

PERSONAL TRAINING BUSINESS STRUCTURE CHECKLIST

Ensure you are offering the best service to your clients from the start of your business. Below is a checklist of the different services you can provide as a personal trainer to create the strong foundations of a successful business. The list covers different aspects that a personal trainer may include in their business. Where necessary, we have included suggestions for possible apps you can use to help:

- BRAND IMAGE** – First of all, create your own branding. Ensure you have a logo, business cards and social media accounts. You need to be seen and this is the best way to go about things.

- PAR-Q** – Ensure you complete a PAR-Q with each client. This allows you to gain a deeper understanding of the client and from there, plan workouts to their fitness levels and avoid injuries.

- TRACK WORKOUTS** – Tracking your clients workouts will allow you to see progress as you complete more sessions. This can be done by having a workout book for each client or signing up to an APP that does all this for you. *We suggest MyPTHub as a solution to this.*

- TRACK NUTRITION** – Although you are may not be a qualified nutritionist, you can make suggestions to your clients eating habits. Gain some knowledge of their habits and make changes in line with your knowledge. *We recommend MyFitnessPal for this.*

- PRICING LIST** – Have a pricing list ready to show any potential clients. Having it in a format that is easy to read may be the difference in signing up a new client. Have a variety of pricing options such as per session, bulk or subscription-based services, offering discounts for the bigger choices.

- EQUIPMENT** – If you are working in a gym that has limited equipment, supply some yourself. Purchase specific grips for the cable machines or squat/hip thrust pads to add some comfort to your routines.

- APPOINTMENT/BOOKING SYSTEM** – Ensure your clients know when their next session is by having an electronic booking system. Alternatively, you can keep track of this manually and send reminders out by email or text.

Following the suggestions above will allow you to develop a well-structured, organised business. Everything on the list isn't necessary to be successful, however, we recommend experimenting with the suggestions above and seeing what works best for you.