BRIDGE

BUILD IT SELL IT COACH IT

A Real Coach's Guide
to Selling Online Programs

Cooper Napoli
BridgeAthletic

PREAMBLE

BRIDGE

Build It, Sell It, Coach It

This book is designed to give you a path forward. Of course, there are tons of paths you could take. But this one is laid out by coaches for coaches. It's written with concern for your creative, entrepreneurial nature and the practical reality of a training business. It's designed to teach you how to take an idea, create infrastructure for it, and put it out to the community you seek to serve.

It's built for you, but really, it's built for both you and the client in mind. You should both have a coaching experience that feels aligned with the realities of your lives.

The sole focus should be on the coaching, the change, and the winning. BridgeAthletic's core belief is that we empower coaches to realize the full potential of the coaching craft.

JIMI HENDRIX USED FENDER STRATOCASTER GUITARS.

CHRISTOPHER NOLAN SHOOTS MOVIES ON IMAX CAMERAS.

THE BEST COACHES USE BRIDGEATHLETIC, AND YOU SHOULD, TOO.

INTRODUCTION

Why EVERY Coach MUST Sell Online

I don't mean online training - I mean operating online.

We coach in a competitive landscape where athletes/clients spend hard-earned money on the results you guarantee amidst their busy, stressful lives. By moving key parts of your business online, you remove friction between them and the services that help you deliver on your promises.

But what about *you?*

What about what *you* need?

I'll bet my most recent bench PR (an embarrassingly low amount in US Dollars) that you're after at least one or more of the following:

What is the most frictionless path for you to get those things?

Keep reading, and I'll get you some answers.

I broke the book into four sections: Ideate, Implement, Launch, and Scale. These are the four phases that bring your offer to life and get it out there. You will encounter the bottlenecks of Time, Money, and **Energy**. They will guide your decisions - and the framework is here to keep your strategy aligned.

Think of these four phases as the bumpers on a bowling lane: they keep you out of the gutter. I like to call the gutter the 'Land of Pain and Suffering'™. I know this land well. I'll tell you about it soon.

1 More **Time** back in your day

2 More **Money** in your pocket

3 More **Energy** to spend elsewhere in your life

Before we start this journey, let's define some key terms:

IDEATE
(VERB)

To work through the muck of possibility and capture the soul of what you want to offer.

IMPLEMENT
(VERB)

To give your offer structure – bones, muscle, and guts.

LAUNCH
(VERB)

To send it to the world.

SCALE
(VERB)

To refine it toward its full potential.

TIME
(NOUN)

A filter to evaluate your priorities.

MONEY
(NOUN)

A signal of how strongly your offer resonates.

ENERGY
(NOUN)

A mix of physical, emotional, and spiritual currency.

LAND OF PAIN & SUFFERING™
(NOUN)

A real place. A land of pain... and also... suffering.

Who Am I, and Why Should You Care?

Hi.

I'm Cooper, and I coach athletes.

I coach about 90 of them between a local football and lacrosse team, some college kids who want to get jacked, and a handful of 1:1 clients.

I've trained special operators, Marine Scout Snipers, Army Infantrymen, collegiate football and lacrosse players, and professional athletes from the NFL, UFC, PGA, IBJJF and PTO.

To some, that may sound cool, and for me, it was. But there is a horror story that occurred along the way. It torched me financially, left me burnt out, and served as a harsh wake-up call about how I spent my time.

I LAUNCHED A TRAINING BUSINESS AT THE AGE OF 22 IN OCTOBER OF 2019.

A bandit hit me, and everyone else in the world, in the temple with a gigaton hammer called COVID in the early spring of 2020.

I remember the moment I learned we went into lockdown because I'd just printed a new business plan, one I was reviewing when I found out.

That night, I kept myself warm in a back alley with the hundred-some cardstock pages in the 3-ring binder staring into the fire while choking back frustration.

By the time the fire went out, I knew that if I didn't pivot fast, I'd be doing this alley routine a lot more often.

As such, I pivoted.

I had a $12k month within a year. I maintained roughly $9k of revenue on average for a year and a half. Huge win, right? Crushing it. Let me get in this Ferrari I built and ride into the sunset.

Just as I made it toward the sunset, I smelled fire and ash.

Ah. It's the Ferrari I built.

Turns out, I'd built the thing with shoelaces and Elmer's glue. And it was on fire. Also, and for your knowledge, the sunset I was chasing was the mouth of a volcano in the middle of a hurricane.

WELCOME TO THE LAND OF PAIN AND SUFFERING™.

In two months I went from 30 clients to 3. From $9k months to $900. I 10x'd in the wrong direction.

How?

