



Milton

MILTON COACH PLAYBOOK

FOR GYM OWNERS & COACHES

Nutrition Pricing & Accountability Guide

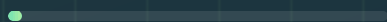


Charge for your time, not the app. Three ways to sell nutrition coaching to the members you already have, from a \$39 add-on to a \$350 high-touch program.

LOW TOUCH

\$39

a month

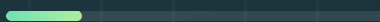


Milton runs it. You review once a month.

MID TOUCH

\$79 to \$149

a month

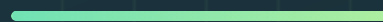


You check in every week.

HIGH TOUCH

\$250 to \$350

a month



You're in it with them every day.

01 PRICE BY HUMAN TIME 02 THE LADDER 03 SET YOUR PRICE 04 HOW JOHNNY SELLS IT
05 NAME THE PRICE 06 RUN IT 07 LAUNCH

Built from a real kickoff call by **Johnny Olsen**, Milton's Chief Coach Officer.

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01 • THE RULE

Price by human time.

Milton does the tracking at every price. What your members actually pay for is you. So the price moves with one thing: how much of your time each member gets.

MILTON'S PART • THE SAME AT EVERY TIER

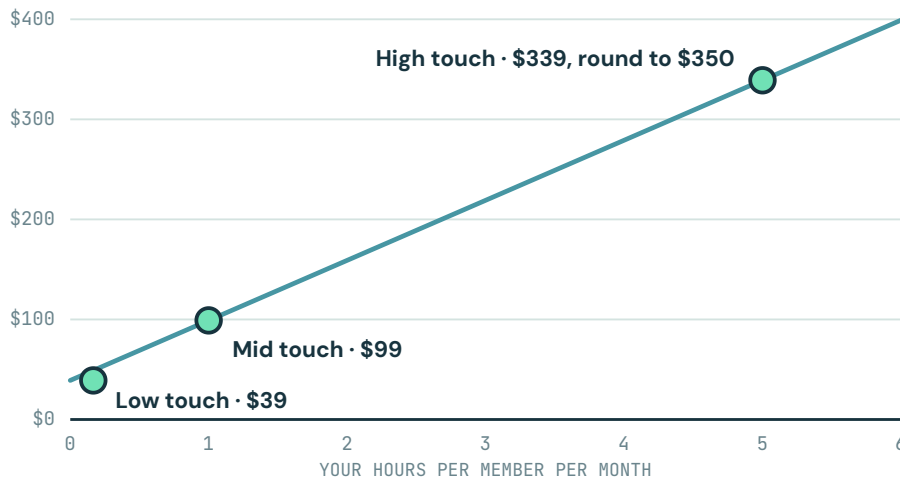
The daily work

- Logging by photo, text or both, in under five minutes a day
- Recipes and meal ideas whenever they ask
- A scoreboard with calories, protein, carbs and their history
- Automated check-ins
- Answers for you, like "Is Peggy doing what she's supposed to do?"

YOUR PART • THIS SETS THE PRICE

The human time

- How often you look at their meals
- How often you check in, and how personal it is
- Whether you meet: monthly, weekly or not at all
- The targets you set and adjust, your way



Same app. Same AI. Different price.

A \$39 member and a \$350 member log meals the same way. The \$350 member gets you every day. That's the whole difference, and it's the honest way to price.

Example at \$60 an hour of your time. Plug in your own rate on page 4.

"I'm going to handle you personally myself. I'm not giving you off to any of my staff."

Johnny O to his member Peggy. That sentence is the high-touch tier, and members will pay for it.

02 • THE LADDER

Three tiers, one rule.

Build all three. In any one conversation, offer two and recommend one. The names are suggestions, and times are per member, per month.

LOW TOUCH

Nutrition Add-on

\$39

a month

Your time: about 10 minutes

WHAT THEY GET

- The Milton app for logging, recipes and meal ideas
- Automated check-ins from Milton
- A monthly progress report from you

YOUR RHYTHM

- **Daily:** nothing. Milton handles it.
- **Weekly:** nothing required.
- **Monthly:** ask Milton for their 30-day summary, add one personal line, send it.

Best for: every member, as an easy add-on to their membership.

MID TOUCH

Nutrition Accountability

\$79 to \$149

a month

Your time: about 1 hour

WHAT THEY GET

- Everything in the Add-on
- A weekly check-in from you, by name
- A 20-minute progress review every month

YOUR RHYTHM

- **Daily:** Milton handles it.
- **Weekly:** review their week and send one check-in.
- **Monthly:** the progress review, in person or on a call. Recheck their scan if you have one.

