

# THE POWER OF PERSONA

*Presented by*



**The best leaders in the world know how to draw you into a story and experience by creating a heightened version of themselves. The best fitness instructors do the same.**

Your personality is the secret sauce that draws clients to your class over and over again. While the programming and the music are important to the overall experience and your coaching and cueing skills should be top notch, without you, the REAL YOU, we have nothing. Developing a persona helps you step into this role with mastery and flair. It's not about playing a character, it's about enhancing key elements of your own personality, your personal history and style. This is truly the first step to creating a brand identity for both yourself that transcends the workout.

## **PERSONA**

*The aspect of someone's character that is presented to or perceived by others.*

- **Helps define your personal style, musical taste and your approach to coaching.**
- **Attract brand partners and sponsorships that are in alignment with your core values.**
- **Attract your ideal clients and customers**
- **Build a unique and loyal following**
- **Easily make decisions about employment opportunities**
- **Guide you down a successful career path**

A well developed Persona helps instructors show up professionally, with recognizable consistency and perform their job with absolute confidence and competence.

## LEARNING OBJECTIVES

Get to know yourself. Fine tune your frequency. Amplify your message and your impact.

- ORIGIN STORY - Every great leader has a great origin story: How you became an instructor, challenges you've overcome, lessons you've learned that you can share. Learn how to use this information to share with your audience to connect and attract ideal clients.
- PERSONAL MISSION - Your WHY. What makes you jump out of bed in the morning, WHY you love to teach, HOW you want your clients to feel during and after attending your classes.
- SUPERPOWERS: Tap into unique traits, attributes, interests and skills to attract, connect with and relate to your clients.
- PERSONAL EXPERIENCE -Discover your emotional breadth and range. Refine your POV. Build a library of material from your own High/Low life experience to enhance your motivational coaching
- INSPIRATION - Learn how to develop themes and intentions that shape class. Use quotes, written passages, movie lines and song lyrics to develop signature sayings, mantras and messages in and out of class
- SONIC SIGNATURE - Discover what your ear is attuned to, how to define, refine and market your auditory experience.
- VISUAL BLUEPRINT: Design your Brand ID. From what you wear to how you move. Every decision you make and everything you do tells a story to your clients that tells them whether or not they belong with you.

## ORIGIN STORY

***Your stories illustrate what you say you're all about.***

### WHAT'S YOUR ORIGIN STORY? AN EXERCISE

- Free Write - Put everything that comes to mind on paper - No Judgements!
- Take it all the way back to your childhood if you have to.
- Re-read it. Edit. Re-read it. Edit.
- Decide what to use, save, and delete.
- Know Your Audience - How does your story echo back to the people you're hoping to serve?
- Make sure the essence of your origin story clearly highlights why you do what you do.

## PERSONAL MISSION

***"Regardless of WHAT we do in our lives, our WHY — our driving purpose, cause or belief never changes." ~ Simon Sinek***

### WHAT'S YOUR WHY? AN EXERCISE

- What gets you out of bed in the morning?
- What or who inspired you to become a teacher or trainer?
- What do you hope to accomplish as a fitness professional?
- What do you want your clients to achieve?
- How do you want your clients to feel after working with you?
- Do you have a message or mantra that you'd like to share with the world?
- Why is Fitness the vehicle for you to share your message, story, knowledge with others?

### WHAT DO YOU STAND FOR? AN EXERCISE IN CORE BELIEFS

- What do you believe about Fitness - Strength training and HIIT in particular.
- What do you dislike about other approaches to Strength and HIIT training?
- What is important to you about REVL workouts?
- What do you believe REVL workouts can do for others (your clients)?
- Why you and not another trainer?

## SUPERPOWERS

***Knowing your superpowers is directly related to building a community of loyal clients.***

### WHAT ARE YOUR SUPERPOWERS? AN EXERCISE

- What Do You Love Most About Teaching and Being a Trainer?
- What about fitness/teaching fitness comes naturally to you?
- What about fitness/teaching fitness is challenging for you?
- What Unique Skills or Talents Do You Bring to the Table?
- What do you find yourself totally geeking out over, reading about, researching about, and getting totally absorbed in?
- What are your hobbies/interests?
- What do your friends and clients ask you for advice or help with?

