## 

(Personal Training Business Name)

## 

(Company Name)  
(Street Address)  
(City, State, Zip Code)  
(Creation Date)

Contact Information

(Name)

(Email)

(Phone Number)

(Website)

# Table of Contents

[**Table of Contents**](#_2yj7lau3un4c) **2**

[**1.0 Executive Summary**](#_dvk87zn7iswy) **3**

[1.1 Business Objectives](#_xcjl4cqys7vn) 3

[1.2 Mission Statement](#_dgin4da9q94b) 3

[1.3 Keys to Success](#_dl2iqcpfm31b) 3

[**2.0 Company Summary**](#_2d20yv3qcb8t) **4**

[2.1 Startup Summary](#_t0v8y95e5o4f) 4

[2.2 Location & Facility](#_1gpqgr4bm3q1) 4

[2.3 Ownership & Management](#_5yee9xi2qrl8) 4

[**3.0 Products & Training Services**](#_5t9sgm7e8l8s) **5**

[3.1 Service Description](#_mb1z7heaqbqu) 5

[3.2 Daily Operations and Production](#_eqohv483e16w) 5

[3.3 Pricing and Profitability](#_gjjthztr2omk) 5

[**4.0 Market & Industry Analysis Summary**](#_eq44lzw2isxu) **6**

[4.1 Market Segmentation](#_qnryk1s3jpzc) 6

[4.2 Target Market Segment Strategy](#_s13bvd5owr5i) 6

[4.3 Main Competitors](#_w99io874ecwo) 6

[**5.0 Marketing Strategy & Implementation Summary**](#_ldzvcbid4t9a) **7**

[5.1 Competitive Advantage](#_4hpwyiwht3j7) 7

[5.2 Marketing Strategy & Positioning](#_52549pzg0h72) 7

[5.3 Traditional Marketing & Advertising](#_8ujf22vz9ltn) 7

[5.4 Online Marketing & Advertising](#_9arwq0sy0esb) 7

[5.5 Sales Strategy & Forecast](#_d95cyz1cp2z2) 7

[5.6 Personal Training Business Milestones](#_pdrptcucvwon) 7

[**6.0 Financial Plan & Projections**](#_bajvaayrbnjj) **8**

[6.1 Startup Costs](#_hbwj23dqlkdx) 8

[6.2 Break-even Analysis](#_6rs5utgej3i) 8

[6.3 Projected Profit & Loss](#_njeodl3m7ju7) 8

[6.4 Projected Cash Flow](#_x1cvubv26j60) 8

[6.5 Projected Balance Sheet](#_juwv558j1sgm) 8

[6.6 Business Ratios](#_sxwjx2r8qvf9) 9

[**7.0 Appendix**](#_e4v4r1dyt6uo) **10**

# 1.0 Executive Summary

*In the opening paragraphs, discuss the most important aspects of the business plan. The entire executive summary should be less than two pages.*

## 1.1 Business Objectives

*What do you want your personal training business to achieve? Include at least five. Make specific and actionable.*

## 1.2 Mission Statement

*A brief statement or paragraph describing what your personal training business stands for.*

## 1.3 Keys to Success

*What are the factors that will make you successful as a personal trainer? Include at least three.*

# 2.0 Company Summary

*Open with a couple of paragraphs describing your personal training business including important facts, like address, hours, location.*

## 2.1 Startup Summary

*Briefly, how much will it cost to start your personal training business? Consider creating a chart with each expense.*

## 2.2 Location & Facility

*Where is your personal training business located? What makes the location a benefit? If applicable, what’s the facility like? How will the facility increase your likelihood of success?*

## 2.3 Ownership & Management

*Who are the owners of the business? What are their backgrounds and why will that make the business a success? What are their certifications? What is the management structure like within the business? Who are the managers and trainers?*

# 3.0 Products & Training Services

*Write a couple paragraphs with a high-level overview describing the products and services.*

## 3.1 Service Description

*What type of training will be given? What other products or services will your business provide?*

## 3.2 Daily Operations and Production

*What are the day-to-day operations and systems that make your personal training business operate? Who will take care of tasks like scheduling, cancelations, following up with leads, and client intake?*

## 3.3 Pricing and Profitability

*What is the price of every type of training you provide and products you sell? Include Income, expenses, and profit for each type of service and product. Create a chart.*

# 4.0 Market & Industry Analysis Summary

*Describe the industry your personal training business is in. What are the trends? It is predicted to be a growing or shrinking market?*

## 4.1 Market Segmentation

*Who are the types of customers that will train with you? Use data to explain their training habits and how many potential clients are in your area.*

## 4.2 Target Market Segment Strategy

*How will you reach your different segments of clients? How will you communicate to them?*

## 4.3 Main Competitors

*Who are your main competitors within a five mile radius? List at least five. Include a chart with details like distance, description, advantages and disadvantages.*

# 5.0 Marketing Strategy & Implementation Summary

*Give a high level overview of your marketing strategy and how it will be implemented.*

## 5.1 Competitive Advantage

*What will you do better than competing personal trainers?*

## 5.2 Marketing Strategy & Positioning

*What are your strategies to market your business? Additionally, how will you communicate your business in a 30-second positioning statement?*

## 5.3 Traditional Marketing & Advertising

*What type of physical marketing and advertising will you do? Where will the materials be made?*

## 5.4 Online Marketing & Advertising

*What online marketing and advertising will you do? Who will manage it?*

## 5.5 Sales Strategy & Forecast

*What are your sales, costs, and profits forecast for the first three years? Create a chart.*

## 5.6 Personal Training Business Milestones

*What are the main milestones you need to reach before opening your business? Have at least eight.*

# 6.0 Financial Plan & Projections

*What are the assumptions you made about the economy and your business for the financial projections below?*

*Use this* [*financial projections worksheet*](https://www.score.org/resource/financial-projections-template) *(* [*https://www.score.org/resource/financial-projections-template*](https://www.score.org/resource/financial-projections-template) *) as a guide to the sections below. Ideally, turn the projections into charts for investors and bankers to more easily understand the numbers.*

## 6.1 Startup Costs

*How much money will it require to open the personal training business? List the expenses and include cost.*

## 6.2 Break-even Analysis

*At what point in sales will the business operate at a profit?*

## 6.3 Projected Profit & Loss

*What are the income and expenses in the personal training business and at what month will it operate at a profit?*

## 6.4 Projected Cash Flow

*How much cash is coming into and going out of the personal training business by month?*

## 6.5 Projected Balance Sheet

*What are projected assets and liabilities of the business for the next three years?*

## 6.6 Business Ratios

*What are the business ratios at the end of year one, two, and three?*

# 7.0 Appendix

*Include additional documentation to support the business plan. Include any visual documentation, like equipment, uniforms, floorplan, or artist rendering.*