

FOR COACHES



Get started as a coach

From registration to the first weekly report: how to set up your profile, connect with clients and use FRAMVEI in your weekly follow-up.

Screenshots are shown in Norwegian — the app itself is fully available in English.

This is FRAMVEI

FRAMVEI gathers everything you'd otherwise juggle in e-mail and spreadsheets in one place: your client logs training, food, weight and wellbeing – you set up the program, nutrition targets and coaching, and follow up in a steady weekly rhythm. No loose threads, no attachments gone astray.

Your client logs

- Training sessions – sets, weight and reps per exercise
- Food and macros, day by day
- Body weight, tape measure and calipers
- Wellbeing (private) and a weekly check-in
- Progress photos – optional

You control

- The training program, with phases and progression
- Nutrition targets: kcal, buffer and macros
- General information – routines and recommendations
- Weekly questions for the check-in
- Feedback, chat and the dashboard note

Good to know

- Your clients use FRAMVEI for free – the subscription sits with you as the coach.
- Payment for the coaching itself happens directly between you and your client. FRAMVEI takes no part in it.
- Every coach is verified as a Norwegian business before their profile becomes visible.

The weekly rhythm, in short

1 Your client logs through the week

Training, food and weight – everything lands, structured, in your client card.

2 Your client sends a progress report

Weight average, nutrition averages, training log and check-in – gathered in one report.

3 You reply with weekly feedback

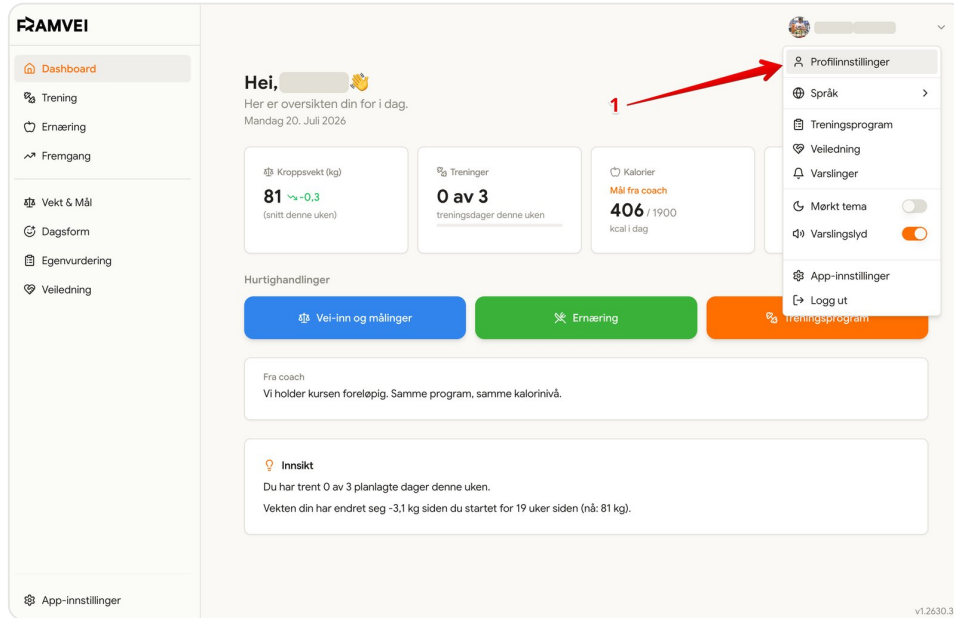
Write your feedback on the week, update the program or the targets if needed, and leave a short note on your client's dashboard.

Register as a coach

You start as a regular user. Coach registration lives under your profile and takes a few minutes.