I spent 60-80hrs/wk on energy demanding tasks while making an amount of money I perceived as 'good signal'. Things needed to change, and they needed to change fast. When I looked under the hood, I found an issue with a clear culprit:

I'm burnt out, my systems suck, and I'm not the person I told my people I'd step up as.

I created a massive **Energy** debt that made it impossible to fulfill agreements. That came about through poor **Time** prioritization in the pursuit of an amount of **Money** that I inevitably couldn't maintain with the systems in place.

And oh boy, had the bill for my mistakes come knocking at my front door.

I wasn't the coach I promised my clients I'd be, and people were pissed.

Who Am I, and Why Should You Care?

So... I rebuilt. It started with software.

I used four different payment processors, a clunky programming software, two scheduling apps, and an inordinate amount of spreadsheets to keep track of random details and accounting.

THEN, I FOUND BRIDGE.

In the first year of implementing Bridge, I scaled to 90 athletes and gave myself the gift of **Energy.** Programming that used to take me 8-10 hours a week took 2 hours per month. Signing people up for their program became as simple as emailing them a link.

My revenue leveled out again, and the client experience improved.

Eventually, I got the chance to work on projects like this one at Bridge while still keeping on top of those 90 athletes.

AND IT'S NOT JUST ME.

- Travis Mash scaled using the same tools.

- Ideen Chellengar did, too.

- My old assistant coach, Alex Kelley, onboarded a few dozen athletes in a single summer after I introduced him to the platform.

The Online Store is a potent tool designed by coaches, for coaches.

SWITCHED FROM GOOGLE SHEETS

" Bridge helps me quickly turn my knowledge into effective programs for clients. No other platform scales the part of the trainer that knows how to load, adjust volume, and hit a certain intensity. "

Ideen Chelengar

Private Trainer at Vices Fitness

GREW REVENUE BY 40%

" Using features in Bridge such as custom exercises and cues, I'm able to provide online training programs that are similar to what I use in person with Olympic athletes without the added time and work. "

Travis Mash

World Champion Weightlifting Coach & Owner of Mash Elite

IDEATE

IDEATE (verb)

To work through the muck of possibility and capture the soul of what you want to offer.

Let's start by pulling something out of the muck.

"Hi. My name is _____, and I coach _____."

Identifying your target audience is foundational. This simple statement is the first step in designing your online offering. Without clarifying *who* you're building for, the structure of your Online Store lacks purpose.

WHO DO YOU COACH?

You probably coach one or more of the following:

Athletes

General Population

Tactical Professionals

I keep these categories *intentionally* vague and purposefully *broad*. What you'd do with each group differs based on skillset, context, and marketing.

For example, I could write my own eBook on training football vs. lacrosse players alone, or preparing for BUD/s vs. SFAS, yet that's only a couple slivers of the coaching world. The point? Your niche is yours to define.

Look into the Perfect Customer Exercise to help you Ideate. Laser in on 'who' you're building an offering for.

Once you've finished that, or if you've done something similar on your own, move forward into the next part.

REALITY VS. FANTASY

Great ideas live in the space between what you want to implement (fantasy) and what you *should* implement (reality).

You must master three key resources:

1   **TIME** *(noun)* – A filter to evaluate your priorities.

2   **MONEY** *(noun)* – A signal of how strongly your offer resonates.

3   **ENERGY** *(noun)* – A mix of physical, emotional, and spiritual currency.

Without nailing this, you will enter the **LAND OF PAIN AND SUFFERING™.**

TIME: THE EQUATION

Waking Hours - Desired Free Time = Available Work Hours

Ex: 16 waking hours - 9 desired free hours = 7 work hours

Allocate those hours:

4HRS - In-Person Training

1HR - Social Media Marketing

1HR - Online Programming

1HR - Commuting

TOTAL: 7 HRS/DAY

Imagine what happens if a dozen new clients come in wanting online training?

4HRS - In-Person Training

3HRS - Uploading clients

3HRS - Online Programming

1HR - Social Media Marketing

1HR - Commuting

TOTAL: 12 HRS/DAY

You just drew a line in the sand to protect your free time (family time, relationships, general enjoyment of other things in life), and it just vanished because you did a good job getting new clients.

Immediately, you now juggle where your true priorities are. Maybe you cut the free time. Maybe you cut social media marketing and skimp on some programming.

You'll be in the **Land of Pain and Suffering™** soon! Whether it's from a lack of commitment to your free time, or by cutting key tasks out of your day, you will receive the bill.

But don't stress too much, that's what Bridge's Online Store is all about - giving you the gift of **Time.**

MONEY: THE SIGNAL

No equation here (other than a basic Monthly Profit = Monthly Revenue - Monthly Expenses).

