

DNDCoaching

Complete Business Vision, Operations & Strategic
Framework

Mission Statement

Business: DND Coaching - Online Fitness Coaching

Founder: Denis

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1. Executive Summary

DNDCoaching is an online fitness coaching business founded by Denis, helping men transform their bodies through a diagnosis-first, habit-based approach. We target gym-going men who train 2-5 times per week but can't seem to make consistent progress due to inconsistent nutrition and the yo-yo cycle of motivation.

Core Promise: Lose 10-15 lbs in 90 days without giving up the foods you love.

Business Goal: Build a 6-figure online coaching business by 2026.

What Makes Us Different

- We diagnose before we prescribe (like a doctor, not a vendor)
 - We guarantee the process, not false outcomes
 - We build standards and habits, not reliance on motivation
 - We require realistic timelines (90 days minimum, no quick fixes)
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2. Business Overview

Company Information

Element	Detail
Business Name	DND Coaching
Founder	Denis
Business Type	Online Fitness Coaching (1-on-1)
Primary Service	90-Day Body Transformation Program
Target Revenue	\$10K/month (milestone), \$100K+/year (goal)
Service Model	Done-With-You (DWY) Coaching

The Origin Story

"Ever since I was little I wanted to get into sports but nothing ever resonated with me. I was always an athletic guy but never found something to stick to, but that all changed when I turned 16 and joined the gym on a whim, just to see what it would be like.

I was hooked straight away—the feeling of progressing, getting stronger, getting better and LEVELLING UP. Ever since then I have been in love with training, the whole aspect of discipline and consistency and actually seeing the results, sticking to it and seeing the numbers go up, the body change and adapt, and me evolving as a person just looking in the mirror and seeing the change.

It's a feeling that to this day after 8 years of training hasn't gone away. You literally can't keep me away from training even if you had an army."

Brand Vibe & Personality

The DNDCoaching vibe is:

- **Passionate** - We live and breathe this every day
- **Understanding** - We've been where our clients are
- **Knowledgeable** - 8+ years of dedicated experience
- **Confident** - We know what works because we've done it ourselves
- **Student Mindset** - Still willing to learn, fire burning brighter than ever

3. Target Client & Niche

Niche Definition

Primary Niche: Gym bros who can't make progress despite consistent training—men who want better results, want to lose fat, or break through their plateau.

Niche Commitment: "I am a fitness coach for gym bros who can't make progress despite consistent training. This is my niche until I hit \$10K/month. I will not switch."

Ideal Client Avatar

Who They Are:

- Men who go to the gym 2-5 times a week
- Inconsistent with their training and diet
- Results are all over the place
- Diet is random—no consistency in macros
- Work/studies play a major role in their life
- Want to be in shape, feel healthy, and look like the people they see on Instagram
- Keep thinking "soon" or "one day that will be me" but it never happens

Their Pattern:

- Get motivated and train hard for a while
- Don't see results despite the effort
- Fall off for a period
- Get motivated again
- Repeat the vicious cycle

Their Confusion:

- Conflicted about dieting
- Maybe they'll buy some protein pudding and eat some broccoli
- Overall, it's a '?' in their head
- They train hard in the gym when they're on a good run, but the diet is random

Important Note: We are NOT training elite athletes OR complete beginners. Our clients are somewhere in the middle—maybe slightly lower or higher on the experience spectrum, preferably lower.

Why This Niche Was Chosen

Through rigorous analysis using 8 mental models (Inversion, Socratic Reasoning, First Principles, Pareto Principle, Systems Thinking, Second-Order Consequences, Occam's Razor, and Elimination), the Gym Bros niche was selected because:

1. **Lived Experience** - Denis has walked this exact path for 8+ years
2. **Authentic Language** - Can speak naturally to this audience
3. **Deep Pain Understanding** - Knows their struggles intimately
4. **Credibility** - Instant trust because he IS one of them
5. **Fewer Failure Modes** - Lower risk of authenticity issues
6. **Faster Results** - Path to first client is weeks, not months

Key Insight: You only need 5-10 clients at \$1K-2K/month to hit \$10K/month. Market size is irrelevant when you only need 0.066% of any niche.

