



# Toolkit Index

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Every file in the toolkit, organized by folder.

*Built to work.*

## 00 - Start Here

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| File                             | What it's for                                         |
|----------------------------------|-------------------------------------------------------|
| Welcome & Quick Start Guide.pdf  | How the toolkit fits together and the order to use it |
| Branding Customization Guide.pdf | 15-minute walkthrough for rebranding every template   |

## 01 - Client Onboarding

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| File                              | What it's for                                            |
|-----------------------------------|----------------------------------------------------------|
| Client Intake Form.pdf            | Contact info, training background, goals, health history |
| Movement Assessment Checklist.pdf | First-session movement screen and programming notes      |
| Client Agreement & Waiver.docx    | Editable liability waiver and service agreement          |

## 02 - Editable Branding Kit

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| File                      | What it's for                                                          |
|---------------------------|------------------------------------------------------------------------|
| Brand Master.docx         | Your logo, colors, and business info in one reference file             |
| Editable Cover Pages.docx | Rebrandable cover templates for onboarding, programming, business docs |

## 03 - Programming Templates

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| File                                 | What it's for                                              |
|--------------------------------------|------------------------------------------------------------|
| 3-Day Full Body (Beginner).pdf       | Fully populated program for new or general fitness clients |
| 4-Day Upper Lower (Intermediate).pdf | Fully populated hypertrophy-focused split                  |

|                                                        |                                                                                  |
|--------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>6-Day Push Pull Legs x2 (Advanced).pdf</b>          | Fully populated high-frequency split, every muscle trained 2x/week               |
| <b>Blueprint - Blank Template.xlsx</b>                 | Fully open Google Sheets/Excel template, build any split from scratch            |
| <b>Blueprint - Push Pull Legs.xlsx</b>                 | 3-day PPL structure with tier and set/rep guidance, exercises left blank         |
| <b>Blueprint - Hypertrophy Focus.xlsx</b>              | 4-Day Upper/Lower blueprint tuned for muscle growth                              |
| <b>Blueprint - Strength Focus.xlsx</b>                 | 3-Day Full Body blueprint tuned for strength                                     |
| <b>Blueprint - General Fitness.xlsx</b>                | 3-Day Full Body blueprint, balanced general fitness scheme                       |
| <b>Blueprint - Muscle Focus (Body Part Split).xlsx</b> | 5-Day body part split blueprint, one muscle group per day                        |
| <b>Blueprint - Glute Focus.xlsx</b>                    | Glutes trained 3x/week, everything else at maintenance                           |
| <b>Blueprint - Back Focus.xlsx</b>                     | Back trained 3x/week for width and thickness, everything else at maintenance     |
| <b>Blueprint - Chest Focus.xlsx</b>                    | Chest trained 3x/week across pressing angles, everything else at maintenance     |
| <b>Blueprint - Shoulder Focus.xlsx</b>                 | Shoulders trained 3x/week across all three heads, everything else at maintenance |
| <b>Blueprint - Arm Focus.xlsx</b>                      | Biceps and triceps trained 3x/week, everything else at maintenance               |

## 04 - Coach Exercise Vault

| File                             | What it's for                                                  |
|----------------------------------|----------------------------------------------------------------|
| <b>Coach Exercise Vault.html</b> | Searchable, filterable database of all 493 exercises with cues |

## 05 - Tools

| File                                                | What it's for                                                            |
|-----------------------------------------------------|--------------------------------------------------------------------------|
| <b>Client Intake &amp; Movement Assessment.html</b> | Digital onboarding form that outputs flags and next-step recommendations |

|                                                    |                                                                                             |
|----------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Digital Client Agreement.html</b>               | Fill-in agreement with real e-signature capture, no printing needed                         |
| <b>Assessment to Program Engine.html</b>           | Cross-references assessment flags with the vault for instant substitutions                  |
| <b>Program Blueprint Builder.html</b>              | Split, sets, reps, rest, and progression model by client goal, not exercises                |
| <b>Session Generator.html</b>                      | Builds today's actual session on demand from day type, equipment, and time                  |
| <b>Plateau Diagnostic Tool.html</b>                | Ranks likely causes of a stalled lift with a specific fix for each                          |
| <b>Return-to-Training Progression Builder.html</b> | 3-phase return-to-training plan by body region, pulled from the vault                       |
| <b>1RM &amp; Plate Calculator.html</b>             | Estimate 1RM and calculate plate loading, client-name field added                           |
| <b>Macro Calculator.html</b>                       | Calorie and macro targets across 2 diet tiers, with safety guardrails                       |
| <b>Progress Tracker (Coach View).html</b>          | Multi-client tracking, retention risk radar, and next-session auto-progression              |
| <b>Invoice &amp; Payment Tracker.html</b>          | Build invoices, track paid/unpaid status, print clean copies, shares your client list       |
| <b>Session Scheduler.html</b>                      | Recurring weekly slots per client, whole-week view, and sessions-remaining tracking         |
| <b>Client Retention Diagnostic.html</b>            | Quarterly self-audit on coaching habits, plus a why-explanation script library              |
| <b>Price With Confidence Kit.html</b>              | Rate calculator plus scripts for raising rates, handling objections, and holding your price |
| <b>Credibility &amp; Differentiation Kit.html</b>  | Turns real experience into prospect-facing language, plus credibility objection scripts     |
| <b>Volume Landmarks Calculator.html</b>            | MEV/MAV/MRV weekly set targets by muscle group and training age                             |
| <b>Pre-Participation Red-Flag Screener.html</b>    | Flags intake answers that call for physician clearance before training                      |
| <b>Daily Readiness Adjuster.html</b>               | Turns a pre-session check-in into a specific load and volume adjustment                     |

## 06 - Business Docs

| File                                           | What it's for                                             |
|------------------------------------------------|-----------------------------------------------------------|
| <b>Session Package &amp; Pricing Sheet.pdf</b> | Editable package tiers, policies, and payment terms       |
| <b>Check-In &amp; Testimonial Request.docx</b> | Recurring client check-in plus testimonial request script |
| <b>Referral Card.pdf</b>                       | Printable give/get referral card, 2-up layout             |

## 07 - Reference

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| File                                 | What it's for                                       |
|--------------------------------------|-----------------------------------------------------|
| <b>FAQ &amp; Troubleshooting.pdf</b> | Answers to common questions about using the toolkit |
| <b>Toolkit Index.pdf</b>             | This document                                       |