

2/4: Get Into Character

Introduction to Sectors, Personas, and Branding



Strength and Conditioning Sectors

- Professional Teams
 - Private Facilities
 - Collegiate Sector
 - Education Sector
 - Small Gyms
 - Commercial Gyms
 - Personal Trainers
- In Facility: Displays, Tablets
 - Remote: Desktop, Mobile
 - 1:1: Desktop, Mobile, Tablets
 - 1: Many: Desktop, Mobile, Tablets

Professional Teams

The big league, looks good on paper but the stakes are high. Zero room for error or bugs in a system.

Easy to get an S&C Coach that works for the pros, hard to actually get the team. Don't confuse these or lawsuits happen.

S&C Coach usually does not have the purchasing power.



Name: Coach Bill

Job Title: NFL Team Head Strength and Conditioning Coach

Age: 45

Gender: Male

Credentials: RSCC*E, CSCS, MSCC, AAHFP, USAW, NASM, Speciality Certs

Education: Degree in Exercise Science, Masters Degree in Kinesiology

Salary: Greater than \$300,000+

Clientele: Professional Team

Goals: Reduce Injuries, Increase Performance, Prove Yourself Every Day

Fears: Being Laid Off, Little Job Security, Athlete's getting injured, Family/Personal Issues

Private Facility

Top performance facilities with high profile clients: Professional Athletes, Collegiate Athletes, Olympians, etc.

These are the hardest coaches/facilities to win over. Everyone wants to partner with them, but there are high stakes involved.

They break things up into NFL Combine, Performance and Post Rehab

They want desktop software, tablets for in facility and maybe mobile apps for their remote or genpop clients.



Name: Coach Paul
Job Title: Performance Center Owner and Director, Head S&C Coach
Age: 39
Gender: Male
Credentials: RSCC*D, CSCS, AAHFP, USAW, NASM, Speciality Certs

Education: 4 Year College Degree in Kinesiology and Exercise Science

Salary: Greater than \$150,000+ for top facilities

Clientele: Professional Athletes, Collegiate Athletes, Olympic Athletes, and Gen Pop

Goals: Be the go to name for the pros, be a trusted leader in the industry, mentor future strength coaches

Fears: Being the go to name for the pros, making a mistake with a big name athlete, going out of business

Collegiate Sector

College Athletes are not allowed to endorse anyone so you have to be careful with marketing around these clients.

They need software that transitions seamlessly between the school year and off season.

Coaches have to go through many different hoops in order to get funding.

Comfortable with yearly contracts.

They want desktop software for coaches and tablets for the assistants/team.



Name: Coach Cole
Job Title: Director of Strength and Conditioning for Football
Age: 36
Gender: Male
Credentials: MSCC, CSCS, AAHPF, USAW, NASM, Speciality Certs

Education: 4 Year College Degree in Kinesiology and Exercise Science

Salary: \$80,000

Clientele: Football Team

Goals: Coach for the Pros, Reduce Injuries, Improve Performance, Prove Their Worth

Fears: Job Security, Head coach changes, funding, injuries, personal issues/family life

Education Sector

High School Strength Coaches constantly have to prove their worth. With little funding and lack of general education, school's do not always see them as a necessity.

Usually only work with big teams such as Football and maybe Basketball, Baseball, Hockey and Soccer.

Many work unpaid summer programs or have to do personal clinics on the side to make ends meet.

Many schools don't allow kids to have phones in the weight room and can't afford tablets.



Name: Coach Ed
Job Title: High School Strength Coach
Age: 30
Gender: Male
Credentials: CSCS, NASM, USAW

Education: 4 Year College Degree in Physical Education

Salary: \$40,000

Clientele: High School Athletes and personal training clients

Goals: Open their own facility, Work for a College Team, Get a masters degree, Send their athletes to D1 Schools, Decrease Injuries, Teach Athletes how to use a weight room, Keep kids safe

Fears: School board, Parents, Sports Coaches, Funding Cuts, Injuries, Lay offs, Lack of Equipment, Lack of time and money

Small Gyms

Crossfit Boxes, Weightlifting Gyms, Functional Fitness Gyms, Specialty Gyms (HIIT, Weight loss, Etc.)

Locally owned and managed, pop up often and shut down often.

Typically lower levels of education. Not uncommon to have college kids with their weekend certification coaching gen pop classes.

They typically want something to display on TV's to classes or maybe tablets for use before and after class.