Best for: members who are working hard and not seeing results.

HIGH TOUCH

1:1 Nutrition Coaching

\$250 to \$350

a month

Your time: about 5 hours

WHAT THEY GET

- Everything in Accountability
- Daily log reviews and check-ins from you
- A weekly report and a weekly call or meeting

YOUR RHYTHM

- **Daily:** review their log and check in, or answer their "what did you think of yesterday?" text.
- **Weekly:** a short written report and a 20 to 30 minute call or meeting.
- **Monthly:** progress review, scan recheck, adjust their targets.

Best for: members with a big goal and a date, who want you in their corner every day.

Move up from the report

Every monthly report is an opening: "Want me checking in every week?" Low-touch members are your best leads for the next tier.

Move down instead of discounting

When the price is the objection, offer the tier below. A no on \$149 becomes a yes on \$39, and your prices stay intact.

03 • SET YOUR PRICE

Start at \$39. Add your time.

\$39 is the base: the app and the AI do the daily work, and you send one report a month. Every hour of your time on top of that is billed at your rate.

$$\text{\$39} + \text{your hours per member per month} \times \text{your hourly rate} = \text{your price}$$

Then round to a clean number. Count every minute you spend on that member: reviewing logs, writing check-ins, reports and meetings.

WORKED EXAMPLE AT \$60 AN HOUR

TIER	YOUR TIME	MATH	PRICE
Low touch	about 10 min	base, report included	\$39
Mid touch	about 1 hour	$\$39 + (1 \times \$60)$	\$99
High touch	about 5 hours	$\$39 + (5 \times \$60) = \$339$	\$350

High touch rounds \$339 up to a clean \$350.

Your numbers

Hours are per member, per month.

Your hourly rate

Mid touch: $\$39 +$
(hours $\times$ rate)

High touch: $\$39 +$
(hours $\times$ rate)

The math, three ways

Illustrative, not a promise. Your price depends on your market and how much coaching you include.

MIX	MEMBERS	PER MONTH	YOUR TIME	PER HOUR OF YOUR TIME
All low touch	50 at \$39	\$1,950	about 8 hours	about \$234
A mix	30 at \$39, 10 at \$99, 4 at \$350	\$3,560	about 35 hours	about \$102
All high touch	8 at \$350	\$2,800	about 40 hours	about \$70

Low touch scales

It pays the most per hour because Milton does nearly all of the work.

High touch pays per member

It's your most valuable offer, and it fills your calendar fast.

Most gyms want both

Start everyone low. Move up the members who want more of you.

04 • HOW JOHNNY SELLS IT

Sell the result first.

Johnny O never opens with the app or the price. He opens with the member. These lines are from his real kickoff call with his member Peggy, lightly trimmed.

01 Start with their effort

"Peggy, I've seen you leave after classes 100 times. You really leave it here, and it shows."

Make it specific: the class they never miss, the lift they just hit.

02 Name the one gap

"Your strength training is good, your cardio is good, your endurance is good. But what we don't know is, how is the nutrition?"

Have a scan? Use it as the baseline. Johnny's lesson from Peggy's last scan: a year apart is too far.

03 Protect their effort

"When we commit and we work hard, but we're not getting the results, **it's easier to quit**. And we don't want that."

This is the line that matters. Tracking protects the work they've already put in.

04 Make the ask small

"It's not that big of a commitment, Peggy. At the end of the day, your entire day should be under five minutes."

Peggy started at one meal a day. Johnny asked for every meal by Saturday.

05 Make it personal, both ways

"You're gonna also have the ability to keep me accountable, because you can say to me every morning, **what did you think about yesterday?**"

The more personal you make it, the higher the tier. Then follow through.

Close with a date. Johnny laid out the next steps before the call ended: every meal by Saturday, and a follow-up session by Tuesday. Peggy's reply:

"I can commit to logging all my meals."

05 • NAME THE PRICE

Offer two. Recommend one.

Once they've told you why it matters, say the price. Two options turn a yes-or-no into a choice about how they want to work with you.

SAY IT LIKE THIS

"There are two ways we can do this. I can have Milton track everything, and I'll go over a full report with you once a month. That's \$39 a month.

Or I can handle you personally. I look at your meals every day, I check in with you, and we sit down every week. That's your price a month.