4. The Transformation Promise

The Headline Promise

"Lose 10-15 lbs in 90 Days Without Giving Up The Foods You Love"

A habit-based approach that fits your busy life—no extreme diets, no 2-hour gym sessions, no willpower required.

What Transformation Actually Looks Like

Timeline	Milestone	What Happens
Week 1-2	Understand Why Diets Failed	Uncover real reasons past attempts didn't stick. Build a foundation that actually works.
Month 1	The Scale Starts Moving	Consistent progress without feeling deprived. Eat foods you enjoy while losing weight.
Month 2	People Start Noticing	Clothes fit better. Energy's up. Friends and coworkers ask what's different.
Day 90	10-15 lbs Lighter—For Good	Not just a number—habits that stick. Knowledge to maintain and keep improving.

Results Beyond The Physical

- **Consistent progress** in an upwards trajectory (not the usual consistent down spiral)
- **A system to progress** so they understand what is happening and how
- **Better routine** with better habits and an overall better lifestyle
- **Strength improvements** in different aspects of life

- **Compound effects** - progress seeps into work life and personal life

5. Our Approach & Philosophy

The One-Liner

"I diagnose pain using the Consulting Equation, apply proven methodology, guarantee the process not the outcome, and measure results in actions not feelings."

The 4-Pillar Approach

Pillar 1: Diagnosis-First (Not Solution-First)

What most coaches do wrong: They solve too early—giving away methodology before commitment, relieving pain instead of building it.

Our approach:

- Assess niche viability, problem severity, solution fit, result tangibility, and offer structure
- Understand clients deeper than they understand themselves
- Build awareness through questions before prescribing anything

The differentiator: We diagnose like a doctor, not sell like a vendor.

Pillar 2: Methodology Guarantee (Not Outcome Guarantee)

What most coaches do wrong: Promise outcomes they can't control, then blame clients when results don't appear.

Our approach:

- Guarantee the process (what we control): "You will receive the proven methodology, assessment, and 90-day execution plan"
- Client guarantees the execution (what they control)
- If they implement and don't see progress, we diagnose what broke

The differentiator: We take responsibility for our system, they take responsibility for their effort. Clear accountability on both sides.

Pillar 3: Standards-Based Transformation (Not Motivation-Based)

What most coaches do wrong: Focus on goals (ceiling) and rely on motivation, which fades.

Our approach:

- Make their current best (ceiling) their new minimum (floor)
- Track minimum daily actions (floor), not just monthly goals (ceiling)
- When resistance appears, double the task

The differentiator: We build character that sustains results, not motivation that fades.

Pillar 4: Realistic Timelines (Not Quick Fixes)

What most coaches do wrong: Promise fast results to close the sale, set wrong expectations, create disappointed clients.

Our approach:

- 90-day minimum commitment
- Filter FOR patience, AGAINST quick-fix seekers
- No niche switching until revenue targets are hit

The differentiator: We attract serious clients who understand transformation takes time.

Our Diagnostic Process

We have a diagnosis-first approach. We really get to the heart of what's stopping you from achieving your results.

Most coaches will just come at you and give you loads of different solutions, meal plans, and protocols to follow straight away. That's like going to a doctor, telling them you're sick, and they just give you some medicine sitting on the table. That's completely wrong. For medicine to work, it has to be the correct medicine for your specific condition.

What we examine:

- Routine and daily habits
- Work and life constraints
- Exercise selection and execution
- Food choices and timing
- Behavioral patterns

Our process:

1. Establish a high enough baseline (minimum standard)
2. Strive to keep you there—never fall below this threshold
3. Once kept long enough, it becomes effortless—just your normal standard
4. Then results start to get dramatic

The Removal Principle

We focus on the removal of bad components as much as the addition of good ones. You might have heard that less is more—well, it's true and it works.

