



PROFESSIONAL  
FITNESS  
COACHES  
ASSOCIATION

# LEVEL 3 PERSONAL TRAINING COURSE



**Fitness in Business**



## Aim and purpose

As you work through this booklet you will have the opportunity to cement your ideas for your own independent personal training business. There are reflective questions and questions specific to knowledge and understanding of business operations so you can apply what you have learned from this booklet if working in an already established training facility, progressing up to supervising and managing of a training facility.

Businesses associated with sport generate a considerable amount of revenue & provide a wide range of employment opportunities, all significant contributors to the economy of the country.

Working through this unit will give you the opportunity to:

Look at how businesses in fitness industry are organised.

Investigate & find out what makes a successful fitness business.

Understand the legal and financial influences on fitness businesses.

Use market research and marketing for a fitness business.

Look at how businesses in the fitness industry are organised.

Investigate & find out what makes a successful fitness business.

Understand the legal and financial influences on fitness as a business.

Use market research and marketing for a fitness business.

Identify successful businesses and explain why they are successful.

Explore how successful businesses plan & promote their products & services.

Identify roles as an independent personal trainer?

Plan, design and critically analyse your business proposal.

Explore support services and staff employment needs.

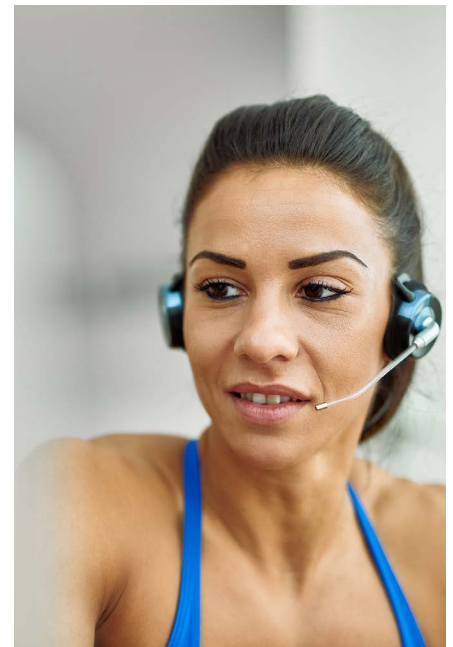
Explore roles of possible support staff and services.

Explore necessary documentation for planning your own business.

Reflect on possible barriers or challenges that can present when operating their own business.

When planning business operations and initial promotional plan students will:

- Develop promotional objectives
- Assess the promotional opportunities and resources that already exist
- Identify policies needed to support the plan
- Look at the characteristics of the target market(s)
- Check availability of different promotional methods
- Formulate the promotional plan
- Coordinate and control the promotional activities
- Consider advertising and communication
- Explore management of public relations
- Explore sales promotions
- Consider unique selling points





Demonstrate understanding of legal legislation relevant to business operations.

Describe why it is important to provide a safe and secure environment.

Describe procedures used to ensure a safe and secure environment in areas within a selected fitness and leisure facility.

Identify procedures used to provide effective customer service in a selected sport and leisure facility.

Describe the importance of providing effective customer service in a selected sport and leisure facility.

Demonstrate an understanding of what a business trend is?

Describe two different trends and their effect on the services and products offered by fitness and leisure facilities.

Analyse current trends making recommendations for future fitness and leisure provision.

Describe and explain the following three legal influences on fitness businesses:

Companies Act (1989)

Fair Trading Act (1973)

Health & Safety at Work Act (1974)

Describe each of the following and explain their influence on businesses in fitness:

Statutory Requirements

Health & Safety

Employment Laws

Licensing

Insurance

Planning Permission

Local Byelaws

Describe and explain finance terminology.

Know components of effective market research.

**Assessment Brief IQA by:**

**Ian Spiby - Education Director** (Wellbeing Fitness)

**Date: 9.3.2021**

**Assessment Brief sampled by Lead IQA:**

**Ian Spiby - Education Director** (Wellbeing Fitness)

**Date: 9.3.2021**

**Learner submission sampled by IQA: Name:**

**Date:**

**Learner submission sampled by Lead IQA: Name:**

**Date:**



Name THREE successful fitness businesses and outline why you think they are successful.