Name: Coach Sam
Job Title: Head Coach
Age: 25
Gender: Female
Credentials: CrossFit Level II, USAW I

Education: College Degree in Business

Salary: \$20/Hour

Clientele: Gen pop, weekend warriors

Goals: Be the top dog at their gym, Big fish in a small pond mentality, open their own gym, help their athletes

Fears: Not knowing something, new more advanced athletes or coaches, job security, their own fitness

Commercial Gyms/ Personal Trainers

Gen pop chains such as Golds Gym, 24 Hour Fitness, Crunch, Anytime Fitness, etc.

More corporate and trainers are typically only allowed to use the technology that the gym chain is partnered with.

These Personal Trainers usually do not have the same level of education as private facilities.

They usually want mobile apps.



Name: Tim

Job Title: Personal Trainer

Age: 20

Gender: Male

Credentials: ACE

Education: High School, Pursuing a College Degree

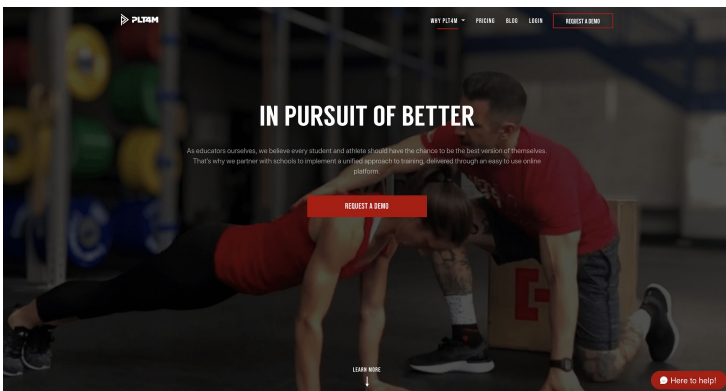
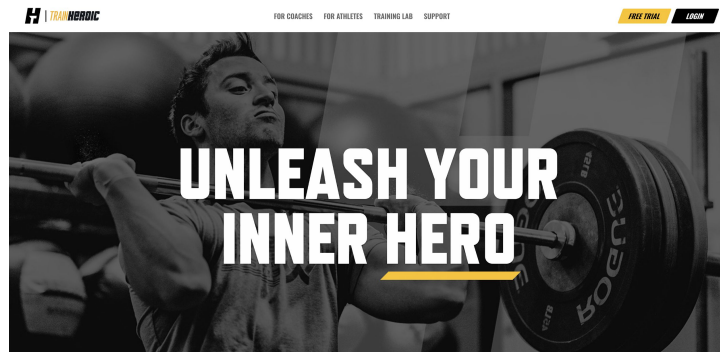
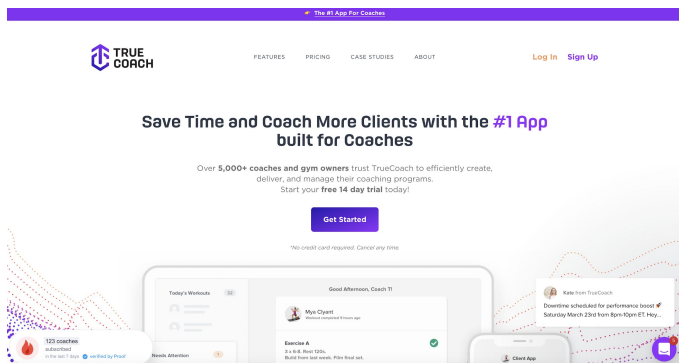
Salary: \$20/hour

Clientele: Gen Pop

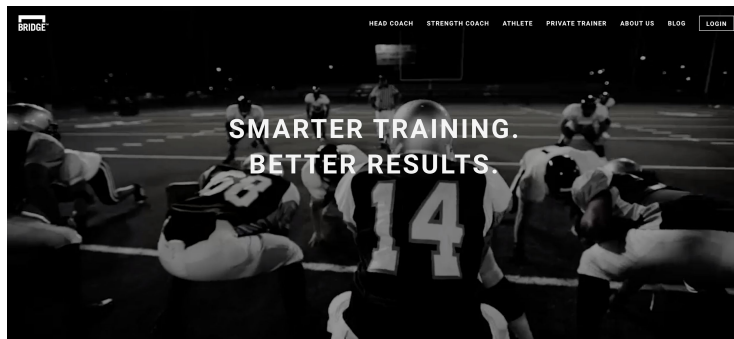
Goals: Build up their clientele, Make commission, Start their own PT apart from the gym, personal fitness goals