- What makes you kinda... weird?

#### WHAT DO OTHER PEOPLE SAY ABOUT YOU? AN EXERCISE IN PERCEPTION

Remember, your Persona is a collection of traits or characteristics that are derived from a combination of how you see yourself as well as how others perceive you. This is a really fun exercise that you can do on the phone, via email or through social media. I challenge you to do all three!

#### OPTIONS FOR QUESTIONS:

- What three words would you use to best describe me?
  - If you had to write a product description of me, what would it be?
  - What celeb, historic figure or icon(s) do I remind you of
  - If I was a color in a box of crayons what would I be?
  - What song would be my theme song?
1. Make a shortlist of the most important people in your life; family, closest friends, partners, mentors and call them up or meet for coffee!
  2. Send an email to your peers, colleagues, past and present clients.
  3. Post to your stories on Instagram and Facebook. Use polls and question boxes to make it engaging.
  4. Group answers together by likeness. For example: calm, grounded, assured can be grouped together and fierce, fiery, intense can go in the same bucket.

Pick out the most common responses and compare them to your own. Somewhere in the middle lie the seeds to cultivate your Persona.

## EXPERIENCE

***Experience is an accumulation of the conscious events that make up an individual life.***

#### WHAT ARE YOUR GREATEST LIFE EXPERIENCES? AN EXERCISE IN EMOTIONAL BREADTH

- What has been the most rewarding moment in your personal life thus far
  - What are the qualities that made this moment so memorable
- List some things that come easily to you
- What are some other memorable high points of your life
- Name a time that someone showed up for you
  - What really sticks with you about this time?

- Name a time when you really showed up for someone/something
  - How did this make you feel? How about the other person?
- What would you consider to be some of your most challenging personal moments
  - How did you navigate your way through these challenges?
  - What did you learn about yourself?
- What have been the biggest obstacles for you in life
  - Do you have a method to overcome these obstacles?
- Name some things that do not come easily to you
- Describe a time that someone or something let you down
  - How did this make you feel
- Name a time that you let someone else down
  - How could you have done better?

Analyzing your best and worst experiences in your life is a great exercise to discover your emotional range and can often inspire motivation for your clients.

## INSPIRATION

***Inspiration is the process of being mentally stimulated to do or feel something.***

### WHAT INSPIRES YOU? AN EXERCISE IN MAKING IT YOUR OWN

- Write down your top 10 favorite quotes
  - These can be from books, celebrity interviews, poems, or song lyrics
  - Write down what you love about these quotes and why they speak to you
  - Then try rewriting these quotes in your own words. *The more you practice the easier it will become and the more authentic and unique your personal message will become.*

The main objective is to create your own message that is personal, authentic and unique to only you.

The more you can pull from your own life, the more vulnerable you are willing to become the easier it will be for you to deliver an intention and message with meaning to your clients that they can connect and relate to.

## **SONIC SIGNATURE**

***What if when your clients asked you what kind of music you play you responded with a feeling instead of a genre?***

### **WHAT'S YOUR SONIC SIGNATURE? AN EXERCISE**

- Write down your top 10 favorite songs (they don't even have to be songs you'd typically play in class)
  - What do you love about these songs?
  - What do you hear first when listening: Lyrics, Instruments or Beats?
  - When you listen, do you hear anything in common?
- Write down your 10 favorite artists
  - What do you love about these artists?
  - Do they have anything in common sonically or stylistically?
- If you could choose one song to be your theme song what would it be and why?
- If you could choose one artist to be your "Spirit Animal" who would it be and why?

Once you've completed this exercise the next step is to assign emotional and descriptive qualities to your musical taste. Break out a thesaurus if you have to.