1

2

3

How does the company (or any of the other two you initially identified) plan & promote their products & services?



# Establishing, Creating & Growing your Personal Training Business

What roles would you expect to fulfil as an independent personal trainer?





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## Creative Questioning

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The following is an exercise in developing ideas for a business that you might wish to create.

Who are you going to train? What type of clients? What specialisms, experiences or hobbies do you already have which might be useful in this business? Do these suit and match your potential clientele?

What would your business look like? What type of business structure would you need to create and support your vision?





What type of employees would you need? What support services would you require?

Consider the following roles. Would you need these? If so, how would you utilise them?

- 1 Graphic Designer
- 2 Printer
- 3 Internet / website professional
- 4 Public Relations / Marketing





## Plan for Growth

What roles would you expect to fulfil as an independent personal trainer?

What type of barriers or challenges would you envisage having to overcome?

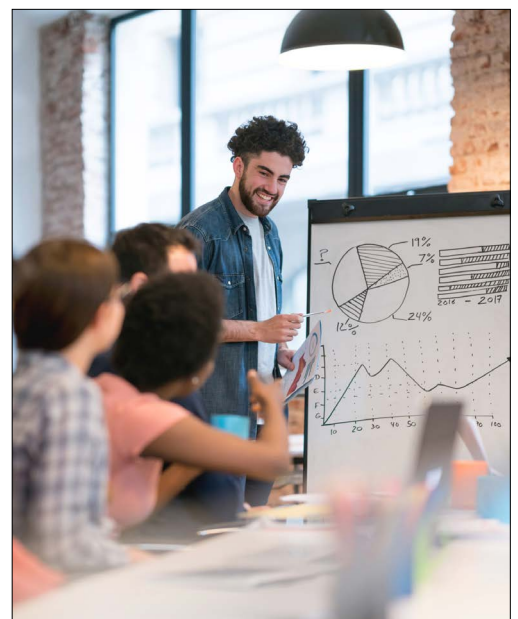




How would you overcome these barriers?

As you put your plan together there are various things you need to consider, including:

- Developing your promotional objectives
- Assessing the promotional opportunities and resources that already exist
- What policies you may need to support the plan
- Looking at the characteristics of your target market(s)
- Checking on the availability of different promotional methods
- Formulating the promotional plan
- Coordinating and controlling the promotional activities
- Advertising and communication strategies
- Managing public relations
- Sale promotions





## Creating A System

Setting systems of work. What would be the core principles and pillars of your business?

(It is important to have continuity and a relevant thread of your core principles through your operational systems.)

Consider your core business. What is it? What are your Standard Operating Procedures?

