

MARKETING PLAN **PERSONAL TRAINER EXAMPLE**

#1

OVERALL GOAL → Increase revenue 20% by 31st December

#2 OBJECTIVES	#3 STRATEGIES	#4 TACTICS	#5 MEASUREMENTS
Increase prices by 20%	<ul style="list-style-type: none"> Increase hourly rate by 10% Increase average selling price by 10% 	<ul style="list-style-type: none"> Prepare pricing Q&A with justifications (inflation, rent etc) Introduce 3x package bundles to drive upsell Create ebook to provide more value 	<ul style="list-style-type: none"> Average hourly rate Average selling price Completion of ebook Overall price increase
Attract 5 new clients willing to pay premium prices	<ul style="list-style-type: none"> Target corporate clients with more disposable income 	<ul style="list-style-type: none"> Research corp client needs & challenges Create 10x blog articles that address these points & downloadable lead magnet Use targeted Facebook adverts to drive traffic Build email sales funnel 	<ul style="list-style-type: none"> Completion of ideal client profile # of lead magnet downloads # advert clicks # new clients paying premium prices

Business Of Personal Training

**The Staff of Entrepreneur
Media, Cheryl Kimball**



Business Of Personal Training:

The Business of Personal Training Mark A. Nutting, 2018-02-13 Running a personal training business is not easy From marketing and sales to budgets staffing and clientele issues there is much to consider Getting it right takes time time that you would probably rather spend improving your clients fitness and wellness The Business of Personal Training walks you through the business based side of personal training while teaching you the valuable skills you ll need to start build and grow your business Whether you are a personal trainer working for a fitness facility an independent contractor or the owner of a personal training business you will benefit from the practical business guidelines and tools presented in this book Divided into two main parts The Business of Personal Training will first give you an understanding of the various roles open to you and the expectations in each The second part will lead you through key business concepts designed to grow your business You ll learn how to structure your business plan for startup expenses and financing and get the right staff in place You ll find critical information on marketing and promoting the services you offer effectively selling and generating revenue driving referral business and customer loyalty and expanding and diversifying your business Two appendixes offer sample templates and forms Nine business plan templates cover letter executive summary business or company description market analysis and demographics competitive analysis management plan financial plan capital required and marketing plan Seven personal trainer client forms PAR Q personal wellness profile physician s clearance informed consent and release assessment recording form cleaning checklist and facility and equipment maintenance log As an added bonus a companion web resource provides the templates and forms in an electronic format so you can customize them as needed A third appendix provides a list of business resources There is no need to be overwhelmed with all that goes into running your personal training business successfully The Business of Personal Training is a comprehensive digestible and applicable resource that will take your business to the next level giving you more time for what s most important Earn continuing education credits units A continuing education course and exam that uses this book is also available It may be purchased separately or as part of a package that includes all the course materials and exam

The Business of Personal Training Scott Roberts, 1996 Whether you are considering a career as a personal trainer or searching for ways to increase revenue and gain new clients for your existing business you ll find The Business of Personal Training to be an indispensable reference Written by some of the most successful personal trainers in the country this book provides the foundation for building your personal training business The Business of Personal Training discusses not only how to build a solid business but also how to be an effective trainer After an outline of the history of the profession and the qualifications needed to be a personal trainer the book explains how to develop a mission statement and business plan create strategic and creative marketing plans establish prices for services hire and train staff members improve client trainer communication motivate clients and help them set goals and design appropriate exercise programs Nineteen sample forms make it easy for you to put the ideas presented into practice Learn

from veteran personal trainers what it takes to succeed The practical advice provided in The Business of Personal Training is valuable for new and established trainers as well as for health and fitness administrators who supervise personal trainers

Start Your Own Personal Training Business The Staff of Entrepreneur Media, Cheryl Kimball, 2016-11-21 Personal training is an exciting industry to be in right now Starting a personal training business can offer a satisfying combination of financial reward a flexible schedule and a career where you can make a profound difference in the lives of others As skilled personal trainer having good business knowledge and judgment can be the first step to earning a substantial income In this revised guide our experts teach you the nuts and bolts of starting a business including everything from writing a business plan to finding a profitable niche within the exercise and sports community From boutique studios to partnerships with schools and private trainers this book will help get you started on the right foot

The Business of Personal Training Andrea Oh, M. Masters, 2013-08-20 The Business of Personal Training Essential Guide for the Successful Personal Trainer is a handbook for personal trainers looking to start improve or diversify their business The information in this book constitutes over 15 years of experience in the fitness industry in an effort to help personal trainers avoid common pitfalls and mistakes that can destroy the business This book goes beyond personal training certifications and program design and provides invaluable information on how to

