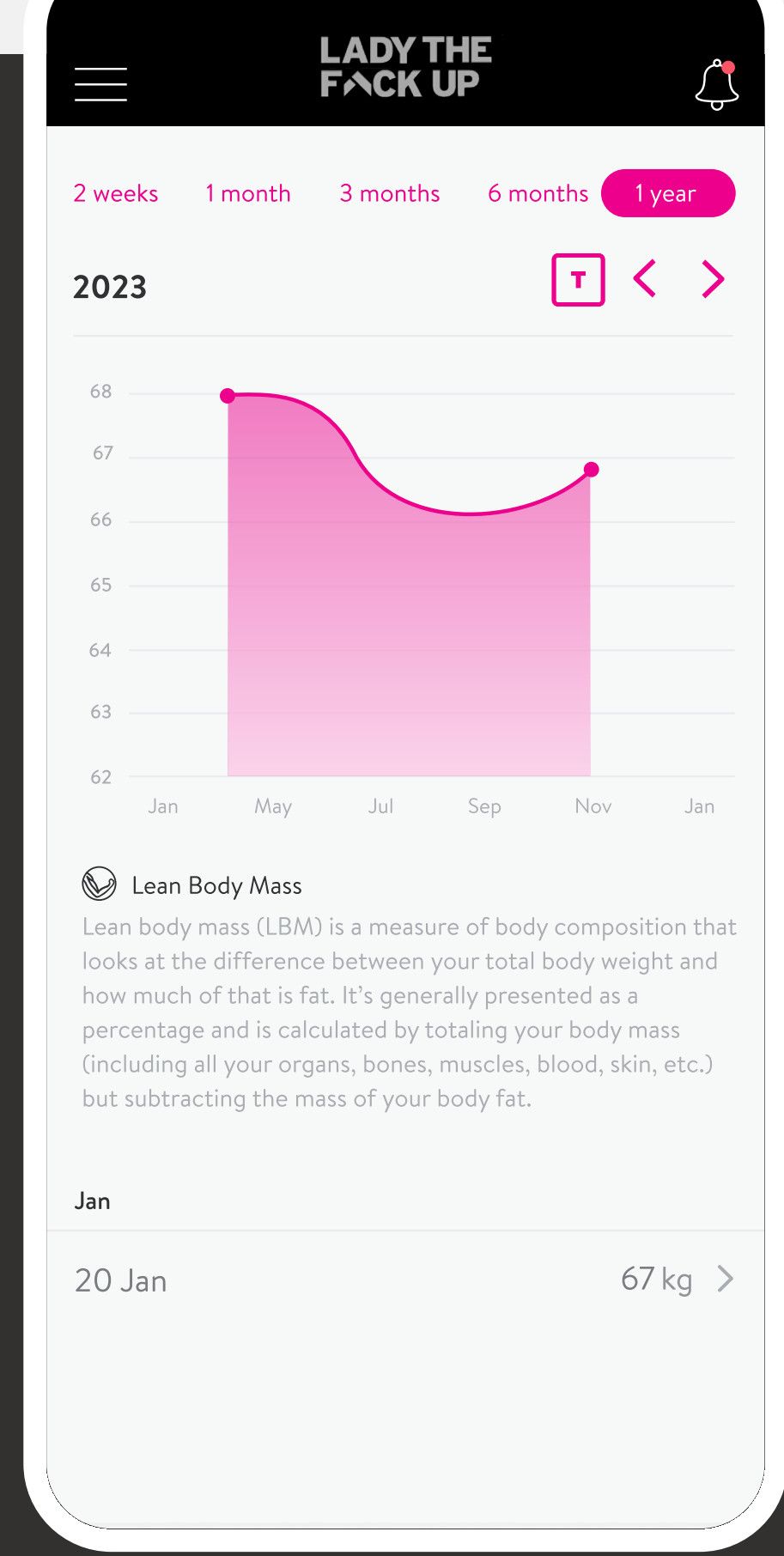
