

mindbody

TEMPLATE

# Business Plan Template for Fitness Business Owners



# **Business Plan**

# Executive summary

## Business overview

Provide a brief overview of your business here. Where will you be located? What type of services and treatments will you offer? This will be your elevator pitch.

## Mission and culture

What is the mission/vision of your fitness business? What are your values?  
What's important to you?

## Target market

Who's your ideal customer? Why would that audience be attracted to your business?

## Services and offerings

What kind of services or classes will you offer? What products will you sell?

Will you offer memberships or packages? Provide a description of what you plan to offer at your business.

## Market overview and competitive analysis

What does your market look like? What are the demographics of your area/location?

What types of competitors are currently in your market area?

What makes your business different and better than your competition?

What are some of the challenges you might face in your market (e.g., lots of competition, difficult parking, location challenges, etc.)?

# Organization and management

## Staffing

What are your staffing goals?

Will you manage your various offerings, or will you have an employee who owns or is solely dedicated to each?

How will you pay staff? Will it be a flat rate? Hourly or commission-based? Based on certification level? Will your business provide additional insurance for employees? Or will you require them to provide their own?

Will you provide staff incentives (bonuses, free services, discounts on merchandise, etc.)? What will be your measure of staff success (new clients, client retention, retail sales, etc.)?

Have you created an employee or contractor handbook that outlines your expectations for staff, including any specific requirements related to video and media releases?

## Software

What business management software will you be using? We recommend getting your software set up prior to your open date so you can become proficient in managing the software and reports before you open.

How will you be trained on the software to ensure you're using all the features to your maximum benefit? How will you ensure your staff knows how to use the software and any equipment properly?

## Bookings

How will your customers sign up for memberships and/or book classes with your business?

## Credit card processing

How will you manage payments for memberships and retail products?

What kind of point-of-sale (POS) solution will you have? Will you have a mobile credit card processor?



# Pricing and retention

## Pricing

What are your pricing strategies?

What is your drop-in price?

Will you charge cancellation fees?

What is your membership pricing strategy? Will you offer other benefits to membership (e.g., lockers, discount on retail, priority class sign up)?

Will you offer flexible pricing and introductory offers? How will you promote these?

## Retention

What strategies will you have in place to retain clients?

What are your retention goals?

What percentage of your clients do you want to be members?

# Marketing and sales

## Brand identity

What is your brand identity (include colors, imagery, fonts)?

Who will help you develop your branding?

Have you confirmed your name/brand does not conflict with others in the market?

## Website

Who will build your website? Who will maintain it? When will your website go live?

You should plan to have it up 90 days before opening.

Does your business management software integrate with your website so your clients can book memberships and classes directly from your website?

What search terms will clients use to find your business? Are you using those terms on your website so clients can find you?

Does your business management software allow clients to book classes with you on Google?



## Social media

What social channels are you going to use (Facebook, Instagram, Twitter, etc.)?

Who is going to manage and monitor those channels on a daily basis (post new content, respond to questions, reply to feedback—both positive and negative)?

Will you pay for sponsored social media posts?

## Advertising

Where will you advertise? Local papers? Online? Social media ads?

