

---

# 50 Check-In Questions That Get Replies

Copy-paste questions organised by coaching goal

BRIXFIT

A free playbook by BrixFit

Built for online and hybrid fitness coaches

[brixfit.app](https://brixfit.app)

50

QUESTIONS INSIDE

## Introduction

Most check-ins get ignored because coaches ask the same three boring questions every week. Clients stop replying, and then they stop progressing. These 50 questions are organised by goal so you always ask the right thing at the right time. Copy, paste, done.

### THE PROBLEM

## Why Most Check-Ins Get Ignored

There are only three reasons a client stops replying to check-ins. Fix these and your reply rate jumps.

1. The questions never change. "How was your week? Rate 1-10." After week four, clients answer on autopilot — or not at all. Rotate your questions so every check-in feels fresh.
2. The questions are too vague. "How is your diet going?" gets "fine." Specific questions get real answers: "Which meal did you struggle with most this week?" gets a story you can coach on.
3. Nothing happens with the answers. If a client writes a detailed check-in and gets "great job, keep going," they learn their effort doesn't matter. Acknowledge one specific detail from every check-in before giving the next instruction.

#### TIP

Reply to every check-in within 24 hours. A check-in without a coach response is worse than no check-in at all — it teaches the client you don't read them.

### THE QUESTIONS • FAT LOSS

## Fat Loss — 10 Questions

- 1 Which meal this week was hardest to keep on plan, and what made it hard? — Ask when: weekly review, to find the real obstacle
- 2 How many days did you hit your step target? What got in the way on the missed days? — Ask when: client is stalling despite "eating clean"
- 3 Rate your hunger this week from 1-10. Was it physical hunger or habit? — Ask when: adjusting calories or meal timing
- 4 Did you eat out or attend any social event? How did you handle it? — Ask when: after weekends or festivals
- 5 What time did you stop eating each night this week? — Ask when: late-night snacking is suspected
- 6 Which workout felt easiest this week — and does that mean we increase intensity? — Ask when: progress photos show no change for 2+ weeks
- 7 How is your energy in the afternoons compared to last week? — Ask when: checking if the deficit is too aggressive
- 8 Did you weigh yourself as scheduled? If not, what stopped you? — Ask when: weigh-in compliance drops

- 9 What is one food you missed most this week? Let's plan it into next week. — Ask when: client sounds restricted or miserable
- 10 If this week was a grade (A-F) for consistency, what grade and why? — Ask when: monthly review, to get honest self-assessment

#### THE QUESTIONS • MUSCLE BUILDING

## Muscle Building — 10 Questions

- 11 Which lift improved most this week — weight, reps, or form? — Ask when: weekly training review
- 12 Are you hitting your protein target daily? Which meal is the weakest link? — Ask when: muscle gain is slower than expected
- 13 How is your sleep? Be honest — hours and quality. — Ask when: recovery seems poor or strength is flat
- 14 Which exercise do you dread most, and is it a programming issue or a mindset issue? — Ask when: client skips the same session repeatedly
- 15 Did you eat enough on training days vs rest days? Walk me through yesterday. — Ask when: client trains hard but doesn't grow
- 16 Any joint pain or niggles this week? Where exactly? — Ask when: every 2 weeks minimum, injury prevention
- 17 How long are your rest periods between sets — honestly? — Ask when: workouts take too long or intensity is low
- 18 What did you eat in the 2 hours before and after your hardest session? — Ask when: peri-workout nutrition needs fixing
- 19 Compare this week's top set to last month's. What do you notice? — Ask when: monthly review, to make progress visible
- 20 What is your biggest frustration with your physique right now? — Ask when: motivation dips, to reconnect with their why

#### THE QUESTIONS • ADHERENCE & CONSISTENCY

## Adherence & Consistency — 10 Questions

- 21 How many planned workouts did you complete out of how many scheduled? — Ask when: every weekly check-in, the core compliance metric
- 22 What is the ONE thing that would have made this week 10% better? — Ask when: client is overwhelmed, to find the smallest lever
- 23 Which habit from your plan did you nail, and which one slipped? — Ask when: tracking habits alongside training
- 24 Did you prep any food this week? What and how much? — Ask when: nutrition compliance is inconsistent

- 25 What got in the way — time, energy, motivation, or life happening? — Ask when: a bad week, to diagnose not judge
- 26 On a scale of 1-10, how realistic was this week's plan for your actual life? — Ask when: setting next week's plan, to calibrate load
- 27 What is your non-negotiable for next week — the one thing you WILL do? — Ask when: closing every check-in, to lock commitment
- 28 Did you log your workouts the same day or from memory later? — Ask when: data looks suspiciously perfect
- 29 Which day of the week is your danger zone, and what's the plan for it? — Ask when: patterns of missed days emerge
- 30 If you could remove one task from your plan, which one — and why? — Ask when: quarterly review, to simplify the program

