
21-Day Fitness Challenge Kit

Turn followers into paying clients in 3 weeks

BRIXFIT

A free playbook by BrixFit

Built for online and hybrid fitness coaches

brixfit.app

21

DAYS TO LAUNCH

Introduction

A 21-day challenge is the fastest way to turn Instagram followers into coaching clients. It gives people a reason to join your world, shows them how you coach, and ends with a natural offer. This kit gives you the full system: setup, content plan, scripts, and tracking.

WHY IT WORKS

Why 21 Days Works

Three weeks is long enough to build a habit and short enough that people actually finish. Research on habit formation shows that consistent short streaks create momentum, and momentum is what converts a follower into a buyer. A 7-day challenge is too short to show results. A 30-day challenge loses half the people by week three. Twenty-one days hits the sweet spot: people feel a real change, and you get three full weeks of touchpoints with every participant.

Challenge Setup

- ☐ Pick one clear goal for the challenge (fat loss kickstart, strength basics, consistency reset — one promise, not five)
- ☐ Fix start and end dates (Monday start works best; announce 7 days before)
- ☐ Create your lead form: name, WhatsApp number, primary goal, biggest struggle (4 fields is enough)
- ☐ Add conditional logic to the form: if goal = fat loss, ask current weight; if goal = muscle, ask training experience
- ☐ Put the form link in your Instagram bio and save it as a story highlight called "Challenge"
- ☐ Decide how you will deliver the challenge: BrixFit client app (workouts + check-ins) or a simple daily post — pick one
- ☐ Set up your lead pipeline: New > Joined > Engaged > Hot > Booked Call > Client
- ☐ Write your offer now, before the challenge starts (what you will sell on Day 18-21, price, bonus, deadline)
- ☐ Prepare a simple tracking sheet: name, joined date, engagement score, call booked (yes/no)

TIP

Announce the challenge 7 days early with a countdown. "Doors close Sunday night" creates more signups than "join anytime."

THE FUNNEL

The Funnel Map

Every challenge follows the same funnel. Learn it once, reuse it forever.

The Challenge Funnel

Stage	What happens	Your action
Attract	Follower sees your challenge post	Post the announcement with a clear CTA
Capture	Follower comments "LINK"	Auto-reply + DM the form link
Qualify	They fill your lead form	Lead lands in your CRM pipeline instantly
Notify	You get pinged	WhatsApp lead notification to you — respond fast
Brief	BRIXO AI reads their answers	Read the AI brief before any call
Nurture	21 days of challenge content	Deliver daily; track engagement
Convert	Days 18-21 offer window	Pitch your coaching with a deadline
Close	Booking call	Use the discovery call script; sign them up

TIP

Speed wins. Reply to every new lead within 5 minutes. Leads contacted in under 5 minutes convert far better than leads contacted in an hour.

THE CONTENT PLAN

Day-by-Day Content Plan

Phase 1: Days 1-7 — Attract

Goal: maximum signups and strong starts. Energy is high; ride it.

- Day 1 — Kickoff post (Reel): "The 21-day challenge starts today — here's exactly what we're doing." CTA: Comment LINK to join.
- Day 2 — Rules carousel: How the challenge works, what they need, what they will get. CTA: Share this with a friend who needs it.
- Day 3 — Your story (Talking head): Why you are running this challenge. CTA: Comment LINK.
- Day 4 — Quick win (Reel): One simple workout or habit from the challenge. CTA: Save this.

- Day 5 — FAQ carousel: "Can beginners join? Do I need a gym? What if I miss a day?" CTA: Comment LINK — doors close soon.
- Day 6 — Social proof (Stories): Screenshot early signups and their goals (with permission). CTA: Last 48 hours to join.
- Day 7 — Doors close (Reel): "Signups close tonight." CTA: Comment LINK now.

Phase 2: Days 8-14 — Engage

Goal: keep participants active and deepen trust. This is where coaching quality shows.

- Day 8 — Check-in post: "Week 1 done — drop your biggest win below." Reply to every comment.
- Day 9 — Education carousel: The science behind the challenge method. CTA: Save for later.
- Day 10 — Behind the scenes: Show how you track a participant's progress in the app.
- Day 11 — Myth-busting Reel: One myth your ideal client believes. CTA: Share.
- Day 12 — Participant spotlight: Feature one engaged participant (permission first).
- Day 13 — Live Q&A: 20 minutes, answer challenge questions live. CTA: Bring a friend next round.
- Day 14 — Mid-point review: "Halfway there — here's what changes in week 3." Tease the offer coming.

Phase 3: Days 15-21 — Convert

Goal: turn engaged participants into paying clients. Be direct — they expect an offer.

