



Join me for a **FREE**
MASTERCLASS

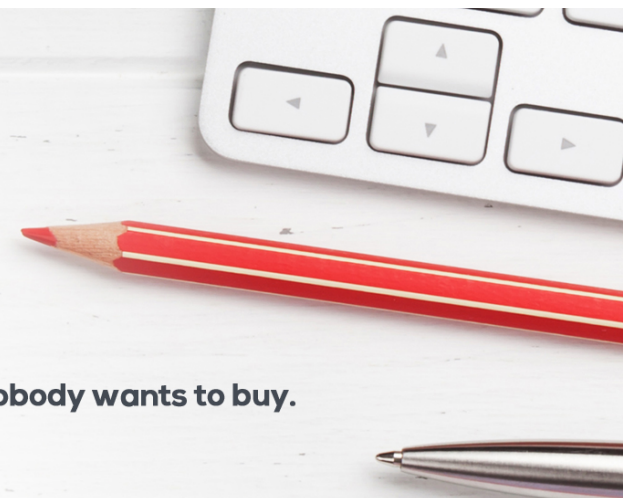
4 Easy Steps
To Launch Your Course
Even If You Don't
Feel Ready

CLICK HERE TO RESERVE A SPOT



Day 3

Unlock Your *Secret Sauce*



Now's the time to unlock your secret sauce so you don't waste time building a course nobody wants to buy.

How, you may wonder?

By creating your very own **Unique Positioning Statement.**

The clearer you get on your UPS, the easier it will be to attract the ideal clients who can't wait to work with you online.



During today's live training, I'll share my weight loss coaching UPS and my business coaching UPS. And I'll give you additional tools to help you craft your UPS.

Join me on Facebook Live at 9:00 am Pacific / 12:00 pm Eastern.

By the end of today's training, you'll be ready to fill this in:

I help

Who? ↗

Do What? ↗

, so they can

What's the deeper benefit? ↗

Your UPS helps define what you do, but we also need to know what makes you uniquely Y-O-U. Jump into the Facebook group, look for the Day 3 Graphic, post your UPS and tell us what makes you different. In other words, why should somebody hire you instead of the coach on the corner next to you?



These Coaches *Got Clear* About Their UPS.

Tilita helps runners nail their PR without wrecking their bodies



Tilita Lutterloh UPS - I help ambitious runners **get stronger, run faster, and eat better** so they can nail their next PR, without wrecking their bodies.

Secret Sauce: I freakin' care and I'm in it to win it with them!

- I walk the talk.
- I'm honest and straight-forward.
- I'm great at getting people to do things they never thought they could do.
- I'm a competitive athlete myself.

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Alicia helps women live like a badass!



Alicia Nicole Wagner UPS: I help busy women **ditch the diet rollercoaster and lose weight FOR GOOD** by building healthy habits so they can feel more confident, make peace with food, and show up in life like the badass woman they WANT to be.

Secret sauce: I'm compassionate, uplifting, and fun. I always meet people where they are at and we take small steps, embracing progress over perfection. Though some coaching calls with me are emotional and tough (because we don't shy away from the hard shit), every client leaves feeling more positive. My clients love that I'm an adventure-loving-foodie and I don't shy away from indulging or trade enriching life experiences out for fitness & health. I find a way to have and enjoy both in my life, and I teach them how to do this too.

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Tyrene helps bariatric women succeed!



Tyrene Davis Benjamin Christie Miller rewrite:

I help bariatric women over 40 **maximize the benefits of weight loss surgery** so that they can reach goal weight, have more energy, and finally feel in control of their life again.

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Annalisa helps bring back the glow!



Annalisa Rose 😊 **Christie Miller** Thanks again, you are helping me so much! I help _____ women over 50 **restore their ageing skin with a refreshing glow** that uplifts their vitality and confidence!

Like · Reply · 6d

Shannah helps moms get back in the game!



Shannah Scherer Holt UPS: I help moms **ditch diets, overwhelm, and deprivation to drop the 50+ lbs that weigh them down** so they can stop watching their family from the sidelines

Like · Reply · 6d



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Amber helps moms gain confidence!



Amber Bonem USP: I help working moms **repair their relationship with food and exercise** so they love their bodies again and regain their confidence.

Secret sauce: I'm loud, animated, sarcastic, and a board game nerd. I'm fun, will call you on your shiz, but empathetic. 😊

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