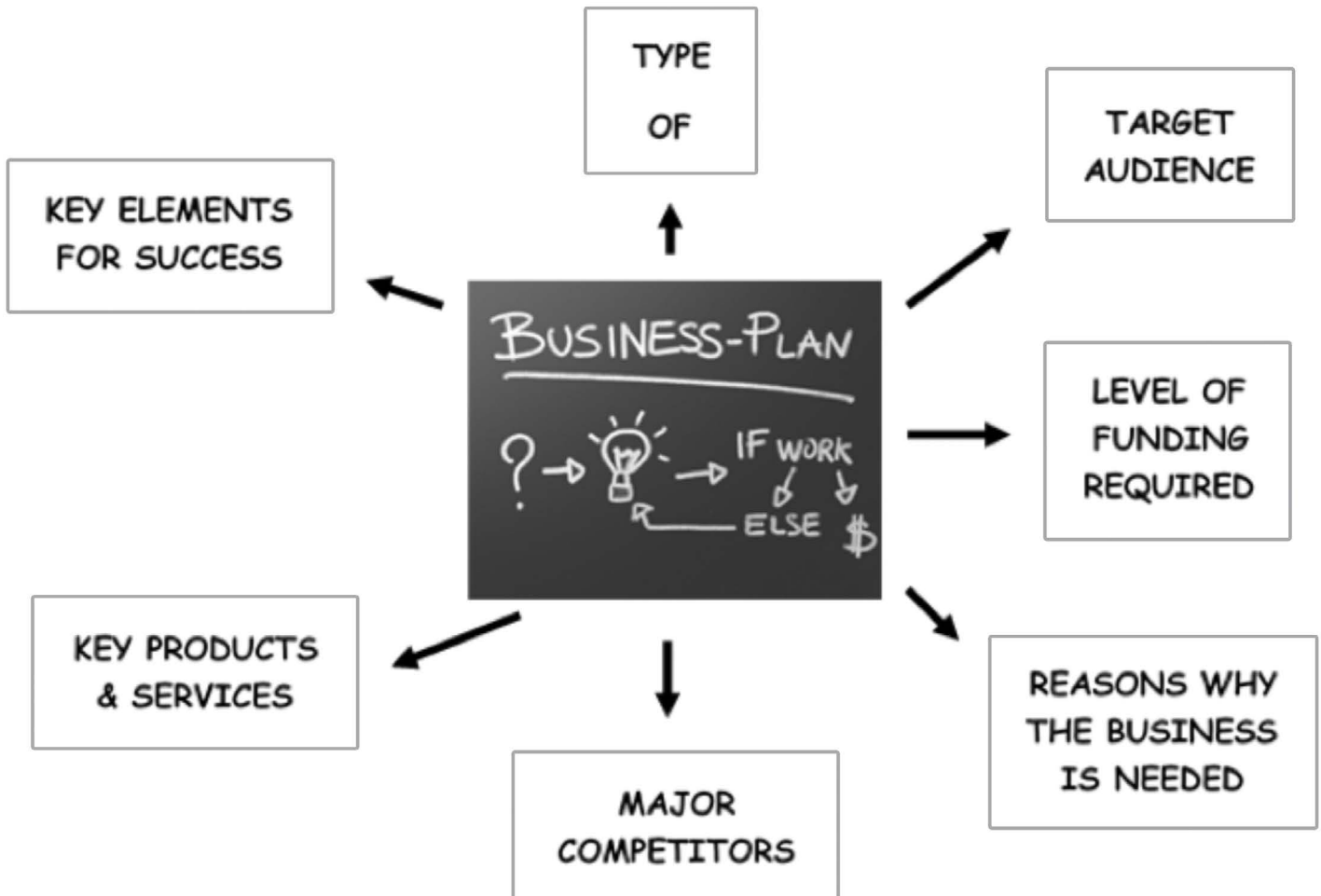
Here are a few points to help you.

Consider your workflow and the customer journey.

- Sales
- Leads to attain and call.
- Booking system to appointments.
- Checking voicemail (is this set up professionally?)
- Checking emails and social media strategy

Consider and clearly illustrate steps prior and leading up to your first one to one training session. Work backwards, be honest, circuital, and ruthless when criticising your effectiveness. Write these in the box below the diagram, which is there to give you some guidance.







Once you have identified the roles needed in your business it is best practice to create an employee, company operational manual which is something you can review regularly. You may not employ staff initially, but this could change. What headings would be in the manual?





You have previously considered the role of Public Relations. A more specific approach is to identify groups where you could network. You would need to seek these out and do some research before committing. Who and where would you start networking for your business operations?

What is the USP (Unique Selling Point) of your business?

It is important to keep growing and developing your business culture. Consider the following questions a client may pose: why should I train with you; why should I keep training with you?





## Understanding the law. (Ignorance is no defence)

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What legal legislation is relevant to your business operations? How will you abide by these?

Describe why it is important to provide a safe and secure environment.



Describe procedures used to ensure a safe and secure environment in areas within a selected fitness and leisure facility.







Identify procedures used to provide effective customer service in a selected fitness and leisure facility.

Describe the importance of providing effective customer service in a selected fitness and leisure facility.





