



Personal Training Business Plan



Get Started

A Personal Training Business Plan is useful when wanting to start your own business and map out your business goals. Having a personal training business plan will help make the process of starting up your personal training business smoother.

Invest some time into filling out this document with as much detail as possible and use this to map out your business plan to any potential investors or banks.

Setting Up: Business and Owner Details



Business name:	
Owner(s) name:	
Business address and postcode:	
Business telephone number:	
Business email address:	
Home address and postcode (if different from above):	
Home telephone number (if different from above):	
Home email address (if different from above):	

1.1 Business summary:	
1.2 Business aims:	
1.3 Financial summary:	

Elevator Pitch: Pitch your business plan

1.4 Your business name:	
1.5 Strap line:	
1.6 Elevator pitch:	

Section 2: Personal background

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2.1 Why do you want to run your own personal training business?	
2.2 Previous work experience:	
2.3 Qualifications and education:	
2.4 Training	
2.5 Any additional training you want to complete:	
2.6 Hobbies and interests:	
2.7 Additional information:	

Section 3: Products and services

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3.1 What are you going sell? (please tick)	A product <input type="checkbox"/>	A service <input type="checkbox"/>
3.2 Describe the basic product/ service you are going to sell:		
3.3 Describe when you are planning on selling your product and service:		
3.4 Additional information:		

Section 4: The market

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4.1 Are your target market (please tick):	Individuals <input type="checkbox"/>	Businesses <input type="checkbox"/>	Both <input type="checkbox"/>
4.2 Describe your typical customer:			
4.3 Where is your target market?			
4.4 What prompts your customers to buy your product/ service?			
4.5 What factors help your customers choose which business to buy from?			
4.6 Have you sold products/ services to customers already? (please tick)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
If answered "Yes", please give details			
4.7 Have you got customers waiting to buy your products? (please tick)	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
If answered "Yes", please give details			
4.8 Additional information:			

5.1 Key research findings:	
5.2 Key findings from field research - customer questionnaires:	
5.3 Additional information:	

Section 6: Marketing strategy

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What are you going to do?	Why have you chosen this marketing approach?	How much will it cost?
Final cost:		

Section 7: Competitor analysis

7.1 Table of competitors

Name, location and business size	Product/ service	Price	Strengths	Weaknesses

7.2 SWOT analysis:

Strengths	Weaknesses
Opportunities	Threats

7.3 Unique selling point (USP):

USP

8.1 Production:	
8.2 Delivery to customers:	
8.3 Payment methods and terms:	

8.4 Suppliers

Name and location of supplier	Items required and prices	Payment arrangements	Reasons for choosing supplier

8.5 Premises:	
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8.6 Equipment

Item required	Already owned?	If being brought		
		New or second hand?	Purchased from	Price

8.7 Transport:	
8.8 Legal requirements:	
8.9 Insurance requirements:	

Section 9: Costs and pricing strategy

	Production/ service name:	
A	Number of units in calculation:	
B	Product/ service components:	
C	Components cost:	
D	Total product/ service cost:	
E	Cost per unit:	
F	Price per unit:	
G	Profit margin (£):	
H	Profit margin (%):	
I	Mark up (%):	

Section 10: Financial forecasts

10.1 Sales and costs forecast

	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
A	Month name:													
	Sales forecast:													
B	Product/ service:													
C	Product/ service:													
	Costs forecast:													
D	Product/ service:													

E	Assumptions (seasonal trend changes)	
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FUTURE FIT
TRAINING