

The AURUM Customer

Six Personas, the Psychology of
Motivation, and How to Coach the
Person in Front of You



Learning Objectives

01

Self-Determination Theory (SDT)

Explore SDT's framework explaining motivation through autonomy, competence, and relatedness to better understand client behavior and engagement.

02

The Six AURUM Personas

Identify and differentiate the six client types to tailor communication and coaching approaches effectively.

03

Trial Session Conversion

Learn diagnostic strategies during initial sessions to reveal client motivation and increase trial-to-member conversion rates.

04

Motivational Interviewing (MI)

Apply MI techniques like open questions and reflective listening to support client autonomy and intrinsic motivation.

05

Retention Science

Understand psychological and structural factors influencing client retention and how to address common drop-out reasons.

06

Isokinetic Communication for Rehab

Master safe, clear communication tailored for rehab clients using isokinetic principles and protocols to build trust.

Why People Move - and Why They Stop



Psychological Basis of Motivation Failure

When clients stop moving, it is rarely due to lack of information or physical ability; the core issue is psychological motivation failure.



Self-Determination Theory

Developed by Deci & Ryan, this theory explains that lasting motivation arises when three basic psychological needs are fulfilled.



Autonomy

The need to feel in control of one's own actions and choices, fostering a sense of personal agency and freedom.



Competence

The need to feel effective and capable in one's activities, building confidence through mastery and progress.



Relatedness

The need to feel connected and supported by others, creating meaningful social bonds that encourage persistence.

Who Actually Walks Through Your Door



The Time-Pressed Executive

A busy professional prioritizing efficiency and measurable health outcomes in limited training time.



The Silver Senior

An older adult focused on safety, health maintenance, and reversing age-related decline through guided resistance training.



The Athlete

An experienced exerciser aiming to gain fitness levels and performance with structured, data-driven sessions.



The Couch Potatoe

A newcomer to fitness seeking guidance, motivation, and confidence-building in a supportive environment.



The Rehab Client

A client recovering from injury requiring safe, controlled isokinetic training and personalized rehabilitation protocols.



The Mother

Individuals who have prioritized their children over their own health, and need a training which is both safe post pregnancy, as time efficient to be able to minimize time spent on themselves.

The First Session Is a Diagnostic, Not Just a Workout



Open Questions Reveal Persona

Use open-ended questions to uncover the client's motivations, preferences, and concerns, allowing you to identify their specific AURUM persona effectively.



Match Language to Persona

Adapt your communication style and terminology to align with the client's persona, ensuring they feel understood and comfortable from the start.



Lead-Ins for Executives

For The Time-Pressed Executive, emphasize efficiency, results, and data-driven progress to engage their goal-oriented mindset.



Lead-Ins for Seniors

For The Health-Anxious Senior, focus on safety, gradual progress, and quality of life improvements to build trust and reassurance.



Lead-Ins for Skeptics

For The Skeptic, prioritize transparency, evidence-based information, and peer-reviewed support to overcome doubts and build credibility.

The Real Reasons People Stop



12-Week Drop-Out Window

Most clients tend to drop out within the first 12 weeks of training, a crucial period where motivation and habits are still forming.



Lack of Progress

Clients often stop due to perceived insufficient progress, which undermines their motivation and sense of competence.



Loss of Novelty

Boredom from repetitive routines causes a drop in engagement as clients lose interest and intrinsic motivation.



Scheduling Friction

Difficulty fitting sessions into busy lives creates friction, reducing consistent attendance and commitment.



Data Tracking Counters Progress Barrier

AURUM's precise data tracking provides clear feedback, reinforcing progress and competence to keep clients motivated.



6-Minute Weekly Format Counters Friction

The efficient 6-minute weekly sessions fit easily into clients' schedules, minimizing friction and boosting retention.

How to Strengthen Intrinsic Motivation



Motivational Interviewing (MI)

MI is a clinical communication method designed to resolve ambivalence and enhance motivation by supporting client autonomy and intrinsic drive. The use of the Intake exam is designed with this exactly in mind.



Principle of Ambivalence

Clients often feel mixed emotions about change; recognizing and exploring this ambivalence helps them find their own reasons to move forward.