Based on what you told me, I'd go with your pick. Which one feels right?"

Never tracked before?

Offer the Add-on and Accountability. The weekly check-in is what keeps a first-timer going.

Big goal and a date?

Offer Accountability and 1:1 Coaching. People on a deadline want you every day.

THEY SAY	YOU SAY
"Is this a meal plan?"	"No. You keep eating what you eat and log it. I watch the patterns and coach you on what to change."
"That's more than I want to spend."	"Then let's start with the \$39 plan for a month. If you want more of me after that, we'll move you up." Go down a tier. Don't discount.
"I'm not a tech person."	"We'll set it up together right now. It's one button and a photo." Peggy called herself a little electronically challenged. She was set up before the call ended.
"I already eat pretty well."	"Great. Then logging will prove it, and we'll know it's not nutrition holding you back."
"How long do I have to do this?"	"Give me 30 days. Then we'll look at your results together and decide." Johnny's ask: be on Milton strongly for a month.
"\$350 is a lot."	"It's about \$12 a day to have me in your corner every day. Or we start with weekly check-ins."

06 • RUN THE ACCOUNTABILITY

Your rhythm, by tier.

Deliver exactly what each tier promises, no more. Doing more than they pay for is how coaches burn out on nutrition.

	LOW TOUCH • \$39	MID TOUCH • \$79 TO \$149	HIGH TOUCH • \$250 TO \$350
EVERY DAY	Milton handles it.	Milton handles it.	Review their log. Send a short check-in, or answer their morning text.
EVERY WEEK	Nothing required. A group call is optional.	Review their week. Send one check-in, by name.	A short written report, plus a 20 to 30 minute call or meeting.
EVERY MONTH	Ask Milton for their 30-day summary. Add one line. Send it.	20-minute progress review. Recheck their scan if you have one.	Progress review, scan recheck, adjust their targets.
YOUR TIME	about 10 min	about 1 hour	about 5 hours

Shaded cells are your time. Time is per member, per month.

ASK MILTON, FROM YOUR COACHING PORTAL

- Who logged yesterday and who didn't?
- Is Peggy doing what she's supposed to do?
- How have Peggy's meals been over the last 30 days?

Ask the first one every morning of a member's first week. It takes a minute, and it's how you catch people before they drift. Reply to their first logged meal the same day.

MESSAGES YOU CAN SEND

DAILY • HIGH TOUCH

Saw every meal yesterday. Nice work. Breakfast was light, so let's get a real one in tomorrow.

WEEKLY • MID TOUCH

Your week: 6 of 7 days logged. Weekdays are dialed. Saturday is where it slips, so that's our one goal this week.

MONTHLY • LOW TOUCH

Your 30-day report is in. Biggest win: you logged 24 days. One thing to work on: weekend dinners. Want me checking in every week?

07 • LAUNCH

Start with ten members who trust you.

You don't need a campaign. You need your prices written down, your first member logging, and ten conversations.

TARGETS ARE YOUR CALL

No one-size macro split

You set targets the way you coach, the same way you set their program:

- Set them yourself in your coaching portal
- Let Milton suggest a starting point, then adjust
- Dial them in from a body scan and recheck in 30 days

Keep it coaching. If a member has a medical condition, work alongside their doctor or a registered dietitian.

OPTIONAL, ANY TIER

One call, every member

A 30-minute weekly group call adds value at every tier without adding time per member. Record it and share the replay.

- 0:00 One practical topic, about 10 minutes
- 0:10 A member shares a win
- 0:12 Answer questions they sent in ahead
- 0:27 One focus for the coming week

BEFORE YOU LAUNCH

- ☐ Be your own first client: log your meals for a few days
- ☐ Set your hourly rate and write down your three prices
- ☐ Pick the two tiers you'll lead with
- ☐ List 10 members who already trust you

FIRST 30 DAYS

- ☐ Run a 15-minute kickoff call with your first member: the five steps on page 5, then set up the app together
- ☐ Reply to their first logged meal the same day
- ☐ Every morning of week one, ask Milton who logged
- ☐ Make the offer to your 10 members
- ☐ Put a 30-day review or scan recheck on the calendar for each one

EVERY MONTH AFTER

- ☐ Send every monthly report and ask who wants more of you
- ☐ Bring up nutrition at every new member intake
- ☐ Track members by tier and your monthly nutrition revenue



Charge for your time.
Let Milton do the rest.

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