

THE FIRST STEPS

Are you new to Team Body Control and don't know how and where to start? That's not a problem! This document provides you with a guideline that you can follow and work along. None of these steps are mandatory, they are merely intended to serve as inspiration and food for thought to make it easier for you to get started as a trainer.

Your trainer profile

If you have received the Body Control Start email and the email with the login details for the trainer platform (if not, please contact Chris or Tom via email at info@bodycontrol-hamburg.de), you can now log in via the following URL:

admin.bodycontrol.io

If you enter this URL in your browser (it does not matter whether it is the browser on your smartphone, laptop or tablet), you can enter the received trainer log-in data in the corresponding fields to log in to the platform.

Once you have logged in, you will have access to all trainer functions. Start with the final setup of your trainer profile to be recognizable to your customers, especially in the app. You can enter the following details in the individual fields:

- ⇒ **First name, surname (your first name and surname will be displayed in the app)**
- ⇒ **Address (this is part of your profile, but is not displayed in the app)**
- ⇒ **Profile picture (A friendly and open-minded portrait picture showing the upper body + face is recommended)**
- ⇒ **Licenses (These are displayed in the app in your trainer profile - if you don't have one yet, that's no problem. If you would like to purchase a license, we recommend using our partner offers. Contact us for more information)**
- ⇒ **Tags (these are displayed in the app to give existing customers an impression of your own areas of activity)**
- ⇒ **Profile text (this will round off your profile and give you the opportunity to ensure an appealing first impression to (potential) customers)**

IMPORTANT: After you have entered all the data, you may not be authorized to upload it to the website. In this case, we therefore ask you to send us a screenshot of this data so that we can then put it online.

Your customer account

Create your own customer account. You can then use this to log into the app yourself. Your own customer account is ideal for tracking the customer journey, testing your own workouts and nutrition plans and understanding how to use the app.

How do I create a customer account?

Click on “My customers” on the left-hand side of the main menu. In the following window, click on the “+” at the bottom right to open the customer creation screen. Simply enter your first and last name and an e-mail address (important: it must not be the same e-mail address as your trainer account) and the system will send you the log-in data for your customer account in no time at all.

Exactly the same procedure is required if you want to create a “real” customer!

Understanding system functions

In order to understand the individual functions of the trainer area and the associated displays in the customer app, we recommend practicing the regular creation and saving of training and nutrition plans as well as the creation and creation of your own exercises, the exchange of chat messages and the uploading and viewing of documents.

Below you can see a small list of the individual functions and how to click on them:

⇒ Create training plans:

My challenges, click on “+” (bottom right), fill in the form and click on “Save”

⇒ Assigning training plans:

My customers, select customer dashboard, click on “barbell (bottom right), select training days, continue, My Challenges, select training

⇒ Creating nutrition plans:

My clients, select client dashboard, click on “Meal icon” (bottom right), enter name, select date, add personal note, drag meals from right to left into the slot box, click on three-dot menu, set individual nutritional information (via slider)

⇒ Create your own exercises:

My Exercises, click on “+” (bottom right), fill in the form and click on “Save”

⇒ **Create your own chat messages:**

My customers, select customer dashboard, click on “Chat”, compose text and click on “Send”

⇒ **Upload documents & files:**

My customers, select customer dashboard, click on documents, click on “+” (bottom right), simply upload the finished document/video/image

YOUR OFFER

Your trainer profile is ready and you have familiarized yourself with the individual processes in the app, then it is now time for you to start thinking about developing your own offer. The following questions should help you to formulate various offers:

⇒ **Which areas am I particularly good at?**

⇒ **Who could be my prospects/followers?**

⇒ **In which areas is there a high demand?**

⇒ **Which offers would I like to provide?**

⇒ **Which price categories would I like to offer?**

⇒ **How much time do I have available for my coaching?**

Your offer should be target group-oriented. It may well be that you can address several target groups. The broader your positioning, the more people and therefore potential customers you will appeal to. Conversely, this also means that you are in the final selection with several trainers at the same time.

You can design your offer according to your individual price and quality level. To give you an orientation guide, you can take a look at the following sample offer:

Rookie Offer package	Advanced Offer package	Professional Offer package
Monthly fee: 30€	Monthly fee: 60€	Monthly fee: 120€
Key-Facts: <ul style="list-style-type: none">• Individual training plan• Individual nutrition plan• 1x weekly exchange	Key-Facts: <ul style="list-style-type: none">• Individual training plan, individual nutrition plan• 3x weekly exchange• Video series on training, nutrition, regeneration, lifestyle	Key-Facts: <ul style="list-style-type: none">• Individual training plan• Individual nutrition plan• Daily exchange• Video series topic, training, nutrition, regeneration, lifestyle• Assessment through form pictures & execution videos• 2 video calls per month

Always remember that:

You need to feel comfortable with your price/performance level. You can customize your offer as you wish and let off steam.

DRAW ATTENTION TO YOURSELF

Your offer can only be used by potential customers if they have heard about your offer. The easiest ways to make this process possible are social media channels (Instagram, Facebook, TikTok, YouTube, etc.), your own website and word-of-mouth advertising.

“The more people know about your offer, the more likely you are to win new customers!”

However, reach is only one component in finding customers for your offer. Rather, you must succeed in establishing a connection with potential new customers.

Attractive, informative content with added value gives interested parties an insight into your range of activities. This insight, e.g. via the Instagram feed, allows them to get a first impression of you and your personality.

Possible topics for your content could be:

- ⇒ **Nutrition**
- ⇒ **Training**
- ⇒ **Mental health**
- ⇒ **Regeneration**
- ⇒ **Work-life balance**
- ⇒ **Your offer**

“Your offer”

Your offer should be mentioned regularly. Only then will your followers and interested parties be made aware that they can book personal support from you.

Of course, you can then communicate your own offer in your own way so that your potential customers get the feeling that it is exactly the right thing to achieve their goals.

(For a sustainable social media presence, you are welcome to take a look at our “Instagram Guideline”).