## Developing your knowledge and understanding

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What is a business trend?

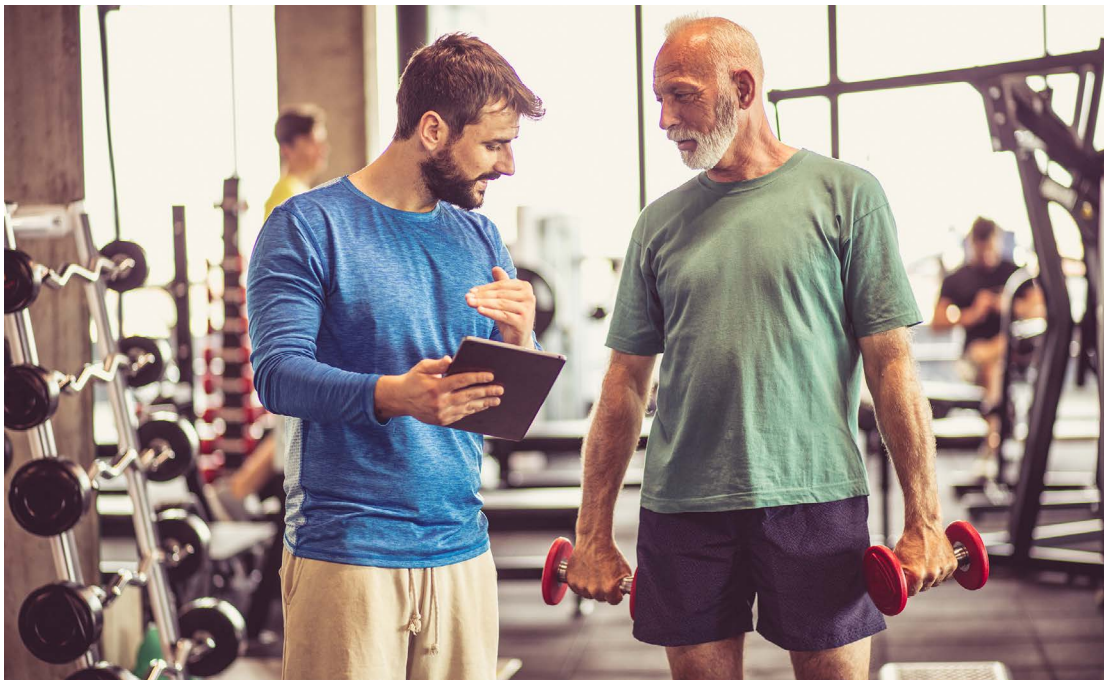
Describe two different trends and their effect on the services and products offered by fitness and leisure facilities.

1

2



Analyse current trends, making recommendations for future fitness and leisure provision.





## Legal and financial influences on fitness businesses

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Describe and explain the following three legal influences on fitness businesses.

Companies Act (1989)

Fair Trading Act (1973)

Health & Safety at Work Act (1974)



Describe each of the following and explain their influence on fitness businesses.

Statutory Requirements

Health & Safety

Employment Laws

Licensing





Insurance

Planning Permission

Local Bye-laws





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## Cashflow in a business

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Describe the following terms and phrases.

