

Your Coaches & Course Creators kit

Your offer and course modules, sales page and launch emails, call prep and client check-ins, drafted for your OK.



TIME
10 minutes

FOR
Coaches and course creators
who sell on Whop

VERSION
v1.0

Your Coaches & Course Creators kit

01 Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Coaching & courses team** card in **Settings → General**.

02 What this kit does

Everything below is a draft or a file. You decide prices, promises and what goes in each tier. The team proposes.

03 Connect first

04 Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

05 Good to know

■ BEFORE YOU START

- ☐ Locally set up with the Basics team (guide 01)
- ☐ Support mailbox connected (guide 03)

Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Coaching & courses team card** in **Settings → General**.



Elena PROGRAM DESIGNER

Shapes your offer and tiers, then builds your course: modules, lesson scripts, worksheets and quizzes.



Theo SALES

Writes your Whop sales page, webinar or VSL script and launch emails as drafts, plus a prep brief for every sales call and follow-up drafts.



Ivy CLIENT SUCCESS

Tracks clients, drafts weekly check-ins and renewal reminders, collects testimonials with permission, and builds fitness plans.

reasons, unanswered questions in your chats, and save and win-back drafts for members who leave. Jade makes members feel at home: welcome DMs, a first-week path, a weekly calendar of prompts, events and wins threads, and reply drafts for member questions. Rio grows the community: affiliate program and swipe copy, honest launches and promos, and Content Rewards (clipping) briefs with the budget math. They only read Whop and Discord; every post, DM, email, promo code and campaign is a draft you check and post yourself. Works together with the Business basics team that comes with every kit.

- ☒ **Kai** — Member pulse & retention: daily numbers, Monday churn report, unanswered questions, save and win-back drafts
- ☒ **Jade** — Member experience: welcome DMs, first-week path, weekly engagement calendar and reply drafts for member questions
- ☒ **Rio** — Community growth: affiliate program and swipe copy, honest launches and promos, Content Rewards clipping briefs

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — strongly recommended: read members, cancellations and reasons, payments, reviews, affiliates and Whop chats/forums
- Needs your Discord server (optional) — if your community is on Discord: find unanswered questions and quiet channels (read-only, the bot never p
- Needs your mailbox (optional) — to read member emails and leave reply and win-back drafts [Connect](#)
- Needs Kit (optional) — so onboarding and win-back emails can wait in Kit as draft broadcasts [Connect](#)
- Needs Klaviyo (optional) — so onboarding and win-back emails can wait in Klaviyo as draft campaigns [Connect](#)

Add 3 team members

READY-MADE TEAM Trading & picks community team

Three AI colleagues for the busywork of a paid trading-education or sports-picks community. Owen checks your posts and sales pages for risky claims and turns your own trade/pick log into honest stats (every loss included). Clara writes pre-market or slate recaps from public sources and builds your lesson library and glossary. Felix drafts answers to member questions, plans AMAs and challenges, and tells you every Monday who left and why. They never write signals, picks or trade calls, and nothing is posted without you — Whop and Discord are read-only. Works together with the Basics team that comes with every kit.

- ☒ **Owen** — Compliance & honest numbers: checks posts and sales pages for risky claims, and turns your own trade/pick log into honest stats
- ☒ **Clara** — Education writer: pre-market or slate recaps from public sources, the weekly recap, and your lesson library and glossary
- ☒ **Felix** — Community manager: welcomes new members, drafts answers to member questions, keeps the FAQ, plans AMAs and challenges, and reports every Monday who left and why

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — so Felix can read memberships, cancellations, reasons and member questions on Whop for support rounds and the churn

Settings → General: your Coaching & courses team card. Untick anyone you do not need yet, then Add 3 team members.

What this kit does

Everything below is a draft or a file. You decide prices, promises and what goes in each tier. The team proposes.

- Offer design: the transformation, who it is for, the curriculum and tier options (community, group, 1:1) with trade-offs.
- A course people finish: module and lesson outlines, lesson scripts, worksheets and quizzes, one module per round, with a "what to click in Whop" list.
- Sales assets: Whop product page copy, a VSL or webinar script and a launch email sequence, as draft broadcasts in Kit or as files.
- A one-page prep brief for every booked sales call each morning, and follow-up email drafts after.
- A client list kept up to date from Whop, a weekly check-in draft for every active client, a flag when someone goes quiet, a half-page brief before client calls and renewal reminders before a membership renews or ends.
- Testimonial requests and result stories, only with written permission.
- Training and habit plans for fitness clients, with a health screening first.

