

3-Step Lead Qualification Blueprint for Personal Trainers

STEP 1 — GENUINE OPT-IN

(Purpose: confirm the lead truly wants coaching, not just free info.)

1. What made you interested in booking a free fitness consultation today?

- I want to lose weight / body fat
- I want to build muscle / tone up
- I want to improve my strength and performance
- I'm struggling to stay consistent on my own
- I want expert guidance and accountability
- Other: _____

2. How did you hear about me/us?

- Instagram
- TikTok
- Referral
- Google search
- Friend/family
- Other: _____

3. Please confirm:

- *Yes — I want real support with my health and fitness goals.*
- *Yes — I understand this consultation is to assess my goals and see if coaching is a good fit.*

STEP 2 — QUALIFYING QUESTIONS

(Purpose: determine if the lead is coachable, safe, and aligned with your approach.)

4. What is your main fitness goal right now?

- Fat loss
- Build muscle
- Improve energy / feel healthier
- Improve mobility or correct movement
- Gain strength
- Get back into routine
- Other: _____

5. What's your biggest challenge preventing you from reaching this goal?

- Lack of consistency
- No program to follow
- No accountability
- Poor diet habits
- Low motivation
- Injuries or pain
- Time management
- Other: _____

6. Have you worked with a personal trainer or coach before?

- Yes, currently working with one

- Yes, but stopped
- No
If yes, what worked or didn't work? _____

7. What is your current activity level?

- Not active at all
- 1–2 workouts per week
- 3–4 workouts per week
- 5+ workouts per week

8. Do you have any injuries, health issues, or limitations?

- Yes
- No
If yes, please describe: _____

9. Do you have a budget for coaching or personal training?

- Yes
 - Yes, but flexible
 - No, not ready to invest
 - Not sure yet
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STEP 3 — MOTIVATION & COMMITMENT

(Purpose: identify if the lead is ready to take action—this filters out time-wasters.)

10. Why is now the right time for you to start working on your fitness goals?

- I'm tired of starting over
- I want to feel confident again

- I need accountability
- I want to improve my health
- I want long-term lifestyle change
- Other: _____

11. On a scale of 1–10, how committed are you to making real changes?

Circle one: **1 2 3 4 5 6 7 8 9 10**

12. If we are a good fit, how soon would you like to start?

- Immediately
- Within 1 week
- Within 1 month
- Just exploring options

13. Are you willing to follow a structured plan (training, nutrition, habits)?

- Yes — I'm 100% committed
- Yes — as long as it fits my schedule
- Not sure
- Probably not

NEXT STEPS

Thank you!

If you're a good match for our coaching program, you'll receive a message within **24 hours** to book your consultation call.

We only take on clients who are serious about results, so your answers help us determine if we're the right fit for each other.