



## 5 Tips For Mitigating Income Loss + Staying Safe During The COVID-19 Pandemic

At Girls Gone Strong, we are aware that many health and fitness professionals in our community are struggling with gyms closing, clients canceling, and a lot of overall fear and uncertainty.

That's why we wanted to put together a few brief tips for ways to mitigate income loss during this time.

As always, if you have any questions, feel free to post them in our [GGG Coaching & Training Women Closed Facebook group](#).

### Tip #1: Create distance training programs your clients can follow.

Even if you're not working with your clients in person, many of them will want options to continue training during this time. While exercise cannot prevent or cure COVID-19, in general, moderate to vigorous exercise is good for strengthening our immune systems.

These distance programs do not have to be fancy. [Click this link](#) to download a simple Microsoft Word document with a 3-day full-body workout template ready for you to use as an example.

You can offer clients different packages:

- Custom programming only (for more experienced clients)
- Custom programming with a weekly 30-minute check-in call
- Custom programming combined with virtual sessions (see below for details)

## **Tip #2: Schedule virtual training sessions using Zoom, Skype, or FaceTime.**

Many health and fitness professionals worry that their clients will not be open to training with them this way. However, dozens of trainers in our closed FB group are reporting that their clients are more than happy to find a way to continue training while staying safe.

We recommend leaving at least 10–15 minutes between sessions to allow a grace period for folks who are less tech-savvy. If your clients have minimal equipment at home, be sure to check out our [downloadable PDF](#) with 5 body-weight workouts that can be done anywhere.

## **Tip #3: Switch your sessions to outdoor training sessions.**

If possible, train your clients outdoors in a local park area. Maintain 6 feet of distance between yourself and your client for the duration of the session, and ensure any equipment is wiped down before and after use.

Also, use a hand sanitizer containing at least 60% alcohol before and after the workout, and avoid touching your eyes, nose, or mouth. If you do touch your eyes, nose, or mouth, use hand sanitizer again.

This could also be a great opportunity for your clients to bring their friends to their workout, and you could offer a group rate that allows you to make more per hour, while each client pays a fee that's discounted from your normal 1-on-1 rate.

## **Tip #4: Join the Founding Client Challenge — for FREE!**

Our good friend Jonathan Goodman & his team at the Online Trainer Academy have decided to make the next round of their [Founding Client Challenge](#) 100% FREE as a way to provide support to the health and fitness professional community during this difficult time.



If you're unfamiliar with their [Founding Client Challenge](#), here are some details:

- The Founding Client Challenge is a seven-day challenge designed to help you get at least one (if not more) online training clients
- It normally costs \$47 — but it's free for the next few days
- 84% of participants get at least one paying client within 7 days
- It doesn't require paid ads, phone selling, special software, a website, or an email list
- In the last 6 months they've helped coaches generate over 2,000 new paying clients

To our knowledge, the [Founding Client Challenge](#) is only free for this upcoming week, which means you'd have to join by Sunday, March 15th at 11:59 pm EST.

### **Tip #5: Waive your typical 24-hour cancellation policy.**

We know this doesn't seem like it mitigates income loss, but hear us out.

Many health and fitness professionals have a 24-hour cancellation policy, meaning if a client cancels with at least 24 hours notice, they can get a refund for their session, and if they cancel with less than 24 hours notice, they cannot get a refund.

While we are huge fans of valuing your time and having firm boundaries with clients, in this instance it's important that your clients don't feel compelled to "tough it out" through a session with you if they are feeling badly.

That's why we recommend temporarily waiving your 24-hour cancellation policy and allowing clients to cancel if they need to.

This decreases your chances of getting sick (which would lead to even bigger income loss) and helps delay and decrease the spread of COVID-19.



## Evidence-Based Tips For Delaying and Decreasing COVID-19 Spread in Public Spaces (Like the Gym)

- ✓ **Wash your hands** with warm water and soap for at least 20 seconds when you arrive and before you leave the gym.
- ✓ **Wipe down all equipment** before and after use with sanitizing wipes.
- ✓ **Bring your own equipment** (towel, water bottle, yoga mat, etc) whenever possible.
- ✓ **If you have to cough or sneeze**, do it into the crook of your elbow and go wash your hands immediately afterward.
- ✓ **Avoid touching** your eyes, nose, or mouth with unwashed hands, and if you do touch your eyes, nose or mouth, wash your hands immediately.
- ✓ **Only attend** fitness classes where you can maintain a distance of 6 feet from fellow participants.
- ✓ **Stay home** if you feel ill, and make sure you rest and stay hydrated.

Source: Adapted from CDC guidelines for preventing COVID-19 spread in communities. [Click here](#) to learn more.

