

New Business Checklist for Personal Trainers

After weeks, months, or maybe even years of thinking about opening a fitness business, you've finally decided to make it a reality. **Great news!**

Getting started is one of the hardest parts of being a business owner. After all, there are a lot of steps to take. That's why **we've outlined the most important ones** to free up some mental space and set you on your way.

GOOD LUCK!

DEFINE YOUR BUSINESS PLAN

- Decide on your business model (online coach, in-person, hybrid, program subscription, etc.).
- Identify your target market (age group, fitness goals, etc.).
- Write down your values and mission statement. Set prices for your services (session rates, package deals, etc.). For guidance, check out ABC Trainerize's [Complete Pricing Guide for Personal Trainers and Online Coaches](#).

EQUIPMENT AND SUPPLIES

- Ensure you have necessary fitness equipment available (dumbbells, kettlebells, mats, etc.).
- For online coaches, purchase content creation equipment (ring light, Gooseneck or tripod, good quality headphones, wireless microphone, etc.).
- Invest in technology. Use a [personal training software](#) for appointment scheduling, client management, and payments.

CLIENT ACQUISITION AND RETENTION

- Offer free consultations, a trial of your online program, or discounted first sessions to attract new clients.
- Develop referral programs to incentivize current clients to refer others.
- Keep clients accountable with regular check-ins. For added efficiency, use personal training software to standardize and automate these.
- Collect feedback from clients to continuously improve services and client experience.

FINANCIAL MANAGEMENT

- Keep detailed records of income and expenses for tax purposes.
- Set aside funds for estimated tax payments.
- Consider using accounting software or hiring an accountant to manage finances.
- Monitor cash flow and adjust pricing or expenses as needed to ensure profitability.

LEGAL AND ADMINISTRATIVE TASKS

- Obtain liability insurance to protect yourself and your clients.
- Develop client agreements outlining fees, cancellation policies, waivers, and liabilities.
- Ensure compliance with privacy laws when handling client information.

MARKETING AND BRANDING

- Create a unique logo and branding materials.
- Add your business details to your existing social media accounts or create new ones.
- Use your social media to showcase your expertise and engage with potential clients.
- Network with local businesses, gyms, and health professionals for referrals.

PERSONAL DEVELOPMENT AND SELF-CARE

- Prioritize your own physical and mental health to maintain peak performance.
- Seek support from mentors, peers, or professional organizations within the fitness industry.
- Block time in your work calendar for admin work (and to ensure you maintain work-life balance!).
- Stay up-to-date with the latest trends, techniques, and research in fitness training through podcasts, publications, [fitness blogs](#), and other resources.

ADDITIONAL CONSIDERATIONS

- Review your local area's requirements for opening a business and obtain any necessary registrations, permits, and licenses.
- Set up a business bank account separate from personal finances.
- Develop a professional website that highlights your services and client testimonials.
- Implement a client retention strategy, such as loyalty programs or regular check-ins.
- [Level up your qualifications](#). ABC Trainerize customers receive exclusive discounts to courses, certifications, and educational resources to keep you at the top of your game.

Starting a new business can be daunting. Luckily, there is a lot of learning as you go. Your branding, packages, and pricing may all change over time so as you prepare to launch your business, don't focus on being perfect - just focus on getting started! Take the first step today by starting your free trial of ABC Trainerize.

Start your 30-day free trial today!