1 Open Profile settings

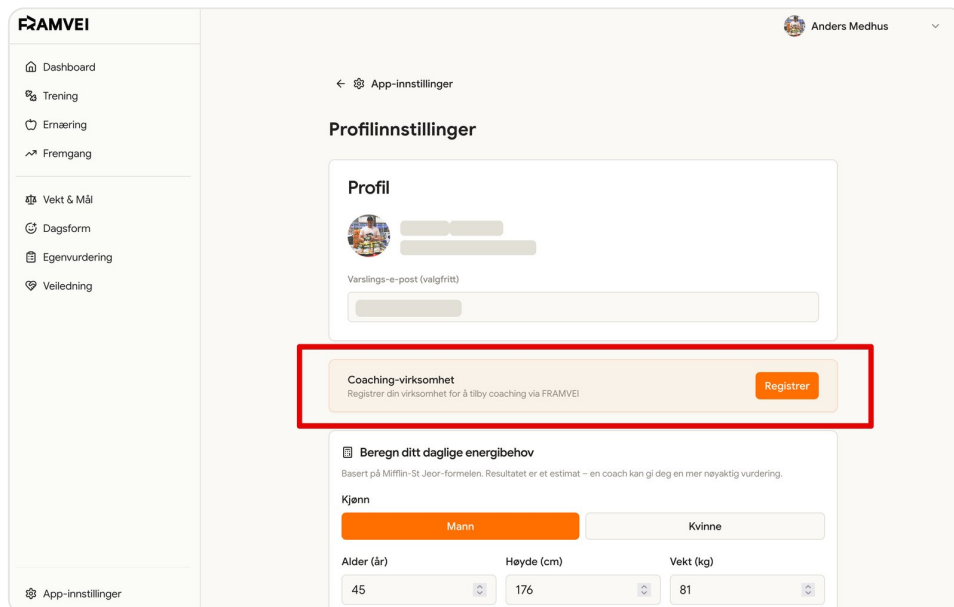
Tap your name in the top right and choose **Profile settings**.



The profile menu: Profile settings is the way into coach registration.

2 Tap "Register" under Coaching business

The banner sits right below your profile card and starts the registration flow: 1. **Verify** → 2. **Profile** → 3. **Confirm**.



Coaching business: register your business to offer coaching through FRAMVEI.

Verify the business and fill in your profile

3 Enter your organization number

FRAMVEI looks your business up automatically and shows the company name, company type and address from the Brønnøysund registers.

The organization number is verified against the Brønnøysund registers.

4 Fill in your coach profile

Short and extended description, specializations, website and phone. Everything can be changed later under **Coach settings**.

Description and specializations – this becomes your public coach profile.

Your profile is visible – on purpose

The descriptions become a public coach profile on framvei.fitness, and content you publish there and under “Marketing” is picked up by Google and AI agents like ChatGPT. Write as if a future client is reading it – because they are.

Confirm and verify yourself

5 Accept the data processing agreement and choose a verification method

Vipps is fastest – your identity is confirmed on the spot. Alternatively, you send valid ID by e-mail and are verified manually within 24 hours.

Summary, data processing agreement, and the choice between Vipps and manual verification.

Your menu grows

When registration is complete, four new items appear in your sidebar:

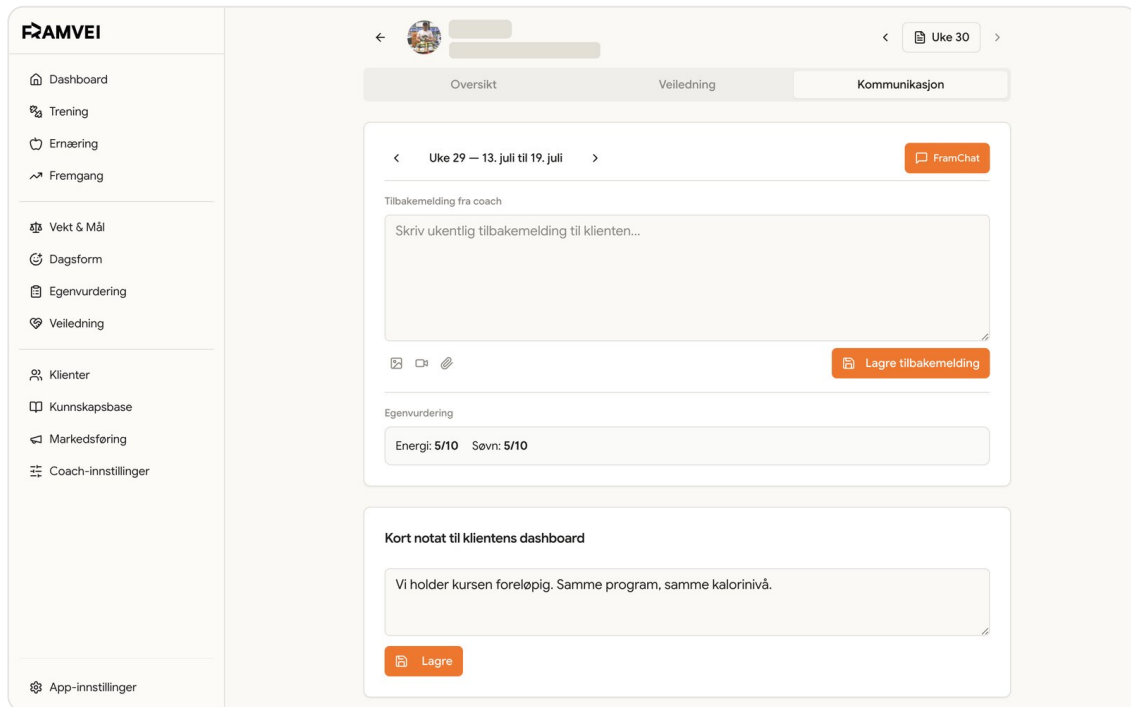
- **Clients** – your client list. New client requests show up here too.
- **Knowledge base** requires a paid plan – a place for documents you share often.
- **Marketing** – blog posts indexed by search engines and AI agents.
- **Coach settings** – website, description, specializations and availability.

