

THE KICK-ASS ONLINE FITNESS BUSINESS PLANNER



Building a successful online fitness business isn't quite as simple as just adding 'online trainer' to your Instagram profile. You need to spend some time working out things like who your program is for, what structure it will have and the features you need, before you even begin to look at sales and marketing strategies.

The following questions are designed to give you the answers you need to be able to create your online fitness business with a firm foundation, and should also allow you to narrow down your ideas (take a look at our 10 essential online tools once you're finished!).



THE KICK-ASS ONLINE FITNESS BUSINESS PLANNER

REALITY CHECK

What's your 'WHY'?

What are your main reasons for creating an online business?

What would you consider a success when it comes to your online business?

BRAINSTORMING IDEAS

Let's start with you..

What skills/knowledge do you have that would be useful to others?

What interests and motivates you?

What can you confidently create content about?

Who do you identify with as customers?

What problem can you solve?

What do people want to learn that you are able to teach?

Will people pay for access to your expertise?

How much experience do you have? How much do you need?

BRAINSTORMING IDEAS

Research

Conduct research in your chosen niche in order to identify knowledge gaps, popular subjects and other opportunities.

- Find Facebook groups
- Identify popular bloggers
- Identify leaders in your niche
- Find books published in your niche
- Find programmers/services that exist in your niche

What sort of questions or topics come up the most?

FLESHING OUT THE DETAILS

Programme/Service Functionality & Features

How do you envision your programme/service functioning?

What information and resources can you provide on your chosen subject(s)?

Will you be able to provide content for the program/service?

What additional features or benefits do you want to provide to your clients?

Will you leave the program/service open full-time or close the doors?

Is your offer 'Do it yourself.' 'Done with you' or 'Done for you'?

Will there be any live or 1-2-1 elements?

Will you have a community?

FIGURING OUT YOUR BUSINESS MODEL

Planing your business model

My core SERVICE type is:

- Coaching & Consulting
- Affiliate marketing
- Ebooks/Programmes
- Software
- Membership programme

My DELIVERY method will be:

- Instant
- Drip-Fed
- Ongoing

My ACCESS model will be:

- Recurring
- Lifetime
- Fixed-term
- Pay As You Go

Write down any further ideas or details you have for how your business will work:

DISCOVERING YOUR AVATAR

Thinking about your ideal client

Use the "But no one else would" trick and fill in the gaps:

1. My ideal client would read BOOK but no one else would.
2. My ideal customer would subscribe to MAGAZINE but no one else would.
3. My ideal customer would attend CONFERENCE but no one else would.

What ad could you present to your ideal customer to gain their interest?
Draft it below.

PACKAGE

Positioning your online coaching programme

Will your price point be cheap/budget or expensive?

How hands on will you be with your clients?

Are you aiming to make your program accessible or exclusive?

How would you describe the level of impact and importance your programme and the result it delivers will have in the lives of you clients?

How affluent is your target market?

Is your market competitive or will you be the only person in your niche delivering this kind of results?

How much direct access will individual clients have to you?

Overall how do you want your products to be perceived?

PRICING

Figuring out your price

What pricing options are you considering?

What's your target income?

How many clients will you need to attract to meet your income goal?

Will you offer multiple coaching tiers/options?

Will you offer a trial service/period?

YOUR BRAND

Branding and Business Name

My programme/service name is:

My elevator pitch is:

YOUR ACTION PLAN

Turning plan into action

What is your target date for launching your programme/service?

What are the first 5 steps you need to take in order to turn your plan into reality?

1.

2.

3.

4.

5.

Check this out! Need more help with your online fitness business?

The Exceed Masterclass is your essential resource for the training, advice and support you need to plan, create and grow a profitable, meaningful online fitness business.

Use our unique implementation plans to guide you through everything that you need to do whether you're at the planning, creating, launching or growing stage of your online fitness business. Keep track of your progress and avoid overwhelm by always knowing what you should be focusing on.

It's literally everything you need to know to get from where you are now to where you need to be as an online personal trainer.

[LEARN MORE](#)