## **VOCAL VARIETY**

**"The human voice allows us to literally Touch others from a distance; but the quality of that touching relies on the quality of our intention" ~ Tim Noonan**

**V - Vibrant**

**O - Open**

**I - Intentional**

**C - Conversational**

**E - Emotionally Expressive**

## WHAT IS THE QUALITY OF YOUR VOICE? AN EXERCISE

- How does your Persona naturally speak? (*Cadence, pattern, pitch, intention, etc...*)
- What is your baseline vocal quality: (*Strong, loud, brassy, base-y, high pitched, quiet, steady...*)
- What Characteristics Describe Your Vocal Quality: (*Are you sassy, daring, bold, flamboyant, bright, confident, mature, measured, warm, wise, funny...*)
- What other Vocal Qualities and Techniques Could you use to improve your current Vocal Quality:

## VISUAL BLUEPRINT

***Once you've decided how you'd like to transmit your Persona, make sure the outside matches the inside.***

## WHAT'S YOUR STYLE? AN EXERCISE

- What color palette best represents your persona?
- What brands or styles of athleticwear does your persona wear?
- Is there something uniquely recognizable about your appearance?
- How do you wear your hair when you teach?
- Do you have any signature elements or accessories?

## PHYSICALITY

***Your physicality includes the visual cues you provide for clients, body language, posture and gestures. The more refined your physicality becomes, the greater presence, authority and impact you can make on your clients.***

## HOW DO YOU MOVE? A BODY SCAN EXERCISE

### LOWER BODY

- How does your persona stand?
- How does your persona walk?
- Is your Persona a Jumper, Dancer, Glider, Pacer or something else?
- How does your Lower Body Move while performing Upper Body Exercises?

## UPPER BODY

- What is your Persona's Posture Like?
- What kind of gestures does your Persona make with their arms and hands?
- Where do you place your hands and arms while at rest?
- How does your Upper Body Move while doing Lower Body Exercises?
- What types of Visual Cues do you use with your Upper Body?

## HEAD/FACE

- How does your Persona animate their Face?
- Does your Persona have a signature Facial Expression?
- How often and for how long do you make eye contact with your clients?

DOES YOUR PERSONA HAVE ANY UNIQUE OR SIGNATURE PHYSICAL GESTURES?  
HOW DO YOU ENERGETICALLY SHOW UP IN THE ROOM?

WHAT KIND OF ANIMAL DO YOU MOVE LIKE?

IS THERE A PUBLIC FIGURE, FICTIONAL CHARACTER, FAMOUS PERFORMER THAT YOU'D LIKE TO EMULATE?

## **CREATE YOUR AVATAR**

Take a look at all your work. Start to put a picture together of who your persona is, what they look like, what they sound like, how they teach, engage and interact with clients.

Draw a picture, create a moodboard or vision board. Use images of your own superheroes, mentors and whatever inspires you.

Allow yourself time to develop and integrate. Practice and refine everyday. Experiment and take risks. Keep what works and leave the rest. Be patient. Everything you need is already within you - including the physical manifestation of your Persona - a refined and intentional presentation of the very best version of YOU that resonates with the people you are meant to serve.

## **WRITE A LOVE LETTER TO YOUR CLIENTS**

If You Could Write a Love-letter to Your Clients What You Would You Say? While the intention of this letter is for your clients, this letter is really for you! Simply writing this down and going back to it now and then will keep you connected to your message and your 'Why,' fill you up and support how you cue and motivate your clients and reignite your inspiration at times when you might be feeling a bit burnt out, frustrated or low on energy for your sessions and classes.

## WANT TO LEARN MORE?

*Listen to the Fitness Career Mastery Podcast - we've got almost 200 episodes to help you level up your career!*

We host workshops and masterclasses live and online for instructor teams of ANY modality as well as one-on-one coaching sessions to take this work to the next level. We take a deep dive into the following topics:

- Putting your Persona into Action
- Music-cology and creating an unforgettable concert-like experience for your classes
- Applying the science and spirit of Flow State to make your workouts totally addicting, sell out your classes and make an even deeper impact on your clients lives
- How to set Intentions for your classes and clients
- Advanced coaching and cueing techniques to level up your clients performance and optimal experience to get the best results
- And so much more!

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