Cash Inflows

Capital

Sales

Cash Outflows

Planning Purchases



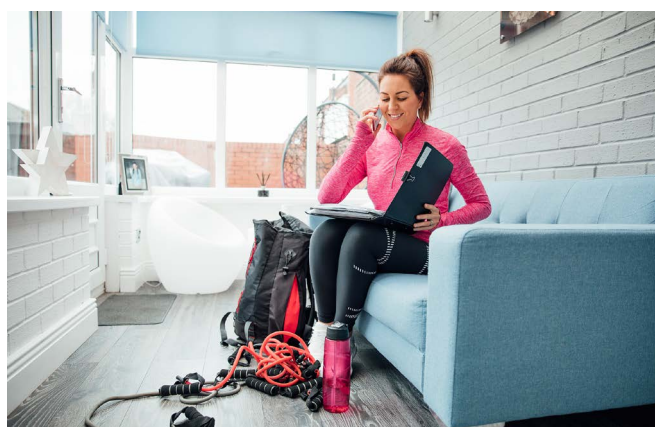


Loan Repayments

Promotion Costs

Wages

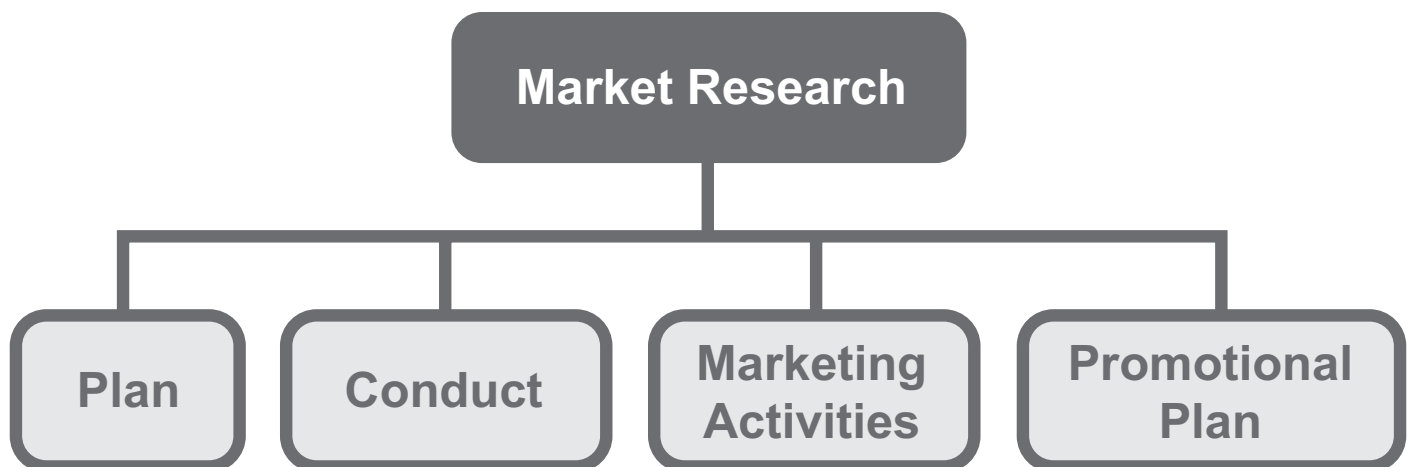
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# Market Research

Returning to the next stage of formulating ideas for your proposed business, we now explore:



Consider this flow diagram.

Finding out exactly what people want is not that easy; they often do not know themselves.

**Market research** is one way of finding out what people want. When you are working in any business it is important to plan any market research you want to undertake.

The following are key areas to explore are:

- Knowledge of customers
- Knowledge of competitors
- Knowledge of the market environment
- Knowledge of pricing strategies
- Knowledge of demands and trends
- Knowledge of opportunities for development





# Business Culture

How will you develop and maintain a consistent business culture? Consider elements like time keeping and professional dress.