A novel concept:

MONEY EARNED SIGNALS HOW WELL YOUR OFFERING RESONATES WITH YOUR AUDIENCE.

If no one is buying, the idea might need refinement, better positioning, and/or a larger audience.

The Bridge Online Store is a powerful bottom of the funnel marketing tool that makes it as easy as possible to see how your **Money** flows, or doesn't.

ENERGY: THE INVISIBLE CURRENCY

Energy varies based on the task and the amount you enjoy doing it. Some coaches are drained by social media, others are energized by it. Be honest about what depletes or fuels you.

Use an RPE scale to estimate the **Energy**

TASK	HOURS	RPE	ENERGY UNITS
In-Person Training	4	7	28
Social Media Marketing	1	6	6
Online Clients	1	2	2
Commuting	1	4	4
TOTAL	**7**		**40 UNITS**

The total of 40 Units is arbitrary, but I can say for sure that my limit exists somewhere between 70-80 on any single day. I start to feel drained if I do that on back to back days. That's my reality.

Take a look at the table from when I had poor systems in place:

TASK	HOURS	RPE	ENERGY UNITS
In-Person Training	4	7	28
Uploading Clients	3	8	24
Online Clients	3	4	12
Social Media Marketing	1	6	6
Commuting	1	4	4
TOTAL	**7**		**72 UNITS**

Remember, you're not a machine. **Energy** is finite.

The ultimate fantasy? Believing you have unlimited time and energy to dedicate to your business to make infinite income.

Clients face these same constraints, whether consciously or not. They'll choose your services based on how your offering fits into their **Time**, **Energy**, and **Money**.

The Bridge Online Store protects your **Energy** - uploading is as simple as sending a link, and programming can be as simple as dropping in a template.

DEFINING THE OFFERING

You've got your **Energy**, **Time**, and **Money** oriented around reality.

It's time to shape the offer.

Do not fall for the fallacy of 'unique services'. If it's hard to track, implement, or explain, it will take up too much **Time** and **Energy** at scale. And it probably won't be the difference toward meaningful **Money**.

Complexity in the Ideate phase kills scalability in the Scale phase.

Common Offer Types

1 IN-PERSON TRAINING
a. Group (same program done by multiple clients)
b. Individual (personalized programming)

2 ONLINE TRAINING
a. Group (same program sent to multiple clients)
b. Individual (personalized programming)

3 HYBRID TRAINING
a. Combination of in-person and online formats

PRICING ON BRIDGE

Bridge makes it easy to set up pricing in three tiers:

FREE

On Bridge, a free product might be a 2-week template, a free workout, etc.

Pros

- Broad exposure
- Great for lead generation

Cons

- No income earned despite effort
- May devalue your expertise

ONE-TIME

Typical Range: $30-$300+ depending on complexity and results

On Bridge, a one-time product might be a 4-12+ week general fitness plan focused on a trainable attribute such as hypertrophy, power, or metabolic conditioning.

Pros

- Low-commitment for clients
- Fast to deliver at scale

Cons

- Revenue stops after purchase
- Limited client engagement over time

RECURRING

Typical Range: $80-$500+ depending on services rendered

On Bridge, recurring clients receive programming while coaches seamlessly collect 1-month, 3-month, 6-month, or annual payments while rendering services.

Pros

- Predictable income
- Deeper client engagement

Cons

- Requires constant delivery and communication

IMPLEMENT

IMPLEMENT (verb)

To give your offer structure – bones, muscle, and guts.

GOOD INFORMATION*

* = I work for Bridge, so it's obvious that I am incentivized to get you to use the software.

I won't try to hide that fact, so here:

I WANT YOU TO USE BRIDGE!

IT'S AWESOME FOR ME IF YOU BUY BRIDGE; IT HELPS ME FURTHER MY CAREER HERE!

MY DOGS LIVE A BETTER LIFE WHEN YOU USE BRIDGE!

But that's not what this book is about, nor is this a cry for help in my professional initiatives.

IT'S ABOUT FULFILLING THE MISSION TO HELP COACHES LEARN ABOUT SELLING PROGRAMS.

There are some aspects of implementing an idea that ring true, regardless of what you end up using to Implement. And frankly, on a personal level, I don't care what you use if that's what's best for you and your clients.

So let's ignore my bottom line for a bit and focus on the truth of the concept. I'll relate it back to 'why' I chose Bridge over other softwares at the end of this section – it fulfills my and my clients needs.

