



# 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](http://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!**



ADD YOUR  
**Business Logo**

# **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.*



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