



SALES PAGE FRAMEWORK

FROM CHAOS TO CONFIDENCE
Strategic Coaching for Programs and Athletes
that Want More

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Prepared by LML Solutions 7/16/2025

SALES PAGE COPY

TEAMS THAT WIN COPY & STRATEGY

For Gym Owners + Program Directors

Headline:

Win on the Mat – and OFF it.

Custom routines, high-impact camps, and athlete-centered clinics designed to grow your team's performance *and* confidence.

Connect:

Your team has potential—tons of it.

But between recycled routines, inconsistent instruction, and burnout creeping in... you're stuck doing the same things, expecting different results.

You know your athletes are capable of more.

They just need the *right* structure, the *right* energy, and the *right* coaching.

“These kids deserve more than recycled routines.”

“We're doing okay—but I know we could be doing more.”

That's where JL Consulting steps in.

Contrast:

Let's paint the picture:

WITHOUT support:

- Overworked coaches trying to choreograph after practice
- Athletes bored or unsure of their role
- Routines that look like everyone else's

WITH JL Consulting:

- Original, skill-leveled choreography that celebrates your team's strengths
- Confidence-building camps that *connect* and *condition*
- High-energy, safety-centered clinics that help your team *grow*—fast

This isn't one-size-fits-all.

It's structure, soul, and support—customized for your team.

Superlative Statement:

“Custom choreography and clinics are the fastest way to energize your athletes, increase retention, and raise your performance ceiling.”

Service Menu Snapshot:

Choreography

- All-Star + School Team Routines
- Pep Rally, Game Day, Halftime Performances
- Clean & Creative with Progression in Mind

Confidence Camps

- Team-Building + Mental Toughness
- Skills Progression with Encouragement-First Coaching
- Pre-Season, Mid-Year, or Custom-Scheduled

Skill Clinics

- Tumbling, Acro, and Jumps
- Technique-Focused and Safety-Aligned
- Instructor-to-Athlete Ratios that Work

Social Proof Prompt:

“We brought in JL Consulting for a camp—our kids left more connected, more confident, and more committed. The energy carried through the whole season.”

– Director, Regional All-Star Program

Call to Action:

Want routines your athletes are proud of—and judges can’t ignore?

Book your choreography call or request a custom clinic date below.

Let’s build something your team will never forget.

[Book a Discovery Call]

[Request a Custom Quote]

[Download the Choreography & Camp Packet]

Conversion Layer:

Turn Performance into Progress—Without Burning Out Your Staff.

1. Limited Calendar Urgency (Ethical Scarcity)

“We only take on a limited number of custom choreo + camp clients per season.”

Spots fill quickly—especially for summer and comp prep windows.

- Builds urgency while staying in integrity
- Positions JL as in-demand (because you are!)

CTA Button:

[Request Your Date Before We Fill Up]

[Download the Choreography & Camp Packet]

2. Booking Bonus (High-Value Add)

Book your custom choreography package or full-day camp and receive:

- A **Routine Clean-Up Checklist** or *Bonus Clean-Up Session*
- Access to our **Parent Communication Template Kit** for performance season
- A surprise **Athlete Mindset Drill Pack** (perfect for warm-ups or team talks)

This adds irresistible value boost—especially when directors are comparing services.

3. “Buy Back Your Time” Hook

What if this season’s choreography didn’t take your evenings and sanity?

Let our team build a routine that *feels like your athletes*—and frees up your calendar to lead.

Combines emotional relief (less stress) and logical reward (more progress)

4. Done-for-You = Done with Stress

Clarify what “done-for-you” really means:

- We manage music cuts
- We block + choreograph for YOUR level + strengths
- We leave you with detailed notes + video for coaching reinforcement

“This isn’t just a service. It’s a season-changing solution.”

5. Micro-Testimonial Stack

Place these just before the CTA:

“The routine was spot-on. Creative. Clean. Our judges raved—and the parents were in tears.”

“We’ve never had a clinic with that much energy and clarity. Game-changer for our mid-season slump.”

“Our camp wasn’t just fun—it gave us our theme, our vision, and a connection we’d been missing.”

6. CTA Section with Dual Path

Give two clear paths based on readiness:

1. **Ready to Book?** →
[📅 Claim Your Date Now]
2. **Need to Talk First?** →
[📞 Schedule a Quick Planning Call]

This removes resistance and invites action no matter their timeline or confidence level.

COACHES WHO LEAD COPY & STRATEGY

For Gym Owners + Coaches

Headline:

From Surviving Practice to Leading with Purpose

Give your coaches the training, systems, and support to lead with clarity, connection, and confidence.

Connect:

Your staff shows up.

They care about the kids. They want to grow.

But they're drowning in decisions, unclear expectations, and constant communication breakdowns.

"I feel like I'm wearing 12 hats."

"Our communication is a mess."

"I just want my team to feel supported."

The truth?

Most coaches never get trained to *lead*—just to *coach*.

And the two are *not* the same.

Contrast:

Without the right support, even the most passionate coaches hit a wall.

They burn out, check out, or simply tap out.

But with the right framework?

They stop surviving and start leading.

WITHOUT support:

- Inconsistent class flow
- Miscommunication with parents + athletes
- "Just winging it" every week

WITH JL Consulting:

- Clear staff roles + systems that actually work
- Training that builds connection, confidence, and consistency
- Communication plans that stop the chaos and set your team up to *win*

Superlative Statement:

Training your coaches to lead—not just coach—is the most effective way to strengthen your program from the inside out.

