

## Transcript: Website Revamp Consultation – Jake & Akhil

### Akhil (Interviewer):

Okay, Jake, so today we're here to basically go over our initial requirements gathering for the project that you hired me to do. So today, we're going to be discussing how you would like me to approach your website revamp for your fitness coaching services. So during our initial kind of kickoff meeting, you expressed how the current platform that you had was done up a little bit informally, it was missing a lot of key things that you felt like could really benefit you.

Overall, it's not really serving purpose and adding value to your services. Does that kind of sound right?

### Jake (Interviewee):

Basically, yeah, it's not. It could disappear tomorrow and it would have zero impact on the business. So basically, how I would like to approach it is to complement what I'm already doing in my face-to-face and front-facing services.

### Akhil (Interviewer):

Basically, to also offload a lot of the administration that you might be doing on hand and almost, to some extent, funnel some of your newer clients through that online platform, especially where you might be getting some of their personal details — sort of that administrative overhead — that's something that could be handled by this platform.

So to establish some objectives for today's meeting, I want to understand what your vision is, what you'd like to achieve with this revamp, and who your target audience is. I'd like to understand how this benefits not just you, but your clients as well.

And then extending from that — what features do you want implemented? What do you think can add the most value and make your life easier? Finally, we'll go over your personal and design preferences. So, let's start with you and your brand.

With **Jake Data Coaching**, I know it's been around for ages. From where it started to where you want it to be now, where do you see your business going with the help of tech and fitness solutions?

### Jake:

Yeah. So at the moment, my business has outgrown the infrastructure and systems I have. Most of my lead gen is through referrals or reputation, which is great — very organic growth — but there's not a lot of other lead gen outside of that and some social media.

So I'm looking for new avenues of exposure. Cold leads, really. I get warm and hot leads through referrals and reputation, but if I want to scale, especially as I bring on more staff, I'll need a better way to generate cold leads — to compete with people selling 12-week packages via Instagram.

### Akhil (Interviewer):

So from the sounds of it, in addition to your word-of-mouth presence, a revamped fitness platform could serve someone looking for a fitness coach in Adelaide. If they recognize your name from somewhere — like Instagram — they could find your site and explore further. Does that sound right?

 **Jake:**

Absolutely. Even with minor exposure from Instagram, if there were a place to find more in-depth info — a website — that'd help. Right now, the only link in my bio is to an application form. I've taken the site out entirely.

A proper website would allow people to find more about me, get deeper insights, and maybe offer alternatives to outright applying for coaching. So it's like a bridge between discovering me and signing up.

 **Akhil (Interviewer):**

So almost like an extension of your Instagram that allows for more detailed content and functionality?

 **Jake:**

Exactly. Right now, unless you're deliberately Googling me and scrolling down 15 results, you won't find my site. The rest is competition results, tags, etc. It's not really doing anything.

I'd like a website that allows people to book, apply, even pay for a posing session. My social media is very short format — a proper website would let me really represent myself and tailor content for different demographics.

 **Akhil (Interviewer):**

So you want something more professional, polished — with clear options, like booking a posing session, or seeing services for different types of clients?

 **Jake:**

Yes. Right now people assume I only coach bodybuilders, but I get general population clients too. A proper site would help clarify that — make it obvious I coach both.


 **Akhil (Interviewer):**

Got it. So to summarise, what would you say is your niche demographic now, and where would you like it to expand?

 **Jake:**

Usually bodybuilders and aspiring bodybuilders. But also those after serious physique or body composition change. Many come through referrals from comp clients who've had great results.

That said, I'd really like to expand into a broader market — people who wouldn't normally find me on social media or in bodybuilding circles.

 **Jake (continued):**

I've actually had success with people who never thought they'd compete — just coached them for a while, they saw great results, got exposed to that world, and then chose to compete.

I've worked with a business coach to try to define my exact demographic, but it's hard. Through the website, I'd like to reach the non-social-media crowd. Probably females aged 25–49 who want body composition changes.

🗣️ **Jake:**

So yeah, that less “Instagrammy” crowd. People who aren’t on social media, not into bodybuilding, but still want coaching. It’s a market I feel I could expand into. In SA, if you’re into bodybuilding, there’s a handful of coaches — but I’d like to reach beyond that.

🗣️ **Akhil (Interviewer):**

Sure, so based on all that, I’m getting a good picture of both your goals for the site and the broader direction you want your business to move in.

If you had to summarise key features you want in the site, what would they be?

🗣️ **Jake:**

Right now people apply via a Typeform link on my Instagram. It’s okay — links to calls and such — but it’s not clean or fully functional. There’s little automation. I’d love a setup where someone applies, books a call, gets a Zoom link, adds to my calendar — all automatically.

Right now it’s manual. Sometimes people don’t submit the application, just book a call. I get calls with no context or info.

🗣️ **Jake (continued):**

So yeah, a system that pulls all that together — lead gen, apps, calls — into one cleaner place. I’d keep the Typeform up for fallback, but ideally the new platform either replaces or integrates with it and Calendly.

I also want the ability to **sell and book lower-tier services** — like program-only packages or posing sessions (in-person or online) — and have people **pay upfront**. And calendar integration, so I know what’s happening and when.

🗣️ **Jake:**

And also a small form they have to fill in. Right now there’s just a basic enquiry form on the old site — it doesn’t cut it.

🗣️ **Akhil (Interviewer):**

Sure. So from what I’m hearing, a lot of your current system is modular but disconnected, creating extra admin overhead. What happens when things go wrong? Like when someone doesn’t complete a step?

🗣️ **Jake:**

Yeah, it’s a real problem. For example, I discovered for **six months**, my reply emails were going to people’s junk folders. My lead email had two links, so spam filters caught it. I was getting applications, but none of my replies went through.

Only one or two people noticed it and replied. Others never saw the email. I was sending follow-ups, but nothing came of it.


🗣️ **Jake (continued):**

And Typeform lets people book a call without completing the app. I get on a call and I don’t know who they are, what they want. It’s frustrating.

Some are spam — overseas sales pitches. I'd love a system where you can't just book a mystery call without going through the full process.

 **Jake:**

Also, Typeform's notification system isn't great. It doesn't alert me well. I have to **manually check every couple of days**, and that's not ideal. I've missed leads because of this.

 **Jake (continued):**

Like when I was in Vietnam, I got **four applications**, didn't see them for 4–5 days, and by then **two had signed with other coaches**. That delay cost me.

 **Akhil (Interviewer):**

Were those leads coming through the website?

 **Jake:**

No — through Typeform and Calendly. The only people coming through the site are spammers — people booking me to try and sell their own services.

 **Akhil (Interviewer):**

Got it. So it's not just about streamlining the system — it's about reducing admin overhead and eliminating delays that cost you leads.

Would you want to continue using services that work well for you now?

 **Jake:**

Yes — I'd like to keep using **Typeform** and **Calendly**. Calendly is great, but too manual. Typeform is okay, but it doesn't close out the process well on its own.