- 1 Structure and operate a business
- 2 Create brand value
- 3 Market and promote personal training services
- 4 Effectively sell and generate revenue
- 5 Drive referral business and customer loyalty
- 6 Expand and diversify the business

If you want to understand how a successful personal training business should run read this book Twice Just like a great movie has twists and turns you don't notice until the second viewing this book contains concepts that will require further digestion before it can be assimilated While we all may change and evolve as industry professionals the words of wisdom contained within these pages are in my opinion timeless

Jamie Atlas Owner Bonza Bodies Fitness

Selling Personal Training Ron Thatcher, 2005 Selling Personal Training is an income producing system that was created to help personal training professionals in the health club industry improve their ability to recruit and enroll new clients

Start Your Own Personal Training Business Entrepreneur Press, 2003-12-01 Personal trainers aren't just for athletes and the rich and famous anymore More and more regular folks are realizing they need help to get back into shape and they are willing to pay the price to get that help As a result the fitness industry is booming A skilled personal trainer with sound credentials and strong interpersonal skills can easily earn 75 000 to 100 000 per year So if you've been thinking about going into business as a personal trainer now is an ideal time Whether you want to start a part time personal training business a full time solo operation or a substantial company with a full stable of trainers and your own exercise studio this book is for you You'll learn Who is using personal trainers and why The most popular services trainers are offering Requirements and start up costs The finer points of sales and marketing What to expect during day to day operations How to track and manage the financial side How to hire trainers to work for you You'll also hear from industry experts as well as personal who have

built successful operations and are eager to share what they've learned

Building a Personal Training Business Chris Knott, 2019-11-21 Are you a personal trainer who is looking to educate yourself on business This book provides the answers you've been searching for Covering everything from calculating your profit and loss how to design your own business model and ways of periodically increasing your fees this book leaves no stone unturned when it comes to developing your personal training business and brand You'll learn the importance of financial diligence business periodisation and why quarterly targets with both earnings and self development are so essential This book isn't a quick fix it provides the long term solution for those wondering how to create longevity working in the fitness industry If your goal is to turn your personal training job into a career with a very respectable wage then this is the book for you

Becoming a Personal Trainer For Dummies Melyssa St. Michael, Linda Formichelli, 2004-10-01 Love helping other people improve their physical fitness Become a certified trainer start your own business and grow your client base with this user friendly and practical guide Want to turn your passion for fitness into a lucrative career Each year more than 5 million Americans use personal trainers to take their workouts to the next level and this plain English guide shows you how to get in on the action Whether you want a part time job at the gym or a full time personal training business you'll find the practical proven advice you need in *Becoming a Personal Trainer For Dummies* If you want to become a certified personal trainer and start your own business or if you're a certified trainer looking to grow your existing practice you're in the right place This practical guide has a thorough overview of what it takes to get certified and run a successful business complete with expert tips that help you Find your training niche Study for and pass certification exams Attract keep and motivate clients Interview hire and manage employees Update your training skills Expand your services A user friendly guide with unique coverage of personal trainer certification programs *Becoming a Personal Trainer For Dummies* includes tips on selecting the right program and meeting the requirements You'll learn to develop your training identity as well as practice invaluable skills that will make you a great personal trainer Inside you'll discover how to Choose the right fitness equipment for you and your clients Create a business plan a record keeping system and a marketing campaign Perform fitness assessments Develop individualized exercise programs Advance your clients to the next fitness level Manage legal issues and tax planning Train clients with special needs Complete with ten ideas to expand your services such as adding workshops or selling equipment or apparel and a list of professional organizations and resources *Becoming a Personal Trainer For Dummies* gives you the tools you need to be the best personal trainer you can be Grab your own copy to get the most out of this fun fabulous career