Coach settings: the same fields as in registration, always editable.

The client card

All work with a single client happens in the client card. It has three tabs – and a week picker in the top right that controls which week you're viewing and writing to.

- **Overview** – all training, nutrition and logs for the client, from the start of the collaboration.
- **Coaching** – this is where you write: general information, nutrition targets, training program and weekly questions.
- **Communication** – the weekly feedback, FramChat, attachments and the note on your client's dashboard.



The Communication tab: feedback for the selected week, check-in and the dashboard note.

How a client gets connected to you

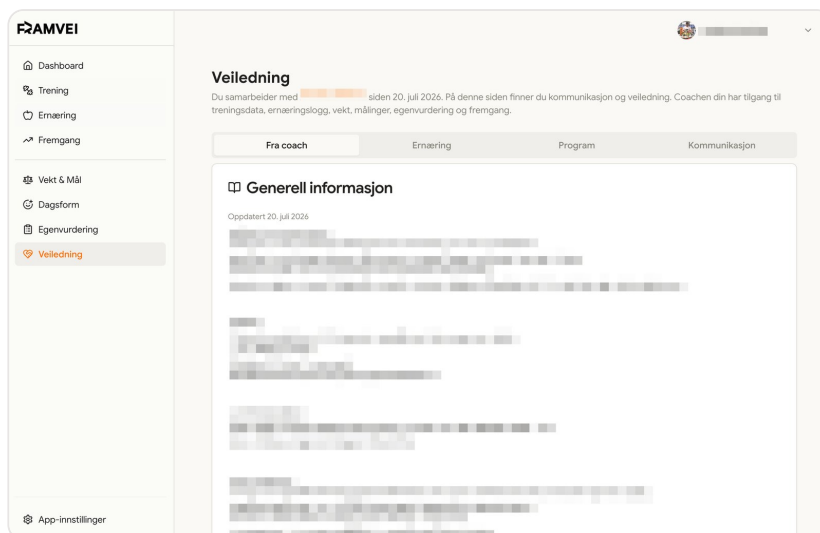
Your client finds you via “Find a coach” – or through you sharing your profile directly – and sends a request. It shows up under **Clients** in the sidebar – accept it, the client card opens, and the collaboration is underway.

Where to write what

The Coaching tab has four surfaces. The first two: information and nutrition.

General information for your client

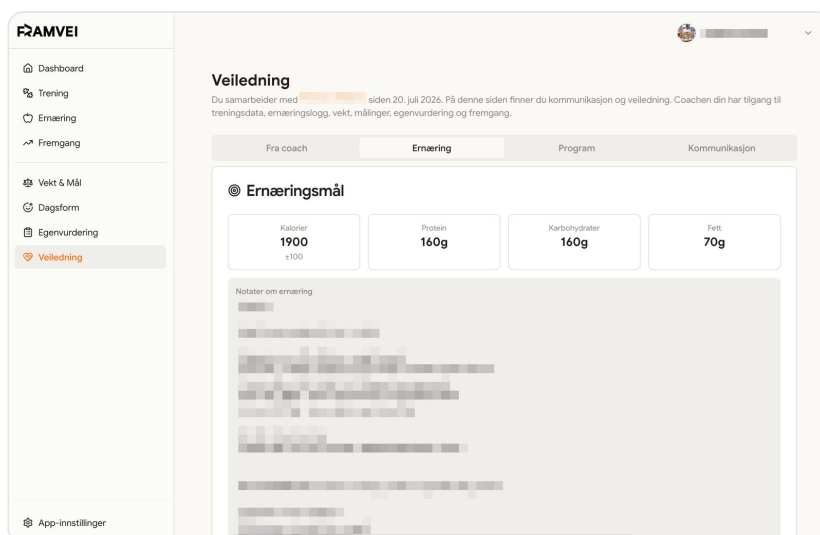
Routines and recommendations – your client sees this under “From coach” in Coaching. Use it for what applies over time: meal structure, sleep, supplements, strategies.



