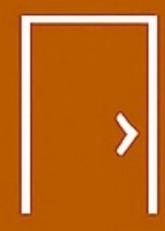
FREE GUIDE

FROM GYM FLOOR TO DIGITAL DOOR

The Fast Track Guide for Trainers Going Digital





Your Fast Track Guide to Going Digital as a Fitness Trainer

A focused starter guide to help you build your brand, deliver digital workouts, and create scalable income—powered by the Trainer Fastlane platform.

Why Go Digital Now?

Today's clients want:

- On-demand access, not rigid appointment times
- Guided workouts that feel personal—without the in-person hassle
- Coaches they trust, not influencer noise or \$9.99 Al bots

80M+ Americans use fitness apps.

But most independent trainers are still trading time for money.

If you're burnt out, boxed in, or buried under admin—this is your way out.

NBUILD: Use What You Already Know

You don't need to reinvent your business. You need to turn what already works into a digital format.

- **✓** Start Here:
- A group workout you run often
- A 4-week plan you email clients
- Notes from a challenge you ran in the past
- Any training program that got results more than once
- If you've repeated it live, you can digitize it.

Stay Front and Center

Generic apps bury your identity. This model puts your brand, tone, and style in the spotlight.

Your Branding Starter Kit:

- Pick 2–3 brand colors (Canva or Coolors.co can help)
- Use your name, not a platform's
- Add your logo or photo to your programs
- Write how you coach (no stiff sales copy)

Clients trust you, not your software. Show up like it.

DELIVER: Create Once. Deliver Often.

Old model = Write a workout \rightarrow Deliver it live \rightarrow Get paid once New model = Build once \rightarrow Deliver anytime \rightarrow Get paid over and over

Modern Delivery Options:

- Audio-guided workouts with voice prompts
- Exercise timers and rest cues
- Video demos or YouTube links
- Bonus: white-labeled apps like TriadXP let you do it under your brand
- You're still coaching—but now it scales.

X Avoid These Common Mistakes

- 1. Overbuilding → Start with one program, not your whole catalog.
- 2. Underpricing \rightarrow This is real value. Price it like your expertise, not a PDF.
- 3. Giving up control \rightarrow No more letting platforms own your clients or your content.

Start Plan

- 1. Pick one program you've already used with success
- 2. Choose a format (audio, video, text, or a mix)
- 3. Brand it lightly (your name, logo, tone)
- 4. Offer it to 3 clients you already serve
- 5. Ask for feedback → refine → repeat
- "Hey, I built a version of what we've been doing together so you can follow it on your own. Want to check it out?"

Let's Get Practical — Your Digital Toolkit

This guide walks you through the *what* and *why* of going digital. But to actually **deliver** those workouts, you'll need a tool built for real trainers.

Try the TriadXP app—a trainer-first platform that lets you:

- Build workouts from your phone
- Add audio cues, video links, and branded notes
- Deliver workouts directly to clients

Start building your first digital workout now at:

TrainerFastlane.com/App

Or download TriadXP in the App Store / Google Play.

⊘ Want the Full System?

Download The Digital Trainer's Fastlane

The full book with the blueprint for building your brand, creating recurring revenue, and having a bigger impact—without burning out.

https://trainerfastlane.com

Want support, ideas, or inspiration?

Join the conversation in the <u>Trainer Fastlane Forum</u> or explore tips and stories on the <u>Trainer Fastlane Blog</u>.