

Identify the market awareness and sophistication levels

Personal trainer Search funnel

- 1. Identify the market awareness starting point from your funnel.**
 - a. Market awareness level: 3.5
 - i. They know that they are obese and unhealthy.
 - ii. They know that the solution to their problems is changing their lifestyle and eating habits through diets, working out.
 - iii. They know that personal trainers exist, but don't know about this one.
- 2. List out where you will take them through the remaining stages.**
 - a. Make them trust us more by providing them testimonials and before and after transformations of our customers
 - b. Make educational content to let them know that my client is good at what he is doing
 - c. Discount on first session
- 3. Identify the market sophistication stage of your market.**
 - a. Market sophistication level: 5
- 4. List out best moves available for you.**
 - a. Identity play: You're selling a lifestyle, a personal transformation, and a sense of belonging, not just a service.
 - b. Personal Trainer Story: Share your own authentic story as a trainer, your struggles, setbacks, and how fitness transformed your life.