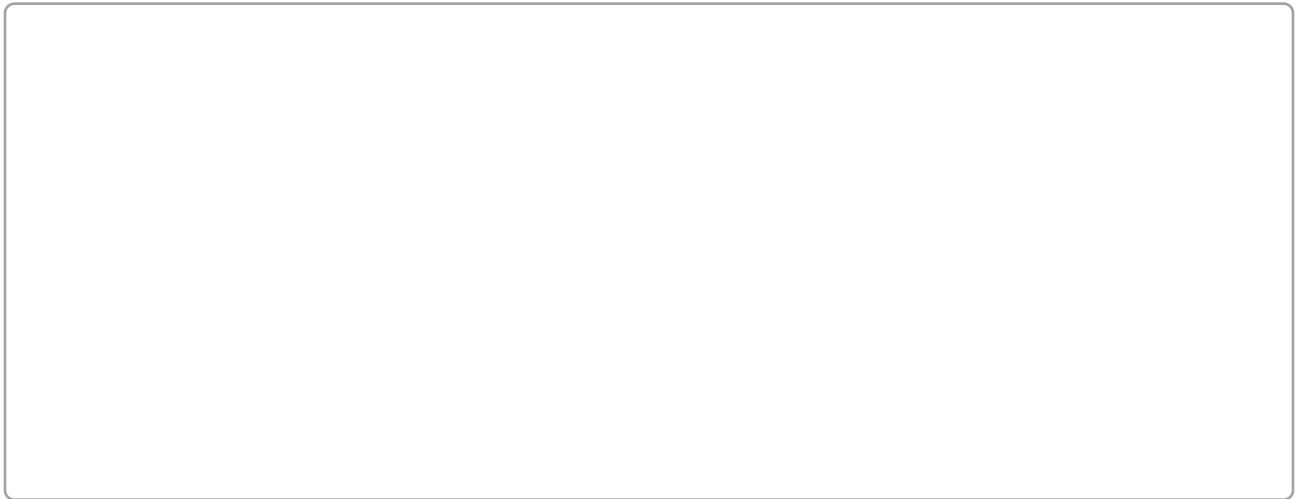
## PR & influencer marketing

Can you reach out to local press with unique ideas?

Can you partner with other businesses in your area to promote your business and/or events?

Are there local events you can participate in?

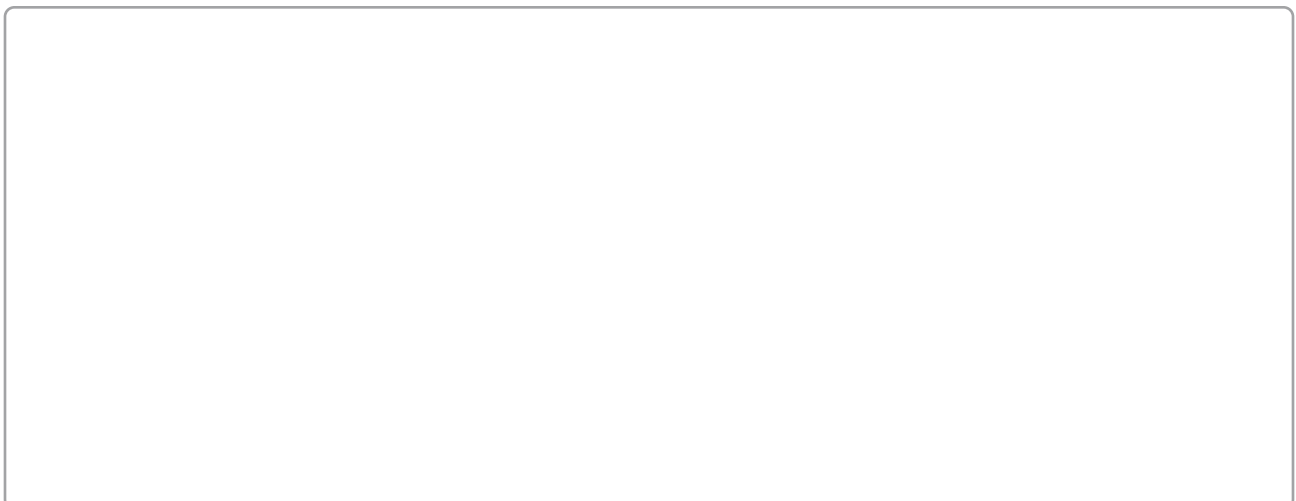
Are there influencers in your community that can help you get the word out?



## Opening marketing strategy

What are your launch plans? How will you initially get clients to come to your business?

Will you offer any pre-opening specials (e.g., discounted memberships or special intro offers if sign up occurs before opening)?



## Equipment and retail

## Equipment needs

List the equipment you'll need in the table below or replace with your own table.

Type of equipment	Quantity	Price per unit	Projected cost

## Retail needs

Will you be selling products? Food? Water? Other branded items? Calculate your costs here or replace with your own table.

Type of product	Quantity	Price per unit	Projected cost

## Financial projections

## Start-up costs

List the costs associated with starting your business.

Start-up costs	Cost

## Ongoing costs

Estimate your ongoing costs to run your business.

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## Funding

How will you fund your business? Do you need to secure additional funding?

## Key performance indicators and future vision

### Success measurements

How will you measure success? What metrics will you use to measure progress and success (e.g., memberships, revenue, appointment capacity)?

Set defined goals and make sure you measure and record progress each month.

# Breakeven analysis

What will it take to break even? Input data or replace with your own table.

On-going cost	Total cost	Total revenue	Profit

# Future vision

What is your future vision? Where do you see your business in one year? Three years?

Do you plan to open additional locations? Expand? Add new services?



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business and achieve your goals.**

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