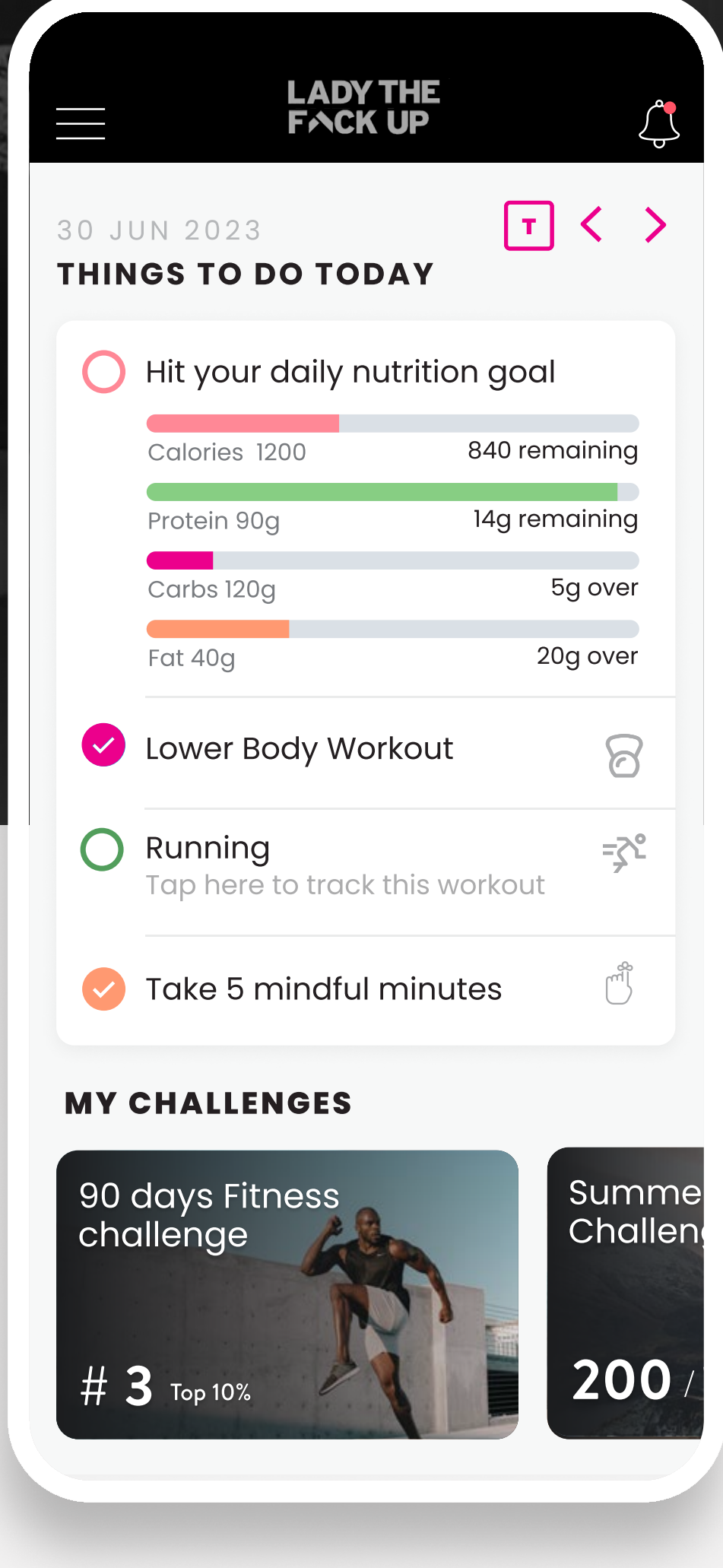


