
COURSE RESOURCE

CLIENT COMMUNICATION & MARKETING COPY KIT

Coach reference | Working With GLP-1 Clients: for Personal Trainers — adapt every line to your voice before publishing

This kit gives you ready-to-adapt copy for offering coaching to clients who are taking, or considering, GLP-1 medications. Every template is written to stay inside a trainer's lane: you coach training, general nutrition habits, and progress tracking. You do not diagnose, prescribe, or adjust medication. Fill in the bracketed fields, swap the voice to match yours, and delete anything that overpromises.

SCOPE OF PRACTICE

Your role is to coach exercise, general nutrition habits, and progress tracking for clients whose medication is managed by a licensed prescriber. You do not diagnose, prescribe, dose, or adjust GLP-1 medications, and you do not provide medical nutrition therapy for a disease. Your operating mantra is recognise, document, refer: notice what's outside your scope, write it down, and send the client back to their prescriber. All copy in this kit must preserve that boundary — never edit a template into a medical claim.

EVIDENCE NOTE

Keep all public claims directional and honest. Do not publish specific statistics, percentages, dosages, study names, or outcome numbers from this kit — none are provided here on purpose. Where a template references what training or protein 'can help with', keep it general. The course team will supply verified citations for any evidence you want to cite publicly; add those before you make a specific claim.

POSITIONING STATEMENT

Use this as your about-page paragraph, directory bio, or the anchor for a landing page. It sets expectations and screens out people looking for a prescriber.

"I help clients on GLP-1 medications keep their strength, protect their muscle, and build habits that last while their weight changes. I work alongside your prescriber — not in place of

them. My focus is your training, practical nutrition habits, and tracking your progress so the results you're paying for medically are results you keep. I don't manage medication or doses; that stays with your medical team. If something comes up that's outside coaching, I'll tell you and point you back to them."

SOCIAL POST TEMPLATES

WHY IT MATTERS

Rapid weight loss can come with loss of muscle alongside fat. That's the honest, coachable reason clients on these medications benefit from resistance training and adequate protein — and it's the angle to lead with, without promising a specific number.

- Educational post: "Losing weight on a GLP-1? Here's the part the prescription doesn't cover: keeping the muscle you already have. When weight drops fast, some of it can be muscle unless you train to keep it. That's the whole job of resistance training right now — not to add stress, but to protect what carries you through the day. [Call to action: comment 'STRONG' for my starter guide.]"
- Myth-buster post: "Myth: 'The medication does the work, so I don't need to lift.' Reality: the medication changes appetite and weight — it doesn't build or protect strength. That part is training. You can do both, and they work better together.
[CTA: DM me 'MUSCLE' to talk about it.]"
- Client-story post (only with written permission): "
[Client first name or 'a client'] came to me [X] weeks into their GLP-1 journey, worried about feeling weaker as the scale dropped. We kept it simple: two strength sessions a week, a protein target at each meal, and a check-in every Friday. No medication talk — that's their doctor's job. [Describe an honest, non-numeric win, e.g. 'she's carrying groceries up three flights without stopping.']"
- Soft-offer post: "I've opened a few spots for clients on GLP-1 medications who want to keep their strength through the changes. I coach the training, the nutrition habits, and the tracking — your prescriber keeps the medical side. If that's the support you've been missing, **[CTA: booking link in bio]**."

EMAIL ANNOUNCEMENT

Send to your existing list. Subject-line options: 'New: coaching for clients on GLP-1 medications' / 'Keeping your strength while the weight changes' / 'A note for anyone on a

GLP-1.'

Body: "Hi **[First name]**, I wanted to let you know about something new I'm offering. More of my clients are using GLP-1 medications, and I kept hearing the same worry: 'I'm losing weight, but am I losing strength too?' It's a fair question — fast weight loss can take muscle with it if nothing is there to protect it. So I've built coaching specifically for this. Here's what it is: structured strength training to protect your muscle, simple nutrition habits (starting with getting enough protein), and weekly tracking so we can see what's actually happening. Here's what it isn't: I don't prescribe, dose, or manage your medication. That stays with your doctor or prescriber, full stop. If anything comes up that's medical, I'll flag it and send you back to them. If you're on a GLP-1, or thinking about it, and you want to come out the other side strong, reply to this email or book a free consult here: **[link]**. — **[Your name]** "

FREQUENTLY ASKED QUESTIONS

Publish these on your booking page or send after an enquiry. They pre-answer the boundary questions and reduce awkward conversations later.

Question	Honest answer to adapt
Do you prescribe or manage the medication?	No. I don't prescribe, dose, or adjust any medication — that's your prescriber's job. I coach training, nutrition habits, and tracking.
Do I need to be on a GLP-1 to work with you?	No. This coaching suits people on a GLP-1, coming off one, or considering one who want to protect their strength. The medical decision stays with you and your doctor.
Will you tell my doctor what we're doing?	Only if you want me to. I keep simple notes on your training and habits, and I'm glad to share them with your medical team with your permission.
What if I feel unwell during a session?	We stop, I document it, and I refer you to your prescriber or doctor. I don't diagnose or treat — I recognise, record, and refer.
Can you tell me what to eat?	I coach general nutrition habits — like hitting a protein target and building balanced meals. I don't provide medical nutrition therapy for a disease; a registered dietitian or your doctor handles that.
What results can I expect?	I can't promise a number, and I'd be wary of anyone who does. What I focus on is keeping your strength and building habits you keep. Your medical results are between you and your prescriber.

CONSULT-BOOKING SCRIPT

Use this for a 15-minute free consult (phone, video, or in person). It's a guide, not a read-aloud. The goal is to qualify fit, set the boundary early, and book a first session — not to give advice.

- Open (30 sec): "Thanks for booking. This is just a quick chat to see if we're a good fit — no pressure. Tell me what made you reach out?"
- Listen and reflect (2-3 min): Let them talk. Reflect back the goal in their words: "So it sounds like the main thing is [keeping your strength / feeling less tired / not losing muscle]. Did I get that right?"
- Set the boundary early (1 min): "Before we go further, one important thing: I coach your training, your nutrition habits, and your tracking. I don't touch the medication side — no prescribing, no dosing, no changes. That stays with your doctor. Does that line up with what you're looking for?"
- Screen for referral (1 min): Ask, "Is your medication being managed by a doctor or prescriber right now?" and "Has anyone told you to hold off on exercise, or do you have anything going on I should know about?" If anything sounds medical, say: "That's one to check with your prescriber before we start — let's get their green light first." Document it.
- Describe the offer (2 min): "Here's how I'd work with you: [X] strength sessions a week to protect your muscle, a simple protein habit to start, and a weekly check-in so we can see progress. Nothing extreme — the point is to keep you strong through the changes."
- Handle the money question honestly: "It's [price] for [package]. I won't promise you a number on the scale — that's not mine to promise. What I'll commit to is showing up, coaching the strength and habits, and being straight with you about what's working."
- Close (1 min): "Want to book your first session? I've got [day/time] or [day/time]." If they hesitate: "No problem — I'll send you the FAQ and my booking link, and you can decide when you're ready."

CONSENT

Before publishing any client story, photo, or testimonial, get written, specific, revocable consent that names where it will appear (website, social, email) and confirms the client can withdraw it later. Keep the signed consent on file. When in doubt, anonymise or don't publish.

KEY SIGNAL

If a prospect's main ask is medical — dosing help, side-effect management, whether to start or stop the medication, or a diagnosis — that is your cue to refer, not to coach. Say so plainly, point them to their prescriber, and only take them on for the training and habits side once the medical side is handled by someone qualified.