More variables = more variability = less control over the outcome.

We start by taking away anything that is stopping you from achieving your goals. Once this is done, there will be more room to add better variables—then we sprinkle in extras like more cardio, more refined dieting.

6. Methodology Framework

The Consulting Equation

$$CS + CH + P + A + (K \times C)^T = DS$$

Symbol	Meaning	Description
CS	Current Situation	Where the client is right now—their painful reality
CH	Consulting Hypothesis	The niche + problem + solution + result + offer being tested
P	Plan	The program roadmap and step-by-step process
A	Action	The actual work—the ONLY part the client must provide
K	Knowledge	Critical information, frameworks, systems, expertise
C	Character	Mindset, identity, beliefs—who they need to BECOME
T	Time	The exponential multiplier—why transformation takes time
DS	Desired Situation	The goal—where they want to be

Key Insight: Knowledge and Character are MULTIPLIED together, then raised to the POWER of Time. This explains why:

- Information alone doesn't create change (K without C = limited results)
- Mindset alone doesn't create change (C without K = spinning wheels)
- Quick timelines don't work (small T = small exponential effect)

- Long-term consistency creates exponential results (large T = massive compounding)

The Quadrant (Only 4 Things Matter)

If we're not working on one of these four things, we're wasting time:

Quadrant	Focus Area	Key Activities
1	Solid Foundations & Mindset	Business fundamentals, belief systems, identity work, paradigm shifts
2	Booking Sales Appointments	Outbound outreach, inbound content, building appointment systems
3	Closing Sales Appointments	Sales calls, objection handling, diagnosing and prescribing
4	Delivering Value	Improving expertise, working with clients, keeping promises, iterating

The Scientific Method for Business

We treat our coaching business like a scientific experiment:

Phase	Actions
Phase 1: Formulate Hypothesis	Define key variables, metrics, sample size, timeframe, create version variables
Phase 2: Test the Hypothesis	Let it run without changes, no emotional impulses, log data daily
Phase 3: Observe Results	Verify data accuracy, determine outcome: Progress, Regression, or Same?
Phase 4: Iterate	Pick the ONE needle-mover variable to change next, create next version, repeat

The Iron Law: We can ONLY test one variable at a time. If we change multiple things and see different results, we'll never know what caused it.

7. The Client Journey

Phase 1: Discovery & Application

Entry Point: Landing page application form

Application Questions:

1. Full Name, Email, Phone
2. Current weight and goal weight
3. What have you tried before that didn't work?
4. Why is now the right time to make a change?
5. Consent to be contacted

Qualification Criteria:

- Committed to 90-day minimum
- Willing to track and be accountable
- Gym experience (not complete beginners)
- Ready to invest in themselves

Phase 2: Discovery Call

Purpose: Diagnose pain, not solve problems

Key Principles:

- Pain is the founding principle—no pain = no sale
- Diagnose, don't solve (let pain build on call)
- Silence is the most powerful weapon
- Never reveal guarantee until they raise risk concerns

Phase 3: Onboarding

Initial Assessment Questions:

- Exercises you have been doing
- Exercises you really like (and why)
- Exercises you feel SLAP at (and why)
- Exercises you've been doing that are MEH (and why)
- Exercises you don't like doing (and why)
- Exercises you've seen the most gains from
- Exercises you aren't sure are doing anything for you

Method: Voice note transcripts—in a voice note, clients can speak more freely about how they actually feel about their training.