# How Ladythefup Streamlined and Scaled to a Global Fitness & Nutrition Business

Ladythefup is a Toronto-based online fitness and nutrition coaching business run by women, for women! They use fitness as a vehicle to enhance and enrich the lives of the women they work with; teaching them how to become stronger, healthier, but most importantly, to become the best versions of themselves.

Since 2020 Ladythefup has been absolutely crushing it with ABC Trainerize. They won the 2021 TZ Award for Remarkable Results with Nutrition Coaching—with over 1300 nutrition habits completed and more than 400 meal plan uploads over 12 months. Ladythefup helped their clients not only make the right food choices, but also showed up with guidance and support to help them reach their goals!

Founded in 2019, Ladythefup has always been fully online. However, shortly after their inception, they wanted to expand their reach and be able to help more women across the world. They knew that in order to do this, they had to streamline their processes as coaches and build a brand identity. The best way? To adopt the right personal training technology.



## STREAMLINING OPERATIONS

It was extremely important to Ladythefup to make sure that they had a standardized library of resources, exercises and a system that would ultimately set their clients up for success.

Lexie Ward, owner and head coach, says

[ABC Trainerize] just makes it so much easier from a coaching standpoint, especially because we've had anywhere from 6 to 10 coaches on at a time. We wanted it to be standardized, where no matter who you're working with, you're getting the same information, you're getting the same customer service level.

Ladythefup utilized ABC Trainerize to simplify their onboarding process with various automations, ensuring their clients receive clear and timely communication with minimal effort required from their coaches. Gone are the days of Lexie and her team manually having to email dozens of new clients individually.

ABC Trainerize makes the onboarding process really easy for our trainers; once they get a new client's information logged in the app, the client is automatically sent a welcome email, the consult form, and so on. Then we get the notification of when that is complete instead of having to [manually follow up].

Following these procedures has allowed the coaches to work more efficiently and take on more clients! In addition to this, they've used the Zapier integration to connect emails and spreadsheets that they need on the back end to track sales.

## Becoming Nutrition Rockstars

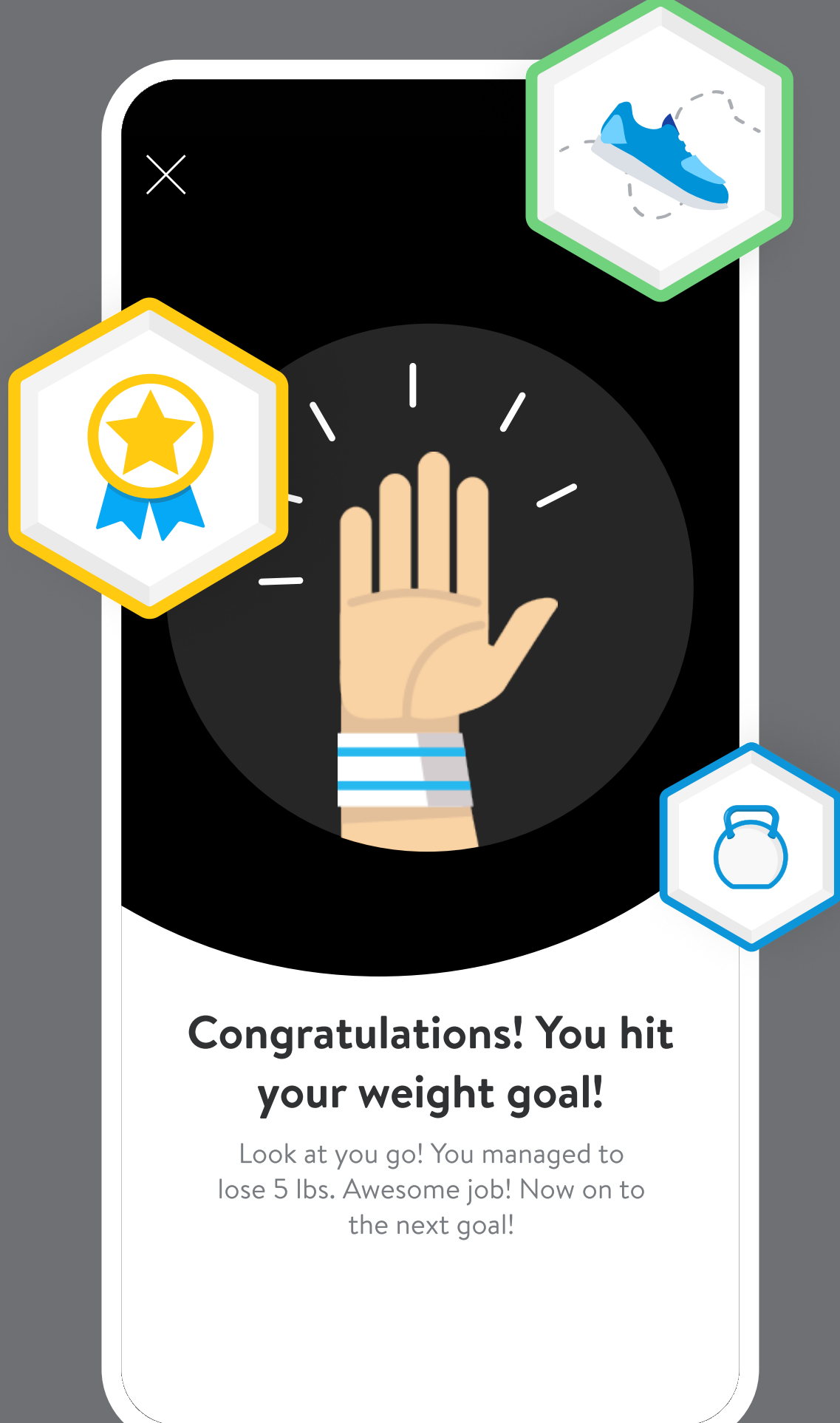
Nutrition coaching has always been Ladythefup's core service offering. As 2021 TZ Award for Remarkable Results with Nutrition Coaching, it's no secret that they've made the most of all of the app's nutrition features.