As your client sees it: general information under “From coach” in Coaching.

Nutrition

Set a **kcal target** with a **buffer**, and macros in grams. The “Calculated from macros” field adds the macros up as a check against the calorie target – so you see right away whether the numbers hang together. In the notes field, you can lay out a full meal plan.



Your client's view of the nutrition targets you have set.

Program and weekly questions

The nutrition targets on your client's side

The targets you set are shown to your client as “Goal from coach” – in Coaching and on the dashboard, as a reference for the day's logging.

Training program

Exercises with sets × reps, phase progression (“Reps phase 2 from week 3 ...”), **Myo-reps** marking, and a comment per exercise for execution or alternatives. The recommended number of sessions per week is shown at the top.

Treningsprogram

mars 2026

Anbefalt: 3 økter/uke

Endre

Eksempel på loggføring: 50(kg) x 18,16(reps) kan skrives 50x18,16 - som betyr 18 reps i første sett, 16 reps i andre sett. Jeg anbefaler samme vekt på begge sett. Juster heller vekt neste gang ut fra hva du klarte denne gangen.

Dag 1

Barbell Incline Bench Press

2x8-12

Reps fase 2 (fra uke 3): 8-12 · Reps fase 3 (fra uke 6): 8-12

Skråbenk med stang i rack

Machine Pulldown

2x15-20

Reps fase 2 (fra uke 3): 12-15 · Reps fase 3 (fra uke 6): 8-12

Nedtrekk med bredt overhåndsgrep

Cable High Internally Rotated Reverse Fly

2x15-20

Reps fase 2 (fra uke 3): 12-15 · Reps fase 3 (fra uke 6): 8-12

Omvendt flyes i kabel eller foroverlendt med manualer (bakside skulder)

Dumbbell Goblet Squat

2x15-20

Reps fase 2 (fra uke 3): 12-15 · Reps fase 3 (fra uke 6): 8-12

Beinpress eller Goblet Squat med manual

Barbell Romanian Deadlift

2x15-20

Reps fase 2 (fra uke 3): 12-15 · Reps fase 3 (fra uke 6): 8-12

Rumensk markløft i Gorilla Cage

Machine Leg Extension

Myo-reps

2x12-15

Reps fase 2 (fra uke 3): 12-15 · Reps fase 3 (fra uke 5): 8-12

The program as your client gets it: phases, Myo-reps and comments per exercise.

Weekly questions for your client

The questions appear in your client's weekly check-in. Add, edit or delete – the answers come back in the progress report.

Ukentlige spørsmål til klient

Disse spørsmålene vises til klienten i ukens egenvurdering.

Trening: Hva ble gjennomført? Noe som følte tungt/lett?

Mat: Traff du protein de fleste dager? Hva var vanskelig?

Vekt: Ukesgjennomsnitt (eller enkeltveier)

Spørsmål: Noe du lurer på?

+

Legg til spørsmål

Lagre spørsmål

Default questions about training, food and weight – adapt them freely.

Report in – feedback out

Your client's progress report

Every week, your client sends a progress report: weight average with the individual weigh-ins, nutrition averages, day notes, supplements and the check-in. It lands in the Communication tab on the selected week.

Fremgangsrapport – Uke 24

Kommentar fra klient:

KROPPSVEKT
Gjennomsnitt: 81.5 kg
8. juni: 82.6 kg 9. juni: 82.4 kg 10. juni: 81.9 kg 12. juni: 80.7 kg 13. juni: 81 kg 14. juni: 80.5 kg

ERNÆRING (SNITT)
1882 kcal · 155p · 160k · 70f (7 dager logget)

TRENING

fredag 9. juni – Dag 1
Barbell Incline Bench Press 70x10.8 ☹️ Var veldig nærme en rep nr 9.
Machine Pulldown BWx9.7 (82.4 kg)
Cable High Internally Rotated Reverse Fly 17.5x8.6 ☹️ Smerte/låsing i deltamuskelen – kjennes ut som det er i overgangen til traps
Dumbbell Goblet Squat 14.5x10.8
Barbell Romanian Deadlift 100x12.9 ☹️ Yeah 🟡 Vedr. teknikk, se video fra siste oppvarmingssett: <https://youtube.com/>