If we go back to the **Time** part of the last chapter, you'll understand that you can quickly Scale yourself into an 80hr work week. Appropriate scaling doesn't happen when you reach the demand, it happens at these early stages of Implement. You can absolutely derail your entire operation by starting from the wrong launchpad and firing in the wrong direction (HINT: you end up in the Land of Pain and Suffering™).

As such, the 'right' launchpad is one that minimizes the delta in **Time** and **Energy** while maximizing **Money**.

Implementation is all about YOU putting your future scaling needs in front of your CLIENT's needs.

To put it even more simply, *YOU* do the work every day. Make sure it's a system that doesn't kill *YOU* more with every client. They pay *YOU* to be there for them, so **Implement** something that lets you be there!

YOU are the most essential piece of your business. Software, in general, should be like putting on an Iron Man (the superhero) suit that leverages your strengths as a coach and avoids your weaknesses.

Bridge lets me avoid things I hate and suck at as much as it allows me to pour into the things I love.

I hate doing admin work, I've always hated admin work, and I'm always going to hate admin work.

If the sky is still blue, and the grass is still green, then somewhere in the world, Cooper Napoli hates admin work (billing, invoicing, and waivers, in particular).

I also like to make 100% of the money I'm owed for the services I render.

If the sky is still blue, and the grass is still green, then somewhere in the world, Cooper Napoli hates being underpaid.

There are many things I hate as a coach turned business owner, but I avoid admin work and making less money because of Bridge.

I built my Online Store one time. It has my waiver. It has my pricing. It automates all the pertinent information my clients need to onboard. I have sold programming there for over 2 years and haven't had to change anything besides adding more products since I hit my first **Launch** phase.

On top of that, Bridge doesn't take any additional money from customers like a lot of our competitors do. You pay the Stripe fee, which is around 2-3% of the price you charge. It's negligible if you adjust prices to make sure you get paid for the work you render in full.

I got into coaching because I love collaborating with athletes on programming, habit change, and mindset.

If the sky is still blue, and the grass is still green, then somewhere in the world, Cooper Napoli is stoked to focus on coaching because of Bridge.

The Online Store is one feature among many that allow me to go deeper into the details of the things I love while avoiding entirely the things I hate.

The rest of this chapter is about using Bridge effectively, because I believe that most coaches feel the same as I do – software should help you do more of what you love and spare your **Time** and **Energy** from things you hate.

It's okay if *YOU* don't agree.

Skip ahead to the next chapter if you've found something better than Bridge.

Check out Travis Mash's experience on Bridge if you're on the fence and need some convincing.

Otherwise, get ready to click buttons.

BRIDGE ONLINE STORE AND BUSINESS HUB

This chapter is practical. Have your BridgeAthletic account open in a separate window and follow along step by step.

We're leaving the land of conceptual frameworks and getting a ground-level process on how to create a product in the Bridge Online Store.

There are 4 sections of the software we will go over:

1. **Teams**
2. **Training Library**
3. **Payments and Store**
4. **Forms**

By the end of this chapter, you will have a live product in the store. In the process, you'll eliminate bottlenecks like uploading athletes, processing payments, assigning programs, and delivering onboarding content.

If you are not already on BridgeAthletic, you can sign up for a trial here. Make sure to do the 'Professional' or above package so as to unlock the online store feature.

Discount Code: **COOPER**

That'll take 50% off the first month after the trial.

TEAMS

On the home screen, you will see the Teams section in the top left. Think of each individual team as an offering. I'll tell you mine and some common versions I've seen:

Cooper's Teams

▪ **HS Football and Lacrosse Team**

   Free, volunteer-based, large group - Hybrid Model

▪ **Performance Training Team**

$279/month, small group - Hybrid Model

▪ **Personal Training Team**

$350-$1,000+/month, individual programming - Online Model

▪ **Bodybuilding for Students**

$80/month - undergrad, graduate, and PhD students on a budget - Online Model

COMMON TEAMS

Frequency Based

Built around the number of sessions you do with the person in a week. Favors in-person training and online training models.

▪ **2x/Week**

▪ **3x/Week**

▪ **4x/Week**

Service-Based

Built around the level of service provided at each tier. Favors online training and hybrid training models.

▪ **'Bronze' Tier:** Online programming without coaching

▪ **'Silver' Tier:** Online programming with one monthly check-in

▪ **'Gold' Tier:** Online programming with one weekly check-in and one monthly in-person session

▪ **'Diamond'** Tier: Online programming with one weekly check-in and one weekly in-person session

Goal-Based

Built around the intended outcome of the program. Favors online training models.

▪ **Fat Loss**

▪ **Muscle Gain**

▪ **Neurological Output**

ADD TEAM

From here, you should focus on one team, one offering, that you want to create. The process is 'rinse and repeat' once you nail this first one.