We use the nutrition features as one of our staples; our clients are either tracking macros or they're following a meal plan. And every single week, we are looking at what they are consuming, we are paying attention to the foods and ultimately providing guidance,

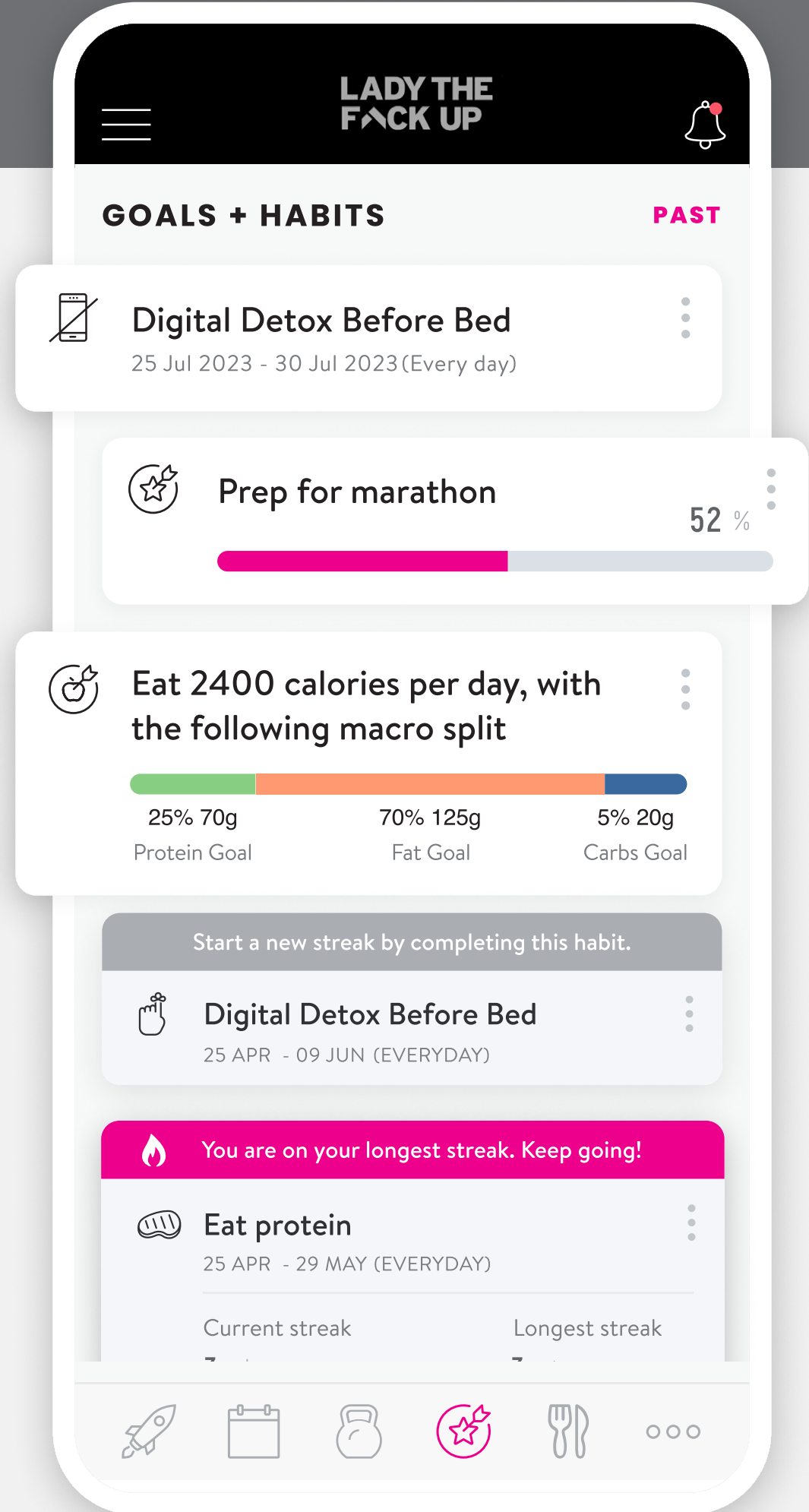
says Lexie

With this level of visibility into their clients' nutrition habits, Lexie and her fellow coaches at Ladythefup are able to provide custom, individualized advice to their clients on which areas of their regimen they can improve on, and which areas they're absolutely crushing it!

In addition to nutrition monitoring, routine in-app check-ins for sleep and stress are critical to Lexie and her team delivering a 360° approach to nutrition.



It's really important to take into consideration all the little pieces that they give us every single week to put together a puzzle that's right for them and ensure they get the best result possible!



## Building a Brand Identity

When Lexie and her team first began considering a mobile app, their primary goals were to improve the customer experience and promote their brand in a professional way. ABC Trainerize's custom branded apps include the traditional training and client management features, as well as allowing for custom company branding with app icons, color themes, integrations, widgets and more.

The custom app really provides that sense that we are different, and that we are unique. Everything in our app is custom branded; we have it designed in our company colors – pink, black, and white, and when you open up the app, a photo of myself and my co-owner Rima pops up. It really helps us build a sense of community and shows that we are real people that have designed all these programs to help you.

In addition to that, the app has helped Lexie and her team build a brand that people recognize and trust.

Having an app that is ours and being listed on the App store definitely adds a level of credibility. People can download the app, can see who Ladythefup is, and can check out our reviews.

Ladythefup has made the most of their custom branded app by integrating it with MyFitnessPal, Apple Watch, and Fitbit to ensure they're providing the standard of care that embodies the core purpose of their business.

Today, Ladythefup works with women all around the world: Canada, the United States, Costa Rica, Saudi Arabia, France, and Australia. They're making good on their mission to empower women to lady the f\*ck up from anywhere in the world!

Lexie's determination to make their programs accessible to everyone has been foundational to Ladythefup's success.

"We want our clients to know that no matter where in the world they are, even if they have no equipment, even if they're not working out at a gym, that we can still put together a plan for them. No matter where in the world they are, we will get them to where they want to be."

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