referrals.

> *"Once people start referring, start charging. When that happens, swap out '... free...' in the script above to '80% off for the next five'. Then '60% off for the next five.' Then '40% off for the next five,' and so forth."*
>
> $100M Leads, Warm Outreach, Step 9

Free	**80% off**	**60% off**	**40% off**	**Full price**
first five	next five	next five	next five	then keep raising

Prices really do go up every five, so it's honest urgency. Your discount is always off your own full price. Pick that price now and write it down.

10 **Keep your list warm.** Keep giving value to everyone who said no or not yet, then check back in with a nine-word message (Hormozi credits this to Dean Jackson):

> *"Are you still looking to [4 word desire]?"*
>
> $100M Leads, Warm Outreach, Step 10

For coaches: "Are you still looking to get your first pull-up?" "Are you still looking to sort your back out?" No links and no pictures, just the question.

From $100M Offers: why they'll say yes

Hormozi's Value Equation: what people will pay for goes up with the **dream outcome** and their **belief they'll get it**, and down with the **time it takes** and the **effort and sacrifice**. In your script: name the result they want, show someone like them who got it, say how soon they'll feel a difference, and show what they *won't* have to give up.

From $100M Money Models: when price is the problem

Never just drop your price for the same thing. Offer the same total split into payments, or trade a discount for something worth more to you: a review, a testimonial, a post, a referral.

YOUR 30 DAYS

THE PLAN, WEEK BY WEEK

Week	Do this	Done when
1	Count your list on every platform. Pick the biggest. Write your opener and your case-study script. Start 100 a day.	Your list number is written down and 500 messages have gone out
2	Follow up twice. Use A-C-A on every reply. Make the case-study offer after 3 or 4 exchanges. Move to your next platform.	Your five free spots are full
3	Coach your five well. Ask for feedback every session. Write down every question they ask you.	All five are training
4	Ask for reviews and introductions. The moment someone refers a friend, switch the script to 80% off.	**Your first payment. Welcome to Act 2.**

Your daily tracker

Day	Messages sent	Replies	Offers made	Yes	Referrals
1					
2					
3					
4					
5					
6					
7					

Read the full chapter

The quotes here are short extracts for study. The whole method, with every example and Hormozi's reasoning, is in **$100M Leads** by Alex Hormozi, chapter "#1 Warm Outreach" ("How To Do Warm Reach Outs in 10 Steps"). Get the book. It's the best thing written on this stage. The Value Equation is from **$100M Offers**, and payment plans and bartering are from **$100M Money Models**.

Stuck? Bring your list number and your script to your next CaliAcademy live call. Stage 5 is the one we help with most.

Quotes © Alex Hormozi, $100M Leads (Acquisition.com). Used briefly for study and review.