
FREE COACHING OPERATIONS PLAYBOOK

Weekly Check-in System Pack

The exact questions, reply formula and review routine that keep online clients accountable.

A free playbook by BrixFit
brixfit.app

THE FOUNDATION

A check-in works only when all three parts reinforce each other

The form is not the system. The system is the questions, the rhythm and the response working together every week.

1

The questions

Short enough to finish in a few minutes. Specific enough to change what you coach next.

2

The rhythm

The same day and time every week, so completing and reviewing the check-in becomes a habit.

3

The response

A personal reply with at least one specific comment or change, so the client sees that their answers lead somewhere.

If one part is missing, completion drops

Clients stop filling in forms that feel like homework, arrive at random times, or disappear into silence. Reliability is part of the coaching experience.

Client promise

"This takes three to five minutes, and I will use your answers to coach you better this week."

Coach promise

"I review every submission in one fixed block and reply within 24 hours."

CADENCE RULES

Use weekly check-ins until consistency is real

Cadence should match the amount of attention the client needs, not the coach's convenience.

Weeks 1-12**Weekly by default**

Habits are forming, you are still learning how the client responds, and small problems are easiest to fix early.

Stable phase**Fortnightly can work**

Move to every two weeks only when adherence is steady, progress is clear, and both coach and client prefer it.

At first struggle**Return to weekly immediately**

Falling adherence, stalled progress, low energy, or a stressful period is a signal to tighten the loop.

Optional daily**Keep it to two or three taps**

Use quick signals such as steps, water and training completed. Anything longer becomes another chore.

Simple decision rule

When progress is predictable, cadence can loosen. When life becomes unpredictable, attention should increase.

COPY-READY TEMPLATE

Weekly check-in - [Your coaching name]

04

Paste this into your form tool. Keep the wording and scale consistent so week-to-week trends remain comparable.

1. Average bodyweight this week (kg) _____

2. Nutrition adherence, 1-5 _____

1 2 3 4 5

3. Workouts completed, 1-5 _____

1 2 3 4 5

4. Sleep quality, 1-5 _____

5. Energy levels, 1-5 _____

6. Biggest win this week _____

7. What did you struggle with? _____

8. Anything you want me to know or adjust? *(optional)* _____

Every four weeks, add evidence

Progress photos - front, side and back - plus body measurements. Use the same pose, lighting, distance and time of day where possible.

COACH REVIEW ROUTINE

Review each client in five to ten focused minutes

05

Choose one fixed review block each week. Consistency removes decision fatigue and keeps response times tight.

1

Read open-text answers first

The story behind the numbers changes how you interpret them: travel, work pressure, illness, injury or a family event.

2

Compare the trend, not one week

Review bodyweight, adherence, sleep and energy against the previous three or four check-ins.

3

Decide one action

Choose one plan tweak, one focus for the week, or a deliberate “keep going.” More changes are not automatically better coaching.

4

Write the reply

Keep it short, personal and specific. Make it obvious that you read the client's answers.

Your review block

Day: _____

Time: _____

Your service standard

Reply within 24 hours. Track your average review time for a few weeks so you know how many clients you can support well.

THE REPLY FORMULA

Make every reply specific enough to matter

A - Acknowledge

Name something specific from their week.

I - Interpret

Explain the trend in one clear sentence.

A - Adjust

Give one concrete change or focus for next week.

E - Encourage

End with a forward-looking line.

Worked example

"Great work getting all four sessions in despite the late office nights, [Name]. Your weight trend is down about half a kilo over two weeks, which is exactly where we want it. This week, let us move your last meal a little earlier so it does not clash with late workouts. Keep the momentum - next check-in we will add a fifth training day if energy stays good."

Never send this by itself

"Great job, keep it up!" A client notices when a reply could have been sent to anyone. If your message has no detail from their check-in, rewrite it.

RE-ENGAGEMENT

When a client goes quiet, lower the barrier to returning

Missed check-ins are an early warning sign. Escalate gently, never shame, and make the next action smaller.

Same or next day

Light nudge

"No pressure - how did the week go?"

One missed week

Personal message + simplify

"Hey [Name], I noticed we missed this week's check-in. What got in the way? If the full plan feels heavy right now, we can simplify it for the next seven days and rebuild from there."

