



FITNESS **Business Plan**



Congratulations on starting your very own fitness business! With a solid business plan in hand, you'll be able to map your way to success and keep yourself on the right track no matter where your business takes you.

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

Unique Selling Proposition (USP)

Company Description

Branding

Sample Services and Pricing

Business Structure

Market Analysis

Marketing Strategy

Loans and Financing

Operation Costs and Financial Projections

Certificate of Insurance (COI)

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

Appendix

Include all supporting documents, such as resumes, copies of relevant certifications, business registration documents, liability waivers, etc.



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