

Bennett Strength Client Welcome Pack

for Cole Bennett, Madison, Wisconsin · October 2026

Written from Cole's notes, 14 October 2026. Every rate, rule and policy below comes from those notes; the open questions are listed at the end.

Welcome

Welcome to Bennett Strength. I'm Cole, and I train out of Ironline Gym on Atwood Avenue — I'm independent, not gym staff, so when you arrive just check in at the desk and say you're with Cole. They'll know. Parking behind the building is free for two hours; street parking is metered until 6 PM.

This pack is everything I'd otherwise send you in nine separate texts: what your first session looks like, how sessions run, my policies, and the questions I'll ask before we start. Read it once and you're set.

I'm glad you're here. The first few weeks are the hardest part, and they're also where most of the good habits get built. My job is to make them stick.

Your first session

Your first session is an assessment, not a test. We go through the basic movements — squat, hinge, push, pull, carry — and I watch how you move. We'll talk about your goals for real: not “get toned”, but what you actually want to be able to do. You'll sweat a little. Nobody's dying.

Wear flat shoes if you have them (running shoes are the one thing I'd avoid). Bring water. Eat something normal about two hours before — not fasted, not straight off a big lunch.

Before we load anything, you'll fill out the PAR-Q health form and tell me about any injuries. If anything ever feels sharp during a session, say so right then — sharp and sore are different things, and I want to hear it during, not after.

How sessions work

Sessions are 55 minutes. I book week to week, and your same weekly slot is yours if you want it — tell me once and it's held.

To move a session, text me. I answer between sessions, so it can take a couple of hours; I'm not ignoring you.

Every eight weeks we do a goals check-in: we retest the assessment movements and adjust the plan. It's most people's favourite part.

The policies

Sessions are \$85, or a 10-pack for \$790 — the pack is what most people do. Packs are good for six months.

Payment is by card on file through the booking app. (Venmo works in a pinch, but card keeps the records straight — card, please.)

Cancellation: 24 hours' notice, or the session is charged. This one is firm. If I cancel on you, your next session is free.

If you're more than 15 minutes late, we train whatever's left of your slot — the session doesn't extend.

Between sessions

Your off-day homework lives in the app and takes about 20 minutes. Do it — or tell me it's not happening, and I'll adjust the plan. I'd genuinely rather know.

Soreness in the first two weeks is normal. Sleep matters more than the perfect program.

I'm not a dietitian and I don't write meal plans. I'll happily talk general eating habits; if you need real nutrition help, I'll point you to someone licensed.

Phones on the floor are fine for music — just not endless scrolling between sets. The rest timer is the rest timer.

Progress photos only if you want them: never required, never shared.

The intake questions

1. What do you want to be able to do in six months that you can't do now?
2. What does a normal week look like — work, sleep, stress, time you can actually give this?
3. Have you trained before? What worked, and what made you stop?
4. Any injuries, surgeries or pain I should know about before we load anything? (This goes with your PAR-Q form, which every client completes first.)
5. Which weekly slot do you want held as yours?
6. Anything you hate doing in a gym? I'd rather program around it than fight you on it.

What we changed, and why

For the trainer; pull this page before the pack goes out.

1. The nine texts became six pages in a fixed order. Arrival, first session, how sessions run, policies, between sessions, intake — a new client reads it once instead of scrolling a thread.

2. The cancellation rule is stated once, firmly, with the free-session flip side. Your notes said you're done waiving it; the pack says the rule without the apology spiral, and keeps your “if I cancel, yours is free” — that's the line that makes the firmness fair.

3. “Card please” became the stated method, Venmo the named exception. Your notes asked for this; the pack says card on file is how it works, so the exception stays an exception.

4. The PAR-Q and injury talk moved into the first-session page and the intake questions. Health screening sits before loading in the order a client actually meets it; the pack points to your existing PAR-Q form rather than replacing

it.

5. “Not a dietitian” is stated as a referral, not a refusal. Your exact boundary, phrased as what you will do (general habits, a referral to someone licensed) rather than only what you won't.

6. The 15-minute late rule names what does happen. “We train whatever's left of your slot” reads as a policy; “it doesn't extend” alone reads as a punishment.

7. Soreness, sleep and homework became one short page. They were scattered through your notes as “stuff I explain later”; between-sessions is where a client looks for them.

Questions for you

1. Do packs pause for injury or travel, or is six months six months? The pack doesn't say; one line either way.
2. The two-hour parking limit is shorter than some clients' visit (55-minute session plus warm-up and shower) — is there a longer option to name?
3. Should the pack name your booking app, so the “card on file” line points somewhere?
4. Is the first (assessment) session priced at the normal \$85? The notes don't say.
5. Do you want your phone number printed in the pack, or kept to the booking app's messaging?
6. The 8-week check-in: is it inside a normal session, or booked as its own? One line settles expectations.