Two missed weeks

Suggest a short reset call

"Let's take ten minutes to reset the plan around what life looks like right now. Pick a time that works and we will make the next week realistic."

Busy-week light version

1. What went well? 2. What got in the way? 3. What is the one thing you can commit to next week?

EXCLUSIVE REPLY BANK - PART 1

Use the formula without sounding like a template

08

Fill the blanks, then read the reply once in your own voice before sending.

1. A GREAT WEEK

"You handled [specific challenge] really well and still completed [specific win]. Across the last [2-4] check-ins, [positive trend] is moving in the right direction. This week, keep [one behaviour] exactly the same. Strong work - next week we will decide whether it is time to progress [training/nutrition target]."

2. STALLED WEIGHT

"I can see you stayed consistent with [specific adherence win], even though the scale did not move this week. One flat week is not a plateau; the [3-4 week] trend shows [trend]. For the next seven days, change only [one measurable action]. Keep the rest steady so we can see what actually makes the difference."

3. DROPPING ADHERENCE

"Thanks for being honest about [specific struggle]. Your results have slowed because [observable pattern], not because the whole plan has failed. This week, reduce the target to [simpler action]. Nail that first - consistency beats trying to rescue everything at once."

Personalisation check: Does the reply contain one detail only this client would recognise? If not, add one before sending.

EXCLUSIVE REPLY BANK - PART 2

Coach recovery and missed sessions with one clear next step

4. LOW ENERGY OR POOR SLEEP

"You still managed [specific win] while energy and sleep were both lower, which matters. The last [number] check-ins show [sleep/energy pattern], so recovery needs attention before we push harder. This week, [reduce volume / move session / set bedtime action]. That gives us a better base to build from next check-in."

5. MISSED WORKOUTS

"I understand [specific schedule issue] disrupted the week. Missing [number] sessions tells us the current setup did not fit your calendar, not that you failed. This week, book [number] shorter sessions on [days/times]. Get those done first, and we will rebuild volume once the routine is stable."

Three-question light reply prompt

Acknowledge: "I hear that [what got in the way] made this week harder."

Adjust: "Let us make [one small action] the only non-negotiable."

Encourage: "Send me a quick [signal] when it is done, and we will build from there."

Keep the boundary: one reply, one adjustment, one next checkpoint. Do not turn a weekly check-in into a full plan rewrite unless the evidence calls for it.

COMMON MISTAKES

Five ways coaches accidentally make check-ins feel pointless

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**Too many questions**

Fifteen questions feel like homework. Keep only what you will act on.

**Changing questions every week**

You lose the ability to compare trends. Keep the core form stable and add context only when needed.

**Replying days later**

The feedback loop goes cold. Reply within 24 hours whenever possible.

**Collecting data you never use**

If a metric never changes your coaching, stop asking for it.

**Running check-ins inside chat threads**

Answers get buried and become hard to compare. Use a structured form that stores every check-in against the client.

The quality test

Can you explain why every question is there, compare its answer over time, and name the action it may trigger? If not, remove it.

RUN IT IN ONE PLACE

Run check-ins on autopilot in BrixFit

Keep the system personal while removing the manual admin around forms, reminders and scattered client history.

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1

Build your own forms

Create custom daily or weekly check-ins with your questions, scales and photo uploads.

2

Clients complete them in the BrixFit app

The check-in stays inside the coaching experience instead of getting buried in a chat thread.

3

See answers and trends per client

Keep past responses against the client's profile so you can compare the last three or four check-ins.

4

Get activity alerts

Know when a check-in lands or when a client has been inactive for a set number of days.

5

Keep progress evidence together

Progress photos, measurements and graphs support monthly reviews and renewal conversations.

Technology should organize the loop, not replace the coach. Your personal interpretation and adjustment remain the most valuable part.

YOUR NEXT MOVE

Start with one form, one fixed review block and one personal reply every week.

When you are ready to centralize check-ins, client trends, progress photos, measurements and alerts, explore BrixFit.

[Start free - brixfit.app](https://brixfit.app)[Explore features](#)

Book a walkthrough to see how the workflow fits your coaching setup.

REFERENCES

Primary guide: brixfit.app/blog/fitness-client-check-in-system-template

Product features: brixfit.app/features