Fears: Losing clients, non-competes, not knowing all the answers, having better trainers come into their gym, going out on their own

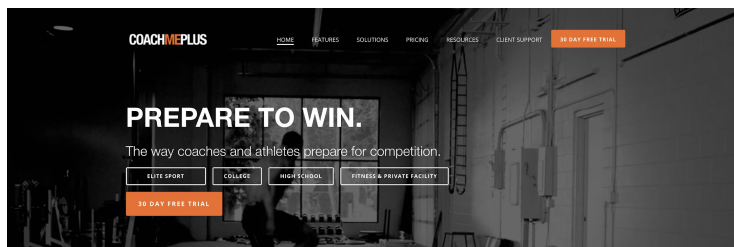
Who Are They Speaking To?



Who Are They Speaking To?



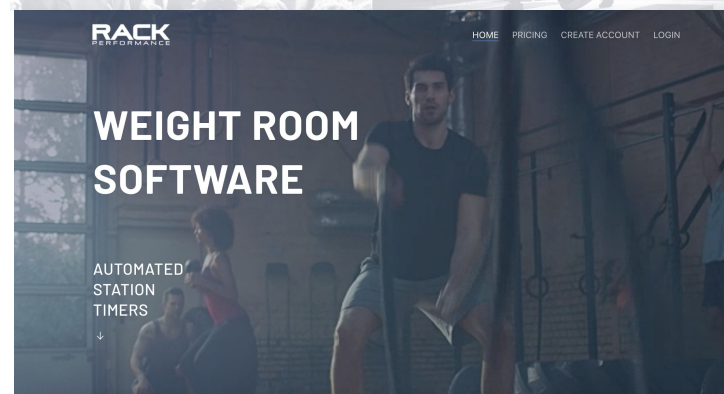
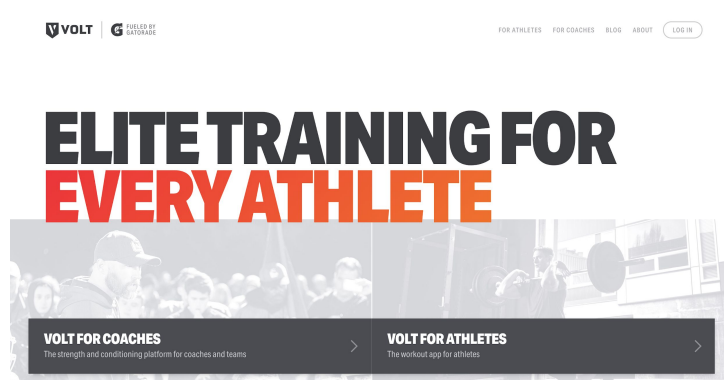
Choose your solution.



Trusted by the pros,
now available for every level of sport.

CoachMePlus' robust coaching management software, the leader in Strength and Conditioning and Applied Sports Science,

Chat



Are They Listening?



Mike Judy
@coachmikejudy

Follow

Do you use any of the following apps? If so, post your thoughts below!

10% Rack Performance

70% Teambuildr

20% Volt Athletics

88 votes • Final results

8:46 AM - 19 Mar 2019

2 Retweets 3 Likes



5 2 3



Mike Judy @coachmikejudy · Mar 19
Thanks for voting! Now everyone, if you would like to help me, add a comment or DM me your likes/dislikes!

5 2 3



Matt Walker @MattWalker67 · Mar 19
Replying to @coachmikejudy
Been using @teambuildr for 4 years now! Absolute game changer!

1 1



Mike Judy @coachmikejudy · Mar 19
Check your DM

1 1



Zac @ZacSalvat · Mar 19
Replying to @coachmikejudy @teambuildr
Absolutely LOVE @teambuildr !! so easy to use as well as has a ton of features to help me coach up and communicate with my online programming athletes.

2



Coach Lovely @coach_lovely · Mar 19
Replying to @coachmikejudy @teambuildr
We've been team @teambuildr for 4 years. Total game changer in regards to programming and performance tracking! Only way to go IMO

1



Marcellus Mustangs Strength @mustangweights · Mar 19
Replying to @coachmikejudy @teambuildr
@teambuildr has been a great addition to our S&C program. Keeps kids accountable and let's coaches know who's putting in the work.

What Do Coaches Really Care About?

- Do their peers or mentors use your software?
- Will it save them time?
- Will it save them money?
- Will it increase their job security? Or will this software replace them?
- Will it improve their athletes and/or clients?
- Will it improve their life?