



Sabrina Sarabella  
FITNESS + NUTRITION EXPERT



# VIRTUAL INSTRUCTOR MANUAL

Let's face it, whether we like it or not, virtual fitness is here to stay. It may have been a way in which we never thought we would teach, but now that it is popular in the fitness space, it is time to figure out how to be the best we can be at it!

If it seems a bit overwhelming with figuring out the technology aspect of it, this starter kit will help break it down for you.

## Benefits to Teaching Virtually

- Work from wherever
- Reach more people
- Clients can workout from wherever
- You can set your own pay and make as much as you want
- Don't have to depend on a gym or studio
- Safe option
- You can manage your own schedule and work when you want

## WHERE TO START:

### Technology

Thinking about all the things that it takes to get your classes online can seem overwhelming but it doesn't have to be.

Here are the basics of what you need:

**Device** -This can be a laptop, phone or tablet. Something that has a camera, can record audio and movement.

## Accessories:

**Tripod**-if you are using a phone or tablet, getting a tripod is helpful to keep the device steady and at the appropriate distance.

**Ring Light**- If you are in need of more light for your space, using a ring light is a good option.

**Microphone**- A microphone is helpful for getting better sound quality for your videos. You can get a simple lavalier mic that attaches to your shirt or a mic that can attach through the USB.

## Setting up Your Space:

You will need a space to set up to teach your classes.

- This space does not have to be big but should have enough space for you to perform your class.
- The space should look professional, no clutter and free of distractions.
- Be sure this space has ample amount of lighting. It's great if you have natural light hitting you from behind the camera. You want to make sure there is no shadow on you while you are filming and that you are well lit so that you can easily be seen on camera.
- There should be enough space between the camera and your space, around 6 feet so that you can get your full body in the shot

## Equipment for Class

If you are teaching classes that require equipment be sure to have it in your space for easy access during your class. You may need a mat, dumbbells, bands, balls or anything else that can be used in class!

## Lighting

Ample amount of light is important when teaching virtual fitness. You want to be sure that your clients can see you without any shadows.

If you have windows behind you then you may need to invest in some shades or curtains that block out the light. It is best to have the natural light/windows behind the camera.

Using a ring light or other artificial light is helpful when trying to make your space brighter.

## Environment

Being professional is important when teaching virtual fitness, this is your job and a business. When teaching virtual fitness be sure that your space is free of dogs, kids and anyone else that may be in your space. Also, keep background noise to a minimum so that you are clear and audible on camera.

## Music

Different platforms have different rules and regulations for music. If teaching over Facebook or Instagram the platform will usually block you if you are using music that is a copyright infringement.

If using zoom you can share your music on your computer, but be sure when you share music that you can still hear your voice over the music.

There are also many different companies that you can buy music from that you can share on any platforms that do not have copyright infringements.

# Streaming Platforms

There are many options for streaming platforms to share your classes. Each of them have their own advantages and disadvantages.

Some options include:

- Zoom
- Facebook
- Instagram
- YouTube
- Vimeo
- And many more

# Billing and Payment

Teaching fitness is your job, not your hobby and you deserve to be paid for your services.

Some platforms in which you are able to stream your workouts from are also and take to payments too.

If you are looking to take payments yourself, you can use platforms such as Paypal Business or Stripe.

When taking payments from clients be sure that your clients pay ahead of time before service is rendered.

Also, keep track of your payments and expenses for good bookkeeping records. You can use a system like Quickbooks or waveapps.com or just a simple spreadsheet will work too.

# Pricing

If you are teaching group classes prices may vary per class. You can also set up packages or weekly/monthly memberships.

The average rate per class is around \$8-15+

What will you price your classes at?

# Naming Classes:

Naming classes and programs is a great way to be creative and help to market. People love to take a class with a cool name.

What are some good names you can come up with?

# Legal Documents

Liability Release - Physical activity of any kind comes with the risk of injury and you should have your client acknowledge this and release you, as their fitness trainer, of any liability.

Insurance- Having personal insurance is a good idea when teaching virtually. If you are in the USA companies like NEXT insurance and Philadelphia will cover you for virtual classes. Be sure to call each company and get the exact coverage details.

# Video Presence

If you are new to teaching on camera it can be a little nerve racking at first. Here are some tips on how to be confident in front of the camera.

Eye Contact, not with yourself but with the viewer. You can do a quick look over in the beginning but maintain eye contact with your viewer. It really does make a difference to the audience if they know you are dedicated to your message and that it shows confidence. They will feel important too!

Have a pre video hype up session! You want to be at your highest level of energy when you are going on video. Before you press record do something that gets you hyped. Sing, dance, do some jumping jacks. Whatever it is that gets your energy up!

Keep your back straight when speaking into the camera. And smile! Smiling is the simplest way to show confidence in yourself.

Have class notes near by in bullet form. Know what you're speaking about and have confidence in your work and words. Nothing is worse than a mumbler or a speaker who believes "I'm a nervous person" or "I never do this." The viewer came to hear your message not your issues.

Be confident in the message you are sharing. Know what you are talking about and share the information you know.

## Show off your Personality

Show off who you are.

Now that you are out of the studio it's time to show a little more of a personal side to you.

Be funny, be quirky, be you!

What's your instructor personality type?

# Cueing

Three types of learners:

Auditory, Visual & Kinesthetic

What are cues you can use for these learners?

# Voice Inflection

Film your class and rate your performance.

Do you like what you heard?

Take classes from a variety of instructors.

What did you like? What did you dislike? What instructors did you gravitate toward?

What are some non verbal cues you can use?

List a few visualization cues you would use in class:



What is an internal cue you can use?

What is an external cue you can use?