#### THE QUESTIONS · MINDSET & MOTIVATION

## Mindset & Motivation — 10 Questions

- 31 Why did you start this journey? Say it in your own words today. — Ask when: motivation crashes, to reconnect with purpose
- 32 What would make you quit — and how do we make sure that doesn't happen? — Ask when: onboarding and every 90 days, prevention
- 33 Who in your life supports this, and who quietly doesn't? — Ask when: client self-sabotages around certain people
- 34 What does a "good week" look like to you — not to me, to you? — Ask when: expectations seem misaligned
- 35 When did you feel most proud of yourself this week? — Ask when: client only focuses on what's wrong
- 36 What are you telling yourself on the days you want to skip? — Ask when: digging into the real mental block
- 37 If your best friend had your exact week, what would you tell them? — Ask when: client is harsh on themselves
- 38 What has changed about you — not your body, YOU — since we started? — Ask when: monthly review, to surface non-scale victories
- 39 On a scale of 1-10, how much do you believe you'll reach your goal? What's missing? — Ask when: belief is the bottleneck, not effort
- 40 What are you afraid I'll think if you're honest about this week? — Ask when: you suspect the client is hiding struggles

#### THE QUESTIONS · LIFESTYLE & RECOVERY

## Lifestyle & Recovery — 10 Questions

- 41 What time did you sleep and wake up each day? Any pattern? — Ask when: recovery or fat loss stalls unexpectedly
- 42 How many hours of sitting vs moving on your workdays? — Ask when: desk-job clients with low daily activity
- 43 How is your digestion this week — honestly? — Ask when: changing nutrition plans or adding supplements
- 44 Stress level 1-10 this week? What's the main source? — Ask when: cortisol may be blocking progress
- 45 How much water did you actually drink daily? — Ask when: basics need checking before blaming the program
- 46 Any travel, illness, or big life events coming up we should plan around? — Ask when: start of each month, proactive planning
- 47 How do your weekends differ from weekdays — food, sleep, activity? — Ask when: weekday-perfect but no results
- 48 Are you taking anything new — supplements, medication, anything? — Ask when: sudden changes in energy, weight, or mood
- 49 When was the last full rest day you actually rested? — Ask when: client trains 6-7 days and progress flatlines
- 50 What is one lifestyle change — not training, not diet — that would help most right now? — Ask when: quarterly review, to think beyond the program

#### RUN IT IN BRIxFIT

## How to Run Them in BrixFit

Collecting great answers is only half the job. Here's the system that makes check-ins automatic.

- Build custom check-in forms for each goal: a fat-loss form asks questions 1-10 on rotation, a muscle form asks 11-20. Clients answer in the app in two minutes.
- Schedule forms daily or weekly per client. The client gets a reminder; you get notified when it's submitted.
- Turn on inactivity alerts: if a client goes quiet for your chosen number of days, you know immediately — before they drift away.
- Rotate 3-4 questions per check-in from the relevant category. Never send all 10 at once; that's a survey, not a check-in.
- Reply inside the app with one specific acknowledgement + one instruction. Keep it under 60 seconds of your time per client.

#### TIP

Build one check-in form template per goal (fat loss, muscle, general), then assign the right template to each client. Ten minutes of setup saves you hours every week.

# The Ghosting Protocol

When a client stops replying, don't panic and don't guilt-trip. Follow this sequence.

Day 1 — The nudge (in-app message): "Hey [Name], missed your check-in yesterday — everything okay? Just reply with one word: good / busy / struggling. I'm here."

Day 3 — The check-in (WhatsApp or message): "Hey [Name], haven't heard from you in 3 days. No judgment — life happens. Quick question: are we pausing, adjusting, or pushing through? Reply with one word and I'll handle the rest."

Day 7 — The call: Call them directly. Script: "Hey [Name], it's [you]. Just checking in properly because I haven't seen you this week. What's going on?" Listen first. Then offer two options: adjust the plan to fit their life, or pause cleanly with a restart date. Never let a client fade in silence — a clean pause keeps the door open; a ghosted ending closes it forever.

## Weekly Check-In System

- ☐ Correct question set assigned to each client by goal
- ☐ Check-in forms scheduled (daily or weekly per client)
- ☐ Reminders on so clients get prompted automatically
- ☐ Inactivity alerts on so silence never goes unnoticed
- ☐ Every submitted check-in replied to within 24 hours
- ☐ Ghosting protocol triggered at Day 1, 3, 7 without fail

## 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 BRIXO 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](https://brixfit.app)

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