

Checklist For Starting a Fitness Business

Business Concept

- Define your niche
- Research fitness trends
- Analyze competitor offerings
- Determine target audience
- Set business objectives

Business Planning

- Develop a business plan
- Create financial projections
- Plan budget allocations
- Design membership packages
- Set pricing strategies

Legal and Administrative

- Register the business
- Obtain necessary licenses
- Get insurance coverage
- Understand health regulations
- Draft staff contracts

Location and Facility

- Choose a suitable location
- Lease or purchase property
- Design facility layout
- Equip with fitness machines
- Ensure accessibility and safety

Staffing and Operations

- Hire certified trainers
- Train staff on operations
- Implement management systems
- Establish operating hours
- Set up client management software

Marketing and Branding

- Create a brand identity
- Develop a marketing plan
- Launch a website
- Utilize social media
- Offer promotional deals

Client Engagement

- Develop client onboarding
- Offer personalized plans
- Gather client feedback
- Implement loyalty programs
- Organize community events

Go-to Resources for Starting a Fitness Business

Fitness Management

- [Mindbody](#)
- [Glofox](#)
- [Zen Planner](#)

Equipment Suppliers

- [Rogue Fitness](#)
- [Life Fitness](#)
- [Precor](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Lean Canvas Generator](#)
- [Logo Generator](#)

*All of the resources are clickable links