



OFFER REINFORCEMENT PLAYBOOK

RISE RX FITNESS

WHO — WHO ARE THE CLIENTS YOU WORK WITH

Primary Client Profile (Core Revenue Driver)

- Age: 30–55
- Gender: Mixed (slight female skew for beginners; strong PT interest)
- Location: Tyler, Texas & surrounding East Texas communities
- Country: United States
- Jobs / Roles:
 - Medical professionals (nurses, clinicians)
 - Office & desk-based professionals
 - Small business owners
 - Parents with demanding schedules
- Income Level: Middle to upper-middle income; values quality over cheapest option
- Fitness Background:
 - Formerly active OR never confidently trained
 - Has tried gyms before, struggled with consistency

Interests & Values

- Health without extremes
- Longevity & mobility
- Confidence, not aesthetics only
- Efficiency (time-conscious)
- Community & belonging
- Personal guidance

Psychographics

- Feels intimidated by traditional gyms
- Wants structure and reassurance
- Values relationships over hype
- Wants fitness to *fit* life — not replace it

Brainstorm your WHO below:

POINT A — CURRENT STATE (PAIN POINTS)

What Your Dream Client Is Struggling With

- Feels out of shape and unsure where to start

- Intimidated by gym culture and equipment
- Overwhelmed by conflicting fitness advice
- Starts and stops routines repeatedly
- Low energy after work
- Fear of injury or doing things “wrong”
- Believes they must “get in shape first”

Their Current Situation

- Inconsistent workouts or none at all
- Desk job stiffness, aches, low mobility
- Poor confidence in the gym
- Frustrated with past failed attempts
- Time-starved and mentally exhausted

Emotional Pain

- Shame around starting over
- Comparison to others
- Fear of judgment
- Loss of identity tied to health

Brainstorm your POINT A below:

POINT B – DREAM OUTCOME (PERFECT TESTIMONIAL)

What Success Looks Like

- “I feel confident walking into the gym.”
- “I finally stayed consistent for months.”
- “I’m stronger, more energetic, and less sore.”
- “I don’t dread workouts anymore.”
- “I have a routine that fits my life.”

Their New Reality

- Shows up 2–4x/week consistently
- Knows exactly what to do each session
- Feels supported by coaches and community
- Improved strength, mobility, and energy
- Sees fitness as sustainable, not punishing

What They’re Thriving At

- Consistency over perfection
- Long-term health habits
- Confidence and ownership of their body

- **Balanced lifestyle**

Brainstorm your POINT B below:

THE GAP — HOW RISE RX CREATES THE TRANSFORMATION

Core Pillars of the Rise RX System

- 1. Beginner-First Coaching**
 - **Meet members where they are**
 - **Scale everything sustainably**
 - **Remove intimidation immediately**
- 2. Structured Onboarding**
 - **Free week pass**
 - **Welcome session**
 - **Clear expectations from day one**
- 3. Smart Programming**
 - **Short, efficient workouts**
 - **Joint-friendly strength counting**
 - **Focus on recovery and longevity**
- 4. Human Accountability**
 - **Trainers know members by name**
 - **Personal check-ins**
 - **Guidance, not pressure**
- 5. Community & Culture**
 - **Judgment-free environment**
 - **Encouragement over ego**
 - **Belonging as a retention driver**

Necessary Systems

- **Clear first-week roadmap**
- **Coach-led sessions**
- **Personalized guidance**
- **Simple scheduling structure**
- **Regular feedback loops**

Brainstorm your GAP below:

YOUR ENEMIES — WHAT YOU STAND AGAINST

The Enemies of Rise RX

- **Intimidating gym culture**
- **“No pain, no gain” mentality**

- One-size-fits-all workouts
- Extreme fitness influencers
- Motivation-based coaching
- Gyms that throw people into workouts without guidance
- “Get in shape first” thinking

How Rise RX Throws Rocks at Them

- Publicly calls out intimidation culture
- Educates against burnout and injury
- Promotes consistency over intensity
- Normalizes starting slow
- Leads with empathy and structure

Brainstorm your ENEMIES below:

YOUR LONG “I HELP” STATEMENT

I help busy adults and beginners in Tyler overcome intimidation, inconsistency, and confusion around fitness and achieve confidence, strength, and long-term consistency without having to rely on extreme workouts, motivation, or intimidating gym culture — through our beginner-first coaching and structured Rise RX system.

Brainstorm your “I HELP” statement below:

YOUR SHORTENED “I HELP” STATEMENT

I help busy adults and beginners build confidence and consistency in fitness through our beginner-first Rise RX coaching system.

Brainstorm your shortened statement below:

HOW TO USE THIS PLAYBOOK

This becomes your north star for:

- Hooks
- Captions
- Ads
- Trainer scripts
- Website copy
- Sales language
- DM responses

If content, ads, or sales conversations don't align with WHO → POINT A → GAP → POINT B, they get cut.