

The Personal Trainer

KPI Cheat Sheet

Struggling to make informed decisions about your business? Or maybe you want to gain a better understanding of your clients and their behavior? With KPIs, you'll be able to make smarter decisions for not only your business, but for your clients too! Here's how.

WHAT ARE KPIS AND WHY DO THEY MATTER?

Key Performance Indicators (KPIs) are measurable values that track how effectively a business is performing. They help monitor growth and provide valuable insights into customer behavior. KPIs give trainers a snapshot of their operations, profitability, and client experience, helping them make business decisions backed by data.

ESSENTIAL KPIS FOR PERSONAL TRAINERS

Below are KPIs and industry benchmarks for personal trainers who offer in-person, online, or hybrid coaching. However, each business is unique, so it's important to do your own research to find what best suits your business.

KPI	DEFINITION	WHY IT MATTERS	INDUSTRY BENCHMARK
Client retention rate	The percentage of clients who stay committed to you over a specific time period.	Informs you about your client satisfaction levels and if you're suiting their needs.	Between 60-80%.
Average client lifespan	The average length of time a client stays with you.	Showcases which clients are loyal to help you recognize which practices keep them coming back.	Anywhere from 3 months to 1 year, depending on the packages you offer.
Lifetime client value	The total revenue you can expect to earn from a client during their time with you.	Allows you to allocate your resources accordingly to prioritize your customers.	Ranging from \$500-\$2,000, however some clients can bring much more value.
Personal trainer client success rate	The percentage of clients achieve their goals in a healthy and satisfactory manner.	Measures the effectiveness of your programs and how pleased your clients are with your programs.	Anything 75% or above means you're meeting your clients' standards and helping them succeed.
New prospects and conversations	The number of new potential clients you engage with each day.	Consistently starting new conversations is critical to growing your business.	1-2 new conversations per day, or 5-10 new conversations every week.
Sales call conversion rate	The percentage of sales calls that result in a new paying client.	A high conversion rate means you're getting more return on your lead generation efforts.	Between 30-60%, however, your rate can fluctuate depending on how established you are.
Average monthly recurring revenue	The recurring income generated each month from active clients, packages, etc.	It's a key indicator of income and business stability, and signals which aspects of your business are strong.	Depends on your number of clients, but a good benchmark is around \$250-\$600 per client.
Profit margin	The percentage of revenue remains after deducting expenses.	Visualizes which business operations are efficient and how healthy your business is financially.	Between 65-80%.
New client acquisition	The number of new clients you acquire over a certain time period.	Highlights the effectiveness of your marketing efforts and your overall appeal.	Varies depending on your service model, but a good benchmark for online trainers is 4-8 clients/month.

TRACKING & REPORTING BASICS

- Use a simple spreadsheet or platform to track and organize your KPIs without overcomplicating things. Review your data monthly or quarterly to spot trends and make adjustments accordingly.
- Prioritize 3-5 KPIs that matter most to your business and update them frequently to observe real-time progress.

LEVEL UP YOUR BUSINESS WITH KPIS

Ready to implement KPIs into your business? With [ABC Trainerize](#), we provide all the tools you need to train your way.

Gain access to deeper insights into your business, as well as automated client tracking, all in one powerful app.

[Try a 30-day free trial today!](#)

QUICK WINS & STRATEGIES

Here are some quick tips and a few related guides to implement when tracking your KPIs!

- To improve client retention, send your clients a short message each week to see how they're feeling, check in on their progress, or offer encouragement.
Check Out: [The Ultimate Guide to Client Retention](#)
- To better your client's lifetime value, adjust prices for subscriptions and tailor plans to meet all the needs of your clients to boost your services.
Check Out: [The Ultimate Pricing Guide for Personal Trainers](#)
- To maximize your recurring revenue, partner with other businesses and showcase your add-ons to better your financial stability and grow your business.
Check Out: [Recurring Revenue for Fitness Professionals](#)
- To attract more clients, create a compelling lead magnet and run personalized ads to speak directly to each type of client you want to attract.
Check Out: [Get 30 Personal Training Clients in 30 Days Checklist](#)