OARS Framework

OARS stands for Open questions, Affirmations, Reflective listening, and Summarising—core skills to guide conversations that strengthen motivation.



Avoid Arguing for Change

Arguing or confronting clients reduces motivation; instead, guiding them gently encourages autonomy and self-directed change.



Reflect Client's Words

Reflecting back clients' own expressions fosters understanding and helps them hear their motivation clearly, reinforcing commitment to change.

The Three Needs Model (Deci & Ryan, 1985)



Intrinsic vs Extrinsic Motivation

Intrinsic motivation is more durable and self-sustaining than extrinsic motivation, which relies on external rewards and pressures that often undermine long-term engagement.



Autonomy Support

Clients thrive when they feel a sense of choice and control over their actions, fostering ownership and internal motivation rather than feeling pressured or controlled.



Competence Support

Providing positive feedback and opportunities to master skills enhances clients' belief in their abilities, which strengthens motivation to continue training.



Relatedness Support

Feeling connected and cared for by trainers and peers fulfills the human need for belonging, which is essential for sustained engagement and well-being.



SDT Retention Statistic

Clients whose psychological needs are met are 4 to 5x more likely to still be training at 12 months, demonstrating the powerful impact of need satisfaction on retention.

Isokinetic Safety for Special Populations



Safest Resistance Form

Isokinetic loading is recognized as the safest resistance method for clients recovering from injuries, minimizing risk by controlling force application throughout movement.



No Force Peaks

The equipment prevents sudden force spikes by maintaining consistent resistance, protecting vulnerable joints and tissues during exercise.



Machine-Controlled Speed

Speed of movement is regulated by the machine, ensuring controlled exercise execution and reducing the chance of injury through erratic motion.



Mandatory Intake Screening

All clients undergo mandatory screening to identify any health risks before engaging in isokinetic training, ensuring safety compliance.



GP Clearance Required

Clients with high-risk conditions such as osteoporosis, post-surgical status, or cardiovascular issues must obtain GP clearance prior to starting isokinetic workouts.

Why the Senior Persona Is AURUM's Most Important Market



Defining Sarcopenia

Sarcopenia is the age-related loss of muscle mass and strength, which accelerates significantly after age 60, impacting mobility and independence.



Cascade of Consequences

Without intervention, sarcopenia leads to increased risk of falls, fractures, metabolic decline, and cognitive impairment, severely affecting quality of life.



Resistance Training Reverses Sarcopenia

Resistance training is the only proven method to slow and reverse sarcopenia, improving muscle strength, metabolic health, and overall function.



AURUM's Safety Profile

AURUM's isokinetic training offers a controlled, low-impact approach ideal for seniors, minimizing injury risk while maximizing strength gains.



Ideal Client Archetype

The 66-year-old woman who has never been a gym person represents AURUM's key market-safe, effective training designed to build confidence and independence.

Using Stories to Convert the Right Client



Power of Testimonials

Testimonials become most effective when prospects identify with the story, seeing their own challenges and goals reflected.



Match Social Proof

Matching social proof to the specific persona enhances relatability and trust, making the testimonial more persuasive.



Executive Strategy

Focus on time efficiency and measurable health data to appeal to the Time-Pressed Executive's priorities.



Senior Strategy

Highlight improvements in mobility, independence, and quality of life to resonate with the Health-Anxious Senior.



Skeptic Strategy

Use peer-reviewed citations and scientific evidence rather than testimonials to convince the Skeptic persona.

Key Takeaways



Trial Session as Diagnostic

The first session reveals the client's persona through open questions and tailored language, serving as a diagnostic tool beyond just a workout.

Motivation Is Psychological

Clients disengage due to unmet psychological needs, not lack of information; understanding this shifts coaching strategies toward addressing autonomy, competence, and relatedness.

The Six Personas Framework

Using the six AURUM personas provides a predictive model to understand diverse client motivations and tailor communication effectively.

Structural Retention Advantages

AURUM's design—data tracking, maximal effort, and 25-minute weekly format—directly counters common dropout reasons enhancing long-term client retention.

Match Language and Social Proof

Aligning communication style and testimonials to the individual's persona increases trust and conversion, ensuring clients feel understood and motivated.