- Day 15 — Results so far (Carousel): Wins and transformations from the group. CTA: Want results like this? Keep watching.
- Day 16 — The gap (Talking head): "The challenge ends in 5 days. Here's what happens after — and how to keep going with me."
- Day 17 — Offer announcement (Reel): Present your coaching offer clearly: what, for whom, price, bonus, deadline.
- Day 18 — Objection handling (Carousel): "I can't afford it / I don't have time / I'll do it alone" — answer all three.
- Day 19 — Scarcity (Stories): Spots taken, spots left. Real numbers only.
- Day 20 — Last call (Reel): "Doors close tomorrow night." CTA: Book your call — link in bio.
- Day 21 — Close + celebrate: Final results, winners announced, doors close. Thank everyone publicly.

TIP

Never pitch before Day 16. Pitching early kills trust; the challenge must feel like genuine value first, offer second.

DM SCRIPTS

Copy-Paste DM Scripts

Use these word for word. Replace the bracketed parts.

1. Comment reply (public): "You're in! Check your DMs — I just sent you the join link."

2. Link DM: "Hey [Name]! Here's your join link for the 21-day [challenge name]: [form link]. Takes 60 seconds — tell me your goal and biggest struggle so I can personalise your start. See you inside!"
3. Nudge (no form filled after 24h): "Hey [Name], noticed you didn't finish the signup — want me to hold your spot? The form takes a minute: [form link]."
4. Objection — "Is it free?": "The 21-day challenge is 100% free. If you love how I coach and want to continue after, I'll show you my coaching options in week 3 — zero pressure either way."
5. Close (Day 18-21, to engaged participants): "Hey [Name], you've been crushing the challenge — [specific win you noticed]. I'm opening 5 coaching spots for challengers who want to keep this momentum going. Want me to walk you through it on a quick 15-min call? [booking link]"

CAPTURE THE LEADS

Lead Capture Mechanics

Your form is the most important asset of the challenge. Keep it short but smart.

- Ask only 4-5 fields: name, WhatsApp number, primary goal, biggest struggle, training experience (dropdown)
- Use conditional logic: show follow-up questions based on their goal — fat loss sees different questions than muscle building
- Every submission must land in your CRM pipeline automatically with status "New"
- Turn on lead notifications so your phone pings the second someone joins
- Tag every challenge lead with the challenge name and month (e.g. "challenge-march") so you can measure conversion later

TIP

A 5-field form converts far better than a 12-field form. You can ask deeper questions on the booking call — the form's only job is to capture the lead.

THE CONVERSION

Converting Challengers to Clients

The offer window is Days 18-21. Here is the structure that works:

- The offer: Your standard coaching program, positioned as the "after the challenge" path. One clear package, one price.
- The deadline: Doors close on Day 21 at midnight. After that, the bonus expires.
- The bonus: Something exclusive to challengers — a free nutrition setup call, an extra week free, a habit-tracking template. Make it real, not inflated.
- The call: Every interested challenger gets a 15-minute booking call. Read their BRIXO AI lead brief before the call so you walk in knowing their goal, struggle, and engagement history.
- The follow-up: Anyone who doesn't book by Day 21 goes into your long-term nurture list — weekly value message, next challenge invite, no hard selling.

Offer Week

- ☐ Offer written and priced before the challenge starts
- ☐ Booking link tested and in bio by Day 16
- ☐ BRIXO AI briefs reviewed for every hot lead before their call
- ☐ Bonus defined and genuinely valuable
- ☐ Day 21 deadline communicated at least 3 times (Days 17, 19, 20)
- ☐ Non-converters tagged for nurture, not deleted

WORKSHEET

Results Tracking Worksheet

Fill this in weekly during the challenge. It tells you exactly what to repeat next time.

Total signups this week: _____

Form completion rate: _____

Most engaged participants (top 5): _____

Booking calls booked: _____

Calls completed: _____

New paying clients: _____

Conversion rate (clients ÷ signups): _____

Best-performing post (by signups): _____

What I will change next round: _____

ABOUT BRIxFIT

Start free on BrixFit

BrixFit is the all-in-one coaching-business platform for fitness coaches — lead CRM, coaching delivery, client progress, communication and AI assistance in one place.

START FREE — NO CREDIT CARD

- ✓ Lead CRM 100% free with unlimited leads (limited-time offer)
- ✓ Free plan: up to 3 active clients, no credit card
- ✓ Custom forms with conditional logic, Board / List / Grid lead views, n8n automation
- ✓ Workout + nutrition builders with 10M+ food database and 1500+ exercise library
- ✓ 5 BRI XO Lead Intel + 3 AI Health Insights free every month
- ✓ Free done-for-you migration from any platform. No lock-in.

Start free at brixfit.app

Or book a free walkthrough — we will set it up with you.