IMPORTANT Everything is a draft. The kit never sends emails, never posts, never uploads to Whop and never changes, pauses, extends or refunds a membership. You click.

Connect first

APP	WHY	GUIDE
Support mailbox	Check-ins, follow-ups and testimonial requests land in your Drafts folder.	03
Calendly (optional)	Theo reads today's booked calls and writes a prep brief per call. Read-only.	03
Whop (optional)	Ivy reads memberships for the client list and renewal dates. Read-only.	03

APP	WHY	GUIDE
Kit (optional)	Theo's launch emails as draft broadcasts. MailerLite or Brevo work too.	03
Stripe (optional)	Finn reads revenue and prepares invoices as drafts.	03

NOTE

Nothing connected yet? The team still works. Theo reads calls from `coach/calls/agenda.md`, Ivy works from what you tell her, and emails are saved as files you paste.

04

Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

1 Day 1, the profile

Click **Get to know my business and fill in the profile** in Michael's panel and answer his questions. Mention who you coach, the result you help them reach, your prices and how you deliver (community, group, 1:1, self-paced). If you prefer, type: "Vera, set up my business profile: who I coach, the result I promise, and my prices."

2 Day 2, the offer

Type: "Elena, shape my offer into clear tiers and propose a course outline with modules."

Elena writes the offer with tier options and trade-offs, and a module outline. It lands in **Documents** → **Locally** in the `coach/offer/` and `coach/course/` folders. Approve the outline before she writes any scripts. She never sets the price; that is your call.

3 Day 3, the sales page

Type: "Theo, review my sales page and draft a better version, plus three launch emails."

Theo works from Elena's offer file. Every line passes a claims check: no guaranteed results, no fake scarcity, testimonials only from clients who gave permission. The copy lands in `coach/sales/`. With Kit connected, the emails wait there as draft broadcasts with no send time.

4

Day 4, client check-ins

Type: "Ivy, list my current clients and draft this week's check-in messages."

Ivy builds `coach/clients/clients.csv` from Whop, if connected, and from what you tell her. Then she drafts a check-in per active client in your voice. Email drafts go to your Drafts folder; Whop or Discord messages are text files you paste. From now on she drafts the check-ins every week.

5

Day 5 to 7, module 1 and testimonials

Type: "Elena, write module 1: lesson script, worksheet and quiz." She works one module at a time, so you can review and adjust before the next one.

Then: "Ivy, ask my happiest clients for a testimonial (drafts only)." Ivy drafts a personal request with a clear permission choice and keeps the answers in `coach/testimonials/`.

With Calendly connected, Theo writes a prep brief for every booked sales call each morning, and follow-up drafts after. Check **Documents** → **Locally** → `coach/calls/` before your first call.

TIP

Requests that work well for this kit: "Theo, write a webinar script for my group program.", "Ivy, who went quiet in the last two weeks?", "Elena, turn module 2 into a worksheet and a five-question quiz.", "Ivy, draft renewal reminders for memberships ending this month."

05

Good to know

WATCH OUT

The team never promises outcomes and never invents results, student numbers, credentials or testimonials. Health information from fitness clients stays in that client's own file, never in shared files. Ivy's fitness plans start with a health screening, carry a clear "not medical advice" line, and point to a doctor when a client mentions pain, injury, pregnancy, a medical condition or medication. If a client message sounds like a crisis or an emergency, Ivy stops and tells you at once.

- After you add the team, Theo's morning call prep and Ivy's weekly check-in round run on a schedule. See **Triggers** → **Schedules** to pause one, or ask Michael.
- Files land in **Documents** → **Locally** in the `coach/` folder: `offer/`, `course/`, `sales/`, `calls/`, `clients/`, `testimonials/` and `fitness/`.
- Nobody uploads to Whop for you. Each course file comes with a short "what to click in Whop" list.

- Theo never offers discounts, payment plans or bonuses you did not approve, and respects a "not now" on calls and in follow-ups.
- Billing questions go to Finn, general support mail to Nina. Ivy hands them over by name.

Stuck? We help.

Send us a message with a screenshot of what you see. A real person answers.

SUPPORT

Whop chat: whop.com/locallyai · Email: info@locallyai.nl

WEBSITE

locallyai.whop.site

WHOP

whop.com/locallyai

LINKEDIN

linkedin.com/company/locallyaiorg

INSTAGRAM

instagram.com/locallyai.app

COMPANY

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