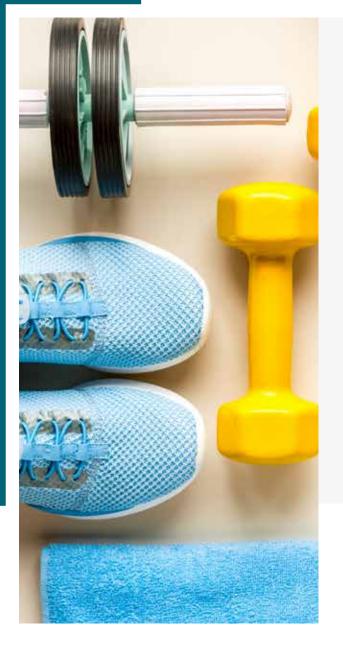


# PERSONAL TRAINER Business Plan



Congratulations on starting your own fitness business!
While this is a big undertaking, the good news is that having a solid business plan on hand will allow you to follow a road map as your business grows and develops.

www.insurancecanopy.com



### Instructions

Before you begin filling out the fields on this template, be sure to create the cover page first. This should include your:

- Business logo
- Name
- Address
- Phone number
- Email address
- Website

After you've made your cover page, use the text boxes beneath each prompt to add your text in every section.

Let's get started!



#### **Executive Summary**

**Mission Statement** 

**Elevator Pitch** 

#### **Company Description**

**Branding** 

Niche/Ideal Clientele

**Business Structure** 

#### **Market Analysis**

#### Marketing Strategy

#### **Operation Costs and Financial Projections**

**Expenses** 

**Revenue Projections** 

#### Certificate of Insurance (COI)

Include your COI in this section. Don't have insurance yet? Get **Personal Trainer insurance** from Insurance Canopy for just \$15 per
month.



## Personal Trainer Business Plan