Machine Leg Extension 60x12+4+4+4
Dumbbell Curl 12.5x12+4+4+4
Forearm Plank 1 min x1

lørdag 13. juni – Dag 2
Barbell Bench Press 90x7.7 +7% ☹️ Kan jeg øke til 85kg når jeg når 2x10reps?
Machine Seated Cable Row 80x12.8
Dumbbell Lateral Raise 10x12+4+4+4
Dumbbell Bulgarian Split Squat 10x10.8 -78% ☹️ Jeg går over til vekt pr. hånd og ikke sammenlagt. Det er det jeg gjør på alle andre dumbbell øvelser. Gikk drastisk ned i vekt for fokus på teknikk. Se ny video her: <https://youtube.com/>

Machine Hamstring Curl 22.5x12+4+4+2
Machine Tricep Pushdown 25x12+4+4+4
Calf Raises 115x12+4+4+4
Crunches 15x1

søndag 14. juni – Dag 3
Barbell Incline Bench Press 70x10.8
Machine Pulldown BWx10.5 (80.5 kg)
Cable High Internally Rotated Reverse Fly 15x10.7 -14% ☹️ Går ned til 15kg igjen. Blir for vondt i skulderleddet og teknikken (husk opp med albuer) blir feil. 15kg er vanskelig nok – vurderer å gå ned til 12.5 neste gang. Kabeltrekk er en relativt ny øvelse.
Dumbbell Goblet Squat 14.5x5 ☹️ Både økten i dag og økten i går er etter måltid 1, og som det vil komme frem i rapporten har jeg

The progress report: weight, nutrition – and the full training log with your client's comments.

The week's macro averages

Under Overview you see the week's macro averages – and can export day-level details as CSV if you want to run the numbers yourself.

< **Makrosnitt – uke 29 – 13. juli til 19. juli** >

kcal	Protein	Karbohydrater	Fett
1901	144g	170g	72g

Vis dagsdetaljer (7 dager) Eksporter CSV

Macro averages with day details and CSV export.

Your feedback

Write the weekly feedback in the Communication tab. If you need a dialogue along the way, use **FramChat** – and with the icons under the text field you share images, video and documents. Round off by updating the **short note on your client's dashboard**:

Kort notat til klientens dashboard

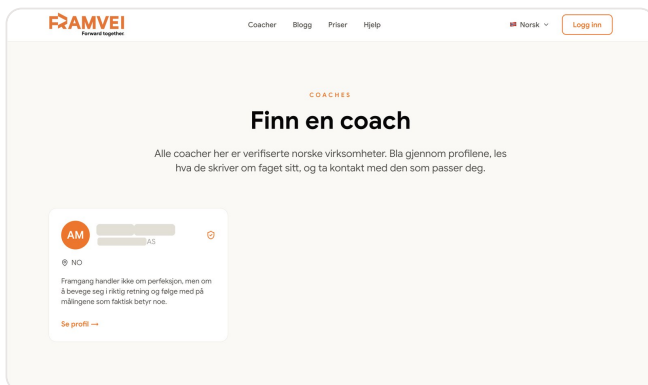
Vi holder kursen foreløpig. Samme program, samme kalorinivå.

Lagre

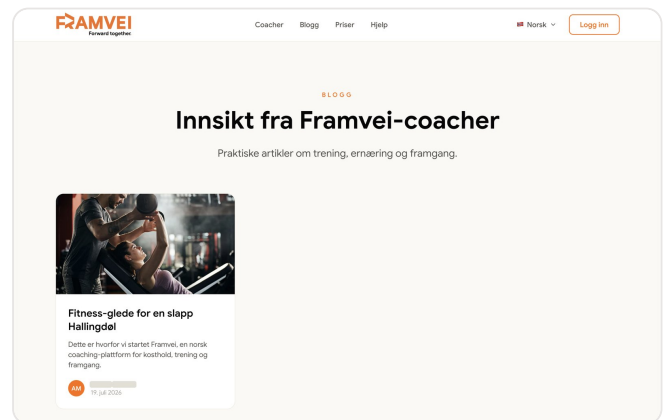
The note appears at the top of your client's dashboard – think “the last line of an e-mail”.

Get found – and get going

Verified coaches appear in the catalog on framvei.fitness. Blog posts you publish under Marketing are indexed by search engines and AI agents – steady, professional content is the best marketing you can give yourself.



"Find a coach": the catalog of verified coaches.



The blog: insight from FRAMVEI coaches, open to everyone.

Checklist for your first week

- ☐ Register your business and complete the Vipps verification
- ☐ Write your coach profile: description, specializations, website
- ☐ Accept your first client request under Clients
- ☐ Enter the training program and nutrition targets in Coaching
- ☐ Write the general information and adapt the weekly questions
- ☐ Leave a first note on your client's dashboard
- ☐ Reply to the week's progress report with weekly feedback

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