Phase 4: Active Coaching (90 Days)

Weekly Structure:

- Regular 1-on-1 coaching video calls
- Progress review and strategy adjustment
- Direct message support (24hr response)
- Weekly check-ins (photos + weigh-ins every Sunday)

Compliance Tracking

Metric	Requirement	Minimum Threshold
Workout Attendance	Complete all assigned training sessions	90% (27/30 per month)
Nutrition Logging	Daily food/macro tracking	6 days/week (86%)
Cardio Completion	All prescribed cardio sessions	90%
Weekly Check-Ins	Progress photos + weigh-ins	Miss no more than 1/month
Coaching Call Attendance	All scheduled 1-on-1 calls	100%

Phase 5: Review & Continuation

Checkpoint	Action
Week 4	Review compliance scorecard. If below 85%: Warning conversation —guarantee eligibility at risk.
Week 8	Final compliance audit. If below 90%: Clear communication that guarantee won't apply.
End of Program	Calculate final compliance. If compliant + no results: Refund. If non-compliant: Explain why guarantee doesn't apply.

8. Coaching Systems

Nutrition System

Philosophy: Flexible framework, not rigid diet

Core Principles:

- Track calories and macros (MyFitnessPal or MacroFactor)
- Weekly view of macros opposed to daily (allows flexibility)
- No foods are "off limits"—it's about hitting targets
- Coffee kills appetite—avoid in evening (also bad for sleep)
- Strategic fasting when appropriate

Tracking Elements:

- Calorie goals
- Macro targets
- Meal plans with options/variations
- Recipes and cooking ideas
- Water intake
- Supplements (Protein, Creatine, Vitamins, Ashwagandha)

Training System

Resources:

- Master Training Split (customized to individual)
- Training Split Library (variety of proven programs)
- 1RM Percentage Guide (for progressive overload)
- Exercise selection based on onboarding assessment

Key Principles:

- Remove exercises that are "meh" or ineffective
- Double down on exercises that produce gains

- Progressive overload tracking
- Form and execution focus

Tracking & Accountability System

Primary Tool: Google Sheet Dashboard

- Weekly compliance scorecard (auto-calculated)
- Green/Yellow/Red status indicators
- Running percentage visible to both coach and client

Supporting Tools:

- MyFitnessPal / MacroFactor - Nutrition tracking
- Strava / Apple Health - Cardio verification
- Client Portal (Notion/HighLevel) - Photo uploads, check-ins
- Calendly - Call scheduling with reminders

Client Requirements

- Coaching app on home screen
- Hide sweets somewhere annoying to access
- Pack gym bag the night before
- Prepare meals the night before
- Mental model for handling perfectionism

9. Guarantee Structure

The Core Guarantee

"Here's my guarantee: Hit 90% compliance on everything I prescribe—workouts, nutrition tracking, cardio, check-ins, calls—and if you STILL don't achieve [specific result] in 90 days, I'll refund every penny.

Miss the 90% threshold? The guarantee doesn't apply. Because I can only guarantee results for people who actually do the work.

This protects us both: you're guaranteed results if you show up, and I'm only accountable for clients who are truly committed."

The Logic

Scenario	Outcome
Client hits 90%+ compliance AND gets results	No refund needed—they won
Client hits 90%+ compliance BUT no results	Full refund—honor the guarantee
Client misses 90% compliance	No refund—they broke the terms

The Psychology: Clients who comply GET results. Clients who don't comply CAN'T claim refunds. We're protected either way while appearing incredibly generous.

Guarantee Strategy

Critical Rule: The guarantee is a CLOSING WEAPON, not a lead magnet.

- **Keep it in your back pocket**—don't include in pitch
- **Only deploy when prospect raises risk concerns**
- **State it with conviction, then silence**
- **Never over-explain or add qualifiers**

Why This Justifies Premium Pricing

This guarantee allows us to charge \$3K-5K+ because:

- We're literally guaranteeing the outcome
- Compliance terms ensure clients DO the work
- We've never refunded someone who showed up (social proof)
- It positions us as supremely confident in our methodology

The Reframe: A \$3K program with this guarantee is a better deal than a \$500 program with no accountability.

10. Marketing & Positioning

Landing Page Strategy

Headline: Lose 10-15 lbs in 90 Days Without Giving Up The Foods You Love

Subheadline: A habit-based approach that fits your busy life—no extreme diets, no 2-hour gym sessions, no willpower required.