Here are the steps to take to create a team associated with your offering:

1. **Go to the Home screen**

2. **Locate the Teams section (top left)**

3. **Click Add Team**

4. **Enter a Team Name (should be the name of the offering)**

5. **Choose Sport (Personal Training is an option)**

TRAINING LIBRARY

On the home screen, you will see the **Training Library** in the top right. We need to leverage an existing program or create one from scratch.

This section doesn't cover how to write the training itself, just how to structure the flow in Bridge.

Group vs. Individual

There is a button we will click on the product page that says Individual Assignment or Group Assignment. Right now, as you're building the program, you should decide which of those this will cover.

Is this program delivered to 1:1 clients?

If yes, then create a blank program. Why do it this way? Because you will drop bespoke programming to the athlete (you can leverage templates to speed it up). You wouldn't start a seasoned marathon runner with the same program you'd start a beginner powerlifter who's never squatted parallel in their life. The blank program gives you flexibility in programming while streamlining the upload process and assigning the athlete to the appropriate team. You make one edit, only the client who purchased that instance gets the edit.

Is this program delivered to a group of clients?

If yes, then you can populate the entire program if you'd like. If you have 70 athletes, and you make a single edit to the program, all 70 athletes get that edit. Remember to save your **Time** and **Energy**!

NEW PROGRAM

Here are the steps to create a program associated with your offering:

1. **Go to the Home screen**

2. **Locate the Training Library section in the top right**

3. **Click New Program**

4. **Enter the 'Program Name' (should be the exact same as the Team Name)**

5. **Select Phase (New Phase if starting from scratch; Template Phase if you have something built already)**

FORMS

On the home screen, scrolling to the bottom of the page will eventually reveal the Forms section of the software.

Likely, you'll want to track some data in the form of a daily or weekly check-in. Building a custom form is a good step to integrate the bespoke information you're looking for in one place.

Click the New Form button, and you'll see 3 possible options:

1. **Daily Log**

2. **Post Workout**

3. **General Form**

The General Form is the most flexible in assignment and timing cadence. I suggest digging deeper there with your custom form.

Once you've built the form out, you can then assign it to the athletes as they come in.

BUSINESS HUB

On the home screen, you will see the 'Business Hub' section in the top right.

We have a lot of steps to cover in this section. If you haven't done the prior steps with Teams and Training Library, this won't make any sense and require a lot of back and forth on the software.

Let's dive right in to the multi-step process of creating a product:

1. Go to the Home screen

2. Locate the **Business Hub** button in the top right or from the module on the home screen

3. Click **Business Hub**

4. To connect Stripe, go to the Set up Payment Tab

   a. If you don't want to use Stripe, you can always set the program to 'Free' and bill through other means. (Don't forget the Time and Energy factor)

   b. If you don't have Stripe, go to this link to make an account

5. Connect your Stripe account

6. Now toggle to the **My Products** tab

7. Enter the 'Product Name' (it should be same as 'Team Name' and 'Program Name')

8. Add a Banner Image (most people use their logo or a stock photo we provide)

9. Next up is **Price*** (the red star signifies that this is essential to publish the program). Click the **Edit** button beneath the **Price*** header.

10. Select from 'Free product', 'One time payment', and 'Recurring payment'

    a. For 'Recurring payment', note that you can select from 1, 3, 6, and 12-month

11. The penultimate step is to fill out the **DETAILS** section of the page.

    a. This is where you lay out the specific offering word for word. I suggest attaching a video of you speaking about it as well as the written form of explanation. This is a critical step to protect your **Time** and **Energy** later; set your boundaries now in this section and hold to them. Take time and be thorough.

12. Next up is **Team***. Click the **Select Team** button and add the Team associated with the offering (should be the same name as the Product Page and the Program Name)

13. Fill out your email address under **Notification Email Address***

14. Under Deliver Your Content, click **Add Program** and select the program associated with the offering

    a. Click Group Assignment or Individual Assignment

    b. Ensure you read the description of each before making a choice

15. The Automatic Deactivation button should be used for 'Free products' and 'One time payment' programs. If that's you, click the Enable Automatic Deactivation button.

    a. Make sure the blue bubble is selected to the left of 'Deactivate (x) weeks after purchase'

In this case, (x) = Duration of Program in Weeks + 2 (this makes sure that the person doesn't take up an athlete seat if they don't move forward after the program while still giving them wiggle room for sickness or travel to get it done)

16. Customize the purchase email with the subject line and fill out the text field with your message

    a. This is the email that gets sent after someone purchases the program

    b. Most people include specific instructions about next steps you'd like the athlete to take

17. Click **Add Attachment**

    a. This gets sent out in the confirmation email as an attachment

    b. Most people put PDFs in there to distribute specific information

18. Under **Waiver**, click the **Upload Waiver** button

    a. I use ChatGPT to build mine! Don't waste nonsensical **Money** on getting something bespoke here that AI can build for free in seconds

19. Congrats! Your product is ready to publish! In the top right, click the **Preview** button to make sure everything is to your standard. Then, navigate back to the previous tab and click the **Publish** button; green means good to go!