List a few of your favorite cues to motivate your students:

List a few exercises you can use in class and some of their modifications and progressions:

What is the intro you will use in the beginning of your classes?

## Creating Community

How will you create community?

How can you make your classes more engaging?

# Sales and Marketing of Your Classes

## #1- Being clear with what you are selling and who are you selling to

In order to sell your classes and products you need to know exactly who you are speaking to and knowing how to solve their problem. If you don't at first know who you are trying to sell your products or services to then you will have a harder time trying to sell them.

You need to first know the pain points of your clients, know what they are struggling with and what problems they need solved. Then, you can sell them a solution.

One way of doing this is through market research and surveying them to see what they need. Once you know what they need and want then you can deliver them a solution.

## #2- Build a relationship

No one wants to feel like they are being sold to. Instead, people want to feel like they are being taken care of and that they trust you and know that you can solve their problems.

In order to make a sale, people need to feel like they know, like and trust you first. This is especially important in the service based industry and larger ticket items.

How can you build relationships with your potential clients?

How do you build that kind of like and trust with your audience?

Some examples of this are: **Showing up consistently, delivering exceptional content, interesting with your audience Teach/educate/solve problems for them**

### #3 Ask for and close the sale

Once you know what problems you can solve for your clients, have a solution to their problem and have built a relationship with them, it's time to go ahead and ask for the sale!

When asking for the sale be prepared with answers to overcome any objections your clients may have.

Some common ones are:

-I don't have the time-It's too expensive

-I have to talk to my significant other before I can make this purchase

How do you overcome these common objections?

Once you know how to respond to these objections and that you fully believe that your product will be the solution they have been looking for, the sale will come easier.

## Share Your Classes on Social Media

Stay consistent with your content and brand personality among all Social Media platforms. Use professional-looking photos.

You are a business and your brand represents you so it is important to choose professional looking media.

When using social media to build your audience and sell your products you want to make sure you are doing the following:

### 1.Share Stories

In order for people to want to work with you they need to know who you are. Share a personal story about your own transformation Body/Mindset/Nutrition etc.

Remember to be vulnerable! People want to connect with you.

What kind of stories can you share?

## 2. Your knowledge/expertise

This is where you share your knowledge. Post clips of your class or videos/pictures of doing exercises.

How can you solve a problem that your ideal client has. Share your tools, tips and tricks.

How can you solve your ideal client's problem?

What tools, tips or tricks can you share to help your ideal client solve their problems?

## 3. Your Services

People can't work with you if they don't know what you do!

What services do you provide?

How can they sign up for your classes?

What is your schedule?

Keep it super easy for them to sign up and join!

# How to Make a Sale on Social

## Sales Prompts

Poll the desire. Ask your audience something like "Do you want to make changes in your health and wellness." Yes or no?

## Introduce the Problem

"You want to make changes but you feel like you have no time."

## Describe the vision of what they want to achieve.

"You would love to see your health improve with just 10 mins a day"

## Intro your offering

"This is why I designed a program that will improve your health with little time investment because I know how busy you are."

## What is your offering?

"Join my 4 week online bootcamp where you will lose 10 lbs in a month by working out less than 10 minutes a day."

## Give them a reason to join.

"Joining me in this program will help you to improve your health, lose weight and look and feel better. Registration closes soon so don't miss out."

## Add social proof

Look at my client Sally who went through this program and lost 10lbs, looks amazing, has so much energy..."

## Share cost and give value

Ask them to reach out with questions.

Give a clear CTA. DM me to join, link in bio to join...

How will you sell on social?

## How to Stand Out Online

- Know who you are
- Build your personal brand
- Know your ideal client
- Create all of your messaging to speak to your ideal client
- Build products and programs to solve problems of you ideal clients
- Sell the transformation
- Be polarizing
- Give value to your audience
- Build know, like and trust
- Show up consistently
- Share your story
- Be authentic

## Offer a Promo

- Offer a Freebie
- Provide a Mini Workout
- Provide a discount or bonus
- Host a Challenge

What promo will you offer?

## Referral System

What will you offer your current and past clients for referrals?

What are some of your peers that you can build a referral system with?

# Checklist



Device



Microphone (external or internal to device)



Proper Lighting- Natural light or ring lights



Music



Clean/Inviting Space



Streaming Platform



Recording



Payment



Legal Waivers



Marketing Your Classes



# About Me:



As a business owner & entrepreneur, I built a successful personal training business when I was just a teenager and ultimately managed hundreds of personal trainers and group fitness instructors in one of the largest multi-unit gyms on the east coast.

After a decade, I left my corporate job to return to school to earn my Master's in Clinical Nutrition while working as Vice President of Operations at a family owned business.

Once I completed Grad School I started to build and launch online programs that combined fitness and nutrition and quickly learned all the ins and outs of online business and how lucrative online business could be.

Finding much success around building and launching these programs I began offering support and guidance to my people that kept asking me how I built and launched these programs.

As a natural evolution, and after many hours of intensive course work, I became a business coach.

I help fit & wellness professionals work smarter and have more time for living by creating critical systems that help them make more money without the hustle.

I am passionate about helping fit & wellness pros grow their business, build their brand and incorporate additional income streams so that they can work less hours while increasing revenue and drop the exhausting hustle.

Want to set up a free 20 Min Biz Strategy Call?

On this FREE 20-minute call, we will hone in the top 2 critical things that have been holding your business back from success. You will walk away from this session with actionable items to make changes to your business that will help to make you more money in less time.

Contact [info@SabrinaSarabella.com](mailto:info@SabrinaSarabella.com) to set up an appointment.

[www.SabrinaSarabella.com](http://www.SabrinaSarabella.com)



Sabrina Sarabella  
FITNESS + NUTRITION EXPERT