Page Structure:

- 1. **Hero Section** - Eyebrow, headline, CTA, trust note
- 2. **Problem Agitation** - The Yo-Yo Cycle, The Guilt Loop, The Fear
- 3. **Transformation Timeline** - W1-2, M1, M2, D90 milestones
- 4. **Value Stack** - 1-on-1 Calls, Nutrition Framework, Check-ins, Support
- 5. **Founding Clients Section** - Limited spots positioning
- 6. **Application Form** - Qualification questions
- 7. **Secondary CTA** - "Ready to Finally Make It Stick?"

Positioning Statement

Most Coaches	DNDCoaching
Sell hope	Diagnose pain
Guarantee outcomes	Guarantee methodology
Rely on motivation	Build standards
Promise speed	Demand patience
Customize endlessly	Systematize ruthlessly

Key Messaging

What We Say:

- "I help gym bros who can't make progress lose 10-15 lbs in 90 days"
- "You receive diagnosis, proven methodology, and accountability until you hit your goal"
- "Same systematic process that produced [specific results]"
- "90-day commitment required—no shortcuts"

What We DON'T Say:

- "I help people achieve their goals" (too vague)
- "Weekly calls, community access, course modules" (features, not results)
- "Fully personalized to you" (suggests no proven system)
- "Transform in 30 days" (unrealistic)

11. Operations & Delivery

Technology Stack

Purpose	Tool
Scheduling	Calendly
Nutrition Tracking	MyFitnessPal / MacroFactor
Cardio Verification	Strava / Apple Health
Client Portal	Notion / HighLevel
Video Calls	Zoom / Google Meet
Training Delivery	Everfit
Compliance Dashboard	Google Sheets
Payment Processing	Stripe / PayPal
Landing Page	Custom HTML / Netlify

Service Delivery Model

Done-With-You (DWY) Coaching

We work together throughout the 90 days:

- Regular coaching calls
- Custom programs
- Ongoing adjustments
- Direct support access
- Progress monitoring

This is NOT:

- Done-For-You (we don't do the workouts for them)
- DIY course (they're not left alone with videos)

Pricing Structure

Philosophy: "Charge as much as you bloody can"—price determines perceived value.

Target Pricing: \$2,000-5,000 per 90-day program

Capacity Planning

Current Stage: Founding clients phase

Target Capacity:

- 5-10 active clients at a time
- \$10K/month milestone = 5 clients at \$2K or 3 clients at \$3.3K
- Quality over quantity—maintain high-touch service

12. Future Vision

Milestone Roadmap

Phase	Description	Key Activities
Phase 1: Foundation	Current	Sign founding clients, validate methodology, build case studies, refine systems
Phase 2: Growth	\$10K/month	Consistent acquisition, proven sales, documented systems, strong guarantee track record
Phase 3: Scale	\$100K+/year	Team expansion, multiple tiers, refined marketing, passive elements

Long-Term Vision

Build a sustainable coaching business that:

- Transforms lives through proven methodology
- Generates 6-figure annual revenue
- Allows freedom and flexibility
- Creates lasting impact in clients' lives
- Serves as a platform for broader influence

Key Success Metrics

Metric	Healthy Threshold
Appointment Booking Rate	Improving week over week
Sales Conversion Rate	30%+ after 30 calls
Client Retention	<5% cancellation after onboarding

Client Compliance Rate	>85% average
Client Results Rate	>90% achieving goals (compliant clients)
Profit Margin	50-70% at scale

Summary

DNDCoaching exists to help gym bros break the cycle of inconsistent training and nutrition to finally achieve the physique they've been working toward.

Our Promise: Lose 10-15 lbs in 90 days without giving up the foods you love.

Our Approach: Diagnosis-first, habit-based, methodology-guaranteed.

Our Commitment: We guarantee the process. You guarantee the effort. Together, we guarantee results.

Document Created: December 2024

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This document represents the complete operational blueprint for DNDCoaching. Anyone reading this should understand exactly how the business operates, what we stand for, and how we deliver results.