Offer Menu: Coaches Who Lead

Staff Training + Communication Planning

→ Define roles, streamline expectations, and improve retention

→ Equip staff to lead with consistency—not guesswork

→ Includes communication templates and boundary tools

Organizational Systems + Class Structure

- Class rotation flow that supports athlete development
- Systems for onboarding, attendance, athlete progress, and staff feedback
- From 'winging it' to walking in prepared—every single week

Coach Mentorship + 1:1 Support

- For head coaches and leads who want to level up without burning out
- Practical tools and mindset shifts for stronger athlete connection
- Designed to support—not replace—your current team

Social Proof Prompt:

“After Jael worked with our staff, everything changed. We had systems, a shared vision, and a team that actually felt like a team.”

– Coach Carla, Small Gym Director

Call to Action:

Empower your coaches to lead with purpose—and build a program that lasts.

Book a staff training call or request your custom support package below.

[ Schedule a Training Consult]

[ Request a Staff Support Quote]

Conversion Layer:

Here’s how we boost conversions while staying grounded in JL Consulting’s heart-centered, strategic brand:

1. Optional Starter Package (Low Barrier Entry Point)

Not sure where to start?

Try the **Starter Staff Systems Session**—a one-hour intensive to audit your current systems, map role clarity, and outline quick wins.

- Affordable first step for new gyms or budget-conscious programs
- Creates momentum, builds trust, and sets up larger engagements
- Can be positioned as a tripwire or quick-win offer

CTA Button:

[Book a Starter Systems Session]

2. Before/After Snapshot Framework

Show tangible ROI and transformation with a **side-by-side visual or short story:**

Before JL Consulting:

- Staff confused about responsibilities
- Class time wasted on transitions + corrections
- Friction between coaches and parents

After Coaching Support:

- Clear expectations = more confident coaches
- Flowing classes = more progress, fewer meltdowns
- Unified team = better athlete + parent retention

This helps them imagine the transformation—and act faster.

3. Social Proof Stack

Short 1–2 line **coach or owner testimonials** stacked midway or near the call-to-action:

“I finally feel like a leader—not just a babysitter.”
 “Our new class flow gave us 3 extra hours back per week.”
 “Parent complaints dropped—and coach morale soared.”

4. Bundle Bonus or Value Add

Encourage full-program engagement by adding a bonus if they book a full support package:

Book your full 'Coaches Who Lead' system and get:

- A customized staff communication calendar
- A 30-min bonus check-in session
- Access to 2 athlete confidence-building exercises to share with your team

CTA Button:

[Reserve Full Package + Bonus Access]

5. Timed Urgency Layer

Use a non-hype, integrity-aligned reason for *now*:

“We only onboard 2 new staff support clients per month to keep quality high. Reserve your slot before the calendar fills.”

ATHLETES WHO GROW COPY & STRATEGY

SALES PAGE COPY: ATHLETES WHO GROW

For Parents + Athletes

Headline:

More Than Skills. Unshakable Confidence.

Help your athlete grow in strength, confidence, and connection—on and off the mat.

Connect:

You're not just signing up your child for a class.

You're trusting someone to shape their mindset, their confidence, their identity.

And that's not something you take lightly.

“These kids deserve more than recycled routines.”

“I just want my child to feel confident and supported.”

Our confidence-building clinics and workshops aren't just about performance.

They're about helping your athlete become someone who believes in themselves—every step of the way.

Contrast:

WITHOUT → Nervous tears before routines. Anxiety around new skills. Confidence that crumbles with one correction.

WITH → Encouraging instruction. Safe progressions. A belief that they belong—no matter what.

Superlative Statement:

Confidence is the most powerful skill your athlete can learn—and we teach it on purpose.

Social Proof Prompt:

“My daughter went from hiding in the back to leading the warm-up. I've never seen her so proud of herself.” – Parent Patrice

Call to Action:

Give your athlete more than a skill—they'll gain unshakable confidence.

Check upcoming clinics + workshops.

Conversion Layer:

Confidence You Can See—Progress They Can Feel.

1. “Safe First Step” Enrollment Option (Low-Risk Trial Offer)

Not sure if your athlete is ready?

Try our **Confidence Intro Clinic**—a 90-minute group session that builds connection, teaches key skills, and helps shy athletes feel seen.

- Ideal for first-timers or athletes lacking confidence
- Low-risk way to step into a supportive, encouraging environment
- Helps skeptical or hesitant parents say yes

CTA Button:

[View Upcoming Intro Clinics]

[Book a Private Lesson with Coach Jael]

2. Confidence Kit Bonus

*Sign up today and receive our “Confidence at Home” Toolkit—
a digital guide for parents with*

- Scripts for supporting athletes after tough practices
- Reflection prompts to boost self-esteem
- A progress-tracking journal page your child can actually enjoy

Build buy-in from the whole family and reinforce the clinic experience beyond the gym.

3. Social Proof Stack (Parental Voice)

Mini quotes that act as emotional nudges near the call to action:

“She finally believed she could do it—without me pushing.”

“He came home beaming. It was the first time I’d seen that light in weeks.”

“They’re still using the mindset tool she learned in the workshop!”

4. Repeatable Results Path

Show parents what happens after the clinic:

1 Clinic → New confidence + connection

2+ Clinics → Visible progress in performance *and* mindset

Ongoing Growth → A stronger athlete who loves showing up

“This isn’t a one-and-done. It’s the spark that makes them want to come back—and keep growing.”

5. Time-Sensitive Nudge (Ethical Urgency)

We keep clinics small to protect the athlete experience.

Spots are limited—and they *do* fill fast.

CTA Button (Dual Option):

[View Clinics + Reserve Your Spot]

[Book a Private Lesson with Coach Jael]

[Text Us Your Questions Before You Book]

This conversion layer gently guides emotionally-invested parents while affirming that **confidence is the real win**—not just performance.