CHAPTER THREE
LAUNCH

LAUNCH (verb)

To send it to the world.

FACTORS IN LAUNCHING

Like last chapter, I want you to come away with principles, not buttons to push on Bridge.

You should understand the factors that go into launching a product – where you're at is way different than the other person reading this right now.

You may be well beneath the success line, you may be well above the success line, but be aware of the line and your relation to it.

These make up some, but not all, of the factors going into a Launch phase:

1. **Market and Customer**

   a. Accuracy of Perfect Customer profiling (Did you really nail that?)

   b. Differentiation of you vs. alternatives (Do people know what makes YOU special?)

   c. Pricing and packaging (Can your customers afford that with data to support?)

2. **Program Readiness**

   a. Onboarding/activation path (Is it easy to render and track services?)

   b. Legal and compliance (Is it legal, and are you covered, to do it like this?)

   c. Reliability of brand (Do you have brand equity to support you?)

3. **Go-to-Market**

   a. Channel strategy (What's the move on IG, TikTok, Ads vs. paid, YouTube, Email, etc.?)

   b. Sales demand per 'new customer' (What does it take to get a new customer?)

   c. Calendar and sequencing of marketing (Do you have a plan to get this out there over the next 6+ months?)

4. **Economics & Ops**

   a. Post-launch cadence (What happens after you announce this to the world?)

   b. Budget (Do you have money to spend in areas of the funnel?)

   c. Leading indicators of adoption (How did you arrive at the presence of demand for something like this?)

I don't claim to be a marketing savant, and most coaches I know hate doing it (even the ones that are really good at it naturally).

But to get the product in the hands of the people that need it requires marketing.

And important steps in marketing take place before, during, and after you launch.

I'll tell you a story about my former Assistant Coach, Alex Kelley.

Alex and I love football. He played Center at the University of Colorado, Boulder. I quit in 5th grade because I got concussed on my first play ever and then again on my second play ever after coming back. Such embarrassing things funnel a kid to learn more about the human body and strength and conditioning later in life.

Combined, we pair S&C knowledge with on-the-field expertise.

Alex and I tried to get a local youth football team into the gym for a year.

Crickets in the emails.

No response to Twitter DMs.

We couldn't even get a text back after a warm introduction from the head coach we work with at a local high school.

Fast-forward to us making it to the Final Four in our State Playoff with that high school.

I left after that season, and I passed the youth training business along to Alex.

The youth team reached out to Alex to train their kids for the summer. They'd remembered we reached out, and they heard about the wins we were stacking.

You see, sometimes people are watching and listening, you just don't know it, and they just don't know it. But inevitably, your success, and the way you communicate about it with your market will bring you to the door of the next victory.

Alex used Bridge to **Launch** with that youth football team. He sold 20 training subscriptions this past summer. It was easy to use for all parties, and it was clear what he was offering to the families in exchange for his price.

HERE'S HOW TO LAUNCH YOUR OWN PRODUCT ON BRIDGE:

Get the Link

1. Go to your Product Page

2. In the top right, click View — this opens the product in a new tab

3. Click the Share button (top right)

4. Choose to:

   - Copy the link

   - Use the QR code

   - Share directly to social platforms

Where to Share

Your strategy will depend on your audience, but here are proven methods:

- **Social Profiles** — Add the link to your Instagram or TikTok bio

- **Direct Outreach** — Text or email the link to prospective athletes

- **Word of Mouth** — Don't underestimate the power of personal referrals

The golden rule: **Make it easy to find**

If someone has to search for it, they won't sign up.

Hit Send

It's time to get this sucker out there. Take a look at Ideen Chellengar's Case Study about his store. Then, check out his actual store.
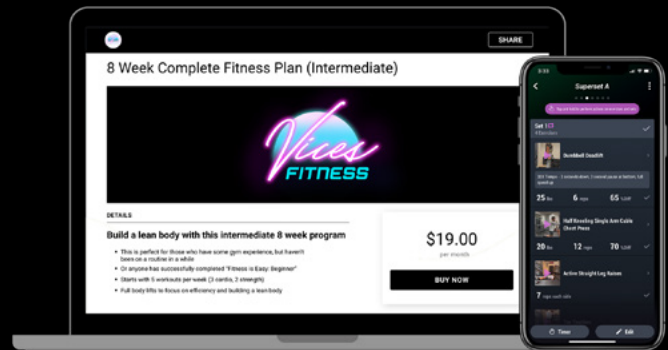
How confident are you in your quality?

