

Where are they now? (Where are they emotionally, in the funnel?)

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - They would sleep better / Have more energy
 - Being able to run on amazing trails in Europe
 - They'd be able to take on any physical challenge and push themselves to a higher challenge
 - Become more disciplined with their eating and working out
 - Have less aches on their body
 - Feel more healthier
 - They'd be able to not just cross the finish line, but cross it strong > using up all their energy and crossing that finish line at the best they could that day
- Who do they want to impress?
 - Make their family and friends compliment them on their transformation
 - Impress the family on how athlete and athletic they really are
- How would they feel about themselves if they were living in their dream state?
 - They'd feel like they are in college again
 - Love being able to track on trails with family
 - Happy
- What do they secretly desire most?
 - They need to finish an Ironman
 - They secretly want to be that 45 year old who passes that 20-year-old during the race
 - They want to feel like they are young again by doing young people things
 - They want to become a better and healthier person
 - See what they are truly made of
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Honestly, it's like I've just reversed my clock by 4 years
 - I want to be the best athlete that I can be
 - I can't believe I was able to run a Boston marathon or Ironman in those circumstances

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
 - They need a coach to help them with the planning and training
 - They are new to the sport, had 3 kids at home, and need someone to help with the skill/form and not just workouts
 - They like pushing themselves
 - They don't have the proper training programs to get better/faster

- They'd just need to do more research and they are fine
- Who do they blame for their current problems and frustrations?
 - Their lack of ability to do research and stay consistent
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Not having enough research or understanding of Ironman
 - Just ate the way they wanted to eat > perhaps with a few healthier options
- How do they evaluate and decide if a solution is going to work or not?
 - If there's a clear outcome and plan of action towards the goal
 - Whether if the coach has already have many success stories or previous clients
 - How much they listen to them
 - **Whether they like it or not**
- What figures or brands in the space do they respect and why?
 - Appreciate the coach's ability to foresee the future and predict the terrible circumstances that might happen
 - Respect world champion Kona finishers > they've done the impossible
 - More privately owned small coaches who works close with them > gives them more attention and all the goods
 - They respect coaches with vast experience because they have so much knowledge that they can be their PT
- What character traits do they value in themselves and others?
 - Appreciates mental mindset shifts > that will help during the most difficult times
 - They love that they like to take on challenges
 - If the coach pushes you hard, even though the stuff is terrible
 - If the girl got the goods
 - Thoughtfulness, inspirational, and positive
 - They like if the coach is personal and chitty with them
 - Whether the coach is responsive to them or not

Painful Current State

- What are they afraid of?
 - Losing their fitness and health due to old age
 - Hurting themselves when doing a full-distance Ironman / their body taking a toll because of the impossible race they are doing
 - Making a mistake that could do the opposite of reverse their aging effects
 - They've been doing shorter distances and are scared of the long one
 - Ending up in lightning or soaring hot sun during their race > causing the race to be 10x better
- What are they angry about? Who are they angry at?
 - Angry at their old age
 - They never took sports seriously during school
- What are their top daily frustrations?
 - Hates open water swims
 - Hates biking

- Staying consistent with their training
 - Maintaining their fitness in their old age / not giving up because of their poor health
 - Picking up all three sports
- What are they embarrassed about?
- Being an adult swimmer and swimming super slow
 - Not being able to swim freestyle
- How does dealing with their problems make them feel about themselves?
- Stresses them out to have to do the research and study for them
 - It's challenging
 - Almost like being back in school and they've already wasted 18 years of that
- What do other people in their world think about them as a result of these problems?
- They think it's good that they are pushing themselves, through an empathetic lens
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- Look down on them

Subject line

- The additional 3-success-steps to a finish
- You can't just model training around your life anymore...
- Why you aren't feeling like you're doing it
- Three reasons why you're not getting that finish
- What you probably didn't know about modeling your training
- The Three Training Keys To Racing While Living A Hectic Life
- "It's About How You Structure Your Plans Right?" WRONG! Three key training components
- A Coach Aren't Meant To Create Your Plans – They're Meant To Solve Your Three Training Components

Body

Hey there,

For the last few decades of coaching,

My athletes have described three specific success components... that have helped all of them become multiple-time Ironman finishers while living a busy and *chaotic* life. Three training components that every triathlete **must have** –

If you're still trying to do anything noteworthy in the most extreme and rewarding sport.

Later in this email, I'll reveal exactly how I've solved these three problems for all 500 of my athletes. And how I can *easily* do the same for you for a much lower price.

You probably know that modeling training around your life means you won't have to sacrifice as much to get your reps in. But the feedback from my past *hundred* athletes says *this is not enough*.

In fact, it wasn't *even* the custom plans that gave my athletes the confidence to calmly step on their first-ever 140.6-mile starting line. But rather → the fact that they didn't have to worry about building these three *components of training success* that haunt every triathlete before a major race;

1. Making sure that their plan has worked hundreds of times with triathletes who are in the same shoes as them,
2. Knowing that their workouts and drills came from a credible source or coach with a library of athlete successes,
3. Having the reassurance that any massive change of plans – will be accounted for in their workouts.

Three components that you can fix all by yourself with trial and error and years of research! But let's be real, you and I don't have enough decades left to be doing all that guesswork.

So let me introduce you to the single-method style that I used to eliminate these three components from the minds of my busy, exhausted, and out-of-shape athletes.

Which is my version of "The Athlete-Centric Coaching Style".

What sets my style apart is not the all-nighters I'll pull to *make sure* the workouts are modeled around your schedule or the *decades* of experience I have with racing and coaching...

...But instead, the way this style allows me to charge you the least while giving the best.

By practically becoming your online best friend, I'll be able to dig out the roots of what's truly *holding you back* and figure out where your *skill level* is really at. And by using my decades in the physical health field and coaching, I can quickly find *why* you're inconsistent or anxious – and chase it away with an endless catalog of drills and workouts that you can pick and choose from.

Uncovering your *real skill level* also lets me know exactly what you can or can't do alone, allowing me to *significantly* decrease the price if all you need is a simple 2-week plan with some words of wisdom.

But that's not the point,

The underlining reason why triathletes do such long and *unreasonable* races is that... well... it's stupidly impossible. It brings the challenge that helps, even the most out-of-shape Joes, escape

from the depressing feeling of watching your life unfold without you in it. This sport is the match that lights the bonfire.

So if the *risk* of doing it alone – and potentially *NEVER measuring up* to what you're capable of – helps get you out of those sheets at 5 am. Then, by all means, go for it.

But if you rather go through the harsh process of intensely training for three sports – and *actually* emerge out of that hell hole with a finish, *so unimaginable*, that it takes you weeks to even process that you did it –

Then you are the exact type of person I've designed my **athlete-centric** style for.

if you're interested in exploiting the ultimate confidence of those three components of training success...

...[Click Here To Learn Exactly What's Behind The Curtains Of My Athlete-Centric Coaching](#).

Sacrifice is required. But you can pick what you're willing to trade.

Make it a great day,

Coach Wendy