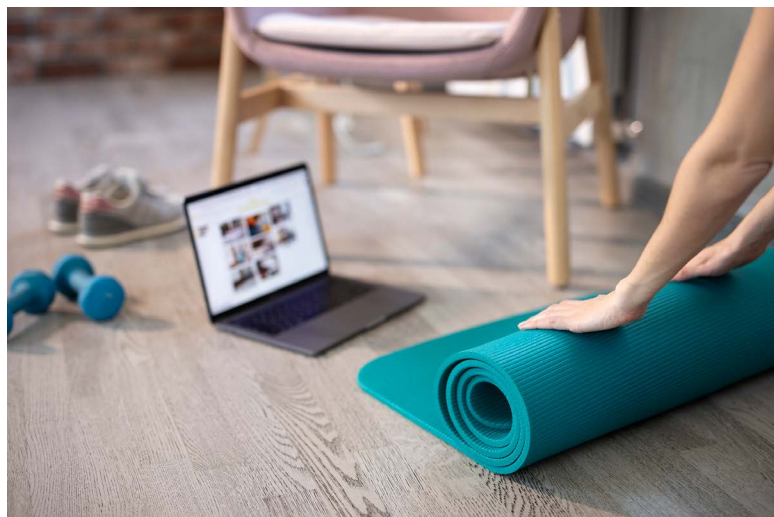




## Consider channels of effective communication

Public Relations, impacts make no impacts. Meetings do not make money. What we mean by this is that you can have as many 'likes' on a social media post (impacts) but if you have 1000 followers and only 5 clients, is your conversion rate from social media to actual business effective? Social media is a fantastic tool.

Write down ideas of how you would use social media effectively?





Decide upon a potential market. How will you communicate with them effectively?



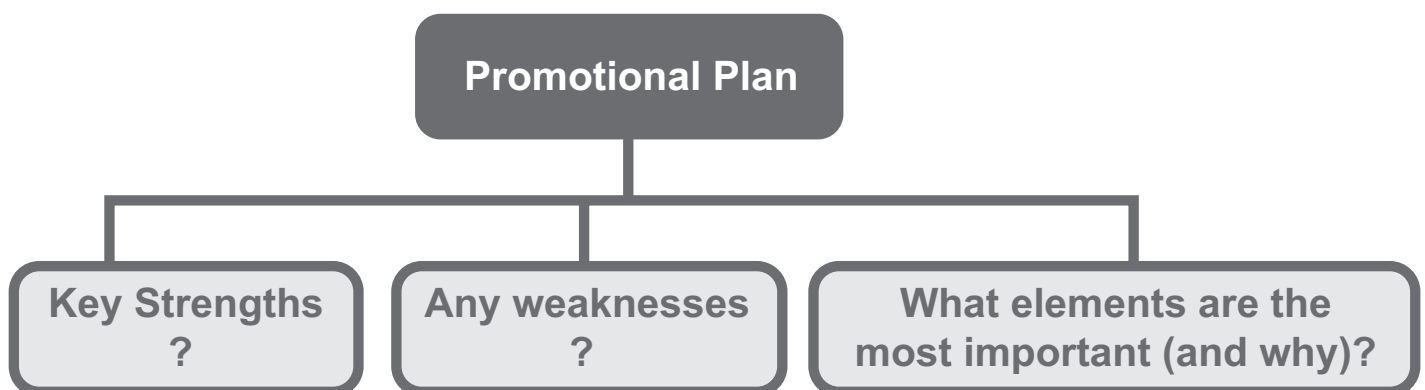


## Plan, construct, do, review.... everything

If you are not moving forward you are standing still. If you are standing still you are moving backwards. This does not mean you have to jump onto every new emerging trend. Stick to your core business principles but positive reflection and action is key to a successful business..

Working through this booklet you are in the planning and constructing stage. You will then action, (Do). Through the questions and systems of work considered with your answers you will establish a platform to review.

All business documents are designed to be reviewed, updated and altered. You have the opportunity to evaluate your plan before it is implemented. The following diagram will help you to do this.







## Continuing your own education

After gaining your qualification, maintaining, and developing your knowledge is crucial. What could you do to continue and expand this knowledge?







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## Adding revenue streams

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Nutrition / Group Training / Digital Outreach / Massage, Therapy, Injury Management / Mental wellbeing / Workshops & Seminars / Corporate Wellness / Speciality training.

These are just a few areas you may want to expand into. Having identified your main revenue stream, what additional operations would you consider applying?

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## Professional Boundaries

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Thinking on the two previous questions of education and revenue streams reinforces the aspect of how you remain within the professional boundaries of your experience and qualifications. However, these can be extended if appropriate to your business.



## Assessment Feedback

Tutor Name:

Student Name:

First submission date:

### Feedback:

Tutor signed:

Date:

Resubmission...

Resubmission date:

### Feedback:

Tutor signed:

Date:



Assessor - Please put an 'X' in the relevant box.

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