If you're confident...

Load the posts, schedule the emails, and keep nurturing after you make first contact with your community.

The second those publish, you've launched.

One client is all it takes to get the ball rolling in a brand new business, so here's to getting that first one.

"WHAT HAPPENS NOW THAT I'VE PUT MY OFFER OUT THERE?"

Here are the steps a prospective client will go through:

1. They open the link

2. They read the Details section

3. They click Buy Now

4. They agree to the Waiver

5. They put in their payment information

6. Upon successful payment capture, the Custom Email Content and Attachments go to their inbox thus confirming their purchase

7. The athlete makes their account, downloads the app, and whatever you've programmed appears in the app

You will see the athlete assigned to the product page's associated Team and Program.

From here, your job is to coach. Intake, payment, and upload are handled.

CHAPTER FOUR
SCALE

SCALE (verb)

To refine it toward its full potential.

ASSESSMENT

So... how's it going?

No sales?

Tons of sales?

I'm one to ask hard questions of my athletes, so let me ask a few of you:

How did you perform relative to your goal?

What strategies did you use? How effective were they?

How did those results make you feel? Be explicit and vulnerable in a journal entry about it.

What phase(s) did this fall apart at?

In what phase(s) did this kill it?

**How can you focus your learning to better understand why success or failure happened?**

You should be unbelievably honest with yourself.

Because if you try to scale a terrible product, you'll waste a lot of **Time**, **Money**, and **Energy**.

To be blunt, don't read this chapter if your Launch sucked. The 'suck' line is yours to define, so make sure you calibrated right. Don't be too hard on yourself. Don't be delusional either, though.

You need to go through Ideate, Implement, and Launch again and iterate with your learnings if you failed in a bad way. Likely, you need to retool only 1–2 particular phases if we missed but still hit the target.

If you've got air under your wings, keep reading!
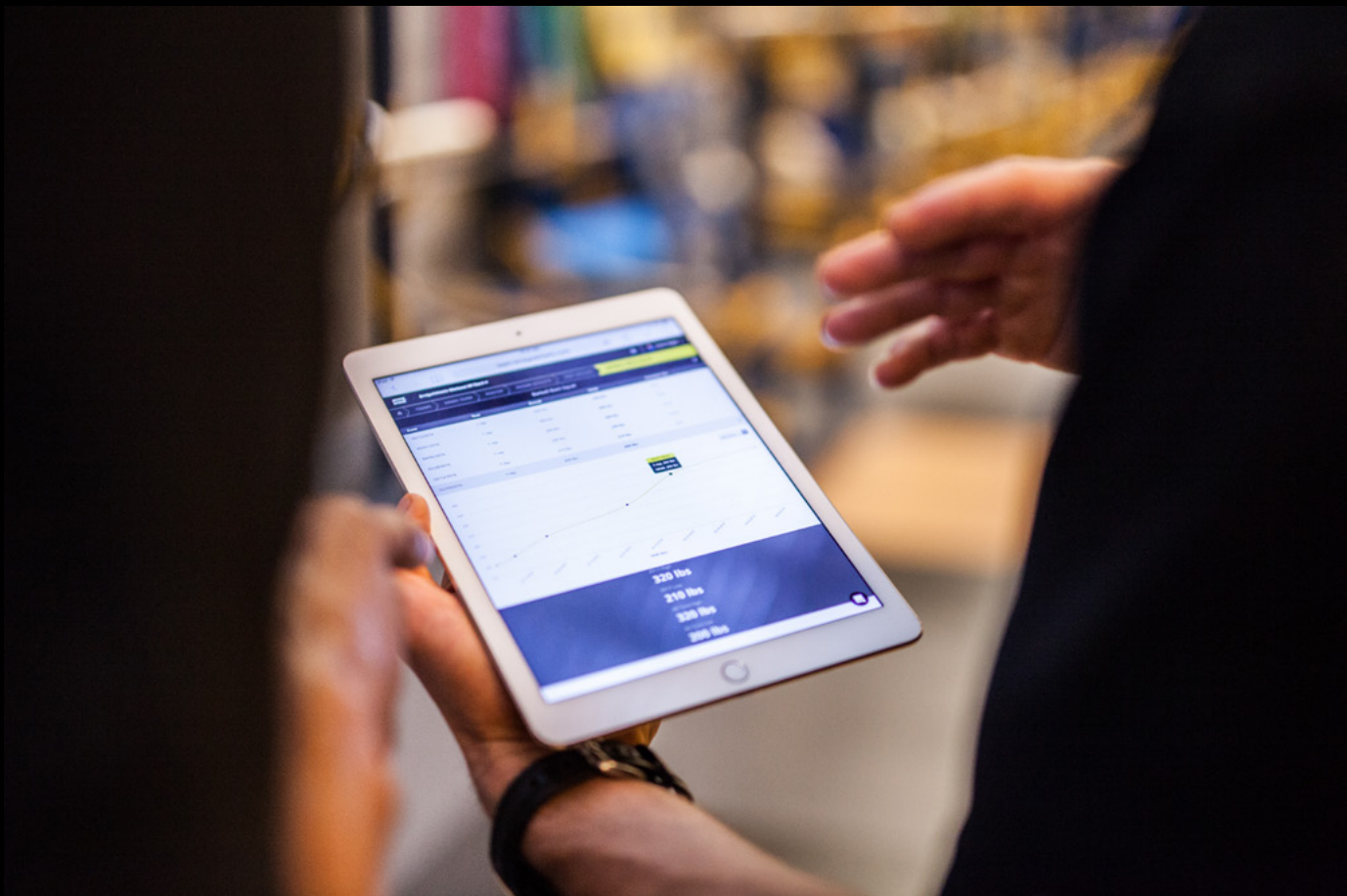
RINSE AND REPEAT

