

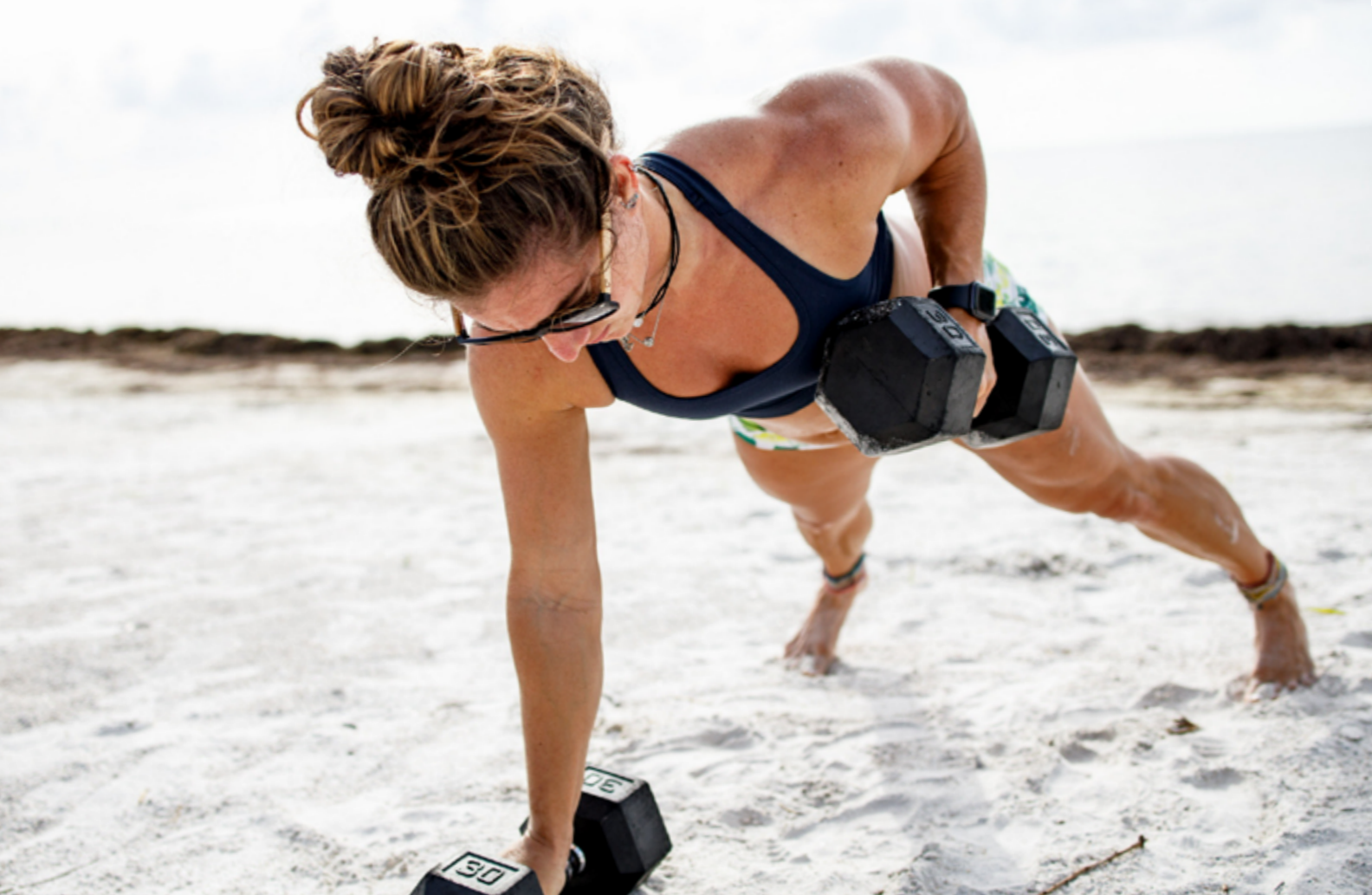


CASE STUDY

# Allison McKail

How this remote coaching business owner was able to scale her business with TrueCoach Payments.

[Allison McKail](#) owns a remote coaching business that helps clients reach their maximum physical potential through a combination of ongoing video calls, individualized fitness plans, and nutritional support. As her business grew, she found herself struggling to receive client payments on-time. She also found herself frustrated with the lack of both automation and workout creation capabilities. McKail had explored a number of solutions, including Wodify, Square, Pike13, and even a combination of Microsoft Excel, WordPress, and PayPal. McKail heard about [TrueCoach](#) while using it as a client, and immediately found a robust solution for her organizational and payment needs.



## THE PROBLEM

Some of McKail's issues with the previous solutions she had tested included:

- She didn't have an automated invoicing system in place, so she **never knew when she would get paid.**
- There wasn't an easy way to track **who had paid on time.**
- She had to **follow up with clients for payments, a process she found counterproductive** to the service she was trying to offer.
- There wasn't a **simple method to customize client workouts**, without having to rewrite from scratch each time.
- She had no easy way to **track client progress** to help them see that her training programs were working.

## THE SOLUTION

McKail's client list was growing, and she knew she needed a better way to both invoice and build workouts. Once she explored TrueCoach's capabilities, she discovered:

- A user-friendly way to set up **automated invoices** via TrueCoach Payments.
- A **client management** system that allowed her to easily communicate, deliver workout plans, and track progress.
- Notifications of clients who were late on payments or needed to update their cards, so **payments would always be on-time.**
- **Progress and compliance tracking**, to help clients review their metrics and see how far they've come.

**With TrueCoach Payments, everything is just taken care of. I don't have to remind or email my clients for their monthly payments. Now, I can actually focus on the thing that I'm here to do, which is to help my clients.**

-Allison McKail, Remote Coaching



## THE RESULTS

TrueCoach helped McKail get her payments back on track. She was able to spend less time chasing down delinquent customers, and more time doing what she loves: helping her clients reach their goals. She found:

- An **easier onboarding and billing process**, with payments received and cleared before sending intake forms and a link to book the first call.
- The ease of TrueCoach Payments allowed her to **build a pricing structure that grew** as her business began to flourish.
- **Peace of mind**, from not having to feel like she needed to constantly talk to her clientele about money, or worry about who had or hadn't paid her yet.
- **Time saved per week: 12 hours** by using TrueCoach's workout builder and video exercise library. She no longer had to rewrite every workout for each client, or search YouTube for different exercise videos.
- **Increased trust with clientele**, due to the ability to review their progress and easily show them the goals they had accomplished.





## THE CONCLUSION

Running an online fitness platform comes with a unique set of challenges. One of the biggest is establishing trust and a rapport with your clientele. Making a sale can be hard enough if you know your customer well, let alone if you've never even met in person. TrueCoach Payments help automate the billing process, allowing you to focus on your clients without having to worry about sending invoices. TrueCoach's progress and compliance trackers enable your clients to see a clear snapshot of their progress, so they can see how far they've come under your training.