



Virtual Training Business – Intro Module

Hello! My name is [Lawrence](#) and welcome to **How to Build a Profitable Virtual Training Business**. I am so excited for you to take this course, and I can absolutely guarantee you if you implement all of the lessons provided in the modules in this course you will build a fantastic and very profitable virtual training business.

This is the introductory module in the course. We are going to start off by talking about definitions – What is a virtual training business in a way that we deliver it? Why is it incredibly valuable? Why is it such a powerful business proposition in today’s world? And then we are going to talk about how the course runs, the different modules that are coming after the introduction. And then we are going to touch on some of the concerns you might have before starting the course so that we can solve some of your concerns and get you in the right mindset as you proceed through the rest of the course.

What is Virtual Personal Training?

I mean, maybe to you it is obvious, right? You are virtually personal training someone. They are training and you are watching them. But when you talk about virtual personal training, to most people, they all have different ideas of what that is. There are so many online fitness services that you got to be careful not to just be thrown into the existing ideas that people might have when they think of virtual training. One of the most common ideas that people have when they hear that is where you’ve got one trainer being watched by lots and lots of different clients, and that trainer is usually exercising, and the clients are watching that trainer exercise and they are trying to copy those exercises.



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This is actually the complete opposite of what we are going to offer in and you are going to offer in your virtual training business service. When you got lots of people watching a trainer, the trainer is not really paying attention to everyone's form. They are probably not training to a high level of intensity and really stimulating a deep level of fatigue so the results aren't going to be as good. They are probably not doing much in a way of evidence-based exercise and a lot of what they are doing is unsafe. At least that's been the experience of many of us in high intensity training when we look at the wider market. We look at what people are doing online that is typically the kind of thing we are seeing, and people just aren't going to get good results doing that kind of program.

We are flipping that on its head and what we are doing is we are watching the client workout. We are instructing them. We are providing corrective and positive specific feedback. We are being absolutely bullish on form making sure that clients are training safely using correct form but also training to a high level of intensity so that they can stimulate the best results possible.

As you can see here in the slide, the top picture is a picture of me actually delivering a virtual workout to my client Tulu. I'm actually sitting in my living room with a counter in one hand to count reps and a pad of paper in the other one to follow the workout design that I provided for Tulu. You can see here he is doing a chest press and front raise with resistance bands that shows you just how little you need to get a great workout. I am watching him train. I'm giving him feedback. I'm giving him corrective instruction and I'm reinforcing the positive things that he is doing, and I'm helping to

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motivate him to get the best results from his workout. He is not thinking about any of the programming or any of the workout routines. That is all at my responsibility. I am building the workout. I am sequencing them, and I'm introducing advanced techniques when necessary so things like extra sets, or rest-pause, drop sets where it is possible, isometric, things like that.

I think the really important part of this is it is much easier to really demonstrate that you really care about the client getting great results. You are really taking responsibility for helping them get that really hard work out in the safest way and most efficient way possible. I think it is far easy to get that across in this format versus some of the other virtual training formats out there.

As you can see this is delivered virtually and it can be done via your smartphone, or PC, or laptop. The client can train absolutely anywhere. So Tulu is training at his house in London in this slide. But I've also trained him from various properties. I've even trained him quite a few times from a commercial gym or machines where he simply balanced his phone against a bottle of water whilst I watched him work out on the machine and he used airpods or just any headphones that are wireless in order to communicate with me. This works in lots of different settings. It can work at home, in a commercial gym, it could work even if the client is on vacation. Maybe they are at their cabin somewhere. As long as I have a good internet connection and some kind of device that provides video this really can work from anywhere which makes this really, really versatile and just wonderful solution for people that are often on the move.

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Lastly, when we talk about virtual personal training, I am talking about it in a science-based high intensity training context. Obviously, my brand, [High Intensity Business](#), is all about high intensity training business. That's the niche that we focus on. That's the form of exercise that I am most passionate about and I feel is the best exercise solution out there. And is one of the reasons why I am so passionate about helping you, the business owner, grow your business in HIT and ultimately getting more people doing high intensity training. It is the safest mode of exercise out there and it is the most efficient and most effective, and so it makes complete sense for us to deliver this in our virtual personal training.

Why should we focus on virtual personal training?

I mean, yeah, great it is effective. It seems to work quite well. It seems to get results and we are going to come onto that more in the future in this course. But, is it profitable? Is it worth doing?

Well, let's start off with a bit of social proof shall we? A quite a while back I did a podcast with [Luke Carlson, Episode 269](#). Luke is the founder and CEO of [Discover Strength](#) who are a fast growing personal training business in the United States. At the time of this recording they have about 6 or 7 locations. They do around \$5 million per year in revenue. And just like everyone, when COVID really hit in 2020, they had to pivot. They had to really diversify their business. And so what they did is they decided to become a virtual training business which they practically transitioned to overnight. It was a very, very successful pivot. They pretty much built a \$50,000 a week virtual personal training business within a couple of weeks. Now, as you can see here on this

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[podcast](#) I wrote, they generated \$44,460. But at the end of the period where they could actually lookback at total revenue generated that actually was closer to about \$50,000 a week. They built a very lucrative business very quickly by pivoting to virtual personal training. There was just enormous take up with their existing clientele who can get to the studio. But they also managed to convince a lot of their former clients to start virtual personal training as well. They also managed to acquire a quite a few new clients exclusively through virtual training. There is clearly a high demand for this kind of training. Their price point was around \$39 per session. There are actually a lot of examples of other business owners and operators in high intensity training who are charging a lot more than that for virtual training as well. The reason why [Discover Strength](#) decided to charge \$39 was to make it feasible for their group training clients who are tending to spend less and also their 1-on-1 personal training clients. They just wanted one offering, one price point, which is going to work for all their clients so that was kind of the logic behind that.

Here is another example of another business who have done really well with virtual training, so [Live Oak Strength](#) who are owned and operated by [Owen Dockham](#), who is a good friend of mine, and his wife Lucy. Again, just like Discover Strength they quickly pivoted to offering virtual. At the time of this recording they've done over 350 virtual sessions. I expect it is probably more around 400 now and they are consistently charging \$70 a session. They have shown that higher price point can still work in this context. I think a lot of people were concerned that you wouldn't be able to charge a high price point without the studio and the machines. But, at the end of the day, you can get incredible results with high intensity training with very little equipment. We know that the equipment doesn't really matter. It is more about working with a high level of intensity and just recruiting all the muscles fibers and fatiguing the muscle

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which can be done with bodyweight, free weights, or machines. It really doesn't matter. And then it comes down to the programming and the instruction from the trainer to really help the client get great results and train to a deep level of fatigue. Again, they have shown that they can maintain a high price point for a 30-minute session. Again, the virtual training has been really, really popular with their clients as well.

We are actually going to get into the marketing side of things in terms of how [Discover Strength](#), who I mentioned earlier, their actual marketing strategy around virtual training. You are going to learn all of that and you're going to figure out how you are going to implement some fundamental marketing strategy and tactics to drive interest in your virtual training business.

Now, with those case studies from [Discover Strength](#) and [Live Oak Strength](#) weren't enough. I also decided to build a little virtual personal training business myself. I don't have a lot of capacity to do it because I have obviously [High Intensity Business](#), the online business, the [podcast](#), the [Membership](#), etcetera. I also have a personal training studio in Galway called Optima Strength. I thought it would be prudent and useful if I actually to build a virtual personal training business as well since it will be an offering that will have at our studio here at Optima Strength. I found it to be just an excellent offering. It was relatively easy for me to convince people to give it a go. I had a few people try and I converted a fair few of those into clients. Some of those have absolutely no equipment whatsoever. Some have a few bits and pieces. They've been getting great results. They've been clients of mine for a while now. They've been asking me how they can actually refer more customers to me but I had to kind of

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politely turn some of that down because most of my time as I said is allocated to other things. There is only so much time I can actually focus on virtual personal training. But I can say from experience that it's a fairly lucrative if you get your pricing right, and just fantastic business model that people are really craving, and I think a lot of people really need in terms of the expert supervision, great workout programming, especially based on high intensity training and evidence-based exercise principles so I'm really impressed by it. And if everything went to pot, if all of my other businesses didn't work out, I think it will be obvious for me or virtual training will be the obvious solution for me to offset any losses I would have in the future. That's kind of my experience myself growing this virtual personal training business.

Here's a few more benefits to building a virtual training business. Benefits which might not be available in other fitness business models. The first one is a low cost to deliver. Right? All you really need to do virtual personal training is an internet connection and a laptop or PC and you are good to go. I mean, you don't really need anything else. You are not running a studio necessarily and so you don't have the studio overhead. Obviously this differs if you are a studio owner and you are looking to add virtual to your business. But the same benefit applies and that you can scale this and deliver this without adding a lot more expense to your existing business.

You also have access to a wider market. You are no longer restricted to the local areas surrounding your existing studio. You really have access to anyone in the world, anyone who can make the time work for the session. So that's pretty cool in that you really have access to anyone who has access to the internet. This can work really well, for example, if you are trying to expand your client base and you want to attract clients

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from outside of your local area. Maybe your former clients or existing clients are moving and they still want to work with you. Now they can still work with you virtually from wherever they are moving to. So that's a really nice part of this business is just your access to a much wider market if that's something that you are looking to grow.

The next thing is just higher frequency. Something we covered earlier which is just that sometimes your client won't be able to get to the studio for whatever reason, maybe they've been stuck at work, maybe they are travelling, maybe they are on vacation. This really enables you to continue to provide the same if not higher frequency to your clients. There might be for instance a case where you've got a client who is training consistently once a week and really they might be doing better, maybe having better adherence, or getting better results with twice a week. Now, they really have no excuse. Now they can have one session in the studio and they can have the other session virtually as well. So this can be a real benefit in terms of obviously increasing revenue and also just helping your clients get better results.

And then last thing is reducing churn. I think that with the recent events of 2020 there are a lot more virtual offerings out there so clients are being bombarded I guess by messaging from other businesses who have some kind of virtual fitness offering. And so I think it is important that most of us in high intensity training have some kind of virtual offering. Also, if we have further lockdowns there is a chance that obviously your clients aren't going to be able to train in your studio for x amount of time during which they will develop new habits whether it's some new fitness fad they jumped on to or they get marketed to by, again, some kind of virtual fitness offering. If you don't provide value and serve them whilst they are not in your studio you do dramatically

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increase the likelihood that you will lose them as a client. This will really help you to reduce churn. Obviously the opposite of that is to increase retention, keep hold of those clients, and serve them no matter what happens. Virtual training really is something that will make your business more resilient.

There's been a lot of debate in exercise, fitness, high intensity training about the optimal modality for results. Some people think free weights are best, some people think bodyweight is best, and some people think machines are best for generating best results. Interestingly, what most of the evidence seems to suggest is that the modality really doesn't matter. What matters is that you are training to high level of intensity that you are invoking a deep level of fatigue in the musculature regardless of the modality you are using.

This is a photo of me having done bodyweight training for the best part of three years exclusively, so just chin ups, push-ups, bodyweight squats, wall sits, planks, exercise like that. I was able to achieve obviously a pretty good physique. It is just probably the best I've ever looked and if I lost a little bit more body fat now I'd probably still look like that now. This is really not to boast or show off or anything like that. I just wanted to show you the kind of results that you can get with pretty much no equipment. I mean, all I had was a chin up bar at that time and just using the floor for push-ups, and the wall for wall sits, squats, and things like that. I used this slide because I want to demonstrate that with virtual you really can help someone get incredible results with almost very little equipment indeed. I think it is valuable to encourage someone to purchase equipment early on. I think it will improved their results. They'll get results faster and it will also help with adherence and novelty and keeping it exciting. And

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that's something we'll probably come on to later on in the course. But what this should tell you is even if for whatever reason your client can't get access to great tools if you got the right programming, and the right instruction, and the right template then you can help someone get incredible results with virtually nothing.

I mentioned it briefly earlier. I think that virtual training is just a fantastic way to build a future proof business whether you have nothing in play and you are starting your virtual training business for the first time, then you can be confident that regardless of what happens in terms of lockdowns and things like that that you'd still be in business. And equally, if you are a high intensity training studio business or some kind of boutique studio then virtual training is just going to help you become future proof against any lockdowns or restrictions. Now, I understand that this isn't particularly evergreen part of the course and maybe if you are consuming this in 2025 then this is no longer that relevant. But I think it is important to put it in here anyway because who knows how many more pandemics that will be in the future, or other black swans, other events that we cannot predict which cause future lockdowns or restrictions or things that stop us from operating our in-person physical personal training businesses. One of the things I love about virtual training is no one can stop you really. I think it is very hard to stop someone from running a virtual training business. I can't possibly think at this scenario where that might happen, so it is just a very elegant way to make sure that you are continuing to generate revenue when restrictions are in place.

Another reason why I feel like virtual training is a great opportunity is the lack of competition from the big box gym industry which has been quite evident during 2020. Many of which have really struggled to generate revenue and cover their costs obviously whilst being shut down. This is partly because they are not really selling

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expert, educated trainers or expert supervision. They are selling four walls. They are selling a place you can go to use equipment to work out. They don't typically invest much in having a reputation where people go there for expert supervision. They are just too big to really make the necessary pivot. And so this is something that more smaller, agile businesses maybe like your own can take advantage of. It's probably likely already that you have personal relationships with your clients and that you are regarded as experts. It is far easier for you to make the pivot and start serving people virtually.

Another thing as well is that the data I've seen in 2020, and I'll try and link to some data in the course so you can see this, does show at least mid-2020 that there has been a reduction in gym visits. I suspect that is mostly visits to big box gyms. And there's just been more online service consumption in fitness services as well. That trend is quite interesting and who knows how that is going to evolve as we go into 2021. But I think there's probably quite a good argument that it is not likely to slow down that people are going to consume more online services as we go into next year. Obviously, that bodes well for virtual training business.

Hopefully, I have convinced you that virtual personal training is a fantastic and lucrative business opportunity. Now, I am going to take a short moment to give you a quick overview of the rest of the course which is organized in 7 modules each with an action checklist. Each module is recorded with a subject matter expert and you will have support from me during your time on the course so you will get a free trial in [HIT Business Membership](#) which is a 30-day free trial. In the [Membership](#) there's lots of resources, but there is also private coaching from me which is forum based. As you work your way through the course, if you've got any questions, or need any support,



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whatsoever, I'm available practically daily to help you every step of the way. I'm going to briefly go through each module to get you a bit excited about what is ahead.

In the first module we are going to talk about setup. This is where we go through the qualifications, the tools, the software, and how to create a great experience for clients.

Then we get into workout design and delivery. I partnered with [Skyler Tanner](#) who is the owner of [Smart Strength](#). One of the best personal trainers on the planet in my opinion. And also, [Owen Dockham](#) who is a good friend of mine and runs [Live Oak Strength](#). I partnered with both of these guys to really go through how do you design and deliver amazing workouts. We'll talk about workout design. We'll talk about how do you build a workout routine over the long term so if you are designing 10 workouts for a client. If you've got some clients working with you for 3, 6, 12 months you need to know the approach you are going to take to make sure they are getting great results but also staying interested in their workouts. We'll talk about long term workout design. Then lastly, we'll get into how do you address different difficulty levels. So if you've got someone who is a real novice where you need to use exercises that aren't that challenging; how do you design a workout for them versus an advanced trainee? And also how do you work with someone who has no equipment whatsoever versus someone who has access to lots of cool gadgets. It's going to help you really be flexible and versatile with your workout design so you can almost address any eventuality with a client in terms of their skill level and the equipment they have available to them.

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Next, we are going to get into pricing. Again, I covered this with [Live Oak Strength](#) owner, [Owen Dockham](#), because he charges a premium price point around \$70-75 per session and so I thought he'd be a great person to actually discuss pricing since he is kind of operating at a high level. We talk about how do you set your price. We show you why pricing is marketing and should be part of your marketing strategy. We talk about how do you go out setting a high price and why it is important to set a price of other certain threshold. We talk about how you develop confidence in your pricing and how you actually go about handling objections over pricing as well.

In the next module we focus on marketing, so how do you actually go about marketing your virtual personal training. How do you actually start generating leads? For this I couldn't think of anyone better than [Discover Strength](#)'s Vice President of Sales and Marketing [Hannah Stael von Holstein](#). Hannah joins me to show how to identify your target market, how to differentiate your business from your competition, and how you actually go about driving leads and driving free appointments for virtual personal training. We then cover lots and lots more tactics to again help you drive leads and setup free workout appointments.

In the next module in the course we focus on sales. I have a very strong background in sales. I work in B2B technology sales in Central London in the UK for almost 10 years and generated around \$10 million in contract revenue. I've also use these sales skills to obviously build my online business – [High Intensity Business](#) and also build a fast growing personal training business here in Ireland both virtually and also in-person personal training. In this part of the course I will show you how to build a really effective free workout end to ends. How do you construct your free workout, what is

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the order of things so you can make sure you are converting new clients at the highest conversion rate possible.

And in the next module we cover retention. For this I partnered with [Luke Carlson](#) who is the founder and CEO of [Discover Strength](#). He really is the best man for the job. [Discover Strength](#) have incredible retention. I believe it is well above 70-80% which is remarkable in the fitness industry and Luke is just an absolute expert on this specific subject. Retention is really the key to growth. The longer you can retain your clients, the more revenue you'll generate, the more upsell opportunities you'll create, and the more referrals you will generate as well. If you just get this one aspect right in your business it almost solves all of the other problems and challenges that you face when trying to grow your high intensity training business. We talk about how to measure retention effectively. This is something that is not measured well in our industry. A lot of owners will point out this client has been with their business for over 20 years and used that to show that they have high retention when they are often ignoring the many clients who stayed for only a few weeks or months. Using one anecdote is not obviously representative of your entire data sample which is your clients. So we'll show you how to do that because it's really important to get the measuring correct in the beginning. And then we go onto how do you actually implement proactive and reactive retentions systems. These are two systems that you can implement in your business. You can automate much of this with software and it will just make sure that you optimize retention and you keep your clients for the long term.

And then for the final module of the course we focus on team. How do you build a team to give you the leverage to scale and grow your business and step back maybe

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focus more on the business, so building the systems, the processes, helping the business run itself or maybe stepping away from the business completely in the future depending on what your long term goals are. Obviously, if you love training people and you want to remain in the business it is absolutely fantastic. But this just gives you the flexibility so you can choose the business, choose the lifestyle you want. For this module, I again partnered with [Luke Carlson](#), [Discover Strength](#)'s CEO and founder. I couldn't think of anyone better. He's brought a fantastic team at [Discover Strength](#). I believe he has at least 40 trainers at this point. Many of which have been with him for many, many years, are very motivated, successful, and happy individuals working with the [Discover Strength](#) team. He is really an expert when it comes to hiring people and then retaining staff over the long term. We talk about how do you transition from studio based trainers to virtual trainers. How do you hire new trainers? What are the systems and processes that you need to go out and recruit trainers, hire them, onboard them, develop them, etc. And then we end talking about how do you actually manage trainers over the long term. We go into helping them to understand and buy into a greater vision because purpose and vision is so important for the motivation of your team, and it's something that again is very much neglected in the fitness industry. A lot of personal trainers just don't really feel like they are part of any thing that important. So that's really important to establish that with your team as well.

As I said, every single module comes with an action checklist so once you go through each module there will be a few bullets at the end for you to actually systematically work through step by step. So it's very guided all the way through the course and there is support from me throughout the entire journey. Obviously, I already mentioned that, but you will get 30 days free access to [HIT Business Membership](#) where you get

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private coaching from me so I can guarantee results for you and also access lots of bonus resources as well.

When lockdowns first started happening in March 2020 it was really interesting how lots of the high intensity training studio owners and operators responded. When it was really [Luke Carlson](#) over at [Discover Strength](#) who was really kind of pioneering virtual training and encouraging our colleagues to do the same. There was a lot of pushback and I appreciate why there was pushback. I actually spend a lot of time considering the concerns that our colleagues had and actually addressed it in content on the podcast. But let's go through some of those now as I know that you might have some concerns about this particular business. I just want to make sure that we have addressed all of your potential concerns or objections.

The first one is, “Well, hang on, Lawrence. People aren't going to premium amounts of money. They are not going to pay for premium personal training virtually forever.” Well, it's interesting because at the time of this recording it is now December 2020, and high intensity training clients have actually paying the virtual training for many, many of our colleagues including [Discover Strength](#), [Live Oak Strength](#), obviously my own clients, and many, many other businesses as well over that entire period of time. That's from March 2020 until now. This isn't new really. I mean, it's new in terms of the way it's delivered, but virtual fitness services be it personal training or even this kind of online coaching program have existed for decades. People are actually charging far, far higher prices in some cases than what we are charging in virtual personal training. They've been able to sustain those businesses for a long period of time. Multiple decades in some cases. And so obviously that's evidence that people are willing to

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pay for these kinds of services. This is different, you know. This is in my opinion the really best fitness offering out there. One of the reasons I have sometimes I have an issue with online coaching businesses is just a lack of an evidence-based exercise approach, and also the instruction and supervision required to really deliver great results. And that's why it's important to, at least until technology and AI catches up, that individuals really are present in supervising a client, helping them train to a high level of fatigue, and getting great results, and training safely. Because this is still quite different in a sense it is still very appealing and will be very appealing over the long term and that's certainly seems to be bearing out over the last sort of nine months or so.

Next concern you might have is, "I don't believe in the value." Well, if that's the case then I think you really need to revisit the scientific literature and maybe let go of some of your preconceived notions about the importance of your exercise machines. Don't get me wrong, again, I'm coming from a position on this particular point that you are operating a studio. Don't get me wrong. There's clearly enormous value in machines. They require a lot less skill. It is much easier to train someone on a machine helping them to get to a high level of fatigue. Those advantages are definitely there. But as I mentioned earlier on in this module, we can still deliver excellent workout so long as we program it correctly with virtually no equipment whatsoever as we know that actually the main variable for driving results is just intensity of effort. If you can get your head around that then hopefully you can really start to believe in the enormous value that's provided in virtual personal training because trust me it's there.

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The next concern is, “Well, I don’t enjoy virtual training.” Well, if that’s the case then maybe this course isn’t for you. Let me know and I’ll give you a full refund. Because if you really don’t enjoy it then it’s probably not going to be an ideal business for you as you’re just going to throw in the towel eventually anyway. I don’t want you doing any business that you’re not going to get enjoyment from. However, I do know several studio owners who have pivoted to virtual because they understand the importance of it for client retention and generating revenue and so and so forth but they weren’t necessarily interested in virtual training. I mean, in some cases they really despise doing virtual training. Maybe they just don’t like operating over Zoom or virtually and they want to operate in person which I completely understand. If that’s the case... Sorry, and what they did is they actually did a bit of virtual training themselves so they bit the bullet there, but then they also had their team deliver the virtual training as well. So that’s an option for you if you have a team then obviously you can train your team to deliver it on your behalf if you really don’t enjoy delivering virtual training sessions. But if it’s just you and your own business, you don’t have a team right now, and you really don’t want to do virtual training then I would stop you right there and encourage you not to continue with the course.

Next concern is, “I don’t think it is congruent with my brand”, which is interesting because there are a lot of studios out there, again, looking at this from the perspective of the studio who already has an established brand. Quite often they will highlight their equipment, their machines as being an important part of their service portfolio in their offering and what makes them different. That’s okay. You can continue to do that especially when studios reopen. Maybe you are reopening now and operating. Clearly if that’s worked for you, if having these excellent machines really resonates with your

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clientele then you want to keep that. But all you need to do is just make sure that your other differentiators maybe that's evidence-based training or expert trainers is focused on more when you are doing your messaging and your marketing for virtual training. I don't understand how it can't be in congruent with your brand unless you are talking about fitness concepts that aren't evidence-based and that aren't safe. Because I think that so long as we are focused on delivering safe high intensity training based workouts then there is complete congruency with virtual training model. But all of that being said, if for whatever reason this isn't congruent with your brand, I would suggest either you revisit your brand's strategy. If you follow something like [EOS/Traction](#), maybe you need to revisit your strategic niche and your three uniques and things like that to just make sure that they are still relevant and still up to date and they still align with your own values and how you want your business to look going forward. But if you still feel that virtual training will be incongruent with your strategy then obviously it's not going to be a good fit for you long term.

If you've got any other objections, please address those in the private coaching with me in the [Membership](#) and I'd love to discuss this with you. Just post those to me in the private coaching thread and we'll resolve those together.

Here's a few action steps that I want you take immediately before you start the next module in the course. Do this right now. Firstly, I want you to write down what does your virtual business look like in three months from now. The reason I want you to do this is to create a vision that you can work towards to motivate you and propel you to move forward. I want you to then take this vision, it can just be a short paragraph, and post it inside the private coaching thread directly to me inside [HIT Business](#)



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[Membership](#). That way I can keep abreast of what your vision looks like and where you are in the course, and I can also keep you accountable and help you along the way. The second thing I want you to do is write a commitment agreement to yourself to build a virtual training business. And again, a short paragraph to and you could post this in the private coaching forward to me. This will really help you to motivate yourself to stick to your commitment and actually see this course through to the end and build yourself a successful virtual training business.

We are now going to move on to Module 2: How to Setup Your Virtual Training Business.