With a successful launch, you can delve deeper into your portfolio of offerings.

I recommend coaches have the following:

- 1-3x One-Time Purchase Program(s)
- 1-5x Recurring Payment Program(s)
- 1x Free Program

These offerings should spread across the real, verifiable socioeconomic conditions of your customer. Not everyone will buy your most expensive offering, nor will they have **Money**, **Time**, and/or **Energy** to dedicate to the most intensive version that exists all the time, always, and forever.

Nevertheless, you have a bottom line you need to hit, and you'll be in the Land of Pain and Suffering™ in no **time** if you can't weather your population's socioeconomic ebbs and flows.

UPSELL VS. DOWNSELL

Most people's objections to your services will come down to how they prioritize their own **Time**, **Energy**, and **Money**. While you can't sell to everyone everywhere, you can scale and protect the business through this simple tactic.

Let's say you have 4 products:

- **Bronze** – $200/month

  Online programming, no check-ins

- **Silver** – $300/month

  Programming + 1 monthly check-in

- **Gold** – $600/month

  Weekly check-ins + 1 monthly in-person session

- **Diamond** – $1,000/month

  Weekly check-ins + weekly in-person sessions

If you have ten athletes at 'Bronze,' you have ten opportunities to upsell to other package types.

If you have five athletes on 'Diamond,' and one wants to keep going but can't afford it, you have three downsell opportunities.

This concept saved my ass a number of times.

Here are some realities:

- Client A has to pay for an emergency surgery for their cat out of pocket? A downsell can make sure you don't lose a client and the client doesn't lose their gains.

- Client B got such sick results; they want to invest more in you! **Time** to upsell.

- Client C will deploy for 6 months; just programming for a while, no comms allowed. Downsell activated. They're back safe and sound? Upsell activated.

My Store

Once you have a handful of offerings, you should use the My Store page on Bridge to host them all in one place.

Here's how you set that up:

1. Go to the Home screen

2. Locate the Payments & Store button in the top right

3. Click Payments & Store

4. In the top row, you will see a My Store tab - click that

5. Enter a Name*

6. Add a Banner Image

7. Add your Logo

8. Write a Description of you and your services

9. Click Add Product

10. Add the catalogue of products you wish to host on the page

11. Same as the individual product pages, you can click Publish at the top

12. Click View at the top of the page

13. In the tab that opens, click the purple Share button

CONCLUSION

Help Your Community

Hopefully, you're at a stage of your career where you've seen the power of coaches coming together and sharing their experiences to build better coaches.

If you won in ways you didn't think possible with this book, awesome.

If you took some useful stuff away, awesome.

If it was the worst thing you've read, and it hurt your business… well… that's not awesome, and I should probably hear about that.

I wouldn't publish something that I didn't personally believe in. I wouldn't leave something 'as is' if it damaged the community I seek to help. I fully intend to iterate on this book based on community feedback.

To know what works, what needs work, and what sucks, I need to hear from you.

By filling out this survey, you make this eBook better for future coaches that will come through here as these editions evolve.

It takes no small amount of effort to improve the coaching industry, and you can play a role in evolving the content to deepen a coach's future education by providing your feedback here: