



MARKETPLACE PROFILE OPTIMIZATION CHECKLIST

Use this checklist to create a standout TrainHeroic profile that draws clients to your brand.

1.

Profile Photos

- ✓ Find a local fitness photographer.
- ✓ Do a photo shoot to get a quality headshot & training photos.
- ✓ Upload your photos to your Marketplace page.

2.

Mission Statement/Bio

- ✓ Write a clear, concise mission statement that speaks directly to your ideal clients.
- ✓ Share your “why” and what clients can achieve with you.
- ✓ Get a logo for added branding (Canva or a freelance designer can help).

3.

Program Page Details

- ✓ Brainstorm program names that are clear and catchy.
- ✓ Describe each program’s main goals, target audience, and unique features.
- ✓ Set pricing that reflects your value and encourages sign-ups.

4.

Program Images

- ✓ Choose images that match the program type and attract clients.
- ✓ Use high-quality visuals that align with your brand style.
- ✓ Ask your clients for some photos!

5.

SEO Keywords

- ✓ Research and add specific keywords in program names and descriptions (e.g., “Strength training for beginners”).
- ✓ Keep descriptions natural while incorporating keywords for better search visibility.