How to Start Your Personal Training Business Joe Dynasty, 2010 Inside this book you will learn how to become a certified personal trainer and start your personal training business The book includes a step by step business plan and professionally written forms and policies Here is what you will learn from this book Why get certified and how Important issues you should consider when getting certified How to stand out from every other personal trainer How to find your niche How much you should be charging your clients The most

effective ways to market your personal training business How to get your clients signing up over and over again What to do when a potential client walks in **BONUS Professionally Written Forms and Policies over 80 value** The Complete Book of Personal Training Douglas Brooks,2004 This book is the most comprehensive and authoritative resource for you as a personal trainer whether you are a newcomer to the field or have a well established business The book is truly a complete resource it's full of information about working with clients and designing programs and it's a practical guide to all aspects of the personal training business It will help you in all aspects of your profession learn applicable information on fitness testing and assessment identify your clients goals and create fitness tests specifically for them learn how to develop cardiovascular strength and flexibility training programs properly train and help special populations understand the business side of personal training including marketing yourself as a trainer getting and retaining clients and learning time management learn how to expand your business back cover IDEA Personal Trainer Business Book Denis Gagnon,1996 **Strategies for Success**,2005 **Petits exercices de religion et briefves méthodes d'examen de conscience et d'oraison, très utile à tous religieux principalement aux commençants, novices et apprentifs en la vie spirituelle**, **Unstoppable** Jared Garcia,2018-11-22 If you're ready to build a successful personal training business read this book now Forget the old concept of just being a personal trainer exhausting your energy and time while not achieving your dreams reframe your mindset and learn how to create business success Whether that's earning 100K a year training only the clients you choose or opening your own business Unstoppable is the playbook for you This guide is a must for anyone who wants to learn personal training boost their personal training career increase their fitness sales or create a successful personal training business out of their passion Here's what you'll learn How to start in the personal training industry find your niche and fuel your passion How to build the business you really want as an independent personal trainer gym owner and more How to increase your income by implementing the sales ideas pitch outlines and pricing guidelines How to build your brand and market yourself so that you stand out from the crowd How to save hundreds of hours by creating business checklists and templates to streamline your work bringing value to your clients and your bank account Be inspired through journeying with Luke a fictional character based on real life experience as he struggles and overcomes many of the challenges that you may be facing right now If you are serious about succeeding as a personal trainer invest in yourself and read Unstoppable **How to Start a Home-Based Personal Trainer Business** Laura Augenti,2010-01-06 Making money from exercise may seem like a pipe dream to many but in fact physical fitness is fast becoming one of America's hottest new professional fields Here a successful personal trainer gives expert advice on every aspect of setting up and running a home based personal trainer business Readers will learn how to get started develop a service manual screen clients serve customers learn from the competition and set up a home office as well as how to use the Internet to develop one's business Turn your fitness passion to profit Get trained and certified Set your own schedule Establish long term client relationships Become the trainer everybody

wants *Business and Sales* Eddie Lester, 2016-12-29 Eddie Lester has helped more than four thousand personal trainers reach their financial goals and grow their businesses Now he wants to help you do the same in this new guide to professional success In *Business and Sales The Guide to Success as a Personal Trainer* Lester takes you through every step needed to secure the sale and net a new client Like your own journey the guide starts with one of the most important steps attaining certification Passion isn't enough to be a personal trainer you need to show your clients that you are knowledgeable and trustworthy The next chapters reveal how to create a personal brand define your niche target your most important demographic hone your selling personality and sales pitch make an amazing first impression follow up with each client and calculate a pricing structure Lester also outlines business checkpoints to help you gauge your progress His Power Questions can uncover a client's true motivations and empower you to make the sale The most important concept Lester wants you to learn is discipline Use the same drive that makes you a successful personal trainer to become just as successful as a business owner

Personal Trainer as Your Job Lexi Harris, PJ Medina, 2014-01-15 *Personal Training As Your Job* is a step by step guide that gives you the tools to become a personal trainer find employment that fits your goals and kick start your success as a professional The skills and habits outlined in this book will last throughout your entire career

How to Build a Six-Figure Personal Training Business Dave Fletcher, 2012 If you are a passionate and knowledgeable personal trainer there is no reason why you shouldn't be able to generate a six figure income and enjoy all the perks that the fitness industry has to offer In *How to Build a Six Figure Personal Training Business* Dave Fletcher one of the UK's best known personal trainers and fat loss specialists gives you the six step formula that you need to achieve this Using his own experiences as a highly successful PT he shows you how to apply your business brain and transform your passion for health and fitness into an income worthy of a top city professional

The Business of Personal Training in Health Clubs Tim N. Tierney, 2004-02-12 *The Business of Personal Training in Health Clubs* is a complete up to date business and action plan that any manager or owner can use as a step by step model to start grow and maintain a successful and profitable personal training program This proven method has been tested and refined in hundreds of health clubs and gyms around the United States over the past two decades The result has been this book Inside you'll learn critical essentials to starting and rapidly growing a personal training business Tap into over 20 years of personal training and health club industry expertise as you embark on the most game changing journey your personal training business will ever encounter

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