

THE ARMOURY COACHING STUDIO

The Armoury Fits Fitness back into the busy lives of men & women whose health has slid down their list of priorities

We take a realistic approach to self-improvement, installing habits that will last a lifetime.

'The Armoury Framework' combines training, lifestyle and diet to allow fitness to become an enjoyable part of our community's day to day lives.

SMALL GROUP COACHING CLIENT JOURNEY

APPLICATION

PROCESS:

Filling in application form via website, Facebook ad, reaching out via messenger, email, or calling directly

FEELING:

Very aware of their current pain points (it will have been an emotional trigger that's caused them to reach out), they'll feel apprehensive about it being the right fit, hopeful, but also doubtful it will work to an extent

"I'm frustrated with myself for letting it get this far, and not taking my health more seriously"

EXTRA SUPPORT AT THIS POINT:

Within our confirmation email we will reference their specific goals so they know they've been heard, get them excited about the outcome, and lay out the exact plan of action so they feel confident in what they'll be doing within their trial session

We'll also text the morning of the trial to reconfirm the appointment and address

CONSULT PHONE CALL

PROCESS:

The coach will give them a call (usually in less than 12 hours), have a chat with them about their goals, give them a brief overview of the packages and get them booked in for a trial session

FEELING:

This is a vulnerable call (having to discuss why you need help over the phone), however if approached well by the coach then the prospect should feel excited after getting off the call, and initially looking forward to the session (and moving away from their pain)

"I'm proud that I took action, but still unsure as to whether I'll be able to stick with it"

EXTRA SUPPORT AT THIS POINT:

We'll send them a welcome email, reinforcing our excitement for them to be involved

in the email they'll be forms to fill in before the nutrition consult, as well as access to their membership site and Facebook group

After the nutrition consult they'll get an in-depth email to confirm the plan of action

TRIAL SESSION

PROCESS:

They'll sit down with the coach and cover their goals in more detail, do a movement assessment, and then go through the package to decide if it's the right fit - if so they'll make payment, get their nutrition consult booked in and get set up to book in their sessions

FEELING:

Beforehand they're apprehensive, and they'll need time to warm up to the coach (they need to know it's someone they can trust). Once the process is laid out, if the coach is doing well then they should feel at ease. Then if the coach does a great job they'll feel excited to work together

They'll feel relieved and proud that they've taken action

EXTRA SUPPORT AT THIS POINT:

We'll send them a welcome email, reinforcing our excitement for them to be involved

in the email they'll be forms to fill in before the nutrition consult, as well as access to their membership site and Facebook group

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THEIR NUTRITION CONSULT

PROCESS:

They come into the studio (or it's done via Zoom). They go through their current lifestyle with the coach, and together they come up with ways to make adjustments so they get faster results (that stick)

FEELING:

They'll feel defensive to begin with, and most often see greater value in training over nutrition (unless the coach does a good job of emphasizing the importance of this process). They'll struggle to go deep into their behaviours, and to begin with be thinking only of the practical aspects of nutrition. They'll begin to understand the impact psychology has on their intake, and take more responsibility for their actions. This is a difficult process, but by the end they're excited, and feel supported by the process

"I always thought dieting would be complex and boring - I'm excited to try this"

EXTRA SUPPORT AT THIS POINT:

The day after their session we'll message them to ask how they're feeling (referencing their muscle soreness, but also how well they did)

THEIR FIRST SESSION

PROCESS:

They come into the studio for their first 40 minute training session

FEELING:

They're nervous beforehand that they'll feel like an outsider, that it'll be too hard, that they'll feel weak, unfit and like a fool. It's a very vulnerable position to put themselves into. It's the coaches job to get them excited about the process, to welcome them in by name, introduce them to everyone and ensure the atmosphere is fun and enjoyable. They'll feel accomplished after their first session, and will have endorphins from the training to feel happy with their choice

"I feel a rush of endorphins after training, and happy that I made it in and did it, although it was hard, and made me realise just how unfit I am"

EXTRA SUPPORT AT THIS POINT:

After their first session we'll message them to ask how they're feeling, and ask if there's any other support we could offer to help them

Also within their first week we'll place a T-Shirt and referral card in their training zone as an added surprise to make them feel even more part of the tribe

THEIR FIRST WEEK

FEELING:

The first week they're trying to find their place in the studio. They'll be the most sore and tired in this week, so it's important the coach recognizes this and reassures them that it's normal, and continues to acknowledge them as already part of the community

After their first session they'll feel the endorphins, they'll feel proud of themselves, and naturally make "healthier" choices when at home (not snacking etc) because of the hard work they've put in

By the end of the first week they'll feel tired & sore, but accomplished - their values are aligning with their actions

"my body is sore, climbing the stairs is painful, but I'm sleeping better, and am happy I did the first week, although still not sure I'll stick with it"

EXTRA SUPPORT AT THIS POINT:

After their first week we'll text to congratulate them, ask how they're feeling, and ask if there's any other support we could offer to help them

Also within their first week we'll place a T-Shirt and referral card in their training zone as an added surprise to make them feel even more part of the tribe

THEIR SECOND WEEK

FEELING:

They're already beginning to feel recovery time between exercise has improved, and they aren't as sore after training - it's important the coach mentions this too

They're beginning to open up and talk more within the sessions, and feel confident with the warm up and stretches at the end.

It's already turning from "something they're trying out" into "something they do"

"I'm getting better at this!"

THEIR THIRD WEEK

FEELING:

They're starting to feel that energy, translate to outside of the studio too - they don't feel as tired by mid afternoon, and are carrying themselves with more physical confidence

They're feeling less stressed at work, and feel like they have more energy for their family at the end of the day - the quality time is improving

ONGOING EXTRA SUPPORT:

- Regular content in the face book group (weekly recipe, weekly live Q&A)
- If they don't hit all of their sessions one week we message to check they're ok
- Weekly email sent on a Sunday updating how the last week went and studio plans going forward

THEIR FORTH WEEK

FEELING:

They can feel their trousers fitting on looser, they're noticing in the mirror when getting ready in the morning that their clothes aren't as tight

Other people will notice they're looking good, and ask what they've been doing (which they'll enjoy)

The more they talk about it, the more involved they feel (identifying as an "armoury athlete")

"Hey, I don't have to hold my gut in to do these jeans up!"

THEIR SIXTH WEEK

PROCESS:

They sit down with a coach in the office, reflect on the last 6 weeks of training, and decide what to do going forward (we'll also book in a nutrition session if needed)

FEELING:

They have more energy day to day, feel far healthier in the training sessions, are lifting heavier weights, trust the Armoury and the coaches, feel like part of the tribe, and most importantly they feel like they've found their "fitness thing", and are excited to continue

"I still have a long way to go, but I understand the process now, and that it is possible - I'm excited to keep training, and am proud that fitness is now a part of my life"

ONGOING

FEELING:

They identify as someone that looks after their health, they look forward to training most of the time, but have built up the discipline to go even when they don't feel motivated (and always feel better afterwards)

They don't feel restricted by their diet, are feeling more and more